

Ecommerce Feature Comparison

This document will help you understand the differences between your “Old” version 4.x store, your “New” Pro version 7.x store, and the standard version 7.x package. All v4.x stores will be upgraded to the “New” Pro Version 7 package.

Feature	“Old” Pro v4.x	“New” Premium v7.x
Storefront Design		
Preformatted templates that you can fine-tune by changing page colors, fonts and the layout of major sections	✓	✓
Number of design templates, including colors	24	65
Fully customizable design using custom HTML or built-in WYSIWIG tool	✓	✓
Automatically generate a company logo that matches the selected design template		✓
Save multiple design “themes” including templates with modifications, custom HTML, etc	✓	✓
Predefined pages that are customizable (e.g., company info, contact us, privacy policy, shipping policy)	5	21
Create custom HTML pages	✓	✓
Compatible with web design tools such as Dreamweaver, FrontPage and Photoshop	✓	✓
Store setup wizard or checklist	Wizard	Checklist
Integrated store search	✓	✓
Browse store by price, category, manufacturer	✓	✓
Product Management		
Product options such as size and color (e.g., S/M/L)	✓	✓
Bulk upload of product information	DP	✓
Bulk product upload supports variations (e.g., S/M/L)	DP4	✓
Maximum number of products	Unlimited	100,000
Create categories and subcategories	✓	✓
Number of category/subcategory levels	no limit	5
Real-time inventory control	✓	✓
Customizable label when out of stock	✓	✓
Product display layout templates	✓	✓
Fully customizable product display layout	✓	✓
Display thumbnail and large product photos	✓	✓
Gallery display of multiple photos per product	✓	✓
Automated sizing of product photos	thumbnail	✓

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Feature	“Old” Pro v4.x	“New” Premium v7.x
Sell electronic products (e.g., software, documents)	✓	✓
Personalize products (e.g., name, monogram)	✓	✓
Ability to clone products to create new ones	✓	✓
Payments		
Accept credit card payments with real-time payment gateway (merchant account required)	✓	✓
Compatible payment gateways:	13	13
• Authorize.Net	✓	✓
• Chase Paymentech	✓	✓
• CyberSource	✓	✓
• eSELECTplus Canada		✓
• First Data Global Gateway		✓
• iBill	✓	
• LinkPoint® API	✓	✓
• LinkPoint® Basic	✓	
• Moneris	✓	✓
• NMI Gateway®		✓
• PayPal PayFlow Pro® (Verisign)	✓	✓
• PayPal® Website Payments Pro	✓	✓
• PlugNPay	✓	✓
• QuickBooks® Merchant Service		✓
• SkipJack	✓	
• USA ePay	✓	✓
• 2Checkout	✓	
Capture funds, refunds, voids for gateways directly from the control panel		✓
Accept payments with PayPal	✓	✓
Accept payments with Google Checkout	✓	✓
Accept checks, phone orders and purchase orders	✓	✓
Offline credit card processing	✓	✓
International currency symbols	✓	*

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Feature	“Old” Pro v4.x	“New” Premium v7.x
Order Processing		
Express checkout for registered users	✓	✓
Automated order confirmation e-mails	✓	✓
Custom HTML for order email	✓	✓
Order confirmation message variables	✓	✓
Customizable order statuses	✓	✓
Customizable checkout questions	✓	✓
Customizable shopping cart & checkout display	✓	✓
Print order invoices in batches		✓
Enter orders on behalf of customers	✓	✓
Edit orders (products, quantity, customer info)	✓	✓
Bulk export/import of order information	DP	Export Only
Merchandizing		
Single product discounts (dollar or %)	✓	✓
Quantity discounts	✓	✓
Free shipping	✓	✓
Set dates for discounts to begin and end	✓	✓
Multiple price levels (e.g., wholesale pricing)	✓	✓
Coupon codes	✓	✓
Gift certificates	✓	✓
Feature selected products on homepage	✓	✓
Display related products for cross-selling	✓	✓
Built-in graphics for promotions	Free ship	Free ship Tax free On sale
Top products display	✓	✓
E-mail a friend	✓	✓
Customer reviews	✓	✓
Wish lists	✓	✓

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Feature	“Old” Pro v4.x	“New” Premium v7.x
Shipping & Tax Tools		
UPS®, Fed Ex® & USPS integration with real time calculations	✓	✓
Offer flat rate or free shipping across the store	✓	✓
Customizable shipping rules and pricing	✓	✓
Multiple shipping methods active at the same time	✓	✓
Customizable, reusable shipping regions		✓
International shipping and restricted locations	✓	✓
Ship from non-U.S. countries (country of origin)	✓	✓
Send order emails to drop shippers for fulfillment	✓	✓
Dimensional weighting		✓
Tax calculations	✓	✓
Automated tax rates for states and zip codes		✓
Online Marketing and SEO		
Google® AdWords credit	\$100/\$200	\$100/\$200
Search engine optimized site code	✓	✓
Sitemap		✓
HTML catalog (replaced by sitemap)	✓	
Online Marketing and SEO		
Product and category URLs based on names		✓
Customizable product and category URLs		✓
Customizable title tags for pages	✓	✓
Free inclusion in Monster MarketPlace shopping portal	✓	✓
Customer Management		
Customers can track orders and view order history	✓	✓
Maintain order history by customer	✓	✓
Ability to force login to view storefront (e.g., wholesale)	✓	✓
Organize customers by groups		✓
Export customer list	✓	✓
Send email newsletters to customers	✓	c ¹

¹ Via Constant Contact or similar email program. v7.x does not have the built-in ability to send emails to a list of clients.

Ecommerce Feature Comparison

Feature	“Old” Pro v4.x	“New” Premium v7.x
Reporting and Statistics		
Google® Analytics integration	✓	✓
Revenue and profit	✓	✓
Top selling products	✓	✓
Top site searches	✓	✓
Shipping costs	✓	✓ ²
Tax report	✓	✓ ³
404 error log (page not found)	✓	✓
Sales by customer and payment type	✓	
Checkout conversion report	✓	
Web Site Hosting and Security		
Guaranteed 99.9% uptime	✓	✓
Hard disk space	200 MB	2 GB
Bandwidth transfer limit (per month)	8 GB	20 GB
Shared 128-Bit SSL security	✓	✓
Full HTTPS/SSL support	✓	✓
Integrated file manager	✓	✓
Nightly backups	✓	✓
Access control for multiple users	✓	✓
Web Site Hosting and Security		
Multiple power source backups	✓	✓
Advanced security monitoring	✓	✓
CISP Certification	✓	✓
Email		
Personalized Web mail and POP3 e-mailboxes	50	50
E-mailbox storage	500 MB	500 MB
Aliases per e-mailbox	3	3

² Not a separate report, but part of the revenue and profit report.

³ v7.x breaks down the tax report by state and county, while v4.x only shows the total.

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Feature	“Old” Pro v4.x	“New” Premium v7.x
3rd Party Integration		
QuickBooks® Financial Software	Monster Books	Built into MCP
QuickBooks® Point of Sale Software		✓
Shipping and Order management:		
• Stone Edge	✓	TBD
• Order Motion	✓	TBD
• TrueShip	DP	TBD
• UPS WorldShip	DP	TBD
Constant Contact	✓ ⁴	✓ ⁴
iContact (formerly Intellicontact)	✓ ⁴	✓ ⁴
LivePerson	✓	
ChatStat		✓
Affiliate Wiz	✓	TBD
MyAP	✓	TBD
Shopping portal feeds:		
• GoogleBase	DP	✓
• ShopZilla	DP	✓
• Shopping.com	DP	✓

NOTES:

- [1] Via Constant Contact or similar email program. The 7.x software does not have the built-in ability to send emails to a list of clients.
- [2] Not a separate report, but part of the revenue and profit report.
- [3] 7.0 breaks it down by state and county, while 4.x only shows the total.
- [4] Clients can export customer groups via .csv (or DataPort for v4 clients).
- [DP] DataPort add-on software is required (purchased separately).
- [*] We plan to add this feature in a release that will occur prior to the migration of all existing v4 customers to the new v7 platform. Please note that plans are subject to change.
- “TBD” We are working internally and with our partners to develop our plans to improve third party integration on the new v7 platform. We will communicate the timing once the plans are finalized.