

Product Portlet for Perfect Product Customization

Offer your customers the products they are interested in (even if they don't know it yet)

Klopotek's Online Marketing and Product Portal, part of our CRM solution, combines the traditional functionality of content management systems and e-commerce platforms to create a unique solution for publishers.

A powerful feature and one of the core components of the Portal, the Product Portlet, is specifically implemented by Klopotek to support a seamless integration with your title

information. It enables you to import both product catalog data as well as customer information into your website and customize your product offering according to whatever the context requires. Easily highlight specific offerings, newly available titles, or specific areas and/or combinations of knowledge on every page you want simply by reusing the Product Portlet as a component.



Klopotek
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KEY FEATURES AND BENEFITS

- Import product catalog data & customer data and narrow offerings down to titles most likely to be purchased
- Pick & choose, and present titles in Portal that are most likely to attract interest
- Very easy to handle
- Highly customizable, also with regard to design: easily adapted to your CI
- Integration with Klopotek Order to Cash enables users to simply add products to their wish list and shopping basket
- Industry classification standards as well as your own classifications available in the Portlet

State-of-the-art 'Assembly Kit' for customizing your Portal

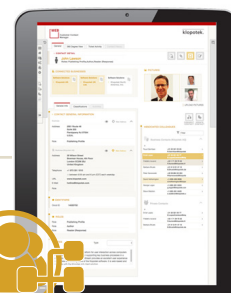
Additionally, if the Portal knows the user (as they have signed in), the Product Portlet can combine the title classification with the user classification to customize the result list: automatically (or manually) pick and choose the titles that are most likely to match the interests of your business partner. As a result, users of your Portal will primarily see products they are most likely to be interested in.

This Product Portlet is also highly customizable in terms of design and can easily be adapted to your corporate identity: specify how many products with which attributes should be presented in which layout.

Being fully integrated with the Klopotek solution, the Product Portlet not just distributes the title data but can directly communicate with the e-commerce functionality of the Portal and, thus, with our Order to Cash solution. As a result, your customers can directly add products and interests to their wish list or the shopping basket as part of a seamless and enjoyable user experience.

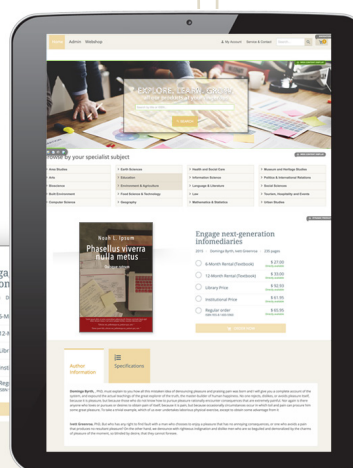
And, of course, Klopotek supports all industry classification standards such as BIC, BISAC, and Thema, but also your in-house product classifications, which can be made available in the Portlet.

Define layout and display of attributes of the Product Portlet so that you always show the content that suits best in the specific context the Portal is being used



Combine title information with customer classification to tailor the experience to suit the needs of the customer

Specify which content the Portlet will show based on title classification and automated selection



Include a direct connection to the web shop in order to simplify the order processes

Optimize the experience of your customers by offering the best possible selection of content, no matter who the visitor of your Portal is