Cider: The eCommerce platform tailormade for publishers

Cider, Advantage's eCommerce platform, is designed to support Advantage's rich subscription and membership solutions along with many of its other revenue streams like events and merchandise sales.

Marketers enjoy lightning-fast, concept-to-market for their promotions. Cider offers a marketing portal for speedy creation and assignment of promotions, built-in support for third-party plug of the site.

Advanced shopping cart and self-service capabilities are part of Cider, as is a flexible theme design allowing you to tailor your brand(s) and improve the customer experience.

And Cider shares the same business logic engine as Advantage, giving your online presence access to the thousands of Advantage features. The platform is also designed with key architectural considerations: security, scalability and extensibility — you can be sure that Cider is ready to handle your demanding online needs.

Key Benefits

Fully integrated with Advantage - avoid overly complex technical solutions to integrate multiple systems

Accessible marketer tools - utilize the Advantage promotion engine and access the powerful Advantage marketing Key Benefits features for maximum business benefit

Data intelligence - analyze online data analytics along with Advantage sales data to understand customer habits through rich data relationships

Extensible platform - extend the open platform for business-specific needs or to integrate with other systems

Central Componets

Shopping Cart

Sophisticated shopping cart incorporating many of the base advantage features

Self-Service

Allows customers to manage their account and orders

Marketing

Portal for marketers to set up promotions and landing pages

Key Features

Subscriptions, memberships, merchandise, conference & events, donations, bundles

Promotion codes, coupons, discount rules

Multi-currency

Upsells / cross-sells

Credit cards, PayPal, Apple Pay, VISA Checkout

Social login / Single Sign-On

Order history, receipts, payments

Address updates, marketing preferences

Subscription, membership, recurring donation maintenance

Renewals

Promotional landing page builder

Offer tracking, variable choices, premiums

Segmented pricing/discounts

Cart abandonment tracking

Google Analytics, Adobe Analytics