alfa WebStore

AdSuite

CUSTOMER ORIENTATION IN PERFECTION. IIn today's consumer world, it is a matter of course for customers to be able to move around the globe seven days a week, 24 hours a day. Other than being easy and fast, personal and often individual wishes must be met. The shop portal of alfa Media helps publishers to be successful in all aspects of their offer.

JUST GIVE IT A TRY Impress within seconds - or the great art of simple form: the shop portal of alfa Media for all modern advertising forms.
By simple and user-oriented design of the interface, the customer is guided through the ordering process without losing the focus on designing the ad. The user has fun in the design of the advertisement, the business card, the wedding cards, the advertising flyer and more.

UPSELLING: ALWAYS AND EVERYWHERE Who has not already experienced it: when you buy products on the Internet you often get offered alternatives to the desired article. The suggestions are usually more expensive than the product for which one has actually already decided. Once you have seen the higher-quality and perhaps more beautiful article, you are ready to pay more for it. In alfa WebStore, this functionality for advertisements, business cards and flyers is supported automatically, comfortably and systematically by a server process. In doing so, already created texts are taken over 1: 1 and transferred into the upselling pattern.

BASED ON CURRENT STORE DESIGNS alfa Web-Store combines a clear navigation with neat themes and easy-to-learn structures. The menu is simple and self explanatory. Excellent results can be achieved without any training time. The results are immediately visible and usable. The design is also responsive and thus suitable for mobile devices. The publisher can customize its user interface according to the corporate design via GUI and CSS.

In alfa WebStore, the design of the ad is the focus of the user. By simple and user-oriented design of the interface, the customer is guided through the ordering process without losing the focus on designing the ad. The user should have fun in designing the ad..

Mobile

The experience in the design of advertising material has a particularly high priority for the user in the alfa WebStore. The user should have fun with the use of the product and be advised in the implementation of his concern. In the ideal case, the user not only places an ad, but is also advised during his sale process.

TECHNICAL APPROACH alfa WebStore follows the philosophy of "Continuous Integration", which describes the process of continuously combining components into a complete application. Particular emphasis is placed on a high integration with loose coupling. Therefore, alfa WebStore adapts perfectly to current infrastructures. The system can be operated as a "software as a service" solution in alfa Media's data center.

TALK TO ME Already, Amazon's Alexa, Google's Home or Apple's Siri has long since entered our daily use. Linguistic interactions can already be used to reliably control home settings. We use this technology to operate our alfa WebStore.

INTERACTIVE ADS Through the visualization of static elements of the ad, various interactions and effects are available in the digital format in order to implement innovative ideas. Thus it is possible to form certain areas of the display as a "scratch card". For this, graphic elements can optionally be defined as a "scratching tool". Numerous other effects are also available.

CONSULTING INCLUDED If a user stays longer than expected on a page or in an area, a box with a picture of a service employee and the number of the free telephone hotline appears on the site. The customer is optimally advised.
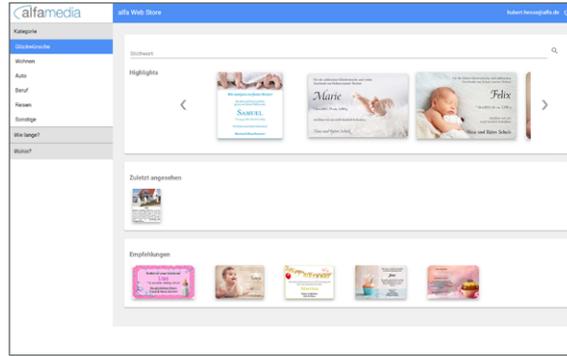
By simple and user-oriented design of the interface, the user is guided through the ordering process without losing the focus on designing the ad. The user should have fun in creating the ad.
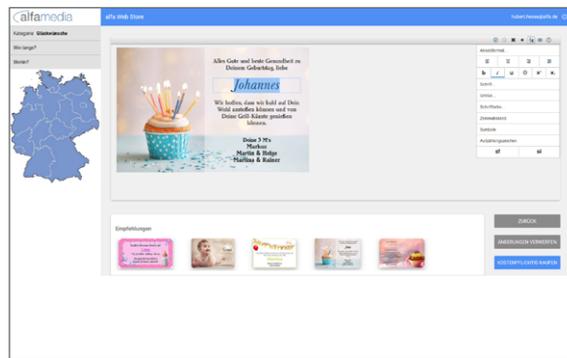
By integrating the HTML5 editor alfa Stylo, the user can configure the display in WYSIWYG mode. JAt any time, users can also switch to other ad layouts without losing their text input.

USER QUERIES are pre-assigned. Headings, markets etc. are prepared in the appropriate categories: Congratulations, real estate, cars, jobs, travel etc. The duration of a placement is chosen via a calendar entry. The selection of the combinations as where the ad is placed can be made via an interactive map.

FEATURES:
- Focus is on design
- Modern web design
- Intuitive operation
- Responsive design
- Upselling
- Multilingual

The integration of common payment platforms (eg PayPal) is possible as well as popular payment methods such as direct debit.

alfa Media has coordinated all workflows relevant to media companies perfectly with one another. From market management through to order processing of various advertising and marketing forms, we provide sophisticated tools for planning and organising publications. irrespective of whether it's print, portal or mobile-based: you can control your content on all publishing channels – professionally, simply and efficiently.

For more information on these solutions, visit www.alfamedia.com

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