



ADVERTISING & PUBLISHING INC.

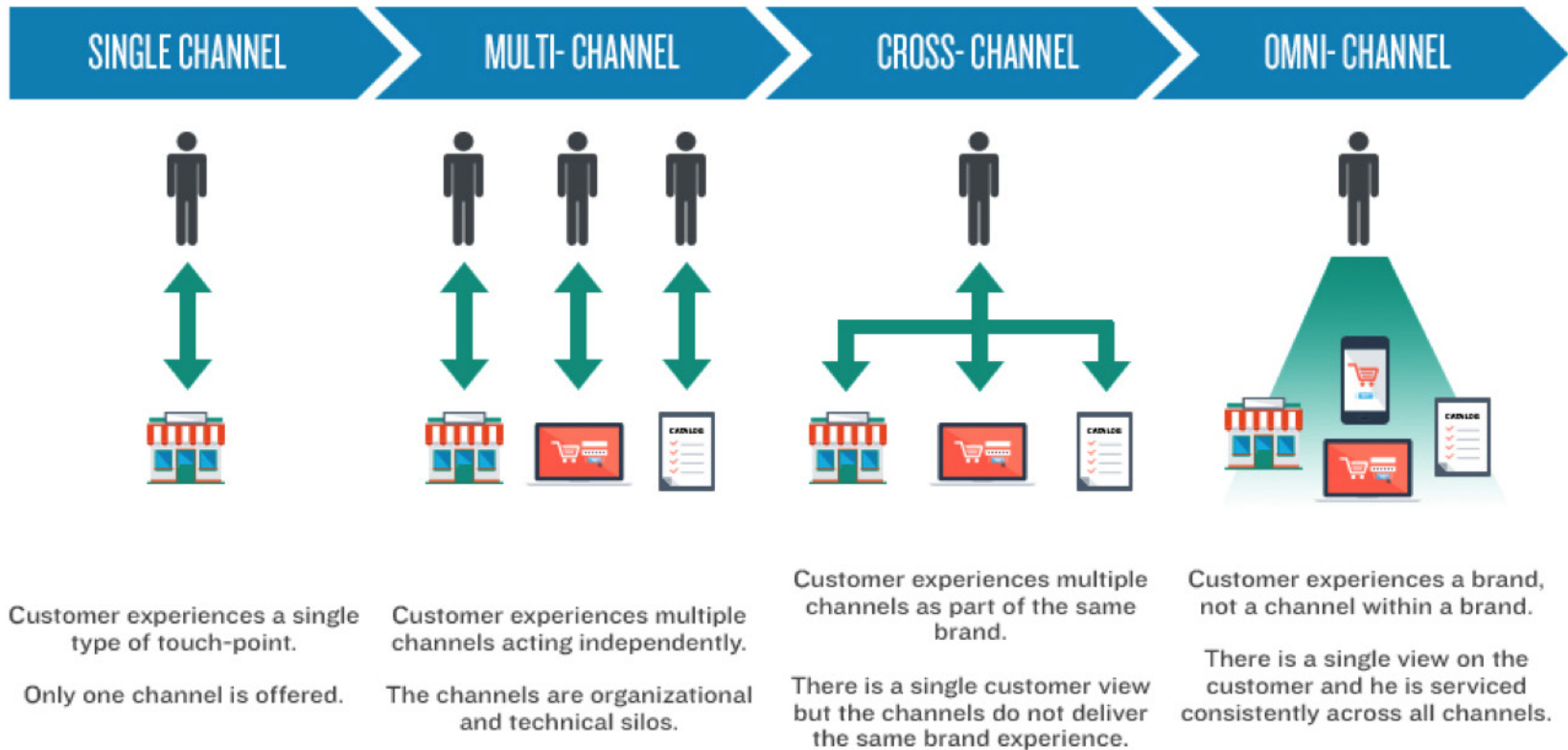
IMAGINE Retailer
Online Selling Solutions .com



**START SELLING MORE
ONLINE TODAY**

THIS IS THE WORLD OF YOUR CUSTOMER

Only 12% of companies worldwide have figured this out.



Give us a call at 866-832-3214



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WHAT DOES YOUR CUSTOMER WANT?

- 88% of consumers would use mobile tools to take advantage of real-time promotions in-store
- 82% would use endless-aisle features like ordering out-of-stock items for in-store or home delivery
77% would scan products as they're added to a physical cart
- 74% would access other customers' ratings and reviews
- 63% would be receptive to cross-sell/upsells based on scanned items in physical cart
- 61% would pay by phone at checkout
- 45% of shoppers want accounts that are "completely connected between online purchases and in-store accounts"



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2014 SALES OF HOME FURNISHING ECOMMERCE GIANTS



\$200 MILLION



\$350 MILLION



\$2 BILLION

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RESPONSIVE SITE DESIGN

ALL OF OUR SITES ARE RESPONSIVE



79% of smartphone owners classify themselves as smartphone shoppers.

SOURCE: WWW.MOBILECOMMERCEINSIDER.COM

“Google recommends webmasters follow the industry best practice of using responsive web design, namely serving the same HTML for all devices and using only CSS media queries to decide the rendering on each device.”

SOURCE: DEVELOPERS.GOOGLE.COM

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ECOMMERCE

SIMPLE INTEGRATED CHECKOUT & INSTANT ACCURATE REPORTING

All of our sites have simple integrated checkout and instant accurate reporting online sales.

76% of consumers shop on their mobile device.

SOURCE: WWW.EWEEK.COM

Progress: Shipping Calculation | **Shipping & Payment** | Review | Receipt | Total: \$339.99

Checkout as Guest | Store your Billing and Shipping information (a new account will be created).

Checkout with Existing Account

User Information

* Email

Billing Information

* Full Name

* Address

* City

* State

* Zip

* Phone

Use Billing information for Shipping Address

Credit Card Information

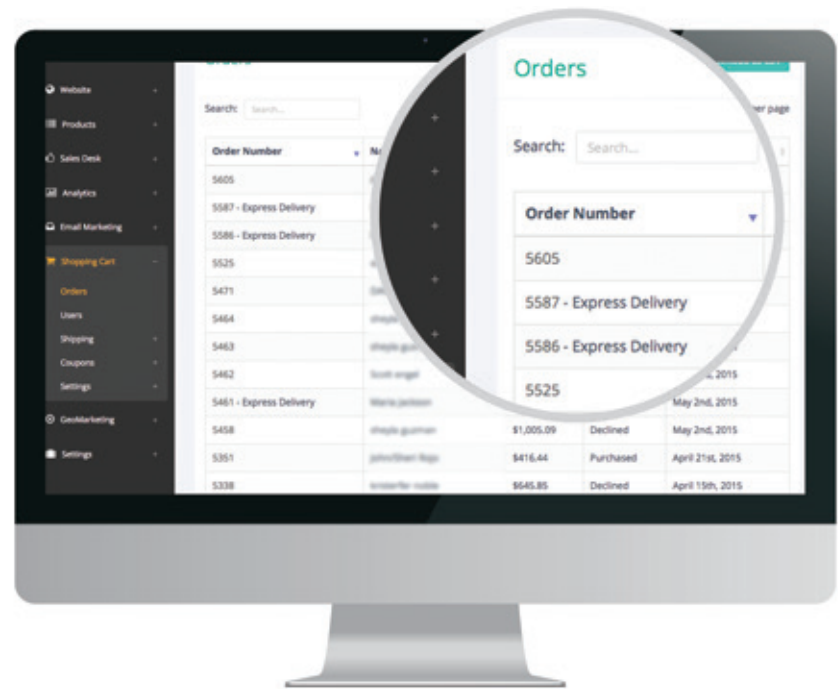
* Credit Card Number

Expiration Date: * Month * Year

* CVV

Total: \$339.90

Review Order



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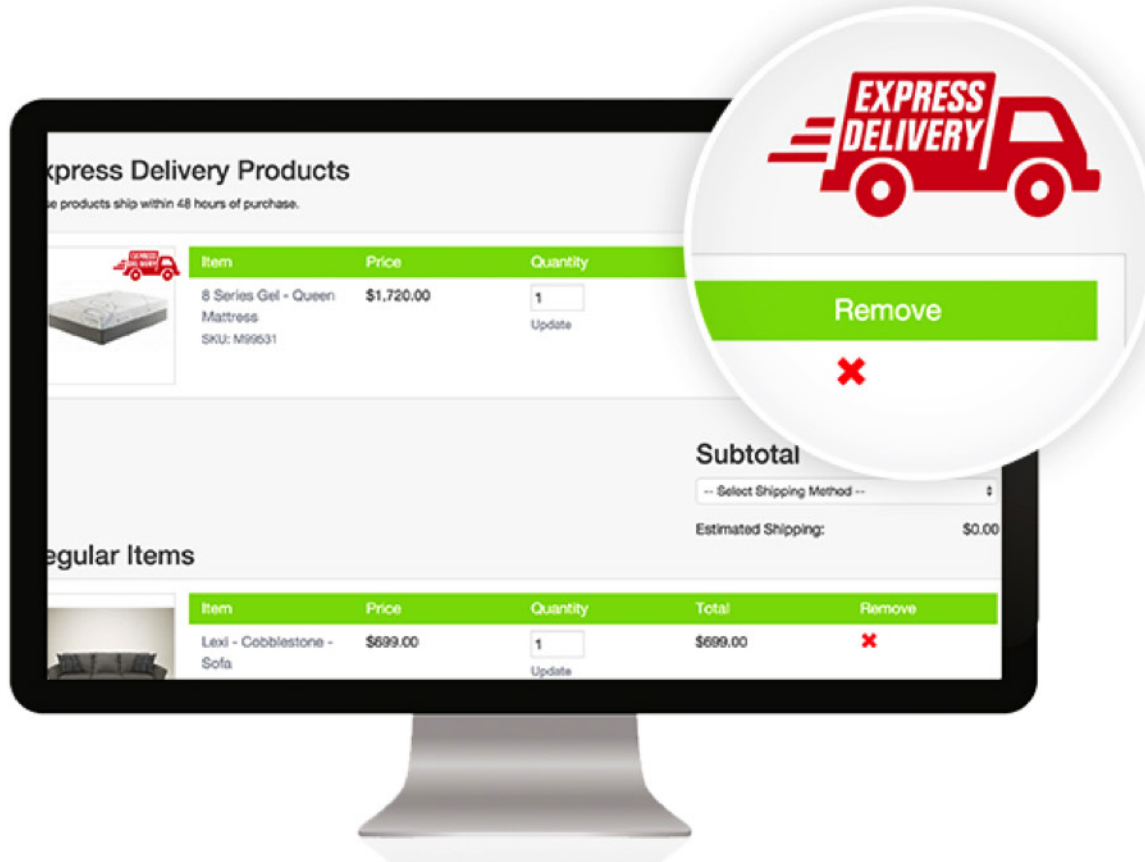


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ECOMMERCE

INTEGRATED EXPRESS SHIPPING PROGRAMS



GREAT FEATURES FOR ALL OF OUR SITES

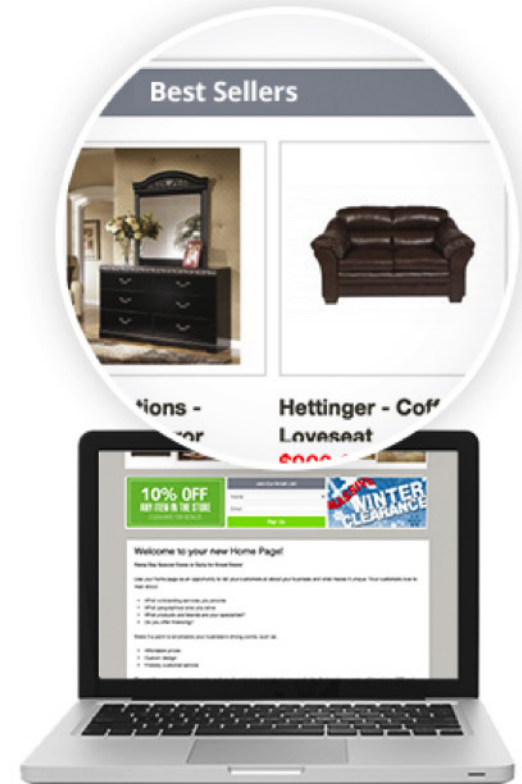
POPULAR ITEMS



RECENTLY VIEWED



BEST SELLERS



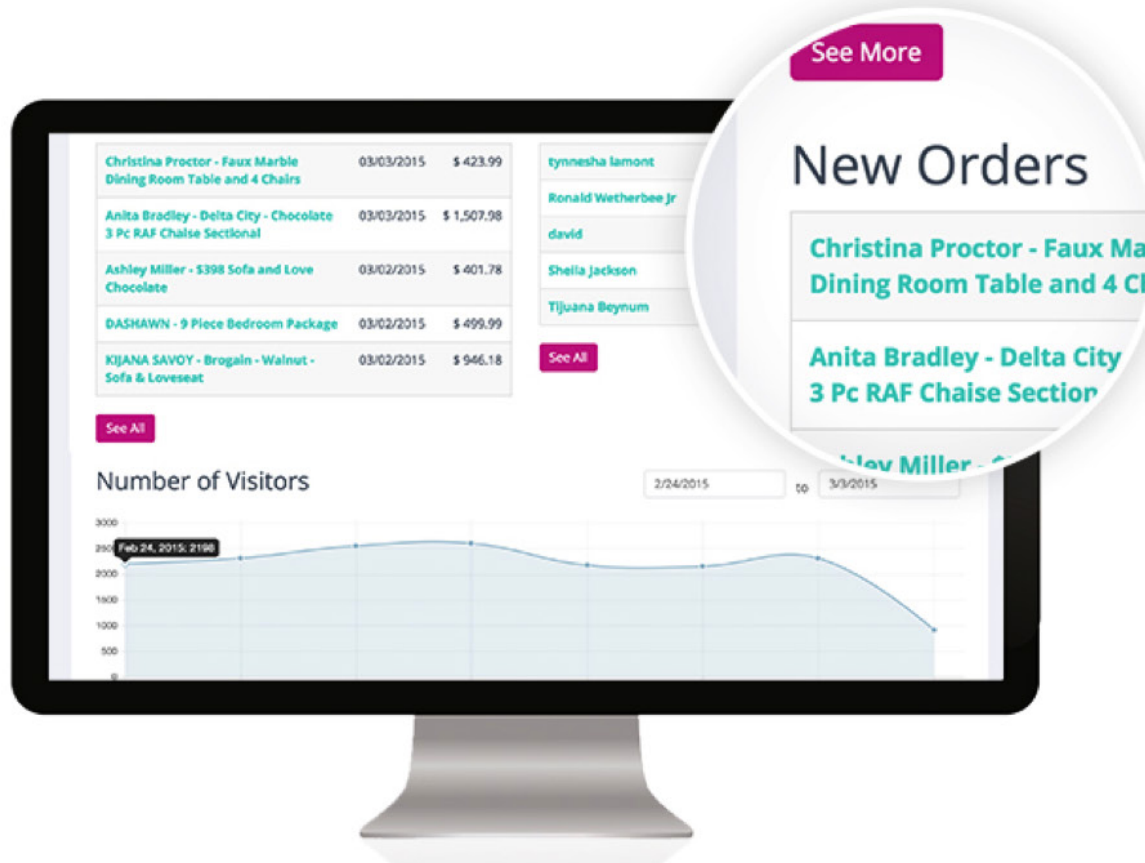
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YOUR DASHBOARD (WITH REAL-TIME INFORMATION)

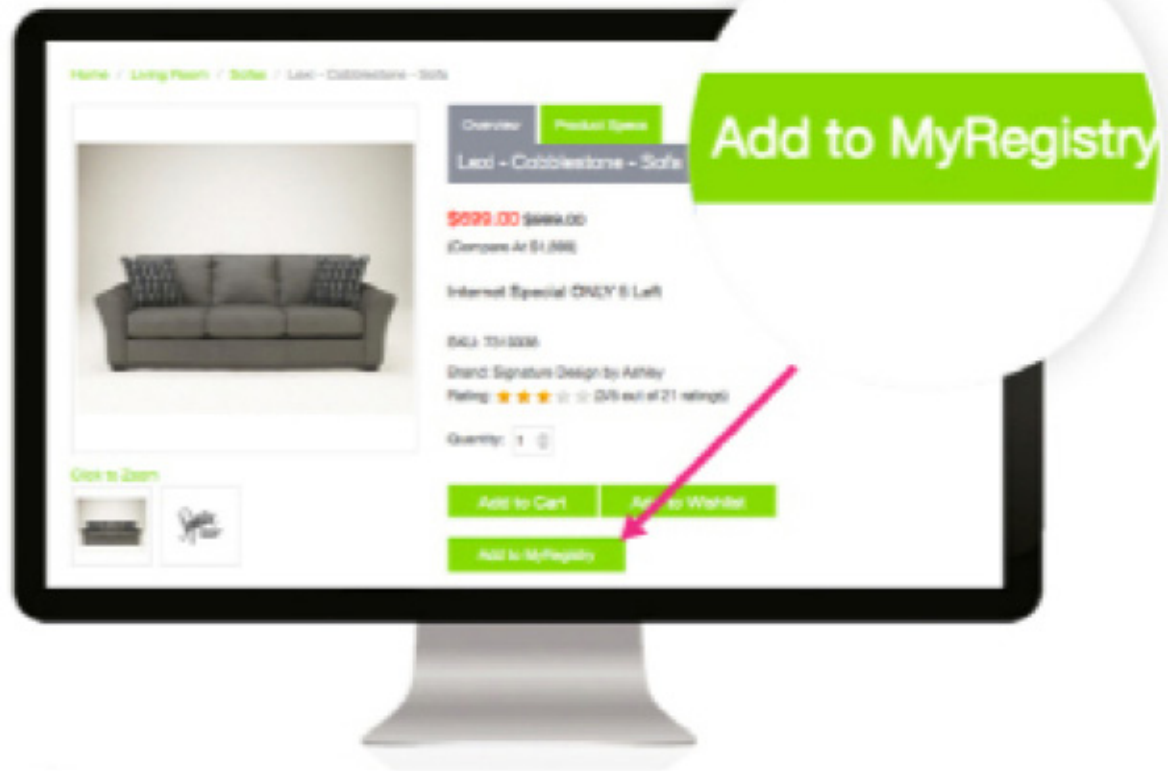


ADD A GIFT REGISTRY TO YOUR WEBSITE

Guests can log into their registry and add product directly from your Website.

The universal gift registry is supported by MyRegistry.com, which promotes your store's unique branding by including your store's logo.

Entice family and friends to shop from your store in the future and include items from your Website for their own gift giving occasions.



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WHY PARTNER WITH MYREGISTRY?



INNOVATIVE REGISTRY OFFERING GIVES YOU GREAT MARKETING OPPORTUNITIES

Letting your customers know about your universal gift registry is a great opportunity to reach out to your customer base.



YOUR CUSTOMERS GET AN ARRAY OF TOOLS TO SPREAD THE WORD

MyRegistry.com gives registrants tools to let family and friends know about their registry.



WE STREAMLINE THE INTEGRATION PROCESS FOR YOU

Our tools help simplify the implementation process for your developer.



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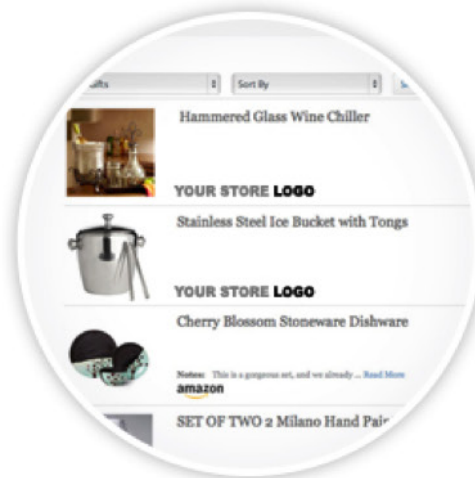
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WHY PARTNER WITH MYREGISTRY?



A UNIVERSAL REGISTRY IS WHAT YOUR CUSTOMERS WANT

MyRegistry is the premiere destination for Universal Gift Registry services.



INCREASE YOUR BRANDING AND VISIBILITY

From our new registrant welcome emails to your logo appearing next to each registered product from your store on a registry, MyRegistry.com leads new customers to discover your brand.



OUR EFFICIENT TOOLS HELP OPTIMIZE YOUR BUSINESS

We provide you with reporting in our Merchant Dashboard which helps you better manage inventory.

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GEOMARKETING

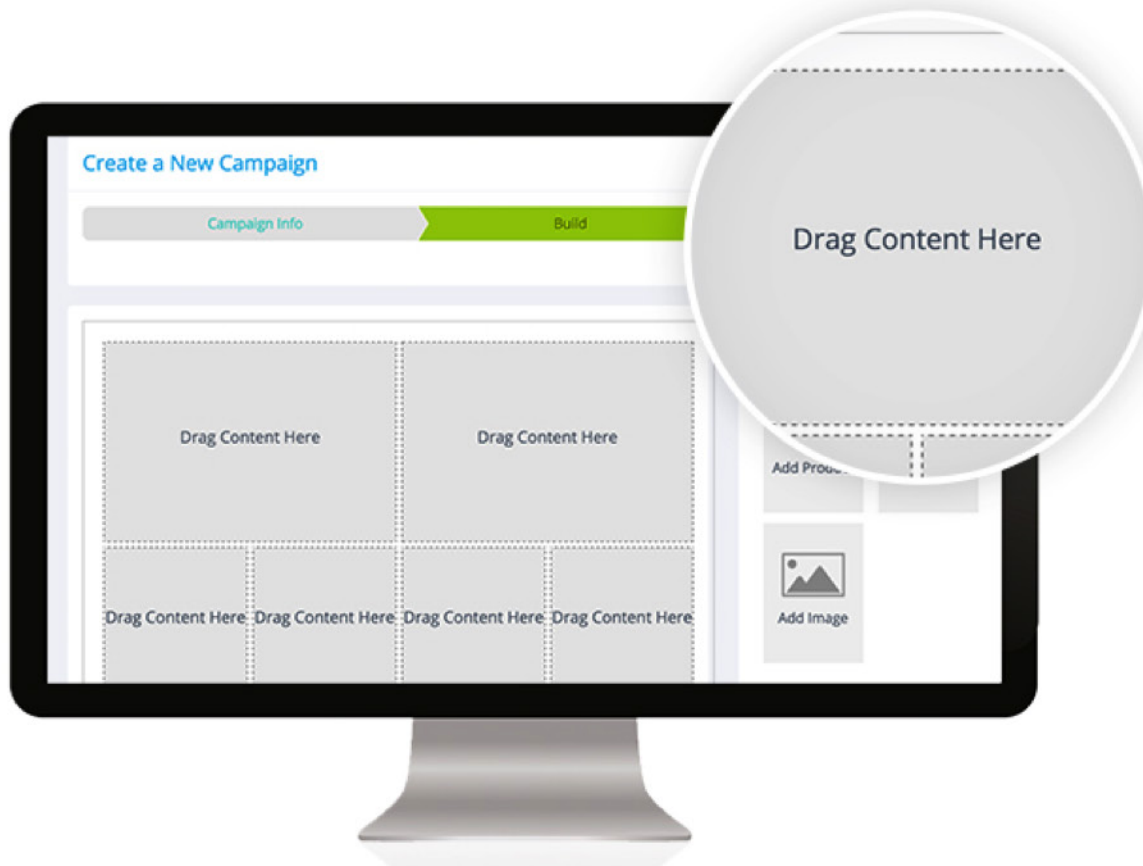
Through our listings content management system, you can seamlessly customize and update vital information for each and every one of your locations.

Add information such as your address, phone numbers, Website address, employee bios, pictures, products, and so much more!

Geomarketing is a proven way to improve SEO for your Website!



EMAIL MARKETING



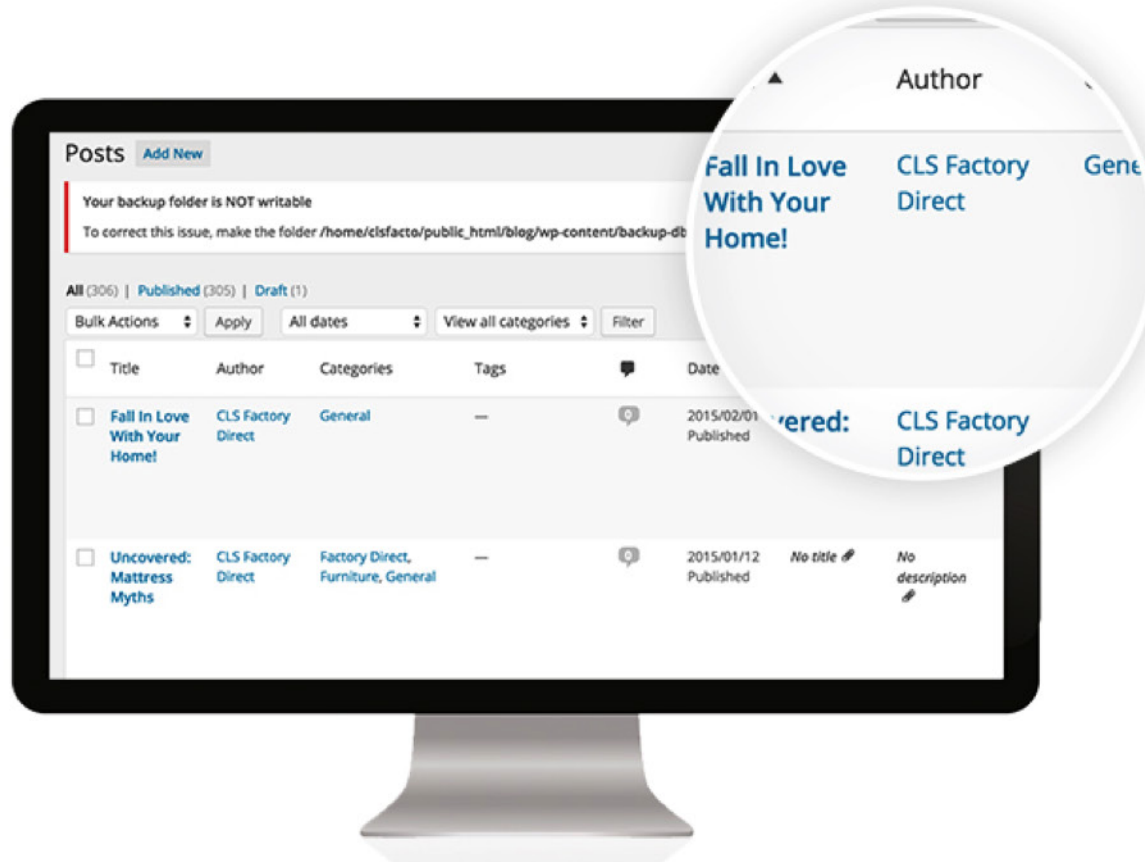
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BLOG POSTING

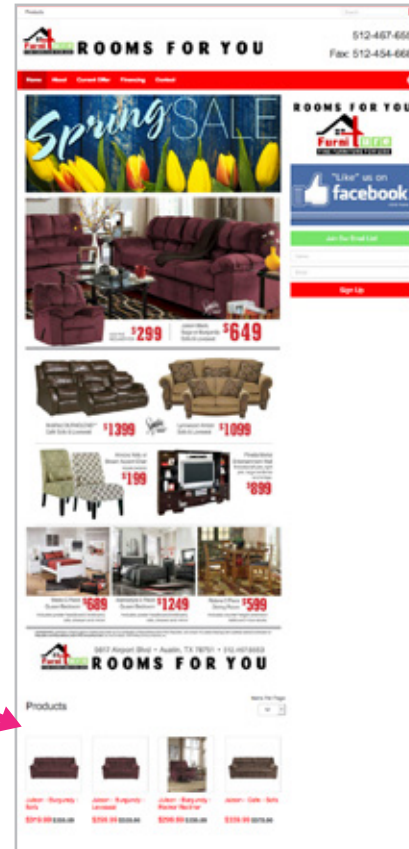
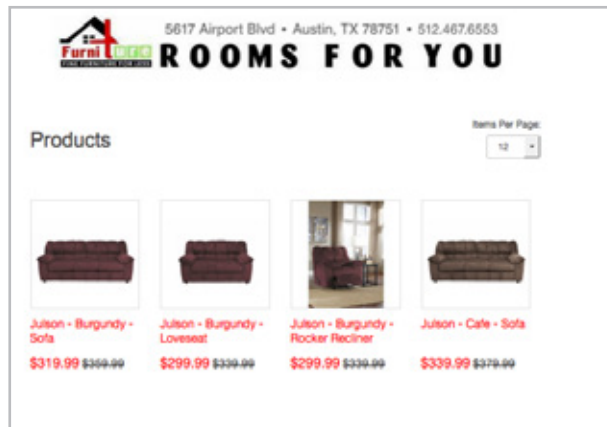


E-CIRCULARS

An e-circular is a digital version of your print circular formatted on its own web page.

Products from your print circular are displayed below allowing the customer to view the product in more detail.

This is especially helpful if the store's website has pricing and a shopping cart integrated because it allows the customer to purchase that item right away.



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PAID SEARCH (PPC)







Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website, rather than “earning” those clicks organically. You know those sponsored ads you often see at the top of Google’s search results page, marked with a yellow label.

The screenshot shows a Google search for "furniture stores". The search bar contains the text "furniture stores" and a magnifying glass icon. Below the search bar are navigation tabs for "Web", "Maps", "Shopping", "Images", "News", "More", and "Search tools". The search results show "About 175,000,000 results (0.43 seconds)".

Organic search results include:

- Modern Furniture Store - Modern furniture at discount prices**
Ad www.modani.com/
Visit our Atlanta store today
- Gallery Furniture Houston - galleryfurniture.com**
Ad www.galleryfurniture.com/
4.8 ★★★★★ rating for galleryfurniture.com
Great Value, High Quality Furniture Gallery Furniture Saves You Money!™
Same day delivery · 40-60% off deals in-store · BBB A+ rated
Gallery Furniture has 577 followers on Google+
Special Purchase Sale - Get Free Furniture - Our Mattress Selection
- Quality Furniture Store - Havertys.com**
Ad www.havertys.com/FurnitureStore
Add Some Flair To Any Room With Havertys® Furniture. Shop Now!
Stylish Collections · Reliable Delivery Options · Free Design Tools
Havertys Furniture has 814 followers on Google+
Store Locator - Chaises - Kitchen Islands

A sponsored carousel titled "Shop for furniture stores on Google" is displayed on the right side of the page. It features three columns of product listings:

Shop for furniture stores on Google		Sponsored ⓘ
		
F7618 Mushroom Sectional Sofa in Miami \$764.15 FurnitureDepot.com	Poundex 3-Pc SECTIONAL COUCH \$599.99 Sears	Poundex F7618 Mushroom Reversib... \$606.99 FlatFair.com
		
Lavena 2 Pieces Chocolate Microfibe... \$1199.99	2 pc Chelsea II collection espresso... \$1199.99	3 pc Mushroom Microfiber sectional... \$1199.99

TELEVISION AND WEB VIDEO

We take video very seriously because that is how today's consumers engage with your brand. Whether it's a TV commercial, a branded web video or a video about who you are, a product or promotion, we know our stuff and we can help.

We review your current media mix and make our recommendations on how to maximize your R.O.I and ensure your media mix reflects how consumers use media to find your products and services.

- FREE No Obligation Media Analysis
- Understand what you are spending
- Get a better R.O.I on your media buy



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PRINT + MOBILE PROGRAM



- Deploy your ad on mobile phones and tablets in the same ZIP code footprint as your circular
- Monthly Reporting
- Mobile ad impressions ideally delivered within 14 days of beginning of print promotion which extends the life of your campaign
- Consistent message using the same creative as your ad



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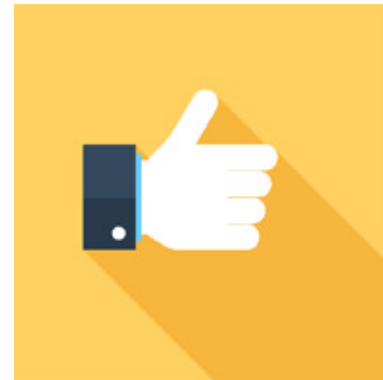
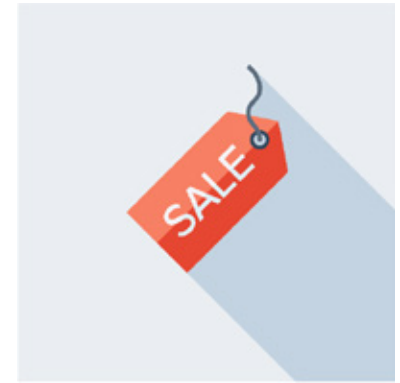
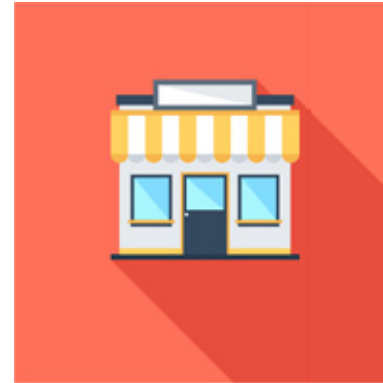
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LOYALTY PROGRAM

This program allows you to determine how many points are required to receive a reward, and to assign the number of points for each customer dollar spent. This flexible program style is the most commonly used by businesses today.

Benefits of Program

- Set your points per dollar ratio
- Set the number of points needed for a reward
- Set as many reward levels as you like
(50 points gets 'A', 100 points gets 'B', etc.)
- Offer rewards based on your products and services
- Set up "Double Days" to drive business to your store during slow times. "Double Days" gives your customer double-the-points if they shop on those specific days.



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TEXT MARKETING

COMING SOON!

- Easy opt-in for your customers
- Simple to use
- Earn a 97% open rate within 3 minutes of delivery
- Send standard text messages (SMS)
- Send innovative picture/video messages (MMS)
- One time use coupons available
- Promotion Scheduler

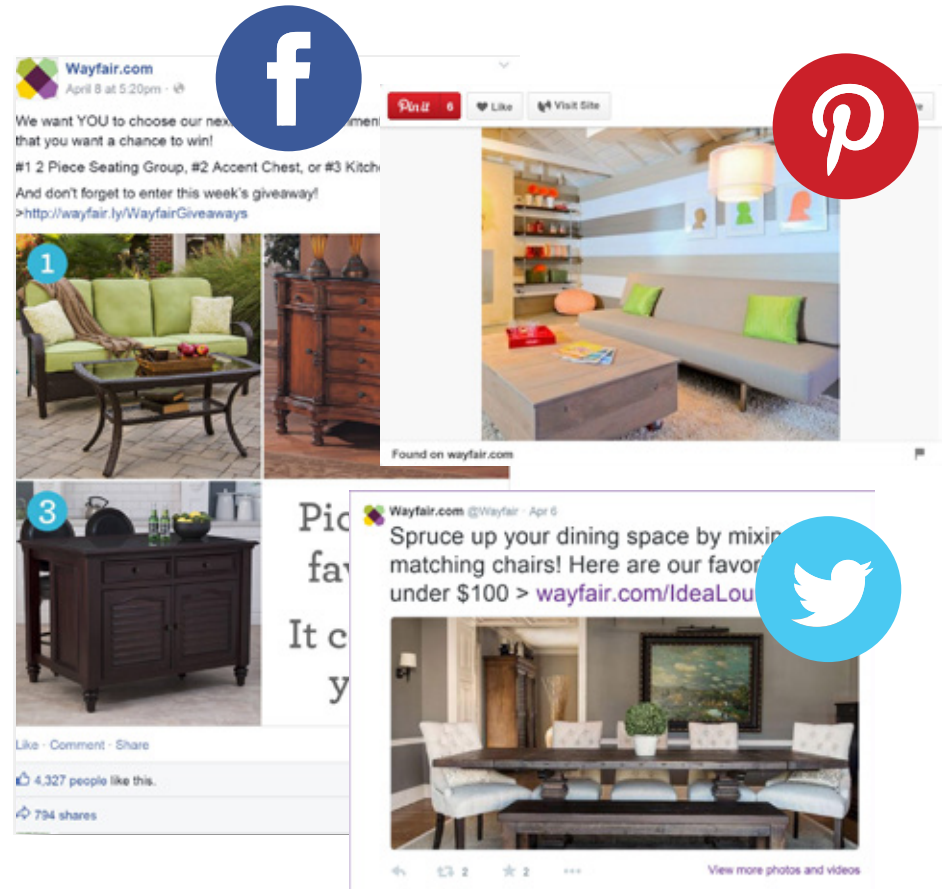
What is My ROI?

- About \$18 for every \$1 spent
- 48 times higher than direct mail
- 15 times higher than newspaper
- 7-5 times higher than email
- 4 times higher than standard text messaging



SOCIAL MEDIA

- Post on behalf of Imagine Advertising clients on Facebook, Twitter and Pinterest
- Utilize high impact visuals that are seen, liked & shared
- Focus on board topics that are universal for all clients
 - Valentine's Day: Loveseat
 - Super Bowl: New Couch
 - Tax Refund: Redecorate Home
 - Home Furnishing Trends & Decorating Tips
- Track and optimize results
- Boosted Posts to generate additional buzz (optional)



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Fax 770-734-0883 or Email orders@imagineadv.com

Store Name: _____
Contact Phone: _____
Contact Email: _____

I am interested in:

- eCommerce Ashley website with Ashley Express*\$199/mo
- eCommerce Mixed Mnfr website.....\$399/mo
- Rug catalogs.....starting at \$49/mo

Note: for eCommerce sites

Additional charges do apply from authorize.net: Setup Fee (one time only) \$99, Monthly Gateway Fee \$20, Transaction Fee \$0.10, Batch Fee \$0.25

- GeoMarketing.....\$100/store/mo
- Bridal/Gift Registry Integration on IR site.....\$14.95/mo
- eCircular product pinned on IR site.....FREE when you print with us
- Scratch off email.....\$250 set up/2.5¢ per email
- Loyalty Program.....\$150/store/mo
one time set up fee \$250
- Web Video (12 seconds/each).....\$399
- Blog Subscription on IR site.....\$100/mo
- Email Marketing Subscription on IR site.....\$100/mo
- Paid Search (PPC).....starting at \$1,500/mo



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TRAINED ONLINE SUPPORT

You don't have to be an expert to get rolling. Our team is here to help and can answer any questions you might have.

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