

Zen Cart Make-A-Deal

Price: \$89.00



Product description:

Zen Cart Make-A-Deal is completely automated mod that will make offer to your customers based on what they do in your store.

Your store isn't just waiting for customer to make order anymore - it is making offers and deals for you!

Make-A-Deal module benefits:

- **More Sales** by making personal offers to your customers
- Adds **Active Sales** - your store is making offers now, not just waiting!
- "**Buy it Now**" Effect - offers are limited in time, forcing customers to act now - great call to action
- Make **Smart Offers** - offers will be made to interested visitors only
- **Works 24 hours** - setup once, run all time, making offers even when your sales managers sleep
- **Easy to Start** - includes Offer Wizard and 30 Killer Offer Templates available out of the box
- **Works with other discount management products**

This module will make offer based on what user is doing in your store - i.e. his behavior.

We use rules based approach, allowing store administrator to set the offers shown to those with particular traits.

Offer Wizard will guide store administrator step by step through offer setup.

Currently supported behaviors:

- Customer viewed X products
- Offer will be made only after visitor viewed 5 products in your store
- Customer viewed X categories
 - Customer spent X seconds in store
 - Customer spent X seconds on product page
 - Customer added X products in shopping cart
 - Customer added more then \$X in shopping cart

Offer Templates:

Related books and resources:

- [Behavioral Targeting](#) on Wikipedia
- [The Art of the Deal](#) by Donald J. Trump
- [Call to Action: Secret Formulas to Improve Online Results](#) by Bryan and Jeffrey Eisenberg

Zen Cart Offer, Zen Cart Special Offer, Zen Cart Module
