Meet the needs of on-the-go consumers..

Celerant Technology's Mobile E-Commerce

Celerant Technology Corp. realizes the need to reach your customers wherever they make their purchasing decisions. As a growing number of tech savvy consumers are utilizing smartphones to make online purchases, many retailers are rushing to add mobile E-Commerce sites to provide their customers the convenience of placing orders remotely.

By the end of this year more than half of the devices consumers are carrying will be smart phones, up from 27% in 2010. Mobile purchases made from smartphones are growing at a staggering rate, and retailers adapting to this evolution of E-Commerce should expect to see a influx of sales and brand exposure by adding this channel to their profit stream.

Contact a sales representative today to learn more about Celerant's Mobile E-Commerce and get a head start on improving your revenue this holiday season.

Increased Efficiency

- Celerant provides you with a fully functional mobile ecommerce website, a further extension of your store.
- The mobile site will run in parallel to your regular E-Commerce site.
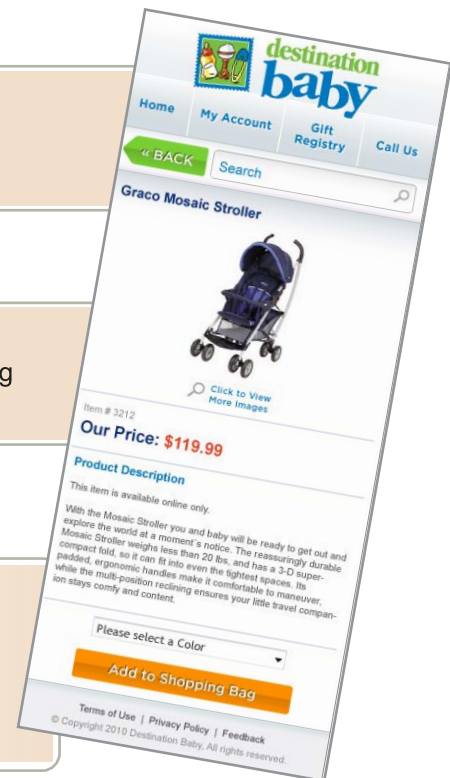
Maximized Exposure

- Compatible with most mainstream smartphones and ipads.
- Adhere to search engine common practice standards and algorithm guidelines, enabling the site to appear in more searches.

Advanced Technology

- The mobile site runs against the same database as your E-Commerce site and does not require any additional hardware, hosting or human resources.
- jQuery programming is utilized to simplify and enhance development*
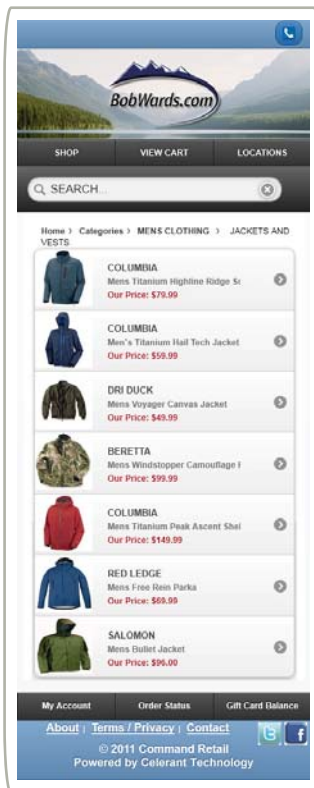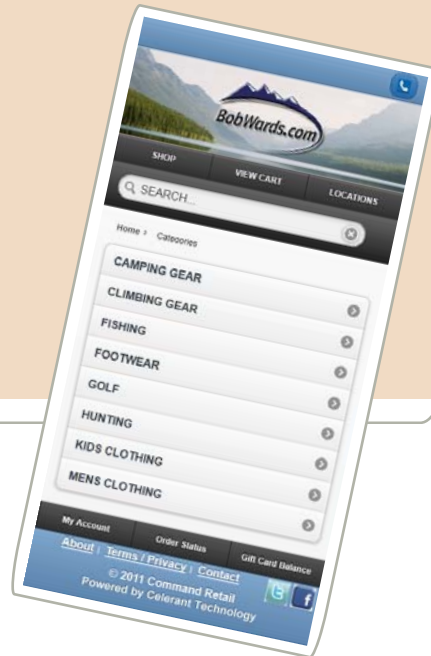
*Our software incorporates jQuery user interface technology, which provides a Touch-Optimized Web Framework for Smartphones & Tablets.

Celerant's mobile E-Commerce offers an effective means for consumers to view your website through enhanced optimization. Mobile technology offers an economic and time sensitive solution that meets the needs of a demanding consumer market.

Your mobile site will be built following the most commonly used practices in the industry. It will adhere to standard industry guidelines and include all the features that are approved for mobile E-Commerce sites:

- ✔ Homepage for promotions
- ✔ Full product catalog with product categorization inherited from your E-commerce site
- ✔ Detailed product pages with Facebook "Like" button
- ✔ Multiple product images
- ✔ Ability to select variations (size/color)
- ✔ Incorporate product reviews extended from your web site
- ✔ Complete checkout process with credit card integration
- ✔ About us page
- ✔ Store locations page
- ✔ Contact us page
- ✔ Three additional informational pages of your choice
- ✔ Gift cards
- ✔ Order status
- ✔ Customer account (Order History and Address book)

Your mobile E-Commerce site will be tailored to ensure a successful online presence. Celerant creates a site that is easily accessible, readable and understandable to search engines that crawl, index and rank your mobile site.

Mobile E-Commerce sites provide a platform for broadening your multichannel sales strategy by reaching a larger audience and accommodating their versatile needs. In conjunction with providing you an advanced E-Commerce solution, deciding on an M-Commerce implementation can be a seamless and cost-effective transition to expand your revenue potential.

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