Optimum7

The Ultimate Tech & Tools List of 2020

If you're reading this, congratulations, you're serious about taking steps to help your business operations scale quickly. The next several pages are JAM PACKED with the hottest **digital marketing**, **social media**, **business operations** and **lead generation** websites and tools available today to see conversions and results.

Here's a tip:

- **Save this file and share with your team!**
- Look at the categories and pick 3 that you want to dive into first.
- From there, create a strategy and dedicate a week per category.
- Schedule it on your calendar to look at one website or tool a day in that category.

  If you are really serious about growing and monetizing your business, I invite you to have Optimum7 conduct an audit to see your growth area potentials.

  Optimum7 is an Internet Technology Company with a team of experts that work together to help expand your reach, convert customers & beat your competition. You can request a FREE AUDIT or Learn More by clicking here.

Trusted By:

(intel)   PEARSON   Dior   Electrolux   Dr Pepper   Vayama   FIU   Florida National University   MICHIGAN STATE UNIVERSITY

Featured In:

Forbes   Inc.   Mashable   Entrepreneur   HUFFPOST   TC

OUTLINE

Business Management

The Web Tools on this category can help your business operate a lot more efficiently and profitably. Time is the only resource that we as entrepreneurs do not have more of. What if you could find 10+ more hours to work on growing your business on a weekly basis? What would the positive effects of that be?

Review the tools in this section carefully as your competitors might already be leveraging some of these tools.

---

a. **Panda Doc**

pd PandaDoc

Panda Doc is a software platform that streamlines and accelerates your document process on **proposals**. You can create, send, **e-Sign** and store transactional **documents** and **proposals** all in one location, fast!. Simplify the process to create, send, track, and eSign beautiful proposals, **contracts**, and **quotes**. Empower your sales team with **marketing-approved templates** and easily track.

Achieve a 28% Increase in Close Rate & Reduce Admin Work by 65% with Panda Doc. Learn How You Can Build Sales Documents That Close with Panda Doc. Request a Free Demo. Over 10,000 Customers. $16B+ of Deals Closed. Intuitive & Easy to Use. Integrates with Your CRM.

Start Panda Doc 14-day Free Trial

---

b. Fresh Service

Fresh Service is a cloud-based IT Help Desk and service management solution that enables organizations to simplify their **IT operations**. Fresh Service can be integrated with third-party apps for managing the service desk. Fresh Service is available on an annual subscription basis that includes support via email and phone.
Modernize IT and other business functions with a refreshingly easy-to-use, simple-to-configure IT service desk solution in the cloud. This tool is great for any company that has **over 6 employees** that might need help with **IT Processes**.

Start Fresh Service 21-day Free Trial

---

c. Swivle

Swivle is a part of WoodWing Software, a global market leader in **digital asset management software** and multi-channel publishing solutions since 2000. Swivle software is used every day by leading companies like Bavaria, Time Inc, Bol.com, Yamaha and L'Óreal. Swivle is an Intuitive Digital Asset Management. Managing all your **digital marketing assets** in one place. This tool helps you with content marketing, SEO, automating your marketing processes, approvals and more.

Start Swivle 14-day Free Trial

---

d. Findify

Findify is an Artificial Intelligence personalization platform that helps brands of all sizes increase revenue and customer satisfaction. Leverage Search, product recommendations, Collection filtering all personalized in real-time, and deep analytics through one single integration Findify. Sell more with the next generation of **Personalized E-commerce** Search and Product Discovery.

Findify Request A Demo

e. Survey Sparrow

Survey Sparrow is a **survey and feedback management platform** that allows businesses to create and administer surveys for determining the **pulse of their employees and their customers**. Free online survey tools & **market research** software from Survey Sparrow. Turn your boring feedback surveys into engaging conversations. Create surveys, now!

Start Survey Sparrow 14-day Free Trial

f. Fresh Team

Fresh Team is a software that combines the power of **applicant tracking systems and recruitment applications** in one convenient interface. This makes Fresh Team ideal for **HR teams, recruitment agencies, and freelance recruiters** who want to manage all their **hiring processes** in one convenient platform. Manage your hiring, on-boarding, time-off, employee data, and HR workflows in one place.

Start Fresh Team 21-day Free Trial

g. Ringostat

Ringostat is an intelligent call tracking solution that **tracks the inbound phone calls attribution** by multiple advertising channels down to keyword level in order to analyze the traffic sources that perform the best and bring more calls. Ringostat is a Google Analytics official partner.

Call tracking is a technology that helps determine which advertising sources generate calls to the company. By interacting with other web analytics systems, it collects information about calls. Ringostat Call tracking works via special web page code which shows site visitors different phone numbers, depending on where they came from. As a result, you get detailed information about calls and their advertising sources.

Start Ringostat 14-day Free Trial

h. [Reply](#)

Reply is a **multichannel sales engagement platform** that automates personal email outreach, calls, and tasks, while Sales can focus on what really matters, closing deals. Reply platform is featured among the top 50 tools for sales in 2019 by G2Crowd.

Reply, **automates personal email outreach, calls, and tasks**, while Sales can focus on what really matters. Discover new prospects and get in touch, fast, at an affordable price. Get started now! Prospect 4x faster, automate your outbound approach and keep it personalized. Ultra-responsive support. All-in-one solution.

[Start Reply 14-day Free Trial](#)

---

i. [Field Pulse](#)

Field Pulse is business management software as a service designed for mobile service businesses who need to better **manage their customer data, schedule jobs for employees,** create invoices and estimates, track payments, and have better insight into their business operations.

Field Pulse is an easy and complete service management platform for **contractors** and field **service businesses** that works great in the office and the field.

[Start Field Pulse 14-day Free Trial](#)

---

j. [Buddy Punch](#)

Buddy Punch is a cloud-based online **time clock system** that will simplify collecting **timesheets** for your business in 2019 and beyond. You can get users started very quickly! Your employees just visit the website for all their punching needs and our site can be viewed from any internet-connected device.

Employee time tracking software for all types of businesses. Use our time clock app and easy to use dashboard with reporting, OT calculations and more. Managing your employees in real-time is simple. They punch in online or using one of our time clock apps. Buddy Punch is an easy integration with your accounting software as well as leading payroll providers. When it comes time to run **payroll** you **click to export or download to Excel, CSV, or PDF**. Easy for you, easy for your employees.

Start Buddy Punch 30-day Free Trial

---

    k. **Fresh Marketer**

Fresh Marketer is an all-in-one **conversion rate optimization tool** for all goal-oriented digital marketers and digital marketing agencies. Fresh Marketer is a full-fledged **marketing automation solution** for fast-paced marketing teams. Marketers use Freshmarketer to run lifecycle.

Previously known as Zarget, Fresh Marketer is a platform from the Freshworks productivity suite. It is built to help businesses improve their online presence and boost lead conversions using robust marketing functionalities that focus on analytics.

Start Fresh Marketer 14-day Free Trial

Content Marketing

This is probably one of the most essential parts of business for you to build a brand and acquire new customers. If you are not generating content for your business, you will NEVER be a brand.

a. **Outgrow**

Outgrow co-founder Pratham Mittal's company inadvertently designed an interactive content building platform that has become its core business. Outgrow empowers businesses to create lead generation tools that work better than boring normal landing pages. **Boost Your Marketing with Interactive Content**. Interactive Content Brings in New Traffic. Increase Engagement & Conversion, Audience Segmentation and **Targeted Sales.**

Start Outgrow 7-day Free Trial

---

b. **Gain**

Gain Allows you to **plan and manage all your social content and marketing** files in one place. Everything your team is working on stays in one place, including all of your social content and marketing files. Upload and preview files from Photoshop, Illustrator, PDFs, Word, Excel, and much more!

Start Gain 30-day Free Trial

---

    c. **Story Chief**

Story Chief is a reliable tool that lets you **co-create, plan, optimize, and distribute articles to different publishing channels from one place**. One-click-publishing to your websites, social media accounts, AMP channels, newsletters and external hubs (Medium.com, Blogger.com,...). Story Chief is an All-in-one Content Marketing Workspace.

Story Chief Free Signup

---

    d. **Article Writing Company**

Article Writing Company is partnering with SEO, Social Media and PR companies to deliver a flexible 3rd party staff of content writers. Cost-effective and efficient, we eliminate wasted time at the client level. Working with an outsourced solution allows wonderful flexibility. If you **need content for your website**, this is the solution.

When you buy SEO articles from an Article Writing Company you eliminate wasted time and money, and provide for maximum scalability. A Little About Our Article Writing Process. Our content is edited at least twice before it's delivered. This includes checking for grammar, spelling, and fluency in American or UK-English.

Article Writing Company Free Signup

---

    e. **Public Fast**

Public Fast is a platform that helps brands to **grow their sales using influencer marketing**. Public Fast is the only self-serve **marketplace for finding, hiring and analyzing perfect influencers** that will reach brands' target results. The easiest way to find and work with the right creators. Public Fast is an effective tool to broadcast your branded content via influencers on Facebook, Twitter. If you want to get your **brand or products out there on social media and market with Influencers**, this is the platform!

Public Fast Free Signup

f. **Unless**

Unless is a tool that gives you control over a website's content. The goal is to show different versions of key pages (or the entire website) based on who's viewing. Unless **caters to B2B and B2C companies that want to take Conversion Optimization** to the next level. Unless caters to B2B and B2C companies that want to optimize their website for different audiences.

By tapping into visitor-specific data, you can go beyond A/B testing and focus your optimization efforts on high-value audiences or individuals. Integrate Unless with your email tool, your CRM, or your remarketing solution and personalize across multiple channels - website, email, and paid. This results in more conversions, higher revenue, and more user engagement.

Unless Free Signup

---

g. **Elokenz**

Elokenz is a set of tools designed **for bloggers as well as web journalists, content marketers or SEO consultants**. Elokenz aims to help all content producers to increase their visibility and to engage with their readers. Smart content marketing distribution to get more leads from your content. Elokenz gives you the possibility to put your communication to social networks on automatic piloting and so, save a lot of time every day!
Start Elokenz 30-day Free Trial

CRM (Customer Relationship Manager) / Forecasting

All businesses need a CRM System. If you are handling leads, prospects and clients on excel sheets, email and word documents, you are bound to lose! You must automate your business and increase the efficiency of your sales processes to be able to grow. That only happens with the right CRM!

    a. **Sales Flare**

Sales Flare is a CRM (customer relationship management) platform that is created specifically for salespeople. While most **CRM systems require users to enter customer information into their system**, which can be a very redundant and painstaking process, Sales Flare ditches that part and focuses on what salespeople do best.

Start Sales Flare 14-day Free Trial

---

    b. **Fresh Sales**

Fresh Sales is a **cloud-based customer relationship management (CRM)** solution that helps businesses across different industry verticals to manage their interactions with existing and potential customers. With Fresh Sales CRM, your team can now use AI-based lead scoring, built-in phone, email, activity capture and more.

Start Fresh Sales 21-day Free Trial

---

    c. **Streak**

Streak is a fully embedded **workflow (CRM) and productivity software in Gmail** and empowers you to manage all your work right in your inbox. Streak often replaces entire CRMs, and also provides a suite of email power tools like email-tracking. To get started, check out our getting started guide.

Streak Free Signup

---

    d. **Fresh Desk**

Fresh Desk is a cloud-based **customer support platform** that was founded with the mission of enabling companies of all sizes to provide great customer service. It is a customer support software that offers everything a business needs. Fresh Desk is a platform with a comprehensive set of tools and features to help businesses support all the needs of their customers. Companies around the world use it to deliver exceptional customer service and experience.

Fresh Desk Free Signup

Ecommerce Specific

In 2020, E-commerce is going to take off. If you are an ecommerce business or a business owner or entrepreneur wanting to go into E-commerce, there are some incredible tools here to help you research and find products to sell, increase traffic, increase conversion rates or automate your ecommerce processes.

    a. **Spocket**

Spocket is a **dropshipping marketplace** that enables merchants to search and connect directly with dropshipping suppliers located in the US and EU, helping merchants build an inventory of high-quality goods for their e-commerce store.

Spocket allows you to dropship Quality Products From Verified Suppliers in the US & EU. Easily Add Products. No Credit Card Required. Automated Order Fulfillment & Branded Invoicing - Sign Up Now! Verified US/EU Suppliers. Order Product Samples. Shipment Tracking. Branded Invoicing.

Start Spocket 14-day Free Trial

---

    b. **Shopping Feed**

Shopping Feed is a single platform to **List, Sync, and Manage your products, inventory and orders** with the world's largest marketplaces, adspaces, affiliate channels and shopping engines. Request a demo. Speak with our team of channel experts. We'll discuss each of your needs and help you understand where Shopping Feed can solve your channel selling friction. If you sell on Amazon, Ebay etc, this is one of the best tools to use.

Stay ahead of the curve with **Shopping Feed**, the only platform that syndicates product listings, syncs and refines inventory data, automatically perfects your listing SEO and automates your fulfillment workflow.

Start Shopping Feed 14-day Free Trial

c. [Sellbrite](#)

Sellbrite is the easiest way for **brands & retailers to list and sell their products** on the world's largest online marketplaces. Sellbrite helps you list and sell your products on multiple marketplaces, giving you one central interface to control your listings and prevent overselling. Sellbrite integrates with loads of other tools, including shipping software, fulfillment providers, and robust inventory management solutions.

[Start Sellbrite 14-day Free Trial](#)

d. [Deliverr](#)

Deliverr lets you easily **fulfill your marketplace and shopping cart orders**. Delight your buyers with fast, predictable, and affordable order fulfillment. Our mission is to enable any seller, regardless of size, to delight their customers with fast and cost-effective fulfillment.

Deliverr provides **shipping services for e-commerce businesses**. It helps the online marketplace to meet shipping standards, avoiding late shipment penalties for orders. The company is driven by a mission to enable any seller, regardless of size, to delight its customers with fast and cost-effective fulfillment.

[Deliverr Free Signup](#)

    e.   **Sellfy**

Sellfy is an **e-commerce platform for creators to sell digital products**. It allows anyone to create an online store in less than 2 minutes and sell ebooks, online courses, films, music, design assets and anything else.

Sellfy allows you to build a customizable store, takes care of digital product hosting, delivery and provides you with helpful marketing features such as upselling, discounts and email marketing so you can focus on creating.

Start Sellfy 14-day Free Trial

---

    f.   **Subbly**

Subbly is an **all-in-one subscription eCommerce solution** that provides vendors with everything they need to set up a subscription box business on one simple platform. Subbly is a website builder and eCommerce platform that allows you to launch your own subscription eCommerce store.

Subbly is a subscription e-commerce platform for entrepreneurs & marketers. Gorgeous embeddable checkouts. Fully customizable billing and signup flows. A powerful website builder with themes, if you need it.

Start Subbly 14-day Free Trial

---

g. **Bookmark**

Bookmark is a **website creation tool for non-technical people**. Our simple, drag-and-drop technology makes creating a professional website fast, easy and fun. Bookmark's eCommerce website builder empowers you to build and manage your online store. Accept payments easily with over 40 international payment options, track order progress and fulfill orders. Sell everywhere: your website, smartphone, social platforms (Facebook, Tumblr,) and on numerous marketplaces (Amazon, eBay, Shopping.com).

Bookmark is the **Premier Web Builder For Small Business Create high-quality sites** that reflect the personality of your business, without spending a fortune. No coding or design skills required. Website Ready In Minutes.

Bookmark Free Signup

---

h. **Jungle Scout**

Jungle Scout is a **web-based research software** where you can filter specific data to find product listings that match your criteria. An extension is accessed directly on an Amazon search results page to pull data from the product listings that appear on the page. Let data drive your inventory planning. If you need a tool to **research products to sell**, this is the one!

With Jungle Scout Start & Grow Your AMZ Business with the Tool Supporting 200,000+ Ambitious Entrepreneurs. Get the Most Trusted Tools for Finding, Launching & Selling Amazon Products. Start Today. The Perfect Niche Awaits. Cut Product Research Time.

Start Jungle Scout 14-day Free Trial

---

i. **Carts Guru**

Carts Guru is the **all-in-one multichannel automation tool for e-merchants**. To be successful in the e-commerce world you need to constantly update your marketing strategy and embrace the newest and best technologies on offer.

Carts Guru is your all-in-one automated multichannel marketing solution, helping e-merchants build their **online marketing strategy** from the ground up. Carts Guru helps businesses reach out to old or lost customers and develop relationships with new potential customers, all in one place. It is the only tool you need to build and run a fully automated, personalized, multi-channel marketing campaign that will increase your revenue.

Start Carts Guru 10-day Free Trial

---

j. **Interact**

Interact is a tool for **creating online quizzes that generate leads**, segment your audience, and drive traffic to your website. It is built for businesses and has all the features you'll need to create your own lead generation quiz that grows your company.

We've all seen quizzes on Facebook and Buzzfeed, the ones we spend too much time taking and care way too much about which result we get. Interact is a tool for creating quizzes just like those, except for your business as a way of generating leads, driving traffic, and segmenting your audience. Interact was created in 2013, and since then we've worked with 55,000 companies to create quizzes that have generated more than 8,000,000 leads. Interact taken everything learned from those companies and put it back into our quiz maker so you can create your own quizzes to grow your business.

Interact Free Signup

---

k. [Proof](#)

Proof is a software helps **website owners increase their conversion rates** by 10% in less than 10 minutes. Highlight offers, display recent purchases, track customer. 3 reasons why you should add Proof to your lead pages, demos, and checkouts. Increase conversions, Save on acquisition, Build credibility.

Increase your leads, demos, and sales by 10% in less than 10 minutes! Humanize your website, build trust, and authentically create urgency. Proven to boost conversions on over 20,000 sites with an average lift of +10%.

[Start Proof 14-day Free Trial](#)

---

l. [Unbounce](#)

Unbounce is a **drag and drop landing page builder** which is used by marketing teams and agencies for conversion optimization without having to rely on designers or developers.

Unbounce is a company that has been providing landing page services since 2009. ... With Unbounce, you can create, publish and test your landing pages before you bring them for commercial use. It helps you to improve your customers' on-site experience which is a huge business booster.

[Start Unbounce 14-day Free Trial](#)

---

m. [Digital Maas](#)

Digital Maas is an **online marketing platform** that helps you with your online visibility, and ultimately, be the first choice for customers browsing the web. ... We make digital marketing easy and affordable so that every business can compete online.

Digital Maas's Digital Marketing Platform lets you control your online marketing presence by showing you the strategies that are working and the ones that need fine-tuning. It tells you how to optimize your site and show you how you compare to your competitors. All in one place.

[Digital Maas Free Signup](#)

---

n. [Easy Ship](#)

Easy Ship is an **all-in-one shipping platform** that handles the entire shipping process from sourcing the best carriers to ship with, finding the best shipping rates, generating all necessary shipping labels and documents and calculating shipping taxes and duties. Easy Ship is an all in one shipping platform for global eCommerce. Connect your store, ship with 250+ shipping solutions and save up to 70%.

[Easy Ship Free Signup](#)

---

o. [Pixelme](#)

Pixelme is a **link shortener that includes a retargeting pixel in every URL**. It allows businesses to transform links being shared into targeted ads that are significant to every targeted member of the audience, thus contributing to an increase in clicks and reach. With Pixelme, track all your customer acquisition in one place, understand customer journeys before they convert, and discover your best-performing channels.

[Start Pixelme 7-day Free Trial](#)

---

p. **Rocket Link**

Rocket Link is a URL shortener that allows **including retargeting codes in** any link you share. To use this plugin you need an active account at RocketLink.io and API token. Rocket Link is a #1 URL shortener that allows adding retargeting pixels, CTA overlays and customizing links you share. Here's your chance to **share a special offer** with your audience.

Rocket Link Free Signup

Graphics and Logo Creation

You might not always have the necessary resources to move fast on creating graphics, logos, infographic and more for your business, fast! We created this section for the busy entrepreneur who needs design and creatives quick. These tools will help you save a ton of time.

---

    a. **[Design Hill](#)**

Design Hill is a **creative marketplace t**hat caters to the creative needs of businesses and individuals alike who can source high-quality designs from professional designers and unique products created by independent artists. Think Design, Think Designhill. Logos, Websites, T-shirts & More! Create a Professional Logo with Design Hill's Artificially Intelligent Logo Creator within Minutes.

[Design Hill Free Signup](#)

---

    b. **[Looka](#)**

Looka is an **AI-powered graphic design platform** that lets you design a brand identity from scratch, starting with your logo. After you design and purchase a logo, you can use Looka to generate business card designs and a social media kit in short, everything you need to make your business look great from day one! Looka Logo Maker combines your logo design preferences with Artificial Intelligence to help you create a custom logo you'll love. All it takes is a few clicks and five minutes.

[Looka Free Signup](#)

---

c. **Flash Marks**

Flash Marks is the **only free logo maker that gives you custom graphics** to use on Facebook, Twitter, Instagram, LinkedIn & Youtube. Enter your company name to start! Flash Marks is the simple, free logo maker. Your energy. Your drive. They're all you need to make your own logo in seconds using FlashMarks. Use our free logo maker to own your brand anywhere it goes, from **your website and social media pages to business cards and billboards**. You're about to create something great.

Flash Marks Free Signup

---

d. **Logo Type Maker**

Logo Type Maker is an **online platform aimed to help entrepreneurs** around the globe to create a beautiful logo design and powerful branding solutions. Logo Type Maker gives every entrepreneur and startup an opportunity to create an amazing logo online without any exterior help. Design a **professional logo** online even if you have a tight budget or lack design skills. Logo generator has a built-in artificial intelligence technology. It examines all of the data you enter and shows you only the logo templates that fit your brand identity.

Logo Type Maker Free Signup

---

e. **Production Crate**

Production Crate is the web's #1 archive of **production-ready assets serving 400,000**+ happy producers around the globe. Whether it's music, graphics or visual effects, ProductionCrate can cover it all with ease. Production Crate is the source of all production-ready assets at an affordable price.

Production Crate Free Signup

---

f. **Insense**

Insense is a platform that connects **Creators with Brands** and pays Creators for the branded content and posts they produce. Brands submit offers via our app and creators opt-in to those gigs if they fit the bill. When Creators match with a Brand, they receive a brief, begin producing content and get paid once complete. Find Creators and Generate Custom Content by Insense.

Insense Free Signup

HR, Accounting and Payroll

If you do not have effective and organized HR, Accounting and Payroll processes, you will waste a lot of time and lose a lot of money. These tools will help you transform your business if executed the right way. You can never try to save money on running your business finances and day to day.

---

    a. **Quick Books**

Quick Books is an **accounting software package** developed and marketed by Intuit. Quick Books products are geared mainly toward small and medium-sized businesses and offer on-premises accounting applications as well as cloud-based versions that accept business payments, manage and pay bills, and payroll functions.

Track, Organize & Manage Your Business w/ the #1 Rated Solution. Sign Up Today! Compare Subscription Options. Gain Insights & Decision Certainty with Quick Books. Fast & Easy Setup. Create Invoices Easily. Easy to Integrate.

Quick Books Starts From $5

---

b. **Bambee**

Bambee is a **human resource (HR) solution** for US-based businesses. Its services cover general HR assistance, creation and implementation of HR policies, employee conflict resolutions and terminations, government laws compliance, and more.

Get Written HR Policies, Employee Handbooks, a Compliance Audit, and More. Objective HR Expertise. No Contracts or Call Centers. Schedule an Overview Today! Bambee is also a staff Management Platform. Compliance management, Termination, and severance.

Bambee Free Signup

---

c. **Vivahr**

Vivahr is the only **applicant tracking system** on the market that provides your HR team with the tools to make them recruitment marketing experts. Build a unique culture profile for each position.

For some companies, each team within the company has a unique culture. For instance, your sales team might have a whole different value system and atmosphere than your accounting team. Let Vivahr **help you customize your team cultures** to give your candidates the best possible perspective.

Vivahr Free Signup

---

d. **Breezy**

Breezy HR is a recruiting platform for small and midsize businesses. The solution provides functionality for **applicant sourcing and tracking**, resume parsing, and video interviews and more. The application is cloud-based and features a dedicated app for iOS devices so recruiters can use the platform on the go.

Breezy allows you to hire great candidates with a recruiting tool you & your team will Love. The Top Recruiting/Hiring Software & ATS. **Trusted By Over 6000 Companies**! Access Social Profiles. Live Tech Support. Post Jobs Free. Pay-As-You-Go. Easy to Use. Mobile App Available. Talent Pool. Easily Track Applicants. Custom Pricing Plans.

Breezy Free Signup

---

e. **Work Bright**

Work Bright is a **cloud-based mobile onboarding solution** that allows new employees to proceed through the onboarding process from home before their first day. Work Bright is the software that your new Company uses to allow you to complete all your new-hire paperwork from your smartphone, tablet, or computer.

Work Bright **simplifies the HR process** with onboarding software solutions by WorkBright. Give employees a better new hire orientation with paperless onboarding.

Work Bright Free Signup

---

f. **Recruitee**

Recruitee is Software as a service (Saas) that functions as a **Talent Acquisition Platform**, formerly known as an applicant tracking system (ATS). It includes a careers site editor for employer branding, a plugin for sourcing (personnel), **job board integration, email and calendar synchronization.**

Recruitee is a powerful software that **makes hiring easy**. Own your Talent Acquisition. From applicant tracking to easy scheduling, our advanced Automate Features take care of manual tasks and let you focus on what matters most.

Start Recruitee 18-day Free Trial

---

g. **Cakehr**

Cakehr is a cloud-based human resource management solution that integrates core features like **360 feedback, workforce management, performance appraisal** and attendance tracking with scheduling that **supports time-off policies** and black-out days.

Cakehr provides users with integrated time and attendance solution that enables them to create employee schedules and monitor leaves, absences, as well as vacation days. Managers instantly receive their requests and can easily approve or deny their submission.

Cakehr Free Signup

Optimum7

h.   **Genm**

Genm, providing a **new way for students to learn marketing skills** free. Take courses online, get placed with real companies. Create an account today! Learn And Grow. Become Independent. Apprenticeship Programs. Become A Freelancer.

Genm is a platform that connects **startup employers with marketing students for 3-month apprenticeships**. If you're running a startup, there's a need for marketing and sales to grow your business, but being a startup means you're probably low on certain resources. **If you need interns**, this is the tool!

Genm Free Signup

---

i.   **Taxjar**

Let Taxjar **automate your sales tax calculations, reporting, and filings** in minutes. See local jurisdictional tax reports, get payment reminders, and more. Amazing Customer Support. SmartCalcs API w/ Sandbox. AutoFile: Automated eFile.

Taxjar is the leading technology solution for **busy eCommerce sellers to manage sales tax** and is trusted by more than 20,000 businesses. We are proud to help businesses and developers spend less time on sales tax and more time growing the businesses they love.

Taxjar Start a 30-day Free Trial

---

j.   **Paro**

Paro is a **network of top-tier financial professionals offering CFO leadership**, financial planning and analysis, accounting, bookkeeping and more, Paro matches businesses of all sizes and industries with the highest caliber, vetted financial analysts, CFOs, CPAs, and bookkeepers who have the domain expertise to tackle company-specific challenges on an on-demand basis.

Paro Free Signup

k. **Rize Money**

Rize Money is a **micro-savings account that was launched** in early 2017. At this time it's only a website, but the site is very mobile-friendly. Rize Money is an automatic savings account designed to make saving simple, so you can spend more time doing the things you love. A new way to bank together. Build the life you want as a couple, while maintaining your independence.

Rize Money Free Signup

Lead and Sales Generation

This is where most business owners really drop the ball. They do not focus on new prospect and client acquisition. Your new incoming sales MUST be incredibly strong to survive in today's competitive market. These tools will help you get there much faster. Remember, 5% of your annual revenue should be spent on marketing and new business acquisition. Review the tools here and if you need help, you can request a Full Marketing Audit with Optimum7.

---

a. **Who Knows**

Who Knows is a **machine learning platform that can automatically build and maintain professional profiles and networks**. We already have over 300M machine-enriched profiles that recruiters, sales, and marketers can use to generate lists of candidates or leads.

Who Knows is the first smart business network built upon a machine learning platform. The Who Knows Discovery Engine automatically builds professional profiles for each individual in the world. Once a user claims their profile, they can automatically discover their additional expertise, connections, work history, education, and more to ensure you look your best. Who Knows has products available for recruiters, sales, marketing, corporations, and developers.

Who Knows Free Signup

---

b. **Task Drive**

Task Drive is your **Outsourced Sales Development Team** on demand. Task Drive does all the leg-work for your teams, so your highest-paid SDRs can be more productive and close more sales.

Task Drive provides **B2B lead generation** Service for sales teams. We aim to help sales teams close more deals and increase revenue. Our trained, professional team of lead researchers tackle different lead research tasks, so your team can focus on high-value activities.

Task Drive Schedule Your Free Consultation

---

c. **GLO - Global Leaders Organization**

Global Leaders Organization is a new, **virtual business community** that helps you grow your business, make connections, exchange ideas, and raise capital with support from key market leaders. Qualified business owners have the opportunity to join GLO and enjoy the benefits of a vibrant community of **like-minded leaders** who actively engage in supporting and growing their business. Wake Up with Glo is a podcast committed to helping people master their potential and apply it to the principle that everything in life is negotiable.

GLO Free Signup

---

    d. **Sales Handy**

SalesHandy is a **web-hosted sales communications and data analytics** platform designed to share files, monitor emails, and unify document management and initiate leads via centralization. The software is **ideal for small and medium-sized enterprises** but can also address the needs of large businesses.

Email Tracking, Document Tracking or Mail Merge Campaign? SalesHandy does all. With SalesHandy you can engage smartly with prospects & close more deals.

Sales Handy Free Signup

Online Ad Management

If you want to get more traffic, leads and sales online, you MUST do Online Marketing. The tools below give you the capability to be very effective when you run ads online to generate leads or sales for your business.

---

a. **Needls**

Needls. is the easiest and most effective way to **advertise on Facebook and Instagram**. Using Data Science and Artificial Intelligence, Needls is able to create, target and optimize advertising campaigns automatically, 24/7

Needls. determines the perfect target audience for these ads by monitoring social media conversations in real-time. Needls. is the only platform where people receive ads for what they need when they need it.

Needls Free Signup

---

b. **Revealbot**

Revealbot offers the perfect combination of quality results and keen pricing. Its flexible set of rules allows us to build complicated scenarios that just wouldn't be available to us with other tools. This is a really advanced product that's helped us drive value in terms of our Facebook ad spend.

Create, manage, optimize and scale FB Ads. Rules-based on 20+ metrics incl. ROAS. Easily manage. Increase ads ROI. User-friendly Analytic. Revealbot's services are FB Ads optimization, Post auto-boosting, Scheduled reports.

Start Revealbot 14-day Free Trial

Personal Growth

As entrepreneurs and business owners, we would not be where we are if we did not pay specific attention to our well being, finances and need to grow in all aspects of our lives. As the famous Jim Rohn says; "All discipline affects all discipline!" These hacks will allow you to improve your personal lives, investments and finances.

---

a. **Credit Repair Cloud**

Easy to use powerful CRM that handles every aspect of your business. Pays for itself with the first two clients, all the rest is profit. Paid Credit Repair Cloud users can sign up for a free website, professionally written and ready for your Credit Repair Business and 2 free months of web hosting.

Start A Credit Repair Business Now! Credit Repair Cloud CRM: Free Trial. Since 2002. 30 Day Free Trial. Steps: Jump Start Your Own Credit Repair Business Today, Effortlessly Run Your Own Credit Repair Business.

Start Credit Repair Cloud 30-day Free Trial

---

b. **Uplisting**

Uplisting is a short-term **rental property management software** which supports property, channel and guest management with rates, bookings and availability syncing, centralized bookings, and a unified single inbox, plus linked listings, smart rates and more.

Uplisting keeps all bookings in one place, and all information synced with popular booking sites such as Airbnb and Booking.com. Uplisting also gives users the flexibility to manage their rental properties anytime, anywhere, via any internet-enabled device.

Start Uplisting 14-day Free Trial

c. **VisualCV**

VisualCV is one more place on the web someone can learn about you! VisualCV is making it easier for you to update and share your resume! But quickly, in case you haven't heard of it, VisualCV is a freemium service that allows you to create an online resume. With a free account, you can choose from many templates.

Use VisualCV free online CV builder to create stunning PDF or online CVs & resumes in minutes. Pick a template design & build your professional CV now! See how over 3 million people have built better resumes and CVs with our simple visual editor.

VisualCV Free Signup

a. **Mineral Health**

MINERAL is a **cannabinoid focused wellness brand** based in Austin, TX that grows, cultivates and formulates hemp products to create balance in the body. Our research leads us to believe that no cannabinoid acting independently will express the benefit experienced when consuming the whole plant. Therefore MINERAL formulations utilize the entire hemp plant allowing cannabinoids and terpenes to create symbiotic relationships to increase the likelihood of the solution delivering its targeted benefit.

We maintain the **plant's omega fatty acids, vitamins, and flavonoids** through extraction so that our oil can obtain the highest bioavailability and efficiency in the body. Our formulations represent an organic expression of cannabinoids and terpenes through MINERAL identified hemp genetics.

Check Their Incredible Products Here

b. **Getindezone**

Getindezone company was created to **optimize human health and performance**. Our first product to market is an over-the-counter pill called Indezone, which has been approved by Health Canada with the health claim, "Helps to enhance cognitive performance".

Nootropics, sometimes called "brain boosters" or "smart drugs," are all around us like the caffeine in your coffee and the theanine in green tea. They are the active ingredients that help to improve brain performance, and many of them occur naturally. This has been called the "Natural Adderal" as well.

Review This incredible Product Here

Productivity and Automation

Time is the only currency that we never get more of! So, we need to be incredible efficient and smart about our time as business owners. These tools help you save a ton of time by making you more organized, smarter and fast!

---

a. **Botletter**

Botletter is a similar service like Mailchimp, but instead of using emails, we use Facebook Messenger. Then people can **subscribe to your Botletter** right through Messenger. You will be able to send them messages with rich cards attached whenever you want.

Engage your customers on Facebook Messenger. A simple solution for outreach on Facebook Messenger. Send updates and drip campaigns to your audience. Botletter's users already sent 1,000,000+ messages with an 80% average open-rate. This will save you so much time with customer service and engaging with your clients.

Botletter Pay as you go, no extra costs

---

b. **Unitel Voice**

Unitel Voice is a professional VOIP service **designed for small businesses and startups**. It allows users to have their own business number, acquire toll-free and local numbers, receive voicemails and faxes via email, and more.

Unitel Voice is the virtual phone system that lets entrepreneurs run & grow their business from anywhere. Add a business phone number to any phone. Create a professional image by adding a separate local or toll-free business number to your existing home, office, or cell phone. **Make outbound calls from your cell phone** that display your business number as your caller ID.

Unitel Voice 30-day money-back guarantee

c. **Slide Bean**

Slidebean is a tool that makes it **easier for presenters to create professional-looking slides** by taking care of the design element. The software is a collection of design templates, selection of premium fonts and high-end color palettes that help define the overall design of presentations.

Design professional presentations in seconds using the world's first slide design platform powered by Artificial Intelligence. Design powerful, professional presentations in minutes, not hours. Presentation software has never been easier: just add the content of your presentation and Slidebean will generate it for you.

Slide Bean Free Signup

d. **Hive**

Hive is a **powerful, intuitive project management for modern business**. Our centralized platform enables companies to plan, execute, and track projects in real-time. With group messaging, file sharing, and over 1,000 app integrations, Hive connects all aspects of your work.

The Project Management and Collaboration Platform for Fast Moving Teams. Organize projects in a Gantt chart, Kanban board, table, or calendar, and easily switch between each layout. Design custom workflows and automate routine tasks to streamline processes and communication. All with Hive.

If you do not currently use a Project Management System, you need this!

Start Hive 14-day Free Trial

   e. **Process Street**

Process Street is a **cloud-based business process management (BPM) solution** that enables organizations to create checklists and process documents for recurring projects. This tool is an **incredible Workflow Automation Tool**. It allows you to automate any business process, decrease the margin of error and literally **create clones of yourself**!

Process Street is a **workflow management software** designed to simplify the way teams handle their recurring tasks and processes. The software makes it easy for users to manage both trigger-based workflows and recurring processes. Simple workflow software for businesses. Create recurring checklists, workflows and standard operating procedures in seconds.

Process Street Free Signup

---

   f. **Trainual**

Trainual brings every **process, policy, and procedure in your business** together into one simple system that makes it easier than ever to onboard, train, and scale knowledge for growth. If you want to document all your processes and create training manuals for your staff, this is the tool!

Trainual is more than an onboarding and training tool. It's an interactive wiki for your business. Once your team starts documenting what they do, you're on your way to building a **turnkey operations manual and playbook** for every role in your business.

Start Trainual 14-day Free Trial

---

g. **Shop Message**

Shop Message is a **full-service marketing automation platform** designed for Facebook Messenger. With Shop Message you can automatically engage customers with two-way dialogue over Facebook Messenger at meaningful points in the customer journey.

Start Deeper & More Lucrative Customer Conversations With Shop Message. Try Now! Get Better Engagement Than Email Marketing With Marketing Automation For FB Messenger. Frictionless Opt-In. Trusted By 12,000+ Brands. Increase Engagement.

Start Shop Message 14-day Free Trial

---

h. **Crank Wheel**

Crank Wheel is an **inside sales solution designed for Screen Sharing, Instant Demos and Phone Conferencing**. Crank Wheel has security features in place to protect both users and clients viewing the screen share.

Try Crank Wheel's zero hassle screen sharing, tailor-made for sales. Prospects view using any browser, desktop or mobile. We show you whether they're paying attention.

Crank Wheel Free Signup

---

i. **Katana**

Katana is the #1 modern manufacturing & inventory software for scaling businesses. Automate your workflows with Katana's visual interface and smart auto-booking engine, which allow you to prioritize orders and see the availability of raw materials & finished goods in real-time.

Katana is a **smart inventory and manufacturing software** for scaling businesses looking to automate workflows.

Start Katana 14-day Free Trial

j. [**Sight Mill**](#)

Sight Mill is **Net Promoter Score (NPS) survey software** that helps users gather, analyze and act on feedback to improve customer or employee engagement (eNPS). Web-based NPS surveys can be added to any page of a website or SaaS/web-based application to gather customer feedback.

Add NPS Surveys to Your Website. Gather, Analyze, and Act on Customer Feedback. 24/7 Email & Chat Support. For All Business Types. No Contracts. Webhooks API. Simple Pricing.

[**Start Sight Mill 14-day Free Trial**](#)

k. [**Caylent**](#)

Caylent offers high growth software companies a white glove, opinionated approach to DevOps, delivered as a service. We become a part of your team and work closely with product developers to deliver world-class automation from the moment code is checked in, until its running in production.

Caylent provides custom **DevOps solutions for companies at every stage**, allowing your team to focus on revenue-generating features instead of infrastructure.

[**Caylent Book a Free Consultation**](#)

I. **Shift**

Shift is the desktop app where all of **your email accounts & apps live**. Streamline everything, and get work done faster. Manage multiple accounts. Connect all of your email accounts across Gmail, Hotmail, Outlook, Office365 + all of your favorite apps and extensions.

With Shift you'll be **hopping between accounts at lightning speed and without distractions**. Connect the apps you already use. No more logging in and out, or desktop clutter with all of those browser tabs! Shift integrates with the apps and services you use every single day.

Shift Free Download

m. **Focuster**

Focuster is designed to **help eliminate those distracted states, helping you prioritize what really matters**. Focuster is your dedicated scheduling assistant which helps to reclaim your focus and crush your goals. Focuster automatically schedules your most important work in your calendar and follow-up with you until you get it done.

Simply **connect Focuster to your Google account** and it will automatically find the free time slots in your calendar to schedule the most important tasks for you.

Start Focuster 14-day Free Trial

n. **Paymo**

Paymo is an **online work and project management application** dedicated to freelancers and small & medium businesses (SMBs) from industries like Marketing & Creative Agencies, Web Development, Design Studios, Software & IT Services, Architecture, Legal Services, and Business Consultants.

Paymo bundles **task management, time tracking, and invoicing modules** that communicate seamlessly to help you get the job done on time.

Start Paymo 15-day Free Trial

---

m. **Evernote**

Evernote is a comprehensive note-taking application equipped with a number of tools that simplify capturing ideas, creating to-do lists, as well as prioritizing tasks for projects. Created for individuals and businesses who want to organize their thoughts so that nothing is overlooked, **this program can dramatically transform the way you work**. The company designs products that drive inspiration for your projects and tasks, from beginning to finish. With it, you can collect and organize material that efficiently molds your work and easily looks for everything when you need it.

Evernote Business brings your teams to work together. Create documents, collaborate on projects, and store information all in one place. Teammates can access, edit, upload, and share notes and files from any device--even if they're offline. Cut through the noise, and quickly find the information you need with powerful search capabilities and integrations with tools you already use. Unify your workflow with Evernote Business.

Start Evernote 14-day Free Trial

Social Media

You cannot afford to be NOT on Social Media in 2020! It does not matter what industry you are in; B2B, Wholesale, Retail, Service. So, STOP TELLING YOURSELF that Social Media DOES NOT generate money or business. That is wrong!

These tools will make you smarter in Social Media and allow you to brand yourself! Average end user needs to engage with your brand 26 TIMES before they do business with you. Leverage these tools!

---

a. **Crowd Fire**

Crowdfire is the super smart **Social Media Manager** that's helping you grow online every day. Crowdfire works with Facebook Pages & Groups, Instagram, YouTube, Twitter, Pinterest, LinkedIn, Wordpress, Etsy, Shopify, Medium, 500px, Vimeo and many more platforms. Crowdfire can help you: With Social listening.

Social Media Management, Simplified. Crowdfire helps you discover and schedule content, and manage all your social accounts from one place.

Crowd Fire Free Signup

---

b. **SocialBee**

SocialBee is a **social media management software** that lets users take relevant content, schedule it across multiple platforms, monitor their growth, and engage their followers. It helps users in curating content and growing their Twitter following.

SocialBee helps you master three areas: **Content, Audience, and Posting**. When it comes to content, SocialBee doesn't just post your content automatically; it helps you be a better poster. SocialBee ensures your followers will enjoy your feed by allowing you to schedule posts from different content categories.

Start SocialBee 14-day Free Trial

c. **Icono Square**

Grow your social media presence with Iconosquare, the most powerful analytics, management & scheduling platform for brands and agencies. Connect & Engage With Your Audience Using Industry-Leading Analytics & Tools. Try Now!

Uncover The Secrets In Your Social Media Analytics with Icono Square. Trusted By Top Agencies & Businesses. Simple Pricing. Mobile Apps. Best-In-Class Analytics. Advanced Search. Content Scheduling. Grow your Instagram and Facebook presence with exclusive insights and best-in-class management tools for your team.

Start Icono Square 14-day Free Trial

d. **Jooicer**

Jooicer is a **simple Twitter growth platform** designed with startups, entrepreneurs, agencies, Twitter super-users, and social media managers in mind. Jooicer allows solopreneurs and power-users to use specific modules for each type of action to get followers who are interested in their content, product, and brand.

Jooicer lets you **grow your Twitter audience** by using specific modules for each kind of action. Set your rules in the dashboard and we'll perform the actions. Get Targeted Followers Every Day.

Jooicer Free Signup

e. **Brand24**

Brand24 is a **web and social media monitoring tool** with powerful analytics. It monitors the length and breadth of the Internet and looks for keywords you provide. We prove that reliable web and social media monitoring can be within the reach of small and medium companies.

Get instant access to brand mentions across social, news, blogs, videos, forums, reviews and more. Protect your online reputation.

Free Brand24 14 Day Trial

---

f. **NapoleonCat**

NapoleonCat is a **social customer care and marketing solution**. It enables agencies, marketers and business owners to: - manage multiple social media channels - automate customer service - analyze marketing results - monitor and benchmark against competitors - collaborate within teams - automate reporting processes.

Take your social media marketing to new heights by using actionable analytics and automated customer service solutions. Outperform Your Competitors & Serve Your Customers More Effectively. Try Napoleoncat Now! PDF Reports. Multi-Users. Alerts. Social Inbox. Products: Analytics, Social Inbox, Publish, Report, Automate.

Free NapoleonCat 14 Day Trial

---

g. **Shorby**

Shorby is a tool that **optimizes your Instagram traffic with clickable links**, messengers, and social networks. Shorby is giving you a way to sidestep the 'one bio in link' limitation with a link that will take Instagrammers to your custom profile.

Shorby lets you redirect visitors to a custom landing page with clickable links, messengers, and social networks - Shorby Lifetime Deal.

Free Shorby 5 Day Trial

Video Creation

Video is the most engaging type of content online! Instagram, Youtube and TikTok are just a few Social Media Channels that get billions of views daily. What are you doing to get your brand, services and products out there?

You can use the tools below to begin generating video content fast and efficiently.

---

    a. **Klippyo**

Klippyo is a brand new **100% cloud-based video creation tool** that can help you to make extremely engaging videos in mere minutes. ... You get captions on your video in just one click. You can even create videos from the video library of thousands of stock clips from Viddyoze Stock.

Klippyo allows you to **Create Square Videos**, Vertical Videos, Captioned Videos, Meme Videos. Compilation Videos And More. Access all features. Create unlimited videos. Full customer support.

Klippyo 30-day Money-Back Guarantee

---

b. **Hippo Video**

Hippo Video is a **Personalized Video Distribution Platform** that helps you easily create personalized videos and distribute them through multiple channels. We are a company that emphasizes on making videos accessible and easy to use.

Hippo Video leverages **your video assets to lift your marketing**, sales and email campaigns. Hippo Video is a video personalization and distribution platform that helps enterprise businesses achieve their marketing and sales goals through seamless video workflows.

Hippo Video Free Signup

---

c. **Promo**

Instant Video Creation with Over 14 Million Videos. Try Now For Free! Royalty-free footage. FB Marketing Partner. Instant Creation. Add Your Own Photos. Simple & Intuitive Editor. Make FB Page Video Covers. Square & Vertical Videos. Over 14M Videos in Stock. Watermarks.

By providing the tools and content to create and customize premium video clips, Promo.com aims to help users with the promotion of their business across social media platforms, as well as create campaigns to boost engagement, reduce cost-per-click, increase traffic, build brand awareness, or promote a product. With a library of over 12 million video clips and templates which can be edited and enhanced with licensed music, custom text, and logos. Grow your business with the power of video!

Promo Video Free Signup

Website Live Chat

Live chat can skyrocket your online leads and conversions. If you have never tried it, you might want to give it a shot. We have clients who were successfully able to increase leads by up to 45% using Online Chat!

   a. [Fresh Chat](#)

Freshchat is a **live chat product exclusively for small teams**. It helps businesses to do one thing and do it really well convert website visitors into customers." Freshchat is a live chat product exclusively for small teams. Freshchat is a modern messaging software built for teams who want to ace customer conversations marketing, sales, or support.

Turn Your Visitors Into Leads And Users Into Happy, Engaged Customers. Try Now! Priority Inbox. 24/7 Free Support. Fair Pricing. Unlimited Contacts. Mobile Apps. Services: Sprout Plan, Blossom Plan, Garden Plan, Estate Plan.

[Free Fresh Chat 21 Day Trial](#)

---

   b. [Jivo chat](#)

Jivo chat is an **all-in-one business messenger** that teams use to talk to customers everywhere: live chat, phone, email, and social. Your customers are on websites, the phone, social media, the list goes on. Jivo chat allows visitors to talk to you using their favorite platforms, so you never miss an opportunity to make a connection.

[Jivo chat Free Signup](#)

E-Commerce Functionalities and Tools to Skyrocket Sales

If you are an E-Commerce Business running an online store on Bigcommerce, Shopify, Volusion, 3DCart, Miva, Magento, Opencart, Zencart or any other platform, you WILL NEED these functionalities to be able to COMPETE WITH AMAZON!

These functionalities will increase your traffic, conversion rates, customer engagement, ecommerce shipping efficiency, B2B capabilities and more!

A. DYNAMIC CUSTOM PRODUCT & PRICING

Optimum7 created a dynamic, 5-step customization process for customers to create their own personalized, branded packaging all on one product page. This custom dynamic ordering process can be implemented for any product with many options and pricing levels.

B. FACETED ADVANCED SEARCH & FILTER

Faceted search makes it possible for e-commerce products to be organized by things like size, color, gender, category, price, and much more.

Any time you're trying to make improvements to your website, products, or services, it's always best to follow the example of industry leaders that are having success.

Look at an industry giant like Amazon. One of the reasons why they are so big is because they have exceptional functionality for searches and filters.

Elasticsearch is a popular solution for adding this type of advanced search to your website without having to do too much manual work on your own. The platform allows you to add search to your site while simultaneously indexing your content to increase the product findability.

With JavaScript, you're able to sort and display large datasets on your website.

There are also ways for you to build a custom API and database that will work together with your design pattern to create a functional faceted search on your website.
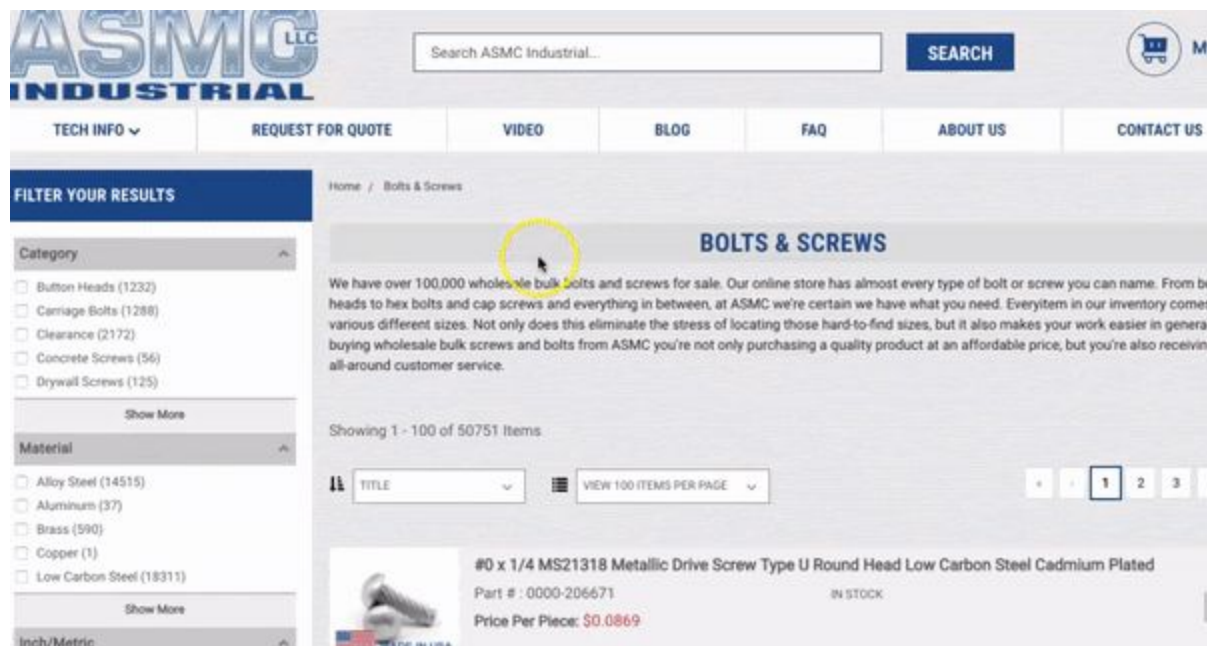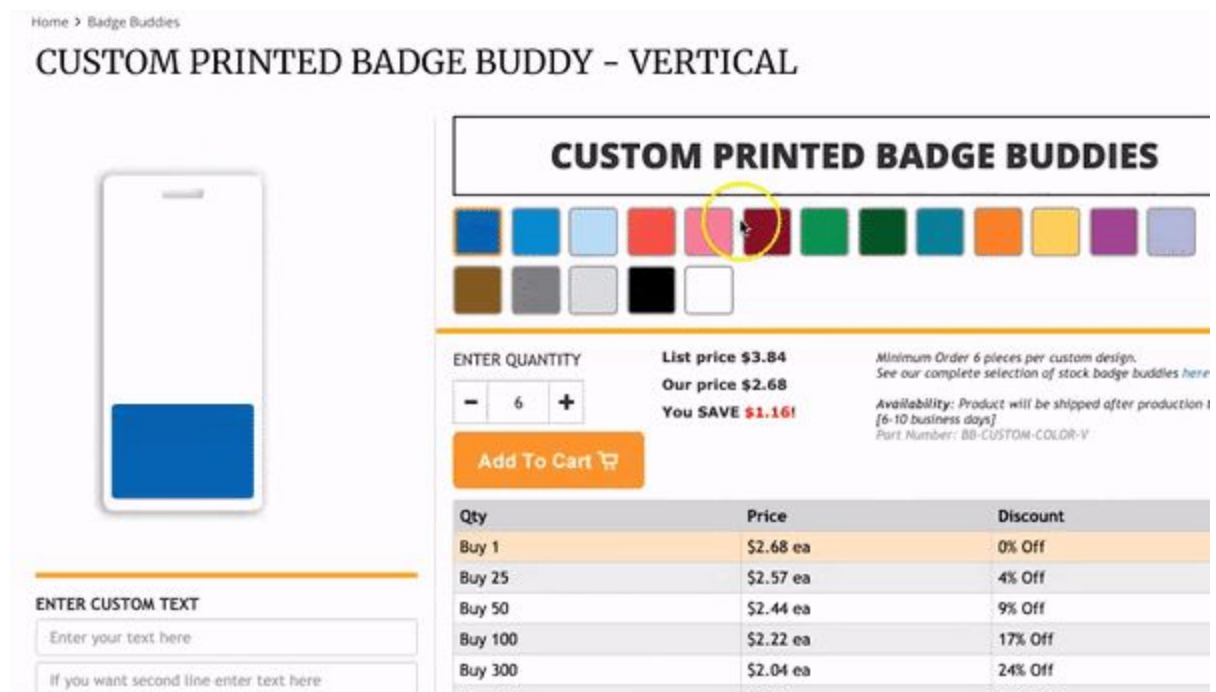
C. PRODUCT OPTIONS AND CUSTOMIZATIONS

This functionality allows you to create the option to customize particular products visually along with options such as color, size and monogram. It also enables preview functionality for your customers to see what they are ordering before they finalize their sale.

Our in-house team of developers and designers were able to create a functionality that allow your ecommerce clients to customize their products with a live, in-browser preview. They can also see the updated tiered pricing based on quantity in real time.

D. ABANDONED CART EMAIL FOLLOW UP

Immediately capture every users email address when they enter it on the checkout page. If the user abandons their cart, their captured email address can then be used to send them abandoned cart emails to encourage them to return and complete their purchase. This functionality can also send abandoned cart emails to users with existing accounts on your site.

When customers enter their email addresses onto the checkout page, the Abandoned Cart functionality captures the email addresses. Then, if the customers do abandon their carts, the functionality sends a follow-up email to their email addresses asking customers if they'd like to complete their purchases. This functionality can also send abandoned cart emails to users with existing accounts on your site.

The benefits of the Abandoned Cart Email Follow-Up functionality is businesses might get a few more customers that without this functionality would be lost. Customers are given the opportunity to continue shopping with the shopping cart they abandoned or they can completely abandon their cart.

E. SOCIAL SHARE DISCOUNT FUNCTIONALITY

Looking for a way to make your products more visible? With our social share functionality, you can offer users the ability to share specific products by doing so they'll receive a discount when they checkout. This functionality can be placed on product pages or shopping carts before a user checks out a popup will show up asking them to share and receive a discount.

This functionality can be implemented to any product page on your site. When a customer visits a product page with this functionality a pop-up box will appear asking the person to share the product page on social media. The pop-up box will tell the customer that he or she will receive a discount (that you choose) if he or she shares the page. This functionality can also be placed on a website's shopping cart page.

F. STORE LOCATOR FUNCTIONALITY

The Store Locator Functionality will automatically find the nearest store to the user and input this as the destination. The user will then be able to input their location and a route will be planned from the user's location to the destination. The user will also be able to email themselves these directions or print them.

It's easy enough to display your company's multiple store addresses on your company's website--your customers can copy and paste whatever address they want into Google Maps, or another navigation application, and figure out which store is closest to where they're are. However, this can take a significant amount of time and some of your customers may not want to take the time to do this.
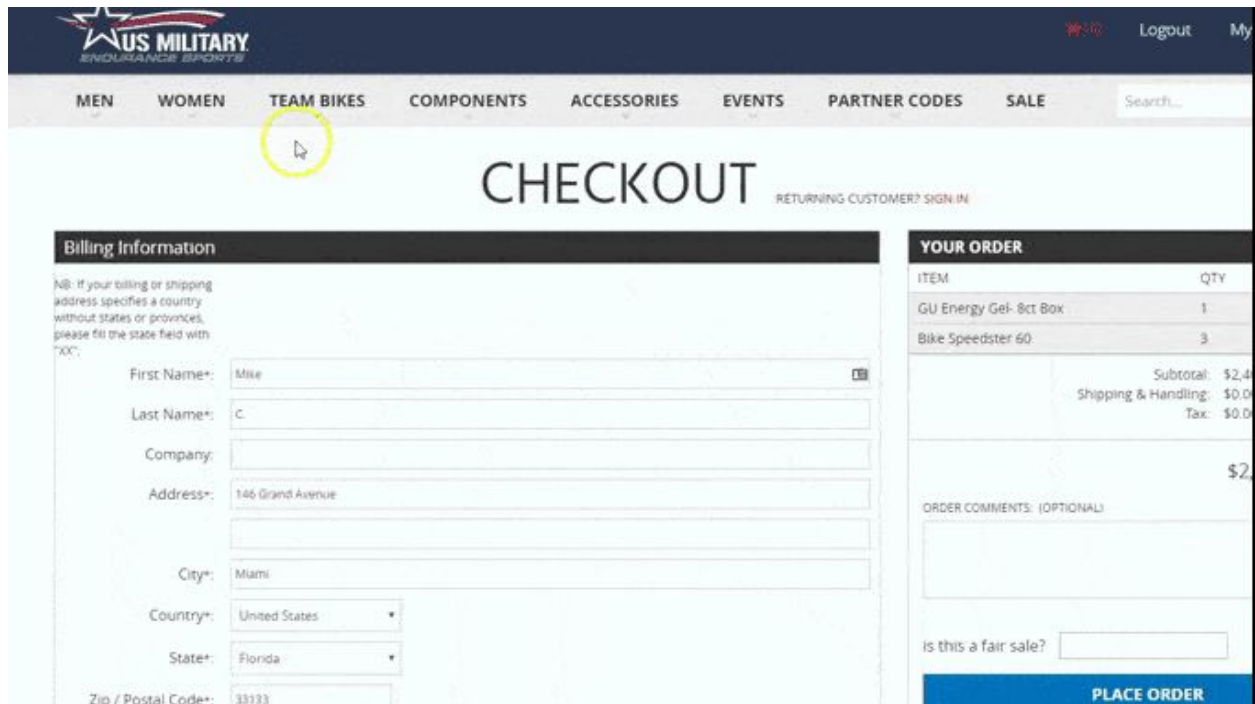
The Store Locator functionality benefits your customers by saving them time and hassle, and it benefits you, because your customers may be more likely to come into your store and buy products from you.
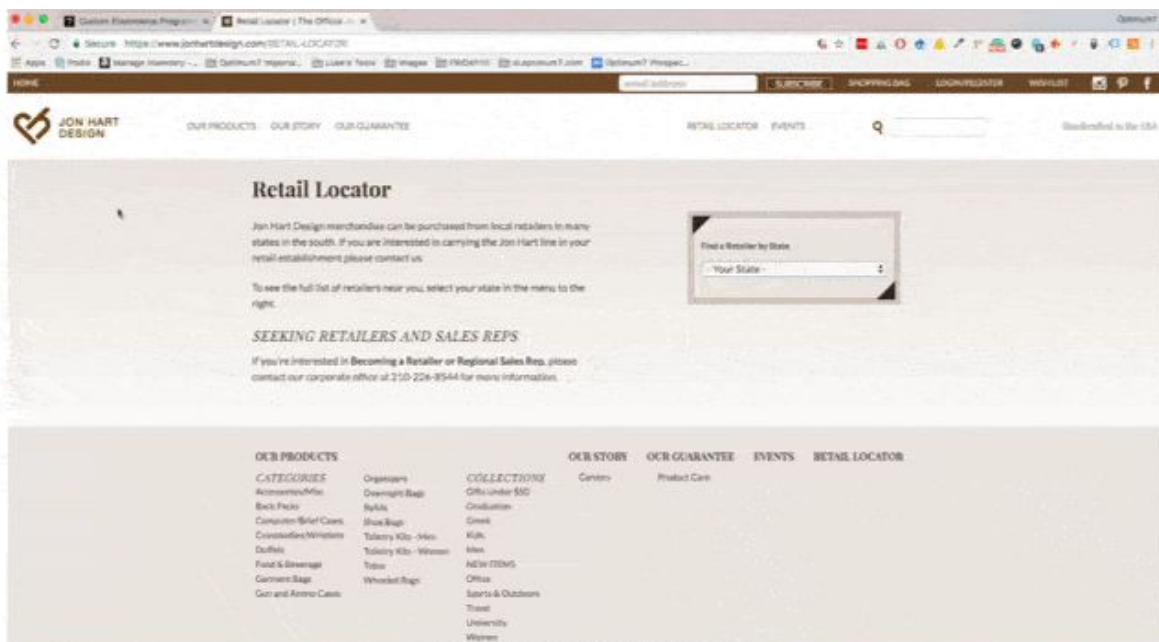
G. VALIDATE MY ADDRESS FUNCTIONALITY

If you've ever waited for a package to arrive at your door and it never showed, only for you to figure out you entered your shipping address incorrectly, or if you're a business owner and you're sick of getting packages returned to sender because of wrong shipping information, then you'll appreciate Optimum7's Validate My Address Functionality.

Optimum7 can implement this functionality for UPS, USPS, FedEx, DHL, and TNT. The benefit of this functionality is avoiding delayed and returned to sender packages. The functionality ensures addresses entered by users are correct and this helps avoid shipping errors due to improperly entered addresses. If an address does not exist or a customer forgets to enter a direction for a street name when a direction is necessary, then this functionality will catch the mistake and offer suggestions for more appropriate addresses.

H. AGE VERIFICATION

Verify the age of your users and decrease liability for your business with this feature. Some products come with a minimum age requirement, which is why the checkout process includes a section for verifying the shopper's age. The Age Verification functionality is automatically set up to appear for brands or products that have particular age requirements. Users must verify their age before continuing to the site or before making a purchase for some sort of controlled/restricted item. It helps to minimize the liability of a supplier when providing customers with a particular product or service.

When the Age Verification functionality is in place, it will automatically appear to users of the website. Customers will be asked to verify their age before continuing on to the site or before purchasing an age-restricted product. Users will be asked to verify their age by entering their date of birth, including the year in which they were born. This functionality can also confirm purchasers' birthdays by connecting with their Facebook accounts.
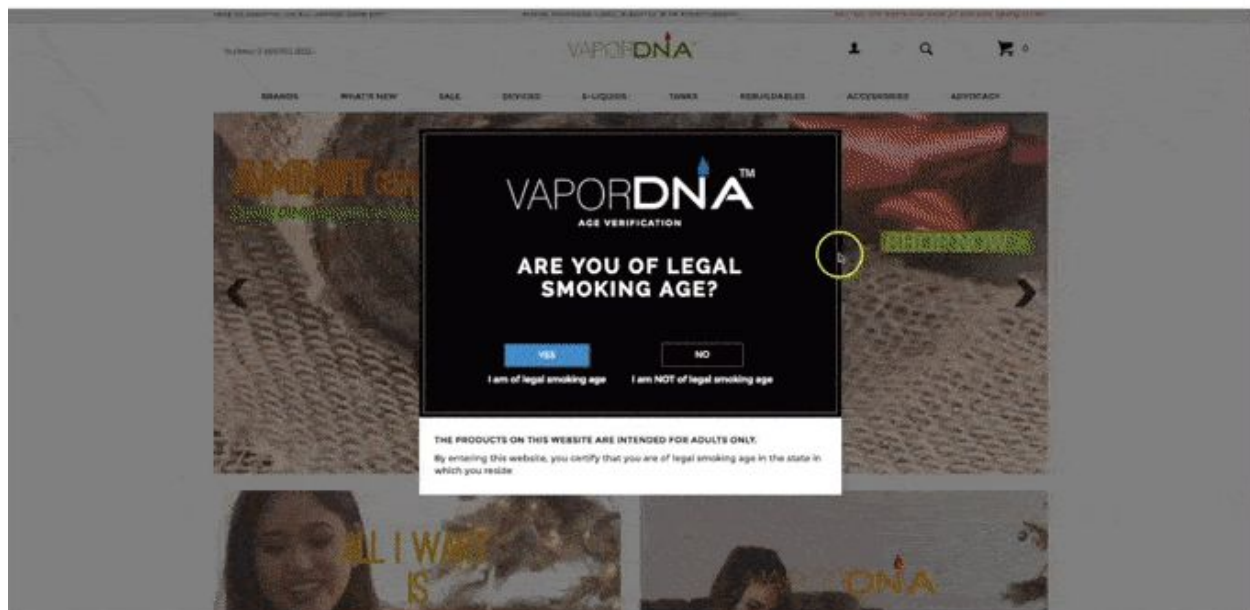
I. PHONE ORDER TRACKING SYSTEM

Optimum7 can develop a system with an eCommerce company's shopping cart platform that will help the business know when and when not to attribute over-the-phone orders to paid media campaigns. We do this by implementing a unique session ID for every visitor. When a customer calls to place an order, the sales representative will ask the person for his or her session ID. Then, the session ID is matched with Google Analytics and Google Analytics can measure whether customers found the website via organic search, paid advertisements, or social media. This functionality integrates all data from phone orders in an easy-to-read report.

The main benefit of this functionality is companies can easily know how successful their paid media campaigns are. For example, if phone orders increase, then it's good to know if it's because of the campaigns or completely unrelated. With this functionality, companies can know if their paid media campaigns are worth the money or ineffective.
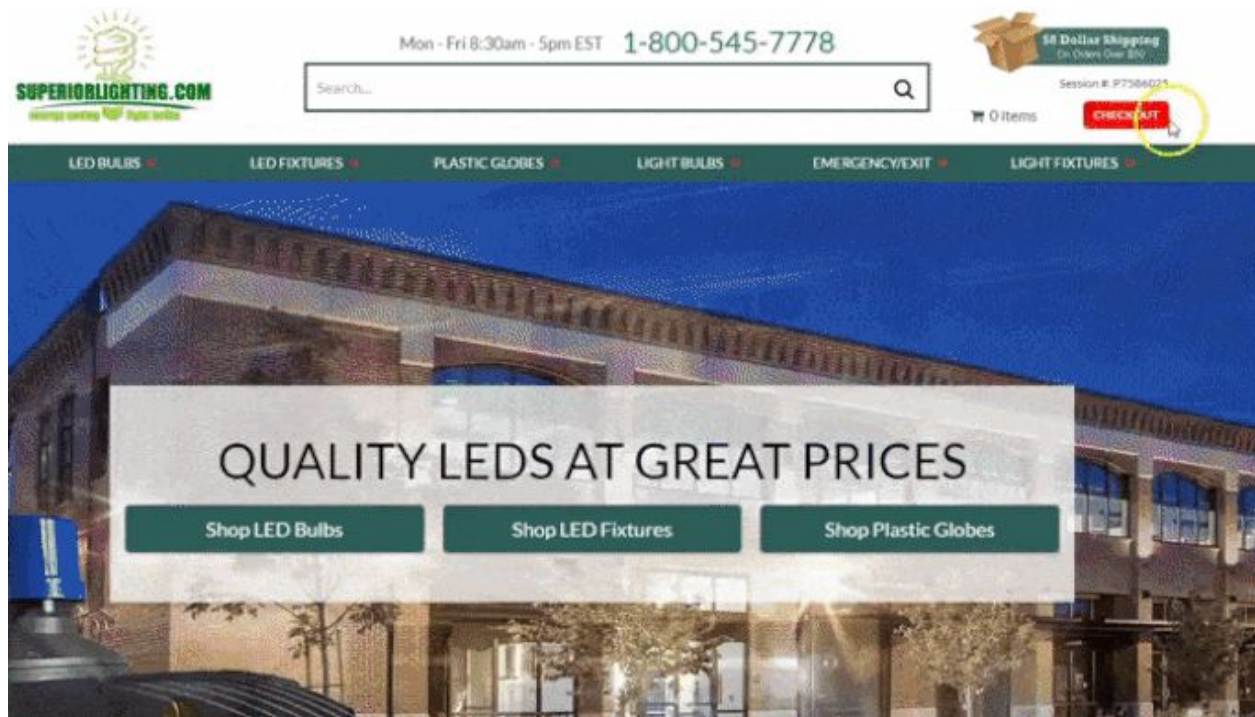
J. QUICK ORDER FUNCTIONALITY

The Quick Order functionality allows users to order products fast. All customers have to do is select the product(s) they want, the quantity of particular products they want, and proceed to checkout. This functionality eliminates the part of the buying process that makes shoppers view new webpages of product details.

The Quick Order functionality makes the buying process efficient for buyers who know what they want and just want to get it and get out. It can also increase conversions for online businesses that implement this functionality because buyers can complete purchases faster without distractions to keep them from finalizing their orders.

People who shop online appreciate efficiency, especially when they know what they want. With this functionality, people can buy what they want quickly and if they need to learn more about specific product then they still can by viewing the full product page (not the quick view option).
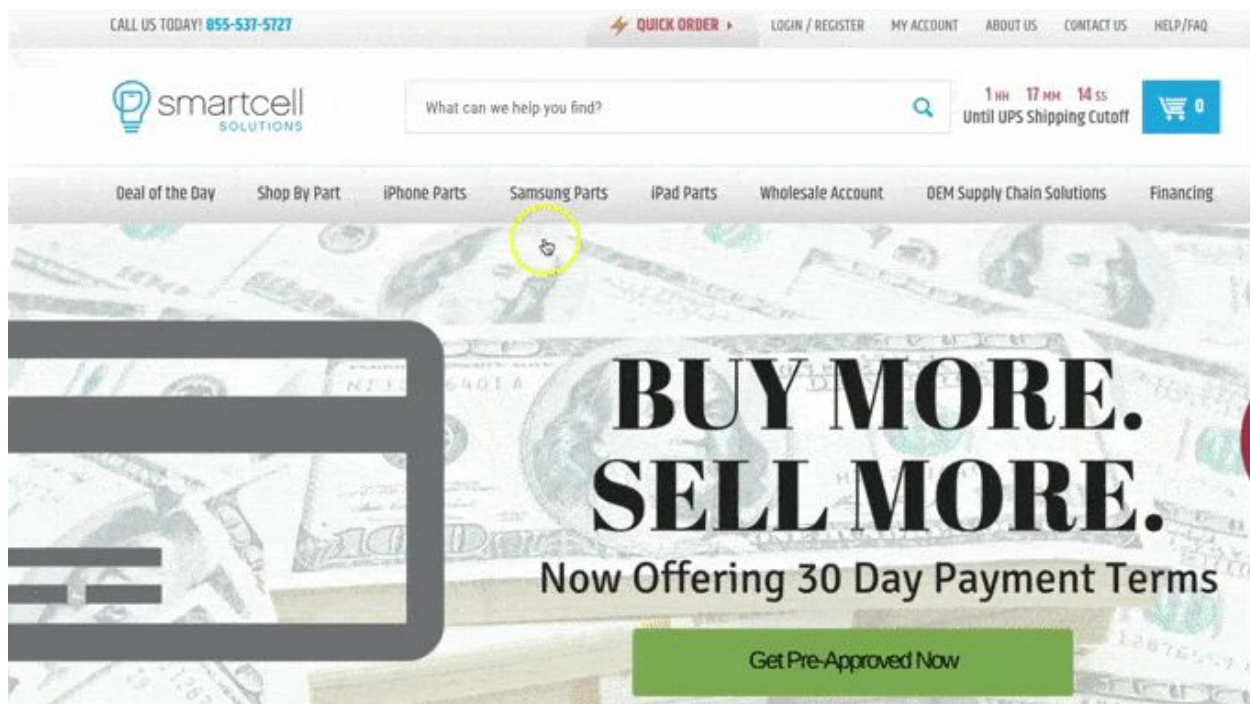
K. <u>RECENT PURCHASE NOTIFICATION FUNCTIONALITY</u>

Optimum7's Recent Purchase Notification is a small notification popup that generally appears on the bottom of the home page or product pages of your website. It lets visitors know the most recent item that was purchased from a customer. This functionality is fully customizable it can be configured to display the name of customer, their location, date and time of purchase, product link and so on.

The benefit of the Recent Purchase Notification is that it shows customers how often other customers are buying products. It can validate a customer's decision to purchase a product, because he or she can see that other customers are actually making purchases, thus increasing the credibility of a store. This functionality can also encourage customers to act fast and go through with their purchases, before other people buy the products--this is especially useful if inventory is limited.
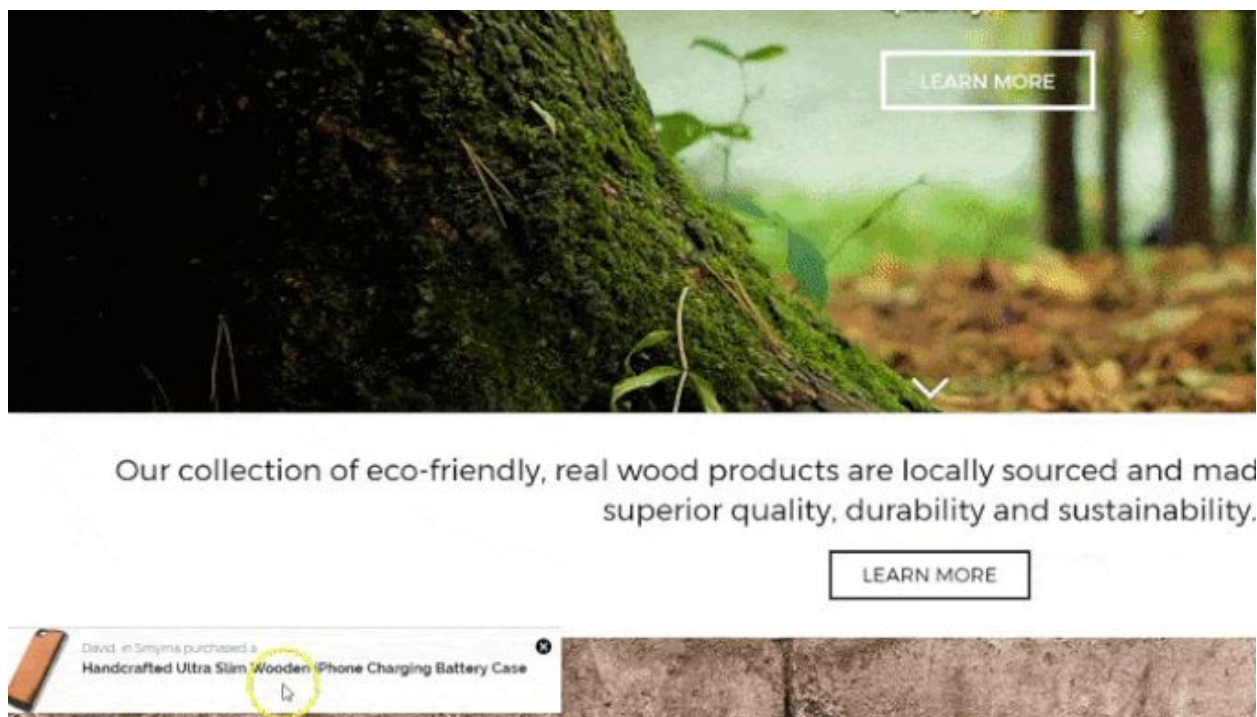
L. INTERACTIVE BUILD-YOUR-OWN PRODUCT OPTIONS SELECTOR

This functionality makes it possible for customers to view a real time visual example of what the product they are building will look like if they order it. It allows customers to click through all of the available options for each customizable product. The functionality is great for online stores that sell clothing and any other customizable items.

This functionality is extremely beneficial for businesses selling products that are available in a variety of styles and customization options. It allows customers to see what they are going to receive depending on the options they choose.

If a store offers customers 1 shirt style with 20 different collar options to pick from, but it doesn't provide a visual of what each collar looks like, then how could a customer possibly know which collar to choose?

The Build-Your-Own Product functionality by Optimum7 makes the shopping process easier for customers who are perusing customizable products.
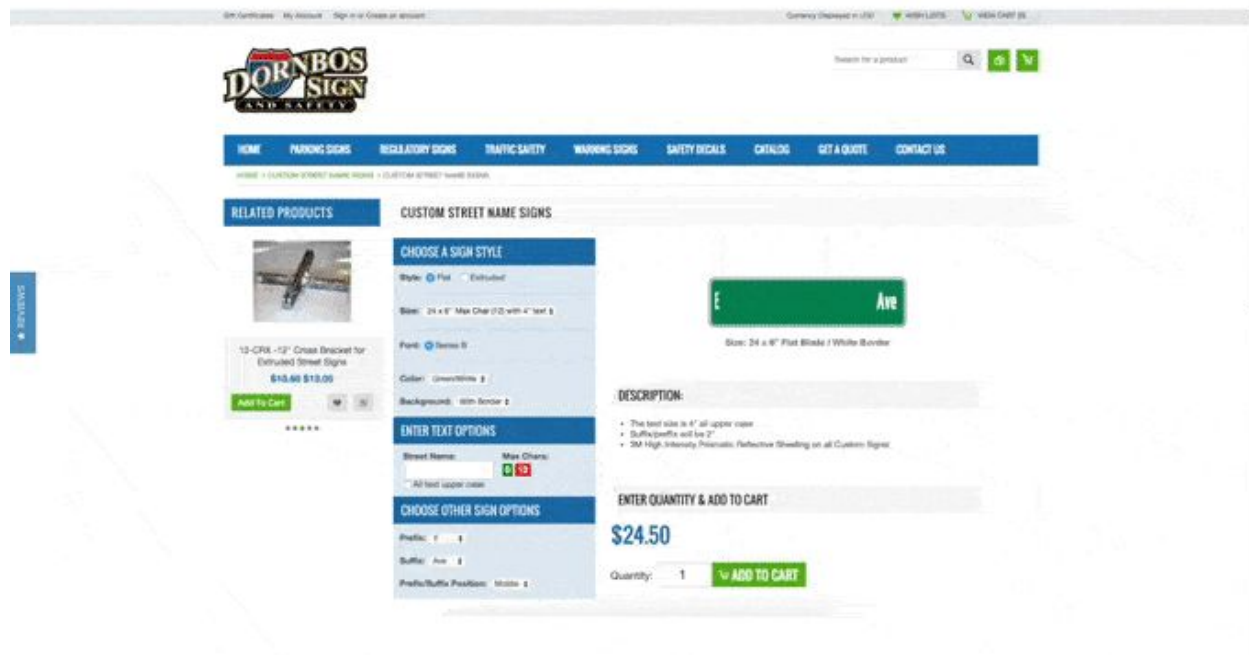
M. <u>PERSISTENT SHOPPING CART</u>

This functionality keeps users' shopping carts full even if they log out of your website or exit out of the web browser. You can customize this functionality to keep items in shopping carts for a number of days or indefinitely (until users remove the items from their carts). This functionality can also remind shoppers that they have full shopping carts waiting for them on your eCommerce website.

It's unfortunate to lose a shopping cart after taking time to fill it up, but, regardless of whether exiting a website is on purpose or accidental, you can ensure customers have a second chance to reclaim their carts with the Persistent Shopping Cart functionality. Increase sales and establish better relationships with your customers with Optimum7's Persistent Shopping Cart functionality.

The Persistent Shopping Cart functionality is a great feature for any eCommerce website. Remind your customers what's in their shopping carts and encourage them to fulfill the orders they left behind.

N. BOGO SALE FUNCTIONALITY

Ecommerce stores can promote specific products by offering two products for the price of one with Optimum7's BOGO Sale functionality. The site admin can apply the BOGO discount to any product he or she wants to promote and the promotion can last any duration of time.

The BOGO Sale functionality automates the BOGO promotion for customers and store owners. For example, if the promotion is 'buy 5 pairs of socks and get the 6th pair free,' then the functionality will automatically add 1 pair of socks once 5 pairs are in the online shopping cart. This functionality can be applied to any product too.

Without this functionality, the BOGO promotion is harder to make happen because it has to be applied manually. This can be a tough job for whoever is applying the discount because the qualifications for the discount might be easily overlooked or mistakes might be more easily made. This functionality makes the BOGO promotion a breeze for store owners and customers can see that the promotion is applied instantly.

O. DESIGN YOUR OWN PRODUCT FUNCTIONALITY

Does your online business sell products that can be easily customized with various features and/or designs? Perhaps your products can be used for company, club, or organization swag. Or maybe a school or sports team would appreciate customized products from your store. If this is something your business can do, then you might consider implementing the Design Your Own Product functionality to your eCommerce website.

With this functionality in place, users of your website can design their own products and see renderings of the products that include the customizations and options they choose. For example, if a user is designing a key chain, then the functionality will show an image on the keychain that the user uploaded, in addition to any features the user picked out, like a clip. Customers can easily design the products they want, see an idea of what the products will look like, and choose how many of the products they'd like to order–all with this one functionality.
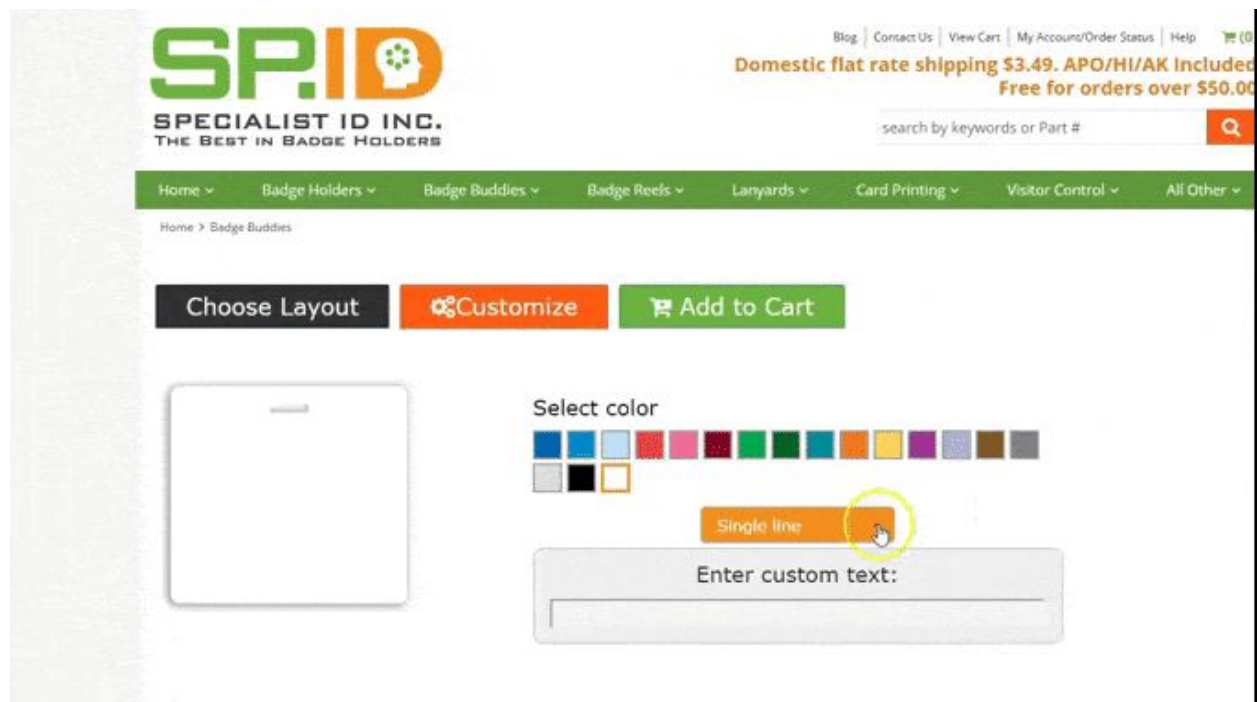
P. DIGITAL SIGNATURE AND E-SIGN FUNCTIONALITY

Give users the ability to digitally sign their name and a custom proposal, offer or quote on the checkout page. This functionality displays a simple mouse and touch-friendly widget that users can use to digitally sign their name, company, and date. This digital signature then remains attached to the customer's order for future reference or the data can be sent back to another system via API. This functionality can be used with Bigcommerce, Shopify, Volusion, Magento, WooCommerce, 3DCart, Miva, Prestashop and Opencart. It can also integrate with the digital signature and esign providers such as Docusign, Adobe Sign (Adobe Document Cloud), Eversign, Sertifi, RightSignature, Esignly, Canvas, Esign Genie, Signing Hub and Signix.

Some companies might also include this to integrate with the CRMs such as Hubspot, Salesforce, Nutshell or Pipedrive. If you require a signature for Ecommerce or any other online products or services, this is the right solution for you.
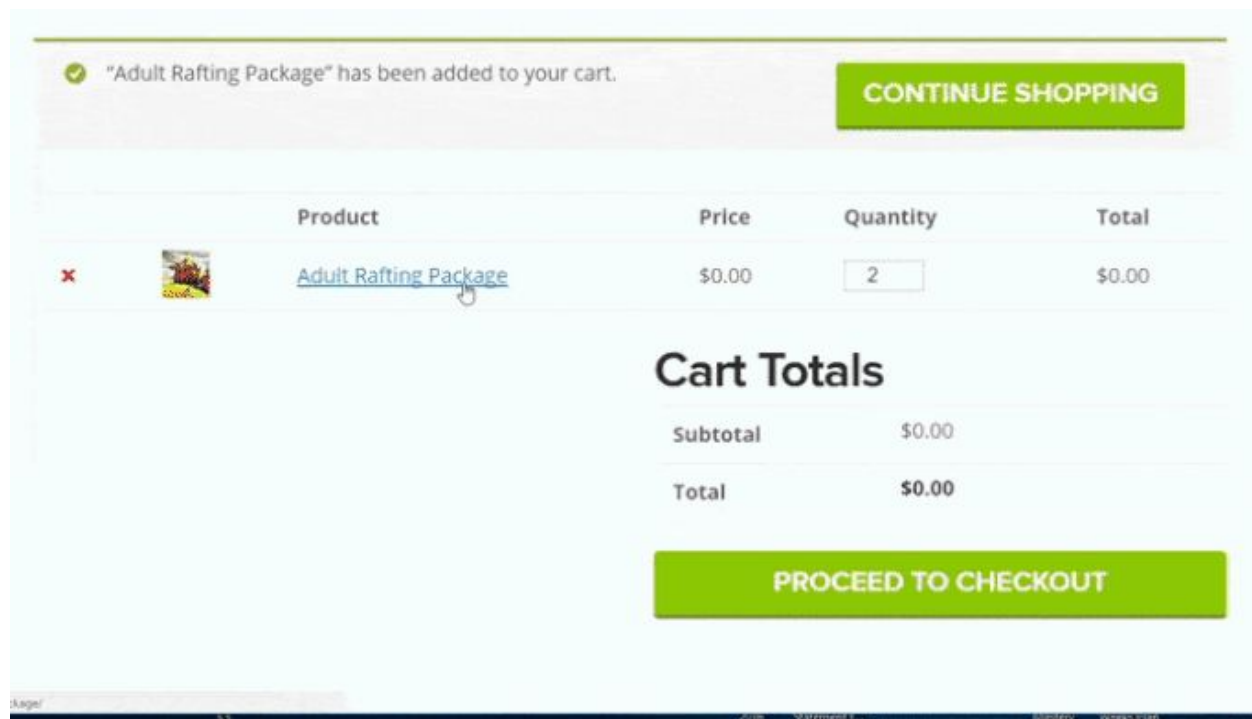
Q. **FILTER FUNCTIONALITY WITH ANALYTICS**

On the front end, this functionality allows users to filter or search for products by style, color, weight, material, shipping options and much more. The options for searching products are fully customizable to your website. Users can easily select the filters on the sidebar to see products with those specifications. Also when users type a "phrase" on the search bar, products are automatically filtered out to show product results that contain that "phrase" in the title.

On the backend, web administrators are able to analyze user search behavior and manage how products are displayed on the front end. The analytics portion shows detailed information such as search queries users typed, number of hots per search query, searches by IP and country, search query typos and much more. The product display on the front end is custom tailored to show products that are trending, top selling or with the most views or likes.

Administrators also have the option to use synonyms, whenever typos are made by users. An example of this would be "Chiar" when the user intended to type "Chair". This feature will still keep the user's intent in mind and shows the appropriate products.

Optimum7
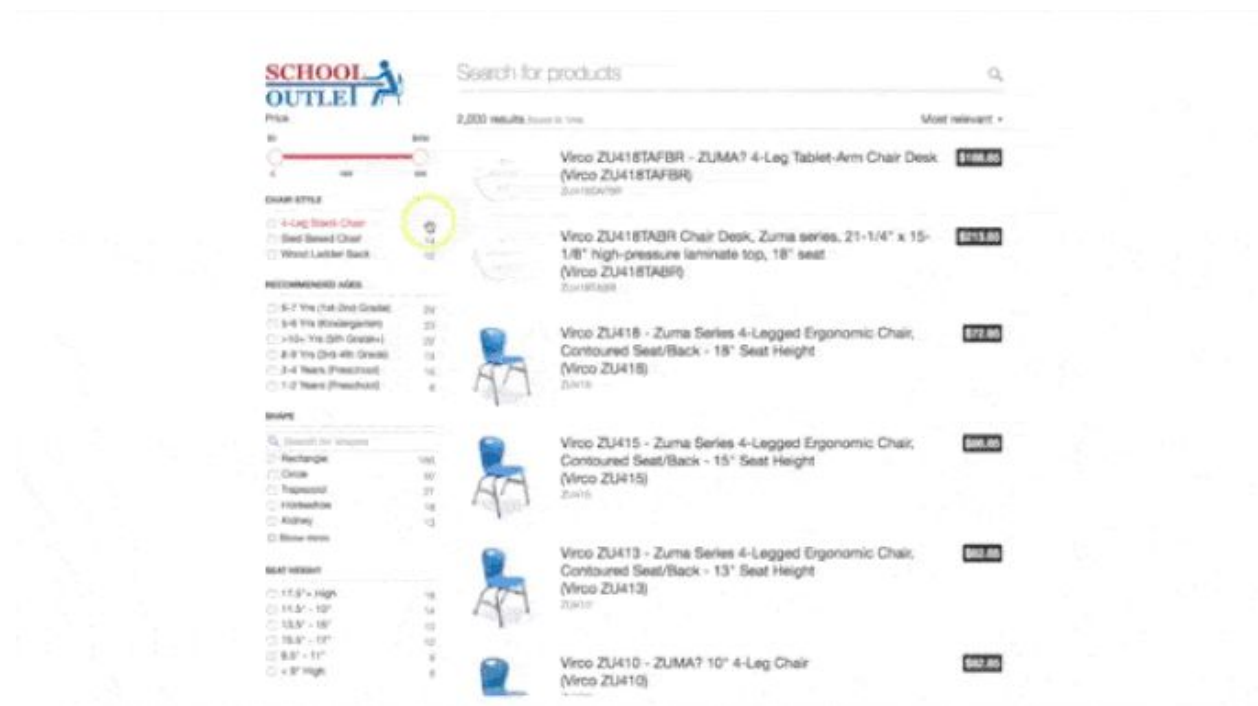
R. **CUSTOM B2B QUOTE FUNCTIONALITY**

The custom quotation request displays a form on the front end of the website that enables visitors to fill out customer information such as name, phone number, email, and additional comments of their inquiries. Once the submission is completed, a thank you submission page with pop-up. A notification of the request will be sent to the sales or customer service representative, who can then contact the customer to address their additional questions.

Our custom B2B Quote functionality gives suppliers, merchants, and retailers the opportunity to convert incoming quotes quickly for customers that are ready to purchase for platforms such as Volusion, Bigcommerce, Magento, and Shopify.

OVER 650 MORE FUNCTIONALITIES

You can find a list of OVER 650 Ecommerce Functionalities by clicking here.

You can sign up for our Weekly Podcast and Video Casts by clicking here.

Here's a message from our CEO; Duran Inci.

You can book Duran Inci for a Keynote or Speaking Engagement by clicking here.