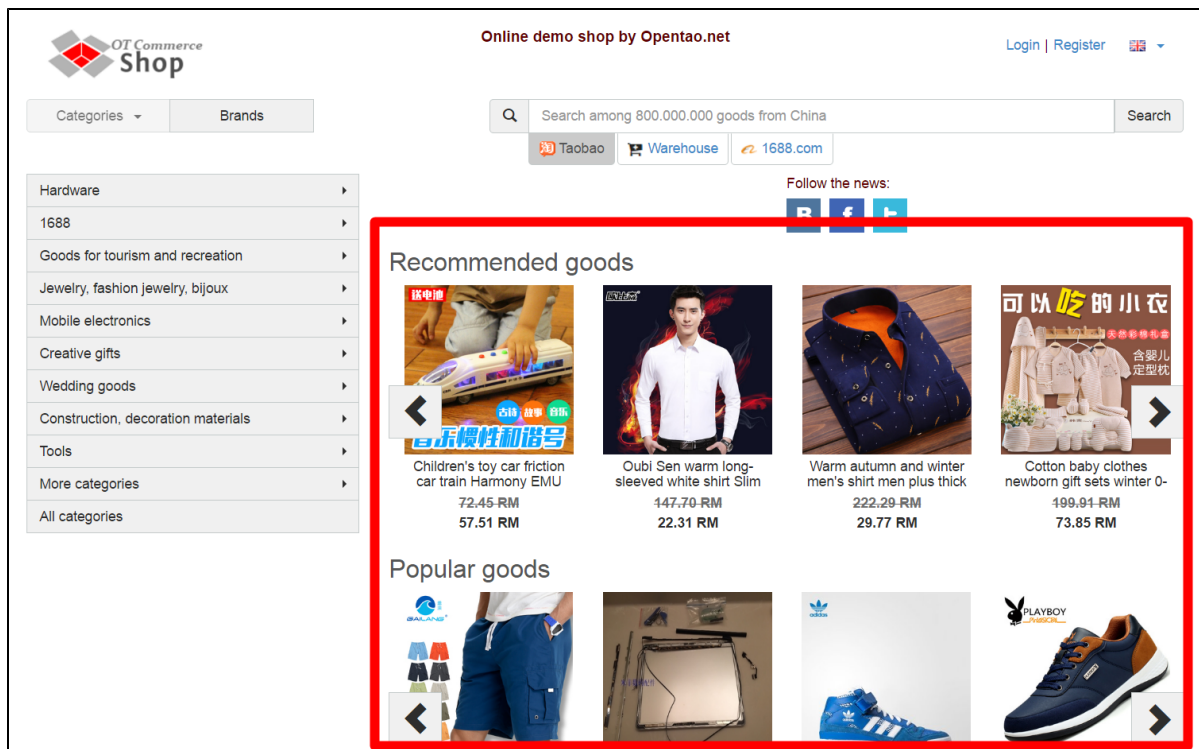


Mixer plugin (plugin description)



Merchandising is a key strategy when you want to attract and retain new customers. Mixer plugin is a tool to make your website an attractive choice for consumers.

Recommended, recently viewed and popular goods that are changed randomly will catch attention of a wide range of customers showing that website is live and e-store owner takes into account clients' tastes and preferences compiling a comprehensive and wide list of goods.



Plugin provides the following possibilities:

- It allows you to keep your main page fresh due to change of items in "Recommended goods", "Recently viewed goods" and "Popular goods" slider on it.
- With randomly generated list of items (per day), it displays maximum number of items on the main page from "Recommended goods" "Recently viewed goods" and "Popular goods" collections, not just those being listed first.
- It facilitates operator's work who adds items to a collection and rearranges them manually thus creating diversity effect on the main page.
- It increases the main page view time so that probability to make a purchase right on the main page is enhanced (When you see something you like, just click and nothing else is needed).
- It indirectly boosts sales through increasing customer loyalty. Indeed, a website which has an updatable main page, is more credible.

Plugin requirements:

- Admin area version 1.7.4 or later.
- Availability of items in "Recommended goods" "Recently viewed goods" and "Popular goods" collections.
- "Recommended goods" "Recently viewed goods" and "Popular goods" collections display on the main page enabled.

All of this can be configured in admin area of your website.

Mixer plugin is a paid add-on that helps to improve success of your business. It is available by default in OT Commerce Box Top version (admin area version 1.7.4 or later).

Please contact OT Commerce manager via Skype and follow instructions you've been provided if you would like to purchase plugin.

In addition, manager will answer all your questions related to plugin and help to make a payment for it.

See plugin price: <http://en.otcommerce.com/prices-and-promo#2>.

How it works

First, you should add goods to "Recommended goods" collection ("Recently viewed goods" and "Popular goods" collections are generated automatically). Next, Mixer plugin occasionally displays all these goods in appropriate collections on the main page. Some (configurable) time later goods are mixed again.

Thus, consumers will see goods from "Recommended goods", "Recently viewed goods" and "Popular goods" collections in a random order after a specified period of time.

Refer to <http://docs.otcommerce.com/pages/viewpage.action?pageId=24609178> for details about how to work with plugin.