

Version 10

Built To Power Rich
Featured Next-gen
Marketplaces

Feature List

Table of Contents:

Features for Marketplace Admin

Dashboard	1
Product Management	2
Requests and Regulations	3
Order Management	3
Users Management	3
Promotions	4
Content Management System	4
Tax Management	4
Orders and Shipping	5
Import/Export	6
Extensive Reports	7
Additional Features	7
Admin: Complete Authority	8
Migrate From Shopify	9

Features for Buyers - The Front End

SignUp Process	10
Buying Experience	11
Cart and Checkout	12
Buyer's Dashboard	13
Orders Management	13
Profile Management	13
Discounts and Rewards	13
Ratings and Reviews	13
Share and Earn	13
Platform Security	13

Features for Marketplace Sellers

Dashboard	14
Intuitive Shop Management	15
Effective Sales Management	16
Ease of Shipping	16
Productive Sales Tools: Promotions	17
Additional Features	17

Features for Marketplace Affiliates 18

Features for Marketplace Advertisers 18

Features for Marketplace Admin

Yo!Kart, the force behind the success of 5000+ marketplaces around the world has progressively evolved over the years — to offer Admin contemporary tools to win in eCommerce. With the current update — V10, Yo!Kart adds a completely refreshed Admin dashboard that reconceives eCommerce workflows for the Admin to make them more intuitive with enhanced inputs and amplified logic — easing operations. Further addition of purpose-built features reinforces Yo!Kart as the quintessential engine that offers to drive your eCommerce success.

Dashboard

- Refreshed UI with detailed records and analytics
- Getting started module introduced to ease the process of Platform setup
- Enhanced search feature for the Dashboard
- “Help”, “Alert” & “Recommendation” to simplify the understanding of system features
- The Help section on the screens serves as a guide to the Admin
- Admin has access to a system log page which displays relevant technical information
- Logical arrangement of sub modules under each Primary module
- Collapsible left navigation Panel



Product Management

A critical component of online commerce is allowing Sellers to set up and manage their virtual Shops — facilitating effectiveness and efficiency. A thoroughly reimagined product catalog makes workflows more intuitive — giving the Admin the tools to enhance efficiency, reduce operational costs, and upscale with less operational dependencies.

Key Highlights:

- Single-page set-up for the product addition
- Adding multiple products is now easier and faster
- Adding Product categories is more intuitive
- Inventory management with seamless workflows
- Products can be wishlisted. Failed payment cart contents can be set to stay for further ordering
- Parameters can be set for product reviews, based on the Product category
- Brands, Shops, Options, Tags and Threshold Products can be well managed
- “Missing Info” feature displays the exact reason for a Product not getting displayed at Front end and helps to rectify it



Requests and Regulations

Yo!Kart V10 gives the admin more effective control over the platform workflows. A regulated marketplace also amplifies the brand image of the business. Requests and the related approval process related to the following modules have been streamlined in an efficient manner.

Key Highlights:

- Brands
- Categories
- Master Products
- Seller's Products
- Seller's Approval
- Withdrawals
- GDPR

Order Management

Admin now can manage each and every detail related to the Orders from a centralized module which empowers Admin to take appropriate actions while handling these orders.

Key Highlights:

- Orders list
- Subscription Orders
- Order cancellation reasons
- Order Return/Refund
- Order Status
- Product Reviews
- Abandoned Cart

Users Management

This module provides Admin the facility to manage each user related data and establish a communication with the users via "Messaging" sub module. Admin now has the option to mark the Sellers as Buyers. Apart from this, the followings have been incorporated to enhance the user management experience.

Key Highlights:

- Admin Sub Users
- Users
- Rewards
- Transaction
- Deleted Users
- User's Addresses
- Messages



Promotions

The latest Yo!Kart version now comes with the added opportunities to add Badges and Ribbons. They can be used for mutually exclusive advantages. Badges can be employed for displaying information like genuine products, pan-platform sales, and more. Ribbons display textual information to grab customer attention, and they can be used to display information like Trending Product, Bestseller, and more.

Key Highlights:

- Customized Badges can be linked to Seller's Shop, Product, or Product Variants
- Badges highlight exclusive information which makes the Shops or Products stand out
- Badges Types: Manual and Automatic
- Ribbons allow Sellers to display textual information for Shops, Products, or Product Variants

Sub Modules:

- Special Price
- Volume Discount
- Similar Products
- Frequently Bought Together
- PPC Promotion Management
- Rewards on Purchase
- Product Tags Weightage
- Discount coupons

Content Management System

The CMS has been refashioned making it interactive and efficient to create, edit, organize, and publish content for the marketplace. With Yo!kart V10, the CMS has now evolved to offer increased interactive visual inputs to ease workflows.

Key Highlights:

- Home Page Slides management is now more interactive
- All operations critical to the management are placed on the listing page itself
- Multiple collection layouts for pages, categories, products, banners, brands, and more
- Introducing multi-action buttons to ease the management of content pages
- Content Blocks or layout containers/ sections well managed
- Navigational management is more efficient with a single-page workflow
- Managing collections is intuitive with enhanced visual inputs

Tax Management

This update introduces an exclusive page that assists the Admin in managing tax entries. All entries that are applicable “Towards” the destination and “From” the point of origin can be added with ease.

Key Highlights:

- Tax Structures
- Tax Categories
- Tax Rules



Orders and Shipping

Seamless order deliveries form the backbone of successful eCommerce businesses. Yo!Kart V10 has smoothed order processing and deliveries. Added functionalities now facilitate multiple scenarios of orders dispatched from the Sellers' side to reach the Buyers successfully.

Key Highlights:

- Admin shipped products can be viewed
- ShipRocket, EasyPost, and ShipEngine to add on to the pre-existing integrations
- Offers both “shipped” and “pick up at store” order fulfillment methods
- Detailed documentation support for shipping/ orders-related scenarios
- Complementary updates can be offered to customers of digital products

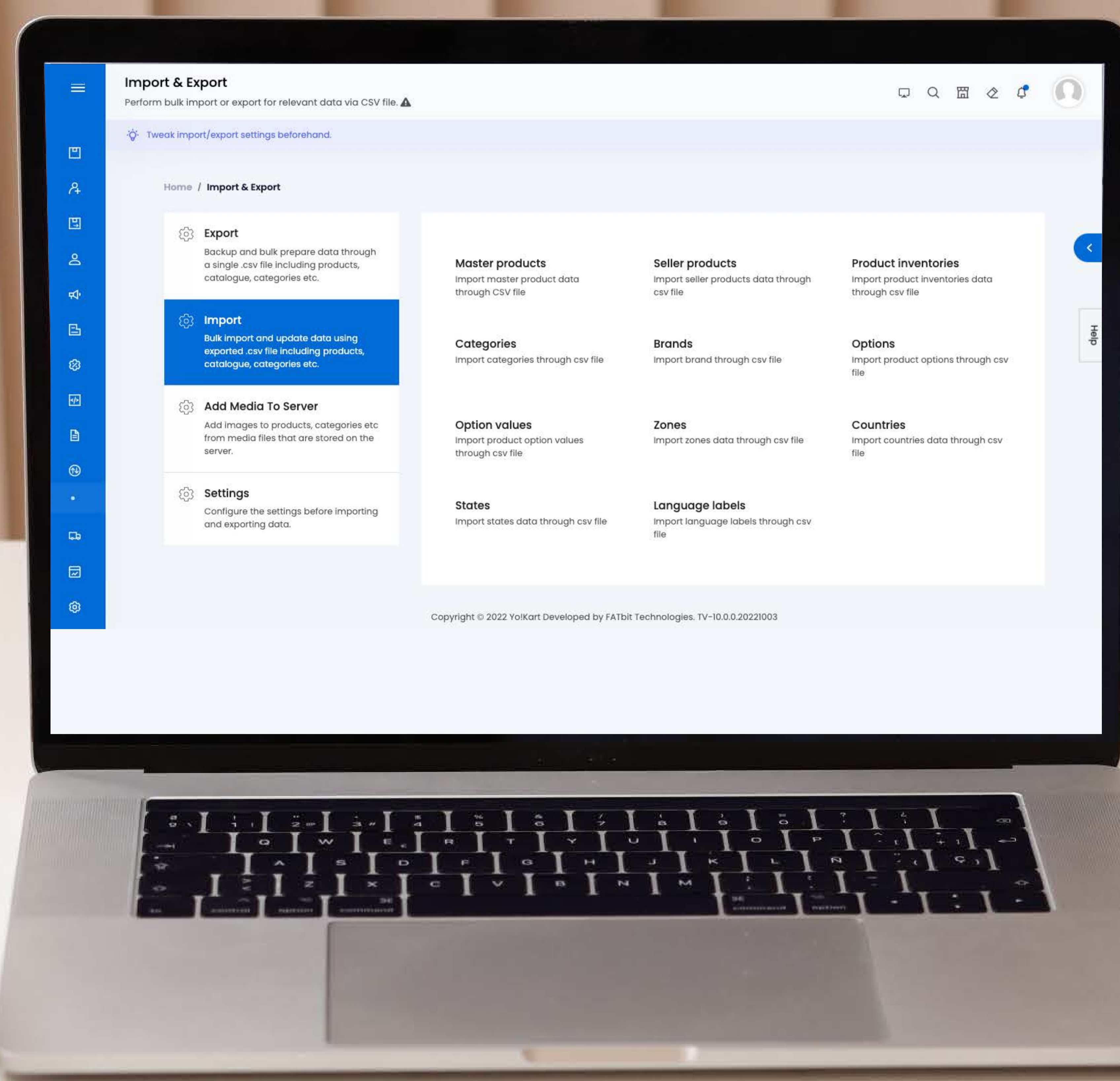
Sub Modules:

- Shipping Company Users
- Shipping Package
- Shipping Profile
- Pick up Address
- Shipped products

Import/Export

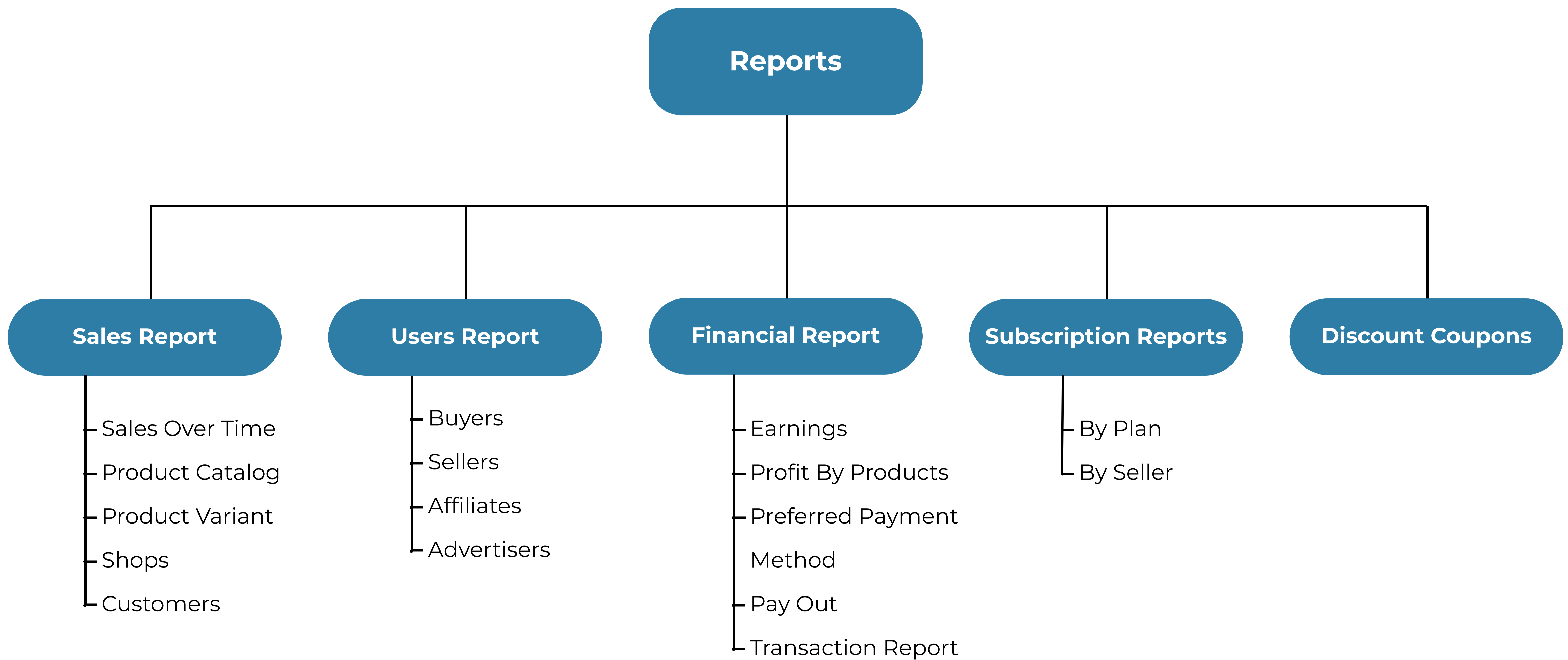
Yo!Kart V10 now expedites the process of Import and Export of data for streamlined marketplace operations, through .CSV files. It handles data related to the following sections:

- Categories
- Master Products
- Seller Products
- Product inventories
- Brand
- Options
- Option Values
- Zones
- Countries
- States
- Tax Categories
- Users



Extensive Reports

Managing the marketplace is easier for the Admin with extensive reports available in Yo!kart. With the latest version the reports have increased to include further parameters. This helps business owners gain detailed insights into the performance of their marketplace. The following reports are available:



Additional Features

Blogs Management:

- Blog Posts Categories
- Blog Posts
- Blog Contribution Requests
- Blog Comment

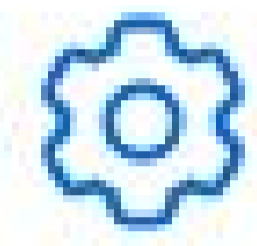
SEO Settings:

- URL Rewriting
- Image Attributes
- Generate Sitemap
- Meta Tags Management



Admin: Complete Authority

In this new release of Yo!Kart v10, Admin has been given the greater authority to manage and control functionalities and operations related to numerous modules under SETTINGS. Admin can configure these sub modules the way he wants the Platform to function. The following gives a glimpse of those areas which are completely under control of the Admin:



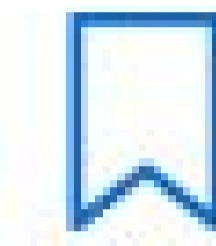
System configurations

Configure settings related to system, user account, products, commissions, third-party APIs and more.



Plugins

Configure third-party plugins related to tax services, currency conversion, shipping services, payment methods, and more.



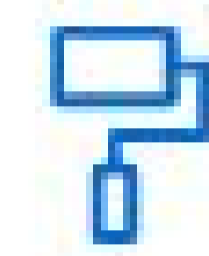
Labels

Customize labels to display text of various elements generated for your end users.



Pages language data

Customize page titles, description, warnings, recommendations, and help text content of various pages.



Theme

Personalize the theme of the platform. Adjust its colors, fonts, and styling.



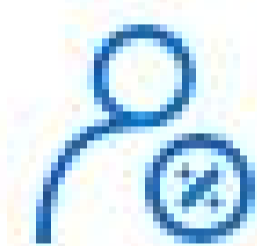
Currencies

Set up various currencies, their conversion rates, symbols, and the base (default) currency details.



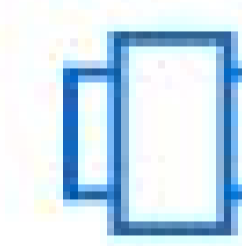
Site commission

Set up product specific, category specific, seller specific and the overall website commission rates.



Affiliate commission

Set up affiliate commission settings at different levels, including category specific and user specific commission rates.



Seller packages

Manage all the subscription packages and plans available for sellers who join the platform.



Manage shipping zones

Set up the various shipping zones that will be used with the shipping process.



Countries

Manage the countries where your platform will offer its services.



States

Manage the states (for the active countries) where your platform will offer its services.



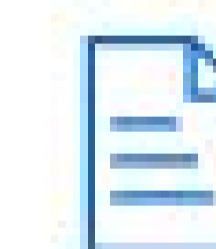
Abusive keywords

Manage the list of words that will be considered as spam.



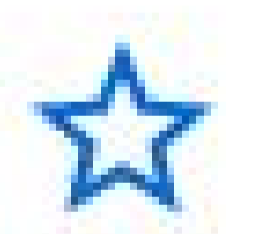
Empty cart

Manage the messages and links that will be displayed on the empty cart screen.



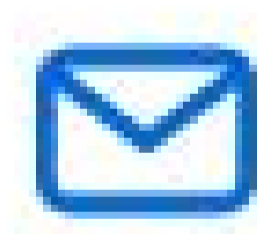
Shop report reasons

Manage the list of reasons why a user can report a shop.



Rating types

Manage the list of rating types including shop rating, product rating, delivery rating, package quality rating and more.



Email templates

Manage all the email templates to be used for different kinds of email notifications.



Seller approval form

Set up all the information fields that will appear on the Seller Approval Form.



Social platform

Manage all the social account links that will be displayed on the website.

Migrate From Shopify

Yo!Kart is a leading multivendor solution that incurs no recurring, transactional, or hidden charges — making it a popular re-platforming solution as well. The latest update now includes seamless migration support from Shopify stores and also the ones with multivendor plugins installed.

Key Highlights:

- Admin can import Users, Sellers, Products, and Orders related records
- Sellers also have the facility to migrate their products

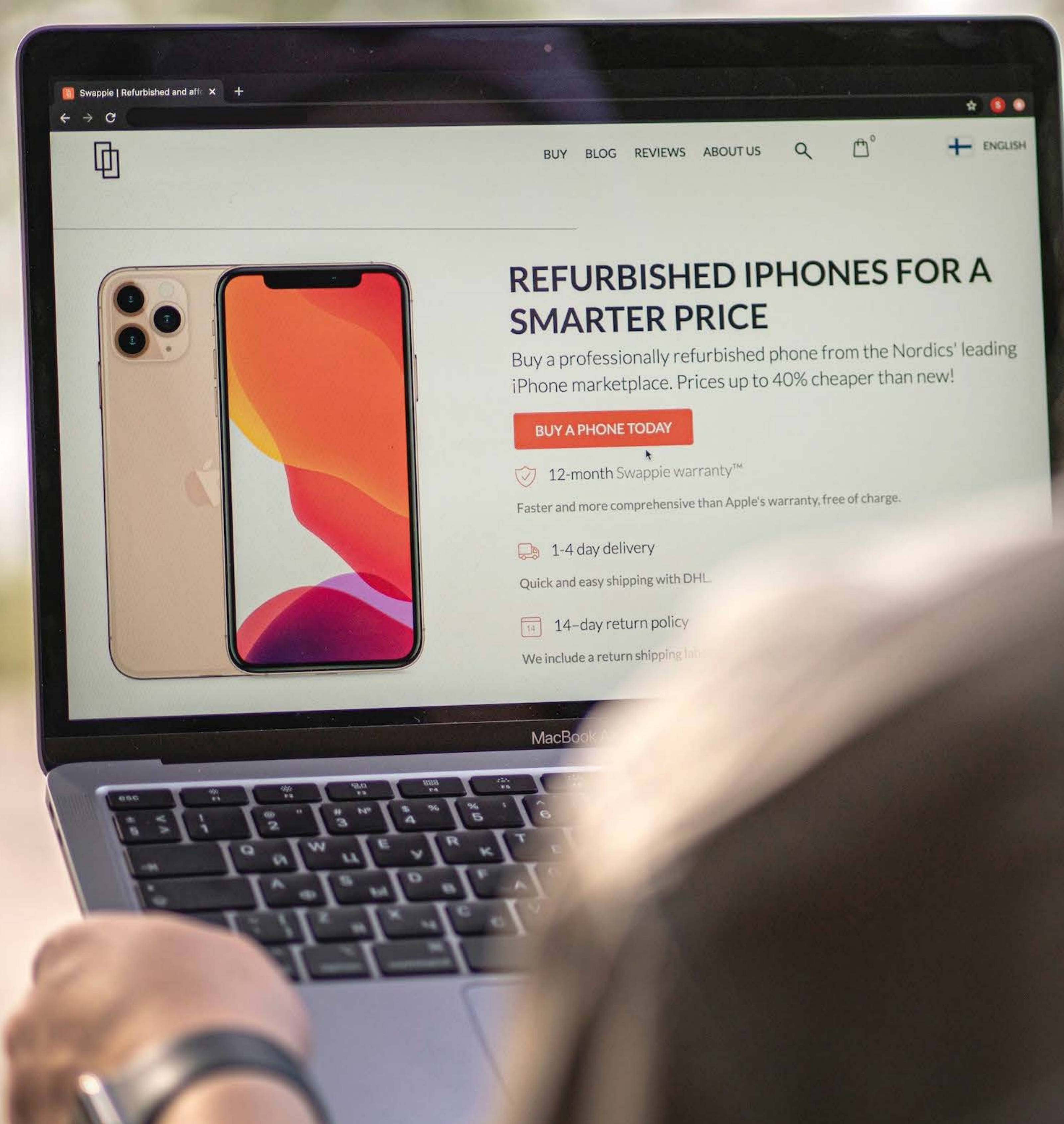


Features for Buyers (Front End)

Yo!Kart V10 sets a benchmark in offering customers an involving, pleasing, and satisfying buying experience — which fosters brand image and customer loyalty. The UI of the system follows a logical flow aligned with the buyer's journey on the marketplace. Rich features add capabilities — allowing the marketplace to set a platform tuned to take the buyers through the funnel seamlessly.

SignUp Process

- Quick login via Email, Phone, or Username & Password
- Buyers can also login quickly with their social media accounts
- OTP based login bypasses the need for passwords
- Swift registration allows Buyers to get started with exploring in quick time



Buying Experience

The clear, lucid, and intuitive flow of the Yo!kart V10 solution provides engaging user experiences leading to higher conversion rates and customer loyalty.

Key Highlights:

- Well organized Homepage and Collections
- Category specific search and buying experience
- Listing Page with filters and Informative Product Detail Page
- Map view for all shops available on the marketplace
- Intuitive checkout now with added information on total savings accrued
- Multiple additional payment gateways are included in this update

Products

The product detail page is carefully crafted to provide customers appropriate information. Details such as product images, options, seller info, reviews, ratings and social sharing with a strategically placed buying button, facilitates customers to make an informed purchase decision.

Product Ratings

Allow customers to participate by letting them rate products. Additionally, increase conversions with the trust of peer reviews

Favorites

Let your customers bookmark products they have been wishing to purchase later

Advanced Keyword Search

The system auto suggests relevant keywords, brands, categories for your customers

Connect With Sellers

Creates transparency and allows customers to interact with sellers



Geo-Location, Search, Filters

Geolocation

Customers can search for products based on delivery location, radius or any location

Search Filters

Dynamic filters based on category for your customers to find the perfect product effortlessly

Sort

Sort your search results to ensure relevancy on the Ecommerce marketplace

Cart and Checkout

- Easy addition and removal of items
- Save Items For Later in Cart
- Selection option between Ship & Pick-up Fulfillment methods
- Reward Points And Discount Coupons
- Pay Through Wallet, Bank Transfer Or Pay At Store options
- Pay Through Stripe, Paypal, Other 20+ Payment Gateways

Buyer's Dashboard

- Quick view for Recent Orders list
- Easy access to the Latest Offers, Rewards and Credit section
- Tabular representation of Refunds and Cancellations

Profile Management

Let customers take control of their account with easy management options for their profile, addresses, orders and other options.

- Manage/Edit Profile
- Manage Addresses
- Change Email/ Password
- Manage Bank Accounts

Ratings and Reviews

Let your customers post honest reviews about the products purchased from your platform.

Order Management

- Order History
- Repurchase
- Rating and Review options
- Order Invoices Download
- Cancellations & Returns
- Track Orders
- Downloads History (For Digital Orders)

Discount and Rewards

A proven strategy to enhance customer loyalty, and brand image is by offering reward points for purchases. These could be redeemed during the checkout process by the buyers.

- Customers can check the 'Rewards & Coupons' section for exciting marketplace discount coupons
- Customers can see their reward points increase after every purchase

Share and Earn

Make sure to spread the word by letting your customers share on social media. Earn reward points for every share as an incentive.

Platform Security

The already robust solution Yo!Kart has been further bolstered with added security features that also enhance GDPR compliance.

Key Highlights:

- Users can set their cookies preferences. The cookies will be stored only after their consent
- The browsed data is stored in cookies for guest users while it is stored in the database for the registered users
- There is additional management of functional, statistical, and personalization cookies

Features for Marketplace Sellers

The success for sellers translates into better performance of the marketplace business. Yo!Kart V10 streamlines the selling process and evolves the vendor Dashboard into an even more adept tool to maximize eCommerce for the sellers. It offers your sellers a refined, robust, intuitive, and contemporary unified interface to ease eCommerce operations.

Dashboard

- Represents illustrative Sales graph & associated statistics
- Provides detailed info regarding Recent Orders
- Reflects organized Transaction History
- Tabular representation of data like Credits, Return and Cancellation



Intuitive Shop Management

Yo!Kart offers individual Shops for the sellers of the marketplace. The V10 update provides extensive enrichment that amplifies operational efficiencies.

Key Highlights:

- New product addition is faster with a single-page workflow
- Intuitive Drawer based record-addition workflow replacing earlier Tabular format
- Streamlined Inventory addition and Options management
- Bulk Import/Export feature
- “Missing Product Info” feature inside Seller’s Inventory Page
- Sellers can add a preview or a sample for a digital product
- For Audio or Video media previews, the robust JW player has been embedded

Sub Modules:

- Shop Details
- Shop Inventory
- Product Tags
- Product Options
- Tax Categories and Rules



Effective Sales Management

Order Management:

- Orders Listing
- Orders Related Actions
- Cancellation Management
- Return Management

Reports:

- Sales Report
- Transaction Report
- Product inventory Report
- Product Performance Report

SEO:

- URL Rewriting
- Meta Tags Management

Ease of Shipping

Multiple new features allow sellers to align this integral eCommerce operation with their business goals. Tailoring their settings along with new additions in the system opens up new opportunities with this Yo!Kart version.

Key Highlights:

- Customizable Shipping APIs
- Sellers can enter custom shipping rates
- Option to use preferred shipping service
- Sellers' shipping services can be exclusively rated
- PickUp intervals displayed for pickup fulfillment orders
- Shipping pre-integrations of ShipRocket, EasyPost, and ShipEngine



Productive Sales Tools: Promotions

Yo!Kart V10 gives Sellers an added set of tools to manage their sales more effectively. The promotional features amplify conversions, augment their sales and foster brand loyalty. This update introduces added intelligent promotional features of Badges and Ribbons.

Key Highlights:

- Seller can now link Badge to the Shop, Product, or Product Variant
- Ribbons allow Sellers to display textual information for Shops & Products
- Special prices for Products can be added
- Sellers can offer additional/upgraded versions of the digital products to existing customers of the respective digital products
- Bulk discount/Volume discount options
- Management of “Buy Together” and “Similar” Products

Badges use images to display information. They can be employed for displaying information like genuine Products, Trusted Shops, and more.

Ribbons display duration-specific textual information to grab customer attention, and they can be used to display information like Trending product, Bestseller, and more.

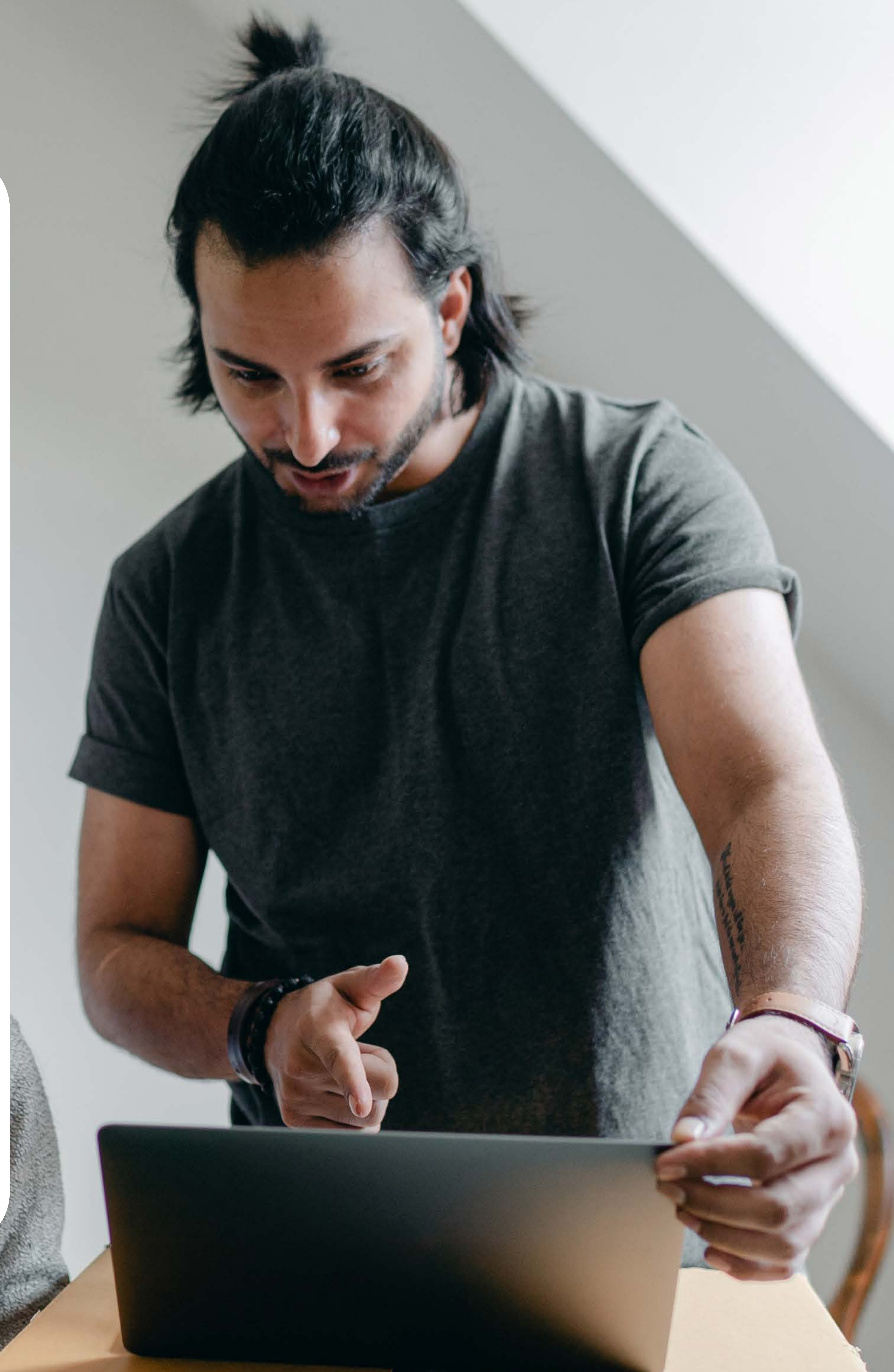
Additional Features

Profile Management:

- My Account
- Bank Account
- Sub Users
- Cookies Preferences
- Messages
- Credits
- Update Credentials

Other Modules:

- Plugins
- Data Migration
- Language
- Currency



Features for Marketplace Affiliates

Affiliate marketing is an effective channel for the marketing of your marketplace, making Affiliates integral to the business. Yo!Kart V10 offers your Marketplace Affiliates potent tools that aid in efficacious marketing.

Key Highlights:

- Dedicated Dashboard representing:
 - List of Referrals
 - Total Earnings/Revenue
 - Multiple Share and Earn Options
 - Transaction History
- Exclusive User Profile with significant information.
- Configuration for Multiple Payment methods
- Management related to Cookie preferences.

Features for Marketplace Advertisers

Advertising on the marketplace website offers benefits to all the participants in a marketplace. Sellers get the opportunity to promote their shops and products, marketplace owners get an additional revenue stream and buyers get a better browsing experience.

Key Highlights:

- Dedicated Dashboard reflecting:
 - Running Promotions
 - Recent Transaction Details
 - Credit Info
- Promotions module with dedicated pages to configure and review:
 - Active Promotions
 - Promotions Charges
 - Credits available
- Exclusive User Profile with customizable parameters:
 - Detailed Profile Set-Up
 - Manage Bank Accounts
 - Cookie preferences
- Digital Wallet for seamless advertising campaigns for the sellers.





Accelerate Business Growth With Yo!Kart Multivendor Marketplace Solution

Visit: www.yo-kart.com



www.fatbit.com | sales@fatbit.com
+91 95555 96666 / +91 73075 70707

Copyright ©FATbit Technologies
(Aby Soft Pvt. Ltd). All Rights Reserved.

The information contained in this document represents the current views, requirements as interpreted by FATbit Technologies for its clients. All information contained within this document are proprietary to us, unauthorized disclosure, distribution of the information contained either in part or as a whole shall not be accepted and shall be considered the breach of Copyright and Intellectual rights