

ORIGINAL VERSION

PayPro eCommerce solution enhancements to help vendors sell more software online

PayPro EasyCommerce platform is powered up to give software vendors more ways to manage online sales.

Toronto, Canada – July __, 2010

PayPro Global, an international leader in the end-to-end eCommerce solutions to sell digital goods and services online, today introduced renewed EasyCommerce platform. Besides new user interface, eCommerce solution provides advanced marketing capabilities along with enhanced administrative functions. The new features are designed to maximize e-business opportunities for software companies.

PayPro EasyCommerce is innovative and cost-effective solution to software businesses of all sizes worldwide. Its powerful functionality extended with live order page monitor and flexible tax management options allows for generating more revenue with no additional cost for marketing campaigns. Live order page monitor offers extra visibility of potential customer data even before order is submitted. Software vendors may closely monitor shoppers' behavior and order page performance whenever needed. Added tax management options provide vendors with the choice to either charge tax from customers or absorb the tax costs in the product price.

Among other improvements are

- Enriched notifications for software vendors to be on top of all sales
- Improved test confirmation emails to let vendors stay in control of emails format sent to customers
- Significant changes in reporting system including ability to export activity report to Excel for deep data analysis
- Improved Google Adwords tracking for PayPal sales
- Enhanced IPN system to manage subscriptions to keep sales data in one place
- Advanced product pricing options to better suit product nature

“With expertise and infrastructure at our hands we are able to deliver advanced tools for monetizing digital goods and services and driving more efficiency for software vendors,” said Matthew Silverman, CEO of PayPro Global. “The conversion rate in the industry is not that good and we are aiming at introducing new features constantly to enable PayPro clients sell more software online.”

EDITED VERSION

PayPro eCommerce solution enhancements to help vendors sell more software online

PayPro EasyCommerce is improved to give software vendors more ways to manage online sales

Toronto, Canada – July 29, 2010

PayPro Global, an international leader in end-to-end eCommerce solutions for selling digital goods and services online, today announced a vastly improved EasyCommerce platform. In addition to an entirely new user interface, EasyCommerce now includes advanced marketing capabilities and enhanced administrative functions. These new features have been designed to maximize e-business opportunities for software companies.

PayPro EasyCommerce is an innovative and cost-effective solution for software businesses of all sizes located anywhere in the world. Its powerful features, combined with live order page monitoring and flexible tax management options, allow vendors to generate more revenue with no additional cost for marketing campaigns. Live order page monitoring provides additional visibility of potential customer data even before an order is submitted, allowing software vendors to closely monitor shopper behavior and order page performance at any time. Furthermore, tax management options allow vendors to either charge tax from customers or absorb tax costs in the product price.

Other improvements to PayPro EasyCommerce include:

- Enriched notifications let software vendors keep on top of all sales
- Improved test confirmation emails let vendors easily control the format of emails sent to customers
- Significant changes in the reporting system, including the ability to export activity reports to Excel for deep data analysis
- Improved Google Adwords tracking for PayPal sales
- Enhanced IPN system to manage subscriptions and keep sales data in one place
- Advanced product pricing options to better suit different product types

“With the expertise and infrastructure in our hands we are able to deliver advanced tools for monetizing digital goods and services and driving greater efficiency for software vendors,” said Matthew Silverman, CEO of PayPro Global. “The conversion rate in the industry is not very good, and our aim is to continually introduce new features that enable PayPro clients to sell more software online.”