PRODUCT OVERVIEW

InkSoft Online Store Feature Highlights

Tools that make stores faster to launch, easier to manage and more profitable.

inksoft.com · 800.410.3048

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WHAT'S INSIDE

Three Features, One Store

A professional online store is more than a storefront — it is a set of tools that help you launch faster, see what is working, and recover sales you would otherwise lose.

Here is a closer look at three InkSoft store features that do exactly that, whether you are running a store for your own shop or one for a customer.

01	**Launch faster with store templates and cloning**	Setup
02	**Track what is working with the Store Performance Dashboard**	Measure
03	**Recover lost sales with automated abandoned cart emails**	Revenue

3 ways
to start a store: from scratch, cloned or from a template

41%
open rate on cart-abandonment emails, against roughly 20% for generic marketing email

$260M
in recoverable revenue businesses forgo each year, by some estimates

Where these features live

Store templates and cloning sit in the Store Creation Dashboard; performance reporting and abandoned-cart automation sit in the store admin area. The Store Performance tab is available in all plans, with some advanced features exclusive to Unlimited.

SECTION 01 · SETUP

Launch Faster With Store Templates and Cloning

Staying competitive in e-commerce requires efficiency, especially when you build stores for everything from school teams to corporate clients. Instead of complicated web design or time-consuming setups, the Store Creation Dashboard offers three ways to start.

OPTION 01

Start from scratch

Create a store with a step-by-step guided wizard.

OPTION 02

Clone an existing store

Instantly replicate a store, keeping branding, imagery and colors consistent while saving time.

OPTION 03

Start from a template

Launch with pre-designed layouts built for common categories: sports and team stores, school and education, corporate and retail, special events, or a storefront for your own shop.

Benefits for Your Business

- **Save time, boost productivity** — less setup time means more time to grow the business and nurture existing customers. For a smaller team, it frees everyone up to multitask.

- **Creativity without complexity** — professional starting points are easy to customize to your brand, which speeds up onboarding and frees designers for detail-intensive artwork.
- **Consistency in branding** — spin up multiple stores for a larger customer in a few clicks while keeping one cohesive brand identity across repeat clients and new campaigns.

Benefits for Your Customers

School spirit and sports

Clone a template to set up merchandise stores for multiple teams in minutes, saving hours of work and making it easy to re-launch for the next school year.

Hassle-free fundraising

Use a pre-designed template to launch a campaign store quickly for nonprofits, relief efforts or organization fund drives, turning a complex process into a streamlined one.

The competitive advantage

Templates and cloning are a strategic tool, not just a convenience. By reducing setup complexity and time, you can pitch online stores to more clients, launch campaigns faster and present more polished, professional storefronts.

SECTION 02 · MEASURE

Track What Is Working With the Store Performance Dashboard

The Store Performance Dashboard gives you a comprehensive overview of a store's performance directly from the admin panel. Both admins and end-customers can assess metrics like revenue, funds raised, coupons, gift cards and more — making it easy to tell whether a store is on track and to adjust product offerings, layout or pricing.

Accessible Metrics for Admins and Customers

Reports live in the store admin section, and admins can grant end users access. If you set up a fundraising store for a school, for example, you can grant a school administrator access to the report so they can monitor the fundraiser directly. Shop owners save the time once spent relaying updates, and customers can self-manage on their own schedule.

What the Dashboard Shows

Revenue and orders

Total revenue and number of orders placed.

Fundraiser goals

Progress toward your and your customers' targets.

Coupons and gift cards

How many orders used them.

Latest orders

A snapshot of recent orders and totals.

You can also view a product report listing active and inactive products with sales quantities, and customize which metrics are visible to customers. The Store Performance tab is available in all plans, with some advanced features exclusive to Unlimited.

Granting client access

Click the "Store Performance" tab → select "Allow Customer Access" → designate the customer to grant access to → use the dropdown to choose which items are visible, then save.

Practical Applications

Event management

Use a store to register people for events and track registrations and orders, which also reduces errors in the final print order.

Product inventory

Make data-driven decisions about what to stock, swapping out items that are not selling for ones that are.

SECTION 03 · REVENUE

Recover Lost Sales With Automated Abandoned Cart Emails

Even with a well-configured store, abandoned carts are a regular hurdle — shoppers browse, add items, and then leave without completing the purchase. Automated, customizable abandoned-cart emails help you and your customers win those shoppers back.

Save Time

Once set up, automation triggers a sequence of emails whenever a shopper adds products to their cart but does not finalize the purchase. There is no need for manual follow-up, which saves the store owner time and improves the odds of winning the customer back.

Recover Revenue

Cart abandonment is a significant area where money is lost — by some estimates, businesses forgo roughly $260 million in recoverable revenue each year. Automated abandoned-cart emails are a simple way to recoup part of that with just a few setup steps.

On-Brand Messaging

Store owners can customize email templates to reflect their business's voice, so whether the store belongs to your shop or to a customer — a school, fundraiser or small business — shoppers get a message that feels personal.

EMAIL TYPE	TYPICAL OPEN RATE
Generic marketing email	~20%
Cart-abandonment email	**~41%**

Adding a discount or promotion can entice shoppers back even more effectively.

Visibility and Control

From the store admin area, users can toggle the feature on and configure settings to suit their preferences, then track the status of each email sequence, including timestamps and upcoming scheduled sends. That visibility helps store owners stay organized and make data-driven decisions — adjusting prices, swapping products, or building new bundles to convert more buyers.

THE SHORT VERSION

Together, these features give you a store that is quick to launch, easy to measure and built to recover revenue — for your shop and for every customer you build a store for.

InkSoft

The e-commerce platform for branded merchandise.
From order to delivery.

inksoft.com

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