



Intelligent Commerce

Making Shopping & Purchasing Easier

Intelligent Commerce makes it easier to sell digital content to researchers without disrupting their workflow. With easily locatable add-to-cart buttons and a persistent shopping cart, researchers can collect articles across a publisher's journal and book sites and quickly purchase any for which they do not have access. The streamlined checkout process provides purchase confirmation along with an electronic receipt, and immediately grants access after purchase.

Publishers can take advantage of the flexible and feature-rich backend toolset to expand their business and implement new monetization strategies.

WITH INTELLIGENT COMMERCE, PUBLISHERS CAN:

- Price strategically by setting variable pricing for each issue, article, book, or chapter.
- Reward loyalty with coupons and volume discounts
- Provide peace of mind with multiple, secure, PCI compliant merchant gateways.
- Stay up to date with real-time HTML reporting to view transactions.
- Save time with quick and easy tax set up, collection, and reporting (including automatic VAT collection for the European Union).

Drive Sales

- Quickly locatable add-to-cart links appear inline for customers without access to the content providing a clear call to action for purchasing.
- Grow revenue
- Encourage customers to purchase multiple items across many journal and/or book sites.
- Make purchasing easy
- Collect items in the full-featured shopping cart, then purchase quickly and easily in less than three steps.