

Retail STAR Newsletter

August, 2009



Make your i.STAR Site Work for YOU!

Are you leveraging your i.STAR e-commerce site as much as you can be? This month's newsletter is dedicated to giving you some tips and reminders to leverage your web presence through existing features within Retail STAR and i.STAR, web page modifications, and marketing activities.

Are you using these tools today?

Retail STAR and i.STAR Features

Additional images – Colors, Alternate Images (*)
Coupon Codes (*)
Datafeeds (+)
Gift Cards (*)
Related Items (*)
UPS Online Tools (*)

Web Page

Advanced Search (+)
Brands Listing (*) (+)
Dynamic Sections on Home Page – Best Sellers, New Items, Closeouts (+)
Meta Tags (Dynamic and/or Static) (+)
Newsletter Sign Up (+)
Visible Shopping Cart (+)

Marketing

Google Analytics (+)
Social Networking (+)

We Can Help!

* = For training on these features, please see www.istarhelp.com and/or call (888) 442-1887.

+ = Go to www.istarhelp.com/sitehelp to view options and prices

If you don't have an i.STAR e-commerce site yet, please contact your CAM sales representative for more information.

i.STAR Releases

These releases are currently available. See www.istarhelp.com for more information.

i.STAR v5.0:

- ✓ UPS Online Tools
- ✓ Gift Card Payment
- ✓ Gift Registry Creation/Management
- ✓ Customer & Product Level Taxation
- ✓ Split Description Capability

i.STAR v5.1 *Open to beta participants – please call Retail STAR support at (800) 949-1470 option 6 to be considered for the beta program:*

- ✓ One Page Checkout
- ✓ Guest Checkout
- ✓ Online Credit Card Authorization
- ✓ Coupon Code Enhancements
- ✓ Admin Panel Redesign

i.STAR v5.2 *(Coming to beta soon):*

- ✓ Search Engine Friendly URLs
- ✓ Product Detail Page Layout Choices
- ✓ More Product Listing Page Layout Choices
- ✓ Display Department Image on Browse Page
- ✓ Sort by New on Product Listing Pages
- ✓ “Additional Colors” Notation on Product Listing Pages
- ✓ Kit Item Stock Checking
- ✓ And More ...

IMPORTANT

Have you completed the mandatory upgrade of X-Charge?

If not yet on version 6.2.7 or 7.0.2, you MUST upgrade before September, 1 2009 to avoid interruption of credit card processing.

You can easily upgrade X-Charge by opening X-Charge, selecting Help at the top, then selecting Check for Update.

If you have any questions, visit www.x-charge.com/upgrade or call Support at 1-800-949-1470 option 6.