

net-linx



driving sales and @-solutions

nxAdCommerce



www.net-linx.com

nxAdCommerce platform

| | Feature | Benefit |
|----------------------------|------------------------------|---|
| Publisher | Manage accounts online | Simplify tasks with a single point of contact for customer care and account maintenance |
| | Products available online | Increase revenues by showcasing multimedia product offerings, sales collateral and marketing material online |
| | self-serve customer accounts | Reduce overhead by allowing advertisers to manage their own accounts |
| | Export statistics | Analyse site usage and effectiveness by exporting statistical data to your chosen analytics tools. |
| | Customizable appearance | Adapt the look and feel of the nxSelfServe module to conform to your website |
| | Cross-product integration | Seamlessly integrate nxSelfServe module with net-linx or other backend systems |
| | Customizable search engine | Customize filtering and ranking of search results, utilize keyword synonyms, produce geo-coded listings for map display and control headings and subheadings across languages |
| | XML banner ad selection | Control banner advertising selection using fully documented configuration markup language (XML) |
| Advertiser/Customer | Data import | Repurpose existing data for online use |
| | Intuitive navigation | Easily purchase and build ads online |
| User | Simple editing tools | View and edit ads using WYSIWYG tools and repurpose content for use in other products |
| | Complete history archive | Manage advertising portfolio online |
| | Export options | Save ads by exporting to print or PDF |
| | Map display | Find advertiser based on location or proximity and get directions |
| | Metasearch | Search beyond YP and WP, including products, news, general web search and verticals |
| | Multi-lingual capabilities | Set language choice and have the site retain preference between visits |

