



connect
MARKETPLACE

LET'S GROW TOGETHER
PERFORMANCE BASED MARKETING AND SALES

www.connect-mart.com



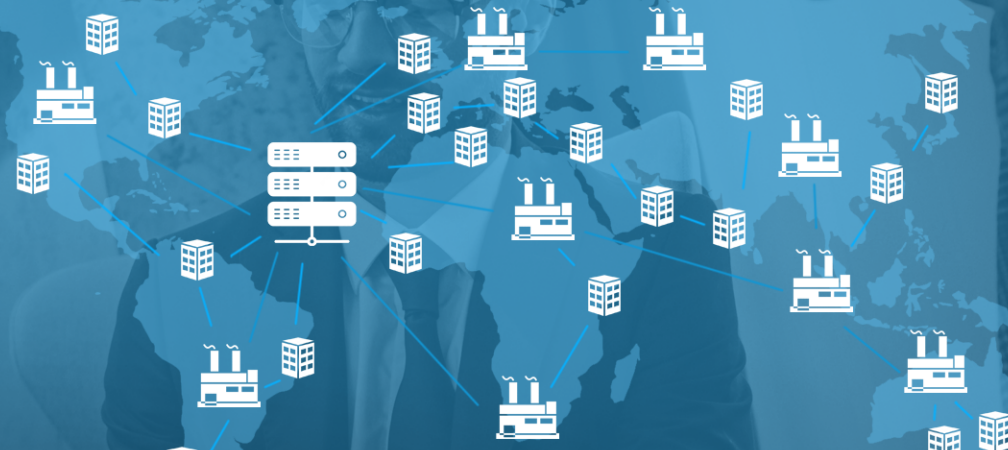
Up and running in just 3 steps

Advanced eCommerce platform ready to use



Basic inspiration

There are many marketplace platforms, all over the globe. In general, their focus is on promoting themselves by subsuming all the offers under their own brand. Our concept is different. Our aim is to give all the credit to product manufacturers, bringing them much closer to their customers and bringing all of the market, analytics and sales data closer to the brand owners. Do we miss out on advantages that other marketplace platforms enjoy? No - in fact, we retain all the benefits the marketplace offers, while moving a step ahead with our marketplace main category system. Our approach means much less confusion and much more visibility: your products are not obscured by endless categorizations but highlighted in 12 distinct marketplace storefront categories.



Global network of manufacturers and distributors, but also marketing, sales and content creation experts

1 We create your brand storefront

Your visibility is our main focus. Your brand storefront is the cornerstone of our marketing strategy.

2 Add to marketplace main category

Our 12 distinct marketplace storefront categories make navigation simple for customers and your products highly visible.

3 Activate within mobile app

All your products at the customer's fingertips



LET'S GROW TOGETHER PERFORMANCE BASED MARKETING AND SALES

The heart and the brain of the system

Connect Marketplace runs from one server and within one framework



Distributors and manufacturers can create their advanced eCommerce company store and register it via www.mycompanydomain.com on our server. The domain's NS records need to indicate to our server

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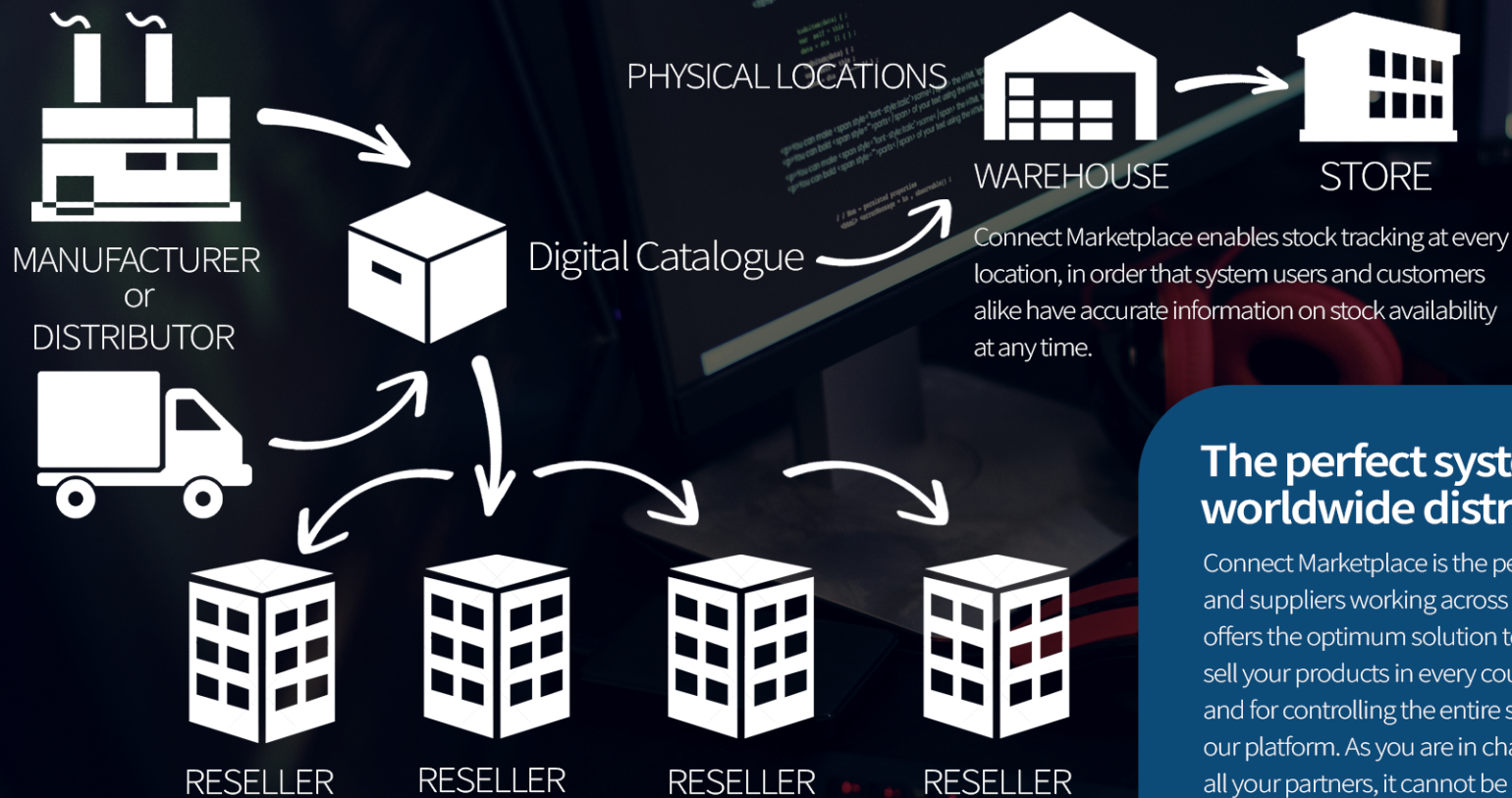


LET'S GROW TOGETHER PERFORMANCE BASED MARKETING & SALES

Manufacturers & Distributors

We support the entire distribution process

We have integrated full functionality in every step of the distribution process, so that everyone involved is informed about every single detail, in real time.



The perfect system for worldwide distribution

Connect Marketplace is the perfect system for manufacturers and suppliers working across countries or even continents. It offers the optimum solution to setting up an online store to sell your products in every country, for every affiliated vendor and for controlling the entire sales and distribution process via our platform. As you are in charge of the digital catalogue for all your partners, it cannot be assigned inaccurate data, images or suffer other misinterpretations.

Whether by region, states or countries, distributors and manufacturers can set up a worldwide network of vendors, providing them with a well organized digital catalogue and all the marketing support they need to achieve top sales. Increased efficiency is achieved by fluid communication and well organized data.



Manufacturers & Distributors

The two major profile types that define your sales and distribution strategy

Build your network of distributors and/or customers. The Connect Marketplace platform offers you two major options: either to create your **digital catalogue** to place in an **internal marketplace** that vendors can use to add your products to their offer, or to **enter the market directly**. Our system incorporates both B2C and B2B logic. Brand owners can use this platform as a solution to support all their distributors around the world.



SUPPLIERS

Manufacturers, representative offices and exclusive distributors all share the same business logic: to promote more B2B sales.

Some suppliers may wish to get involved in B2C through retail;

however, the focus of Connect Marketplace is on support rather than direct sales. Suppliers have the very useful option of tracking all their distributors' activities: customer interaction, sales, marketing and promotion activities as well as an overview of demand for specific products.



STOREFRONT / CUSTOMERS



We use customers' geolocation to inform them of our best and nearest vendors.



DISTRIBUTORS

Vendors can add products to their storefront and edit all options available, so as to present their products and services in the best possible way.



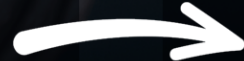
Vendors with the status of your distributor can add your products to their catalogue, which is visible on their storefront and in Connect Marketplace.

Vendors use all the data on products from your digital catalogue. They only set prices, availability and shipping options. Your products are presented, to the same standard, all over the world.



DIGITAL CATALOG

Create your catalogue, with all the relevant data, descriptions, features, video and photos.



As part of the support system for your distributors, we have integrated an easy-to-use DMS system, so you can provide them with marketing materials such as promo videos, print catalogues, hi-res product images, and sales and operating instructions.



Vendors & Suppliers

Control your sales and track every process

Intuitive and easy-to-use admin panel



One of the greatest advantages of this system is that we can create not only your "store", but a complete web-store, under your own www.mycompanydomain.com



Main Menu

Easy-to-use, highly intuitive menus that provide all the options to set up a great and appealing catalogue. Fluid and transparent communications with customers and administrators alike. The marketing tool creates promotions and product bundles.



Order Status

A simple way to communicate with customers

Predefined email, SMS or Whatsapp messages that activate on every order status change while you track the shipping process

George Klidas

Search

- Home
- Orders
- Products
- Message center
- Marketing
- Accounting
- Settings
- Language
- Currency

Dashboard

Communication

Contact administrator

Current balance

€ 0,00

Refill balance

Income

€ 0,00

Sales

€ 0,00

0,00, ∞%

Taxes

€ 0,00

0,00, ∞%

Active products

3,618

Statistics

Sales

Recent orders

All Paid Complete Open Failed Declined Backordered Canceled

Awaiting call

Waiting payment	Order #843 by maurus marijo	30.08.2022, 13:47	936,25 kn (€124.60)
Shipped	Order #842 by Katić Danijela	29.08.2022, 18:42	345,08 kn (€45.93)
Shipped	Order #841 by Krupa Irena	29.08.2022, 17:47	150,33 kn (€20.01)

Main Brand Storefront Marketplace

The vendor can be present in more than one marketplace as the platforms are separated by product category; meanwhile, everything is controlled through a single admin panel.

Every storefront's settings can be set up independently. When using a B2B storefront for their distributors, suppliers can conceal prices, enabling them only for registered users.



An internal marketplace for vendors, but also a support tool for partners

When a company enters new markets, we can connect them with every distributor with whom they can cooperate. Good market support is everything. Our task is reaching the right people for the job.

Digital Catalogue



Control the entire market from one location

Manufacturers, brand owners and suppliers who use our platform as a B2B system can create a fully digital catalogue of their products, featuring product images, videos, descriptions, features, shipping packages and more. Once the catalogue is created, any distributor can include it in their offer with one click. All the vendor need to do is set prices, quantities and shipping costs.

We created this concept to give businesses the ability to enter new markets quickly and efficiently. Once your products are placed in our internal marketplace, they are available to all distributors, who can simply learn about all of your products by browsing your catalog. If they are interested in distributing your products, they will contact you in due course. Furthermore, we provide the option of a service that will connect you with a larger number of distributors, making the entire process run more smoothly. The elimination of local reps reduces distribution expenses, and our approach is significantly more efficient than a single person. Catalogue owners have the option to dispute or approve the listing.

A screenshot of the Connect Marketplace vendor interface. The left sidebar shows a navigation menu with items like Home, Orders, Products, Features, Reviews, Message center, Marketing, Accounting, Settings, Language, and Currency. The main content area is titled 'Products that vendors can sell' and contains a table with columns for NAME / CODE, PRICE (KN), and LIST PRICE (KN). A product listing for 'Zonski daljinski - 4 zone - RGB/W' is shown with a 'Sell this' button. A black arrow points to this button. Below the table, text reads: 'All the Vendor needs to do is click on this button and setup his price, quantity and shipping costs'. On the right side of the interface, there are search filters and a search bar.

All the Vendor needs to do is click on this button and setup his price, quantity and shipping costs



To make things even more simple, we have created a converter that can easily transform your digital catalogue into a PDF print version supporting Letter or A4 formats



Customers - Analytics that makes difference

Given the variety of our vendors, our system provides you with a clear image of our customers' shopping preferences



Once a customer makes a purchase from a vendor, it becomes visible to both manufacturer and distributor. Having become visible, it remains that way, and our system will include this customer in future analytics and marketing activities.

Orders	
Registration date	21.04.2022
First order	22.04.2022
Created orders	4
Paid orders	4
Total spend	1.685,98 kn
Last order	08.08.2022
Last login	13.08.2022

Shipping address on map



Once customers have created an account they can log in on all Connect Marketplace platforms and vendor storefronts using their credentials. The Connect Marketplace login process informs them how to do this

Every customer from every vendor store or marketplace is stored in our database. All of their activities are tracked by our system, giving us complete insight into their shopping preferences.



For every item of data we collect we obtain customer consent and we store it in one system, ensuring customer privacy is well protected. We do not make this data available to anyone; we use it only for analytics. Customers can easily check all the data collected about them and, on request, we will anonymize it.

Vendors, suppliers and customers accept our Privacy Policy terms, which apply to everyone. From the point of sale, data usage is the responsibility also of vendors and suppliers.



Page & Storefronts type

We have several types of page formats to present our partners

Most of our themed marketplace platforms do not just integrate products, but also services. For this reason we have created several different page types, so as to present each participant in the best possible way.

Manufacturer Page



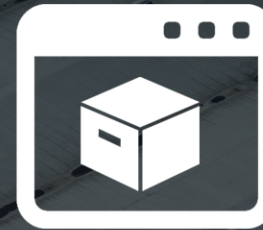
A page that introduces manufacturers, provides brand information, and provides all relevant product and company information. The page owner can view sales metrics and track products, vendors, and customers activities once logged in.

Distributor Page



An easy-to-use distributor website that includes basic data as well as required legal information. The Distributors page is intended to encourage quick contacts with potential partners in order to rapidly expand the distribution network.

Vendor Store



A dedicated vendor store, located at www.mycompanydomain.com. Customers that visit this page are unaware that they are using Connect Marketplace. The page simply and fully features the vendor's brand.

Company Site



A page devoted to businesses that only provide services, such as design, architectural, and construction companies. It lists services that can be promoted in conjunction with a product. If you order ceramic tiles, for example, the company profile will be that of a contractor who can lay the tiles for you.

Profile Page (Employees)



Experts should use the profile page. This page is associated with the Company Profile Page. This is utilized when a corporation wants to introduce you to a specialist who can assist you with a product or service. Designers, architects, real estate brokers, construction workers, and so on can all be pushed by their organization as the best choice for the demands of their customers.

This website is also used as an eBusinessCard, which may be delivered via any messenger or NFC / QR code.



LET'S GROW TOGETHER PERFORMANCE BASED MARKETING AND SALES

Content Management & Services

Advanced blogging and vlogging system that allows you to upload content on related topics within your store

Advanced blog/vlog system, where every vendor can post their stories or videos.

What can you post on our marketplace?

STORY



A regular story with unlimited images and text. This is aimed at readers who want to know every detail about the product, service or company activities. It also allows customers to engage by leaving comments and reviews.

VIDEO



Post video from your YouTube channel and link all the products related to the video. Add text and metadata, so your customers can find it more easily.

LOCATION



Maybe you are opening a new store, some products are only available at certain locations or there is a new service available at a particular location. Let your customers know about it!

IMAGE GALLERY



Launching a new product or service? Words are not enough? Then create an image gallery: a set of professional photos that will present it in the perfect way!

EVENT



Perhaps there is a new showroom opening, you are carrying out on-street promotion or awarding your best customers. Whatever the reason for the event, post it on Connect Marketplace and make it visible to everyone.



Your favourite channel
FOR THE BEST ONLINE EXPERIENCE

Make your content interesting to everyone!

Besides our regular users and vendors, we have opened our system to influencers, who can create their own channels and post their experiences directly connected to the product. A great tool to promote your products and services

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Digital Marketing

We are connected to all major social networks, especially Google services that help us adjust SEO and generate campaigns

Our platform is well connected and integrated with social networks and their tools, enabling us to promote your products and services optimally.



We connect themed marketplaces with social networks and Google tools. This part of our services is the way we ensure that sales results constantly grow.



Newsletter System

The newsletter is part of our marketplace platform.
All our subscribers' preferences and lists are part of the same customer database



Newsletter lists are linked to marketplace by theme, gathering all customer preferences via their past purchases and subscriptions.



Since we store customers' activity histories, our system uses algorithms to analyze customer preferences and target products perfectly, minimizing the sending of material that will be annoying and uninteresting.



Creating newsletters is part of our service, but vendors are able to create their own, using templates and predefined blocks to create appealing publicity.



Still, we suggest making use of our in-house experts, as there are a lot of useful tricks used in creating a successful newsletter and our designers can make them more attractive to your customers.



Our system also supports campaigns that can help you track results and analyze efficiency, for future newsletters.





Maintenance & Development

**No more hosting, development or maintenance costs:
we cover all that within our commission**



NO HOSTING COSTS

The entire system including your store is hosted on our servers, so there is no need to purchase hosting or any other services.



CONTENT MANAGEMENT

We keep your digital catalogues up to date, adding new models and supporting you in creating content for your products to boost our sales.



NO DEVELOPMENT COSTS

We are continuously developing our system, upgrading modules and building new creative ones. Adapt it to your needs and keep everything up to date!



FREE MARKETING

Advertising through our channels is completely free since it is in our interest to grow sales. Our system is connected, and we keep it updated with all social networks and digital channels.



LET'S GROW TOGETHER PERFORMANCE BASED MARKETING AND SALES

An easy start with three simple packages

Our plans enable everyone - no matter how big or small their ambitions - to start working in just a few days
Orders, payments and shippings are operated by the vendor

Profile

If you are a contractor, freelance designer, or real estate agent, you can open your profile page associated to one of our themed marketplace platforms, but most likely to your parent company. Our technology connects your service to our offer, bringing you more customers.

Nr. of services	20
Ravenue up to	Unlimited
Vendor Store	No
Custom Store design	No
Admin mobile app	No
Delivery mobile app	No
Marketplace mobile app	No

NO
SALES COMMISSION

\$ 349.-
YEARLY

Acivate plan

Site

This plan is designed for businesses who primarily provide a service rather than a product. It is ideal for marketing, real estate, design, and construction companies, that can relate their service to one or many products on our system. With this plan you can create a professional company website.

Nr. of services	None
Ravenue up to	Unlimited
Vendor Store	Yes
Custom Store design	No / Optional
Admin mobile app	Yes
Delivery mobile app	No
Marketplace mobile app	No

NO
SALES COMMISSION

\$ 249.-
MONTHLY

Acivate plan

Advanced

This plan will give you a fully branded eCommerce site at **www.mycompanydomain.com**. Our designers will work with you to create a modern and comprehensive design that meets the requirements of your brand. Your products are also present on theme marketplace storefronts.

Nr. of products	200
Ravenue up to	\$ 150.000.-
Vendor Store	Yes
Custom Store design	Yes
Admin mobile app	No
Delivery mobile app	No
Marketplace mobile app	No

5%
SALES COMMISSION

\$ 2499.-
ONE TIME

Acivate plan

Ultimate

Our ultimate plan is our ultimate sales experience for vendors. All of the benefits of the Advanced plan, plus extra visibility on our Connect Marketplace mobile app, Vendor Admin app for tracking orders and products, and Delivery app for tracking deliveries. Complete control of your business.

Nr. of products	Unlimited
Ravenue up to	Unlimited
Vendor Store	Yes
Custom Store design	Yes
Admin mobile app	Yes
Delivery mobile app	Yes
Marketplace mobile app	Yes

5%
SALES COMMISSION

\$ 4499.-
ONE TIME

Acivate plan

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It's that simple to start selling

We have maximally simplified the process of setting up your store and digital catalogue, so your selling process can start immediately

A very simple form is all that separates you from the world of online sales.

Apply for a vendor account

Company *

Tax number *

Plan

Ultimate (14.999,00 kn (€1,990.71))

First name * Last name *

E-mail *

Description

Address *

1

Once you have filled out and submitted the form, we will contact you within one working day. Our administrators will then set up a Master Admin account, that will be provided to you together with a Store Administration Dashboard link.

Having received your login data, you can add as many administrators as you like, with different roles, for your store. Some companies run the store by third-party company or marketing agency. This system enables them to cooperate with contractors if they choose to.

2

Our designers will contact you to help you create your company storefront. We can apply your design or create one for you. Once we agree on design, our front-end developers will apply your design to your storefront.

3

Once your store is ready to run, you can enter your products, payment options and shipping methods, and then import your customer list, if you have one.

Product import can also be assisted by our developers, especially if you already have products on some other site, or in any other digital format.

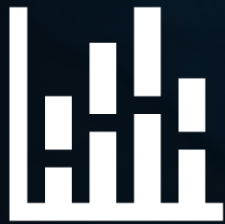


Our Services - Digital Marketing

Marketing done by experts brings better sales results

Our experts are at your disposal at any time for various activities in marketing and sales. Digital Marketing is a huge part of our support.

Optionally we can work on your own Facebook, Instagram, Tik Tok, LinkedIn, Twitter accounts. Please visit our website - connect-mart.com under "Marketing Services" and see all our services and prices



Boost your own marketing channels with our experts, and bring more customers to your Store.

There are numerous options for our support. They are not part of the marketplace plans, but sepparated plans that need to be activated. Once you choose your plan from our main page, our experts will provide support on all the options that you've choosen.



All these activities are done by our experts on Theme Marketplace platforms within Vendor plan. This services are provided to you on your own company channels related only for your Store on Marketplace.



Our support includes:

SEO, Franchise SEO, Local SEO, Technical SEO

Link Building

Social Media Marketing

CPC Management

Video Production

Content Management

Online Reputation Management

Banners and Remarketing Campaigns

E-mail marketing



Connect Marketplace

LET'S GROW TOGETHER PERFORMANCE BASED MARKETING AND SALES

www.connect-mart.com

US Office:

3Omega Tech Consulting | 24 Pleasant Garden Rd. | Canton MA02021

marketplace@connect-mart.com

tel: +1-857-208-78-59

Connect Information System Ltd. | Dr. Luje Naletilića 15F Str. | HR-10020 Novi Zagreb, Croatia, Europe

Marketplace tel: +385 1 35 35 200, Support tel: +385 35 35 201, e-mail: marketplace@connect.hr | <https://marketplace.connect.hr>