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Portal > Knowledgebase > ESP Websites > eCommerce

eCommerce

Jennifer S - 2019-01-28 - in ESP Websites

The eCommerce section enables you to manage the pricing and payment settings for your site, including:

Currency and Pricing Display

This section enables you to determine how the currency and pricing information is shown on the site.

In the Currency and Pricing Display section, you are able to select a default currency for your site. Use the dropdown to select the preferred currency for your site. Use the options below the dropdown to select to show products with only US pricing, only Canadian pricing, or show all products using an exchange rate.

Currency And Pricing Display

Section to setup display of prices on the website.

My Preferred Currency is:

US Dollar (USD) ▼

- Show Products with US pricing
- Show Products with Canadian pricing
- Show All Products

Use an exchange rate of

1 Canadian Dollar (CAD) to

0.75

US Dollar (USD)

Below the currency section, you are able to establish which pricing information you would like to display. By default, websites are set to show supplier's catalog pricing. If you would like to adjust the product pricing, you can do so in the Price Adjustment and Fees section. If you do not wish to show supplier pricing on your site, click in the circle for "Do Not show

product pricing on my website" All pricing will then be displayed as "QUR" (Quote Upon Request).

Also in this section, you can choose whether to:

- Show pricing codes
- Hide prices for products with pricing not confirmed this year
- Show two or three decimal places

Show supplier's Catalog Price (default)

Do not show product pricing on my website NOT RECOMMENDED: Price will show as QUR (Quote Upon Request)

Show pricing codes? Yes No

Hides prices for products with pricing not confirmed this year? Yes No

Maximum decimal places on my product pricing:

Show default decimal places set by supplier If you choose to show less decimal places than the supplier, the price will be rounded up to the nearest place.

Change max decimal places on pricing (2 or 3)(e.g. 1.211 will become 1.22 if you choose 2 decimal places)

Also in the Currency and Pricing Display section, you are able to include special labels for the pricing grid by changing the Price Label.

Change Price Label

Price (Catalog Price: Default caption "Price")

Savings (Savings between Catalog Price and any adjustments you've made to reduce cost only: Default caption: "Savings")

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Price Adjustments and Fees

This section of the eCommerce area enables you to modify the pricing information for all products, including flat charges and markups.

Adjust Product Pricing

In the Adjust Product Pricing section, you are able to add or subtract a percentage from the Catalog price by clicking on the radio button and entering a number in the percentage (%) box. In the example below, all products will display with a 10% increase from the supplier's catalog price.

Note: If you have chosen not to show pricing on your site, you will not be able to use these options. You will need to go to the Currency and Pricing Display section and enable pricing.

Price Adjustments and Fees

Section to setup the modification of prices and fees from the supplier so end-buyers see your prices accurately.

Adjust Product Pricing



<input checked="" type="radio"/> Add	<input type="text" value="10.00"/>	%	to the default Catalog Price	(e.g 10% on a Catalog Price of 1.00 = 1.10)
<input type="radio"/> Subtract	<input type="text"/>	%	from the default Catalog Price	(e.g 10% on a Catalog Price of 1.00 = 0.90)
<input type="radio"/> Add	<input type="text"/>	%	of Net Cost to the Catalog Price	(e.g 10% on a Net Cost of 0.50 = 0.05 added to Catalog Price)
<input type="radio"/> Add	<input type="text"/>	%	of Net Cost to Net Cost as the Catalog Price	(e.g. 30% on Net Cost of 1.00 = 0.3 added to Net Cost, and 1.30 being displayed as Catalog Price)
<input type="radio"/> Set Profit Margin to	<input type="text"/>	%		Maintains an exact percentage between Net Cost and Catalog Price

You are also able to adjust pricing based on the net cost. While visitors to your site will not be able to see the net cost, you are able to have a percentage of the net cost added to the supplier's catalog price. For example: A product has a supplier catalog price (list price) of \$7.50 and a net cost of \$5.00. If you enter 50 in the "Add % of Net Cost to the Catalog Price" box, the dollar amount calculated from the net cost (50% of \$5.00 is \$2.50) will be added to the supplier's catalog price. In this example, the \$2.50 will be added to the \$7.50 for a new list price of \$10.00.

Setting a profit margin will automatically adjust the catalog price based on the profit margin you establish. For example, if you wish to maintain a 40% profit margin on every product, ESP Websites will automatically adjust the product pricing to reflect the profit margin.

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Flat Charges

The Flat Charges section enables you to establish a charge that is applicable to all products. Enter a dollar amount in the "per Product (Line item)" box and then type a name for the charge.

Flat Charges

Apply setup charge

per Product (Line item)

Name

You are also able to control if customers are able to place orders with less than the minimum quantity. Use the dropdown to select to allow or not allow orders with less than minimum to proceed. If orders are allowed to with less than the minimum quantity, you are able to set a charge for these orders. Use the box with the dollar sign to add a fixed amount (such as \$250) or use the box with the percent sign to have the charge calculated as a percentage of the total order.

Minimum Quantity Orders

Allow orders for less than minimum quantities

Apply a charge for orders of less than minimum quantities \$ Or %

Display warning text as

Attention! You have ordered a quantity that is less than the minimum required ({0}). Additional charges may apply.

If you would like a warning to appear when a customer is adding the product to their shopping cart and the quantity entered is less than the minimum, check the "Display warning text as" option and use the default message provide, or type a custom one. When a product is added to the shopping cart, a pop-up window called the Product Option Assistant will open. This window contains the product information and the user can enter a quantity and select additional criteria regarding options for the item prior to checking out. The charge you create in the Pricing Options and Display area will appear above the quantity in the Product Option Assistant.

The screenshot shows a 'Quantity' section with a yellow warning box: 'Attention! You have ordered a quantity that is less than the minimum required. (48) Additional charges may apply.' Below this is a text prompt: 'Enter your quantities below. Once your order is created, you can edit the colors, add additional instructions and make other updates.' The main interface shows a product selection area with 'Black' and a color swatch, and a quantity input field containing '12'. Above the quantity field, the price '\$13,540' is displayed. A blue arrow points to the warning box, and a blue circle highlights the quantity '12'.

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Markups

Within this section, you can control and modify the supplier charges shown on your site using Markups. In the Markups section, click on the Add Charge Type link.

Modified Supplier Charges

Charge Type ▾

Markup Rate ⇅

[+ Add Charge Type](#)

Select the charge type from the dropdown and modify the rate. You can increase or decrease the supplier provided charge by a percentage or an amount. In the example below, supplier provided set-up charges have been increased by 10%. Click on Done when you are finished.

The screenshot shows a dialog box titled "Modify Supplier Charges" with a close button (X) in the top right corner. Below the title bar, there is a "Charge Type" dropdown menu currently showing "Set-up Charge". A blue arrow points to this dropdown. Below that is a "Markup Rate" section containing a text input field with "10%", a green button labeled "Percentage (%)" with a blue arrow pointing to it, and a text input field labeled "Amount (\$)". Below the "Markup Rate" section are two radio buttons: "Increase" (which is selected and circled in blue) and "Discount". At the bottom right of the dialog are two buttons: "Cancel" and "Done".

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Payment Methods

If you would like to accept credit card and e-check payments you must have a PromoPayment or Authorize.net account. To sign-up for PromoPayment, click on the "[Enroll Today](#)" banner in the Payment Processing Center and create a PromoPayment account.



The Payment Processing Options enable you to begin accepting credit card payments by selecting a payment provider from the dropdown and selecting the "I Want to Accept Payments on My Site" option. Then, check the "Credit Card" and "Electronic Payment" boxes.

Types of Payment

Select Payment Provider for Credit Cards and Electronic Payments

PromoPayment ▼
Select a Payment Provider
PromoPayment
Authorize.Net
Payment PayPal
 Invoice the Customer

The Invoice the customer option will only be available as a payment option for the final payment. Users will not have the option when submitting a deposit.

- I do not want to accept payments on my site.

Note: PayPal will not function properly if you frame (iframe) your website

Enable deposits and add a dollar amount or percentage in the deposit field. Lastly, select which credit cards you accept and enter or paste in your PromoPayment Security Key or Authorize.net credentials.

Deposit

I want to require a deposit on the estimated order total.

Percentage % Fixed Amount \$

Credit Card Setup

Visa MasterCard Discover American Express

PromoPayment Security Key

PayPal™ Account ID

Authorize.Net Credentials

API Login ID

Transaction Key

When you are finished making changes , click on the Save button and then click on the Make Changes Live link.

Check-Out and Order Management

In this section, you can set your order display options, choose to accept coupons and company points, add shipping options and sales tax, and set order management defaults.

Order Display Options

The Order Display Options area enables you to select the fields to display during the checkout process, such as purchase order number, date needed, minimum required days, and additional comments.

Order Display Options

Purchase Order Number

Display as

Date Needed

Display as

Require minimum business days for production and shipping time

Additional Comments

Display as

Other Charge Options

In the Other Charge Options section, you can set shipping charges and sales tax to be applied at checkout.

To enable your shipping charges, select from:

- Fixed Amount (flat rate)
- Percentage
- No Shipping Charges

Then, enter the value in the respective box.

If you are entering a percentage, the Min and Max are the amount of the order to which the percentage should be applied. For example: A 10% shipping charge will apply to all orders totaling \$100 to \$1000 dollars.

Other Charge Options

Shipping Charges

Setup a predefined shipping charge using a fixed dollar amount or a percentage based on the subtotal of the order being processed. If percentage is selected; you may specify a minimum and a maximum amount.

Fixed Amount \$

Percentage % Min \$ Max \$

No Shipping Charges

Charge Sales Tax on my site

To set up a tax code, use the dropdown to make your selection. The dropdown will link into your CRM Tax Rates, so you will want to consult your CRM Admin. If you do not wish to use a sales tax rate, use the dropdown to select No Tax Rate.

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Coupon & Company Points

The Coupon & Points Options in the eCommerce section enable you to enable coupons, establish company points and manage supplier specials.

To enable Coupons and Company Points, check the corresponding checkbox.

Coupon & Points Options

Accept Coupons Accept Company Points

To create and manage coupons, go to Global Features and click on Coupon Manager.

When setting up company points:

- Type a currency name, such as "Discount Points".
- Add a currency symbol, to represent your currency. The currency symbol should be a two letter abbreviation such as "DP".
- Set the points exchange rate, meaning the amount of points that will equal one (1) US dollar. As an example, if you type 100 in the points exchange rate box, the customer will receive a one dollar discount from their order total for every 100 points they entered on your site.

If you have a company points system in use on a company store, users must have an account balance in order to be able to view and apply their points during checkout.

Coupon & Points Options

Accept Coupons Accept Company Points

Company Points

Choose if you want to use company issued points during checkout. Define a currency naming scheme, a symbol to represent the currency, (two characters, example, "AX"), and the exchange rate, (ratio: 5 AX = 1 USD).

Currency Name

Currency Symbol

Points Exchange Rate*

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Account Control Options

The Account Control Options are the defaults for when orders are placed on your site. Use the CRM Record Owner dropdown to select which representative will be assigned to new

accounts that are created on the site.

Then, use the Visible To options to select which users within your company should be able to view the accounts created on the site.

Account Control Options

CRM Records




CRM Record Owner

Who will new websites accounts be assigned to

Visible to

Who can see accounts created on your website

- Everyone
- Only the Record Owner 
- Select a Team 
- Select Individual People 

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Order Control Options

The Order Control Options enable you to use the dropdown to select which representative will be the owner of new orders placed on the website. Below the dropdown, you can use the Visible To options to select who can see orders from the website in ESP Orders.

Order Control Options

Orders




Orders Owner

Who will new orders be created to

Visible to

Who can see orders from your website

- Everyone
- Only the Record Owner 
- Select a Team 
- Select Individual People 

CC Order confirmation

Enter email address below to add a CC on all order confirmation emails

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Submit Order Content and Submit Payment Content

After an order is submitted on your site, a thank you page will display. You can edit the text of the thank you page, as well as the text of the outgoing order confirmation email. Also, when the customer submits a payment on your site, a thank you page will display and a confirmation email will be sent. You can use the Thank You Page and E-mail boxes to customize the text.

Note: Your ESP Website will automatically have standard, default text available in these fields.

Submit Order Content

Define the content you would like displayed on your "Thank You" page and within your order confirmation e-mail when the customer submits an order.

Thank You Page

Thank you for shopping with us. Please check your e-mail for confirmation details. We will be in touch soon to review your order and answer any additional questions you may have.

E-mail

Thank you for shopping with us! The following is a confirmation of your request.

Submit Payment Content

Define the content you would like displayed on your "Thank You" page and within your order confirmation e-mail when the customer submits a payment.

Thank You Page

Thank you for your payment! Please check your e-mail for order details.

E-mail

Thank you for your payment! The following is a confirmation of your order and payment.

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Disclaimer Settings

When customers are adding a product to the shopping cart or checking out, the Product Option Assistant enables customers to enter specifics about the item, such as colors, sizes and quantities. You are able to include custom disclaimer text on the Product Option Assistant, as well as on the Checkout screen and in the Order Confirmation E-mail.

Disclaimer Settings

Show Disclaimer on Product Option Assistant

[Restore to Default Message](#)

Total Price is for Merchandise Only. This price does not include any tax, setup, or decoration charges

Show notification on Checkout/Cart

[Restore to Default Message](#)

IMPORTANT: Exchange rates are set by the provider and are subject to change. Additional fees, such as setup, imprint and shipping charges may not be reflected in your order total. We will contact you to confirm these additional charges.

Show Disclaimer on Checkout/Cart and Confirmation E-mail

[Restore to Default Message](#)

All prices and descriptions are subject to change without notice. If the price listed is different from the actual price, we will notify you before processing your order. Prices will be calculated using end of day exchange rates if orders contain products with different currencies. Total price is for merchandise only. Prices may be exclusive of any setup charges, art changes, shipping charges, state / provincial required taxes, rush charges or any other additional charges, which will be communicated prior to processing the order.

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.

Artwork Options

The Artwork Options enable you to choose whether to accept art files sent through the site.

- The "Use uploaded artwork" option would enable customers to import their logo to the order.
- The "Use approved artwork" option would only allow logos that are currently

uploaded to your site to be used.

When you are finished making changes, click on the Save button and then click on the Make Changes Live link.