



# karovastore<sup>2.4</sup>

a sophisticated yet simple to use  
e-commerce solution for businesses  
of all sizes



# accessible e-commerce software

Karova Store 2.4 (KS2.4) is a sophisticated yet simple to use e-commerce solution for businesses of all sizes.

KS2.4 delivers all the functionality and features of a top-end bespoke e-commerce site in a package that is available and affordable to SME businesses.

With KS2.4 you will have full control over product management, administration and reporting through an interface that's easy to use from any computer with an Internet connection, while at the front end your customers will enjoy the benefits of a

site that is easy to find, navigate and use.

Using the latest technologies, KS2.4 enables you to deliver a quality user experience to every customer while its online product and content management system provide a simple yet efficient way for you to have full control over your store.

Seamlessly integrating with desktop accounting packages, fulfilment houses and payment processors, KS2.4 offers efficiency, flexibility, simplicity and security to ensure your online store works hard to raise your online revenues.

## Product features

### Product management

Karova Store 2.4 makes it easy for you to organise your products into categories and manage product details and images.

With Karova Store 2.4, you can:

- Handle unlimited products
- Organise products into nested categories
- Measure and control stock levels
- Add, edit and delete products
- Create custom product codes
- Display RRP and list prices
- Display multiple images of each product
- Tag products with keywords
- Sell multiple variants of each product
- Add and edit manufacturer details
- Display 'featured products'





## Delivery management

Karova Store 2.4 offers delivery flexibility for you and your customers.

With Karova Store 2.4, you can:

- Offer a variety of delivery methods
- Offer delivery to custom geographic delivery zones
- Set delivery prices by product, delivery method and/or zone
- Offer free delivery when a spending threshold is reached
- Set free delivery by product
- Offer free delivery when a promotional code is used

## Promotion/discounts management

The Karova Store 2.4 administration dashboard offers a quick, simple means of offering your customers discounts and promotional offers.

With Karova Store 2.4, you can:

- Create offers and discounts based on customer spend thresholds
- Create promotional codes allowing supporters to claim free gifts
- All special offers can have start and end dates

## Content and site information management

Karova Store 2.4 enables you to upload, edit and delete content at any time that's convenient for you; all you need is a computer with an Internet connection.

With Karova Store 2.4's fully featured content management system you can:

- Edit site information at any time with KS2.4's rich text editor
- Select publishing options: draft, public or publish on a specific date
- Fully manage customer downloads
- Manage images

## Order management

Karova Store 2.4 offers many useful order management features that allow you to produce a wide range of reports which can be viewed online, downloaded in a number of formats or exported directly into your fulfilment, stock and supporter database systems.

With Karova Store 2.4, you can:

- View orders by date range, by order or by value
- Download order reports in any format (csv, pdf, xml etc)
- Automate report delivery schedules
- Edit stock control settings
- Manage back orders

## Search engine optimisation

Karova Store 2.4 is designed to help your site be visible to search engines so that your customers can find you easily.

Karova Store 2.4 includes the following search engine optimisation features:

- Set your own search engine friendly URLs
- W3C standards based HTML coding
- Search engine optimised content structure
- You have complete control over the editing of meta content, for example keywords and description, through the administration dashboard

# about Karova

Since 2003 Karova has been creating exceptional Internet experiences for clients ranging from startup businesses to large international charities.

Karova is a successful, growing business that creates leading-edge IT solutions for a wide range of clients, large and small, who want to deliver the very best online experiences to their customers.

We have a progressive attitude toward design and development, embracing and utilising the wealth of ever-evolving technologies and standards our industry has to offer. Our team is vibrant and communicative, with a proactive and fully supportive approach to customer service. What's more, our employees have extensive experience and expertise in e-commerce and payments, so we're able to offer expert guidance when it comes to increasing the ROI of your e-commerce site.

To find out more or request a quote, please contact us as follows:

Karova Ltd  
23 Princes Drive  
Colwyn Bay  
Conwy LL29 8HT

0845 094 1021  
sales@karova.com  
www.karova.com

