

---

# Client Acquisition

---

HostBill

# 50 Order Pages to choose from

---

The order page is where the client makes a final decision whether or not to buy your products or services therefore it needs to be not only functional but also look professional and attractive.

With HostBill you have the choice of over 50 order pages templates that can be easily customized to fit your offerings.

Choose one template for all products or different templates for various products from your portfolio to suit your marketing goals.

Create a positive shopping experience with HostBill beautiful and attractive, optimized for sales order page templates!

## Attract customers with beautiful and funconal ecommerce website templates

As the design of the order page is one of the deciding factors, we made sure that templates that we provide are beautifully designed to maximize your conversions. Each template features different yet stylish and modern design created with latest trends in mind and is highly customizable to fit your offerings.

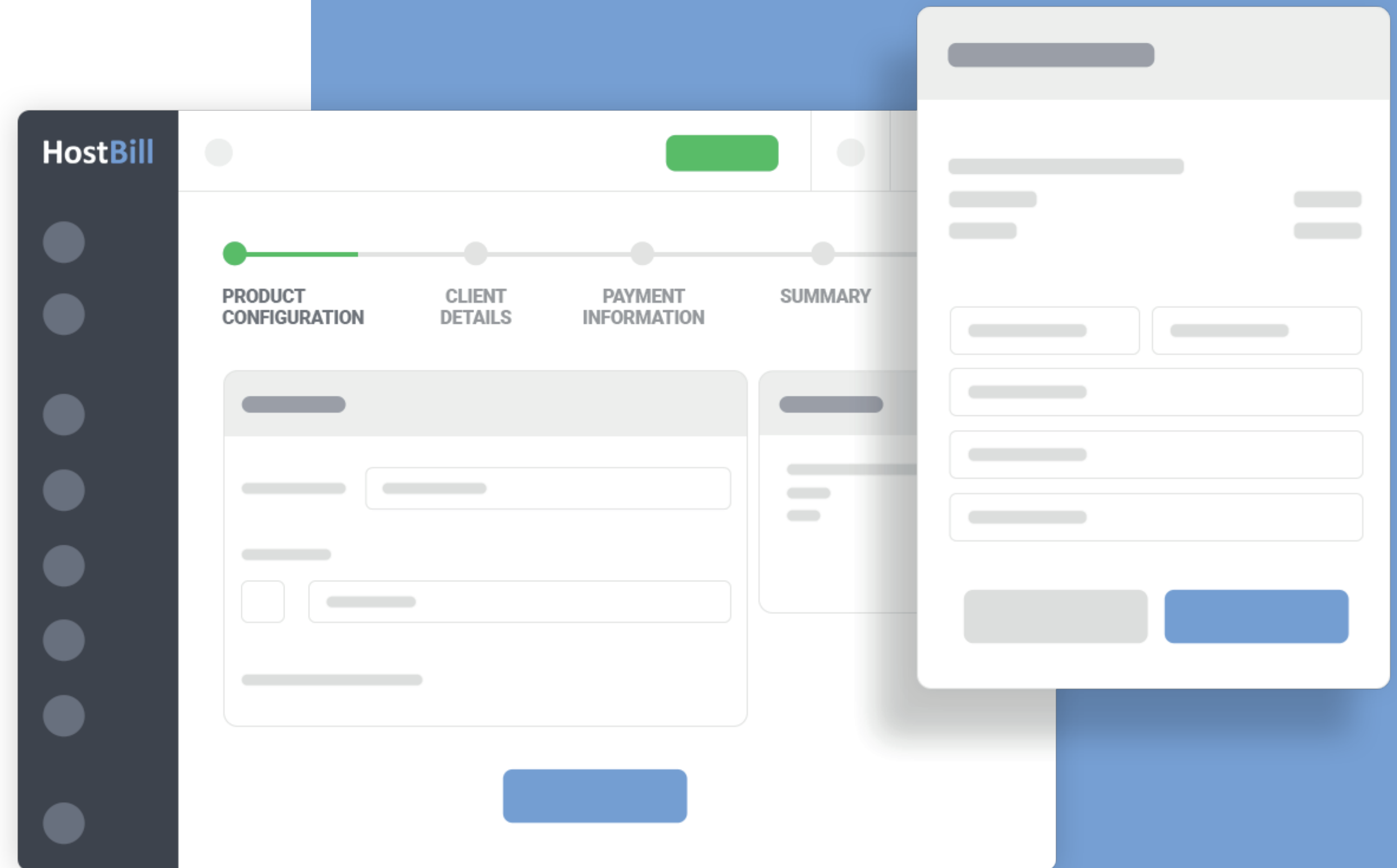
To enable you to effectively sell your products, HostBill templates provide unlimited package configuration options including sliders, dropdowns, checkboxes, radio buttons, input boxes, textareas and more. Each of our templates features ajax cart simulation, direct-cart links, multiple products support, various billing models and more features to attract customers and grow your revenue.



## One-step or wizard style checkout

With HostBill order page templates you can choose between two checkout styles so that you can design positive purchasing experience for your clients, according to their preferences.

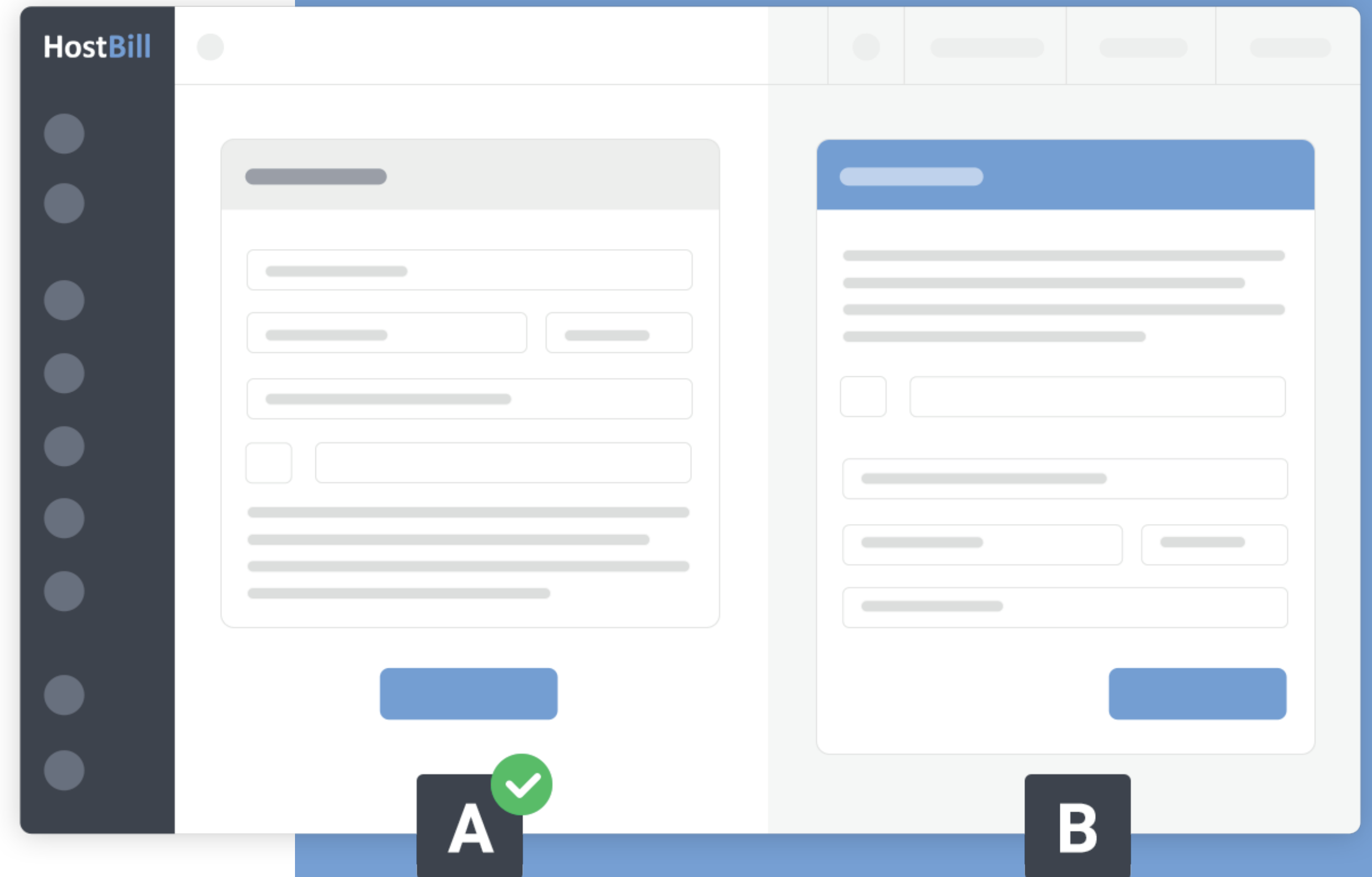
'Wizard' style templates feature a multi-step checkout, where different sections of the ordering process are split into different pages. With wizard style checkout customers feel more comfortable during payment operations and have a better understanding of the product configuration and ordering process. One-step checkout templates simplify checkout process by combining all steps on one page, providing your customers with a convenient, quick and easy way to complete their order.



## A/B website testing

To help you optimize your website template and convert more leads into sales you can perform A/B testing of your order pages. HostBill provides you with a free tool that helps you truly evaluate your order page and understand how your audience responds to specific elements on your website.

Thanks to A/B testing you can compare two versions of an order page against each other to determine which one performs better and what elements of your page work best, which can make a huge difference in the effectiveness of your marketing efforts!



# Flexible product configuration

---

Once you choose the design of your order page, the second important step is optimizing product details. Making sure you provide not only all necessary information about a product or service but also a range of product configuration options to match your customers preferences is a crucial step in customer satisfaction.

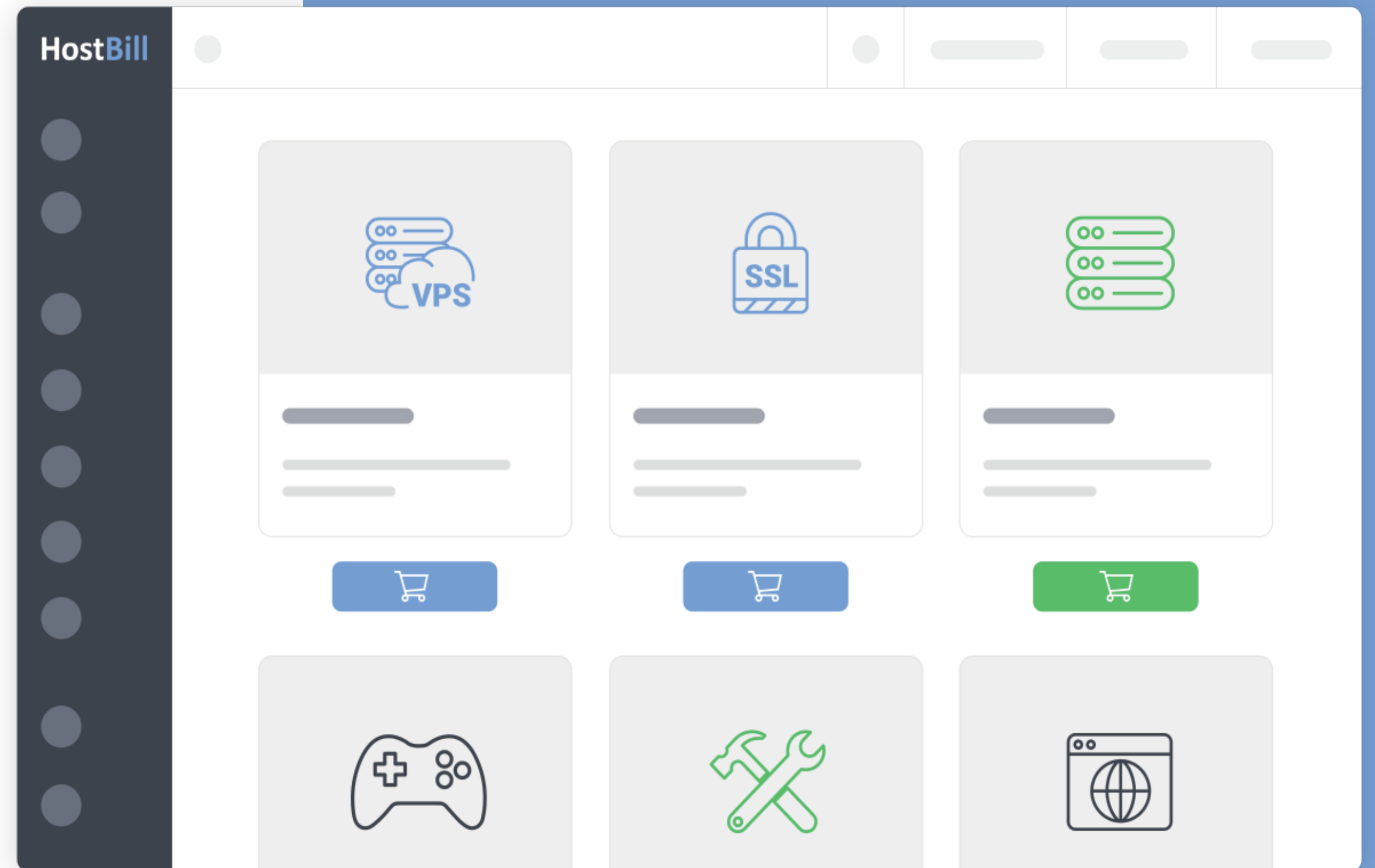
Due to an increasing demand from customers for individually specified products, ability to perform product configuration efficiently and effectively is important for winning customers.

Thanks to flexible product configuration options that HostBill provides you can offer not only high diversity of products but also complex components alternatives.

Make sure your product is ready not for some but for all customers!

## Sell any kind of product or service

With HostBill multiple product configuration options you can sell virtually any product or service, no matter if it's digital or an actual physical item. The complexity of your product portfolio will never be a limiting factor that HostBill can't handle. What is more, HostBill makes it fast and simple to make updates to your products, as we understand your products can evolve and pricing can change.

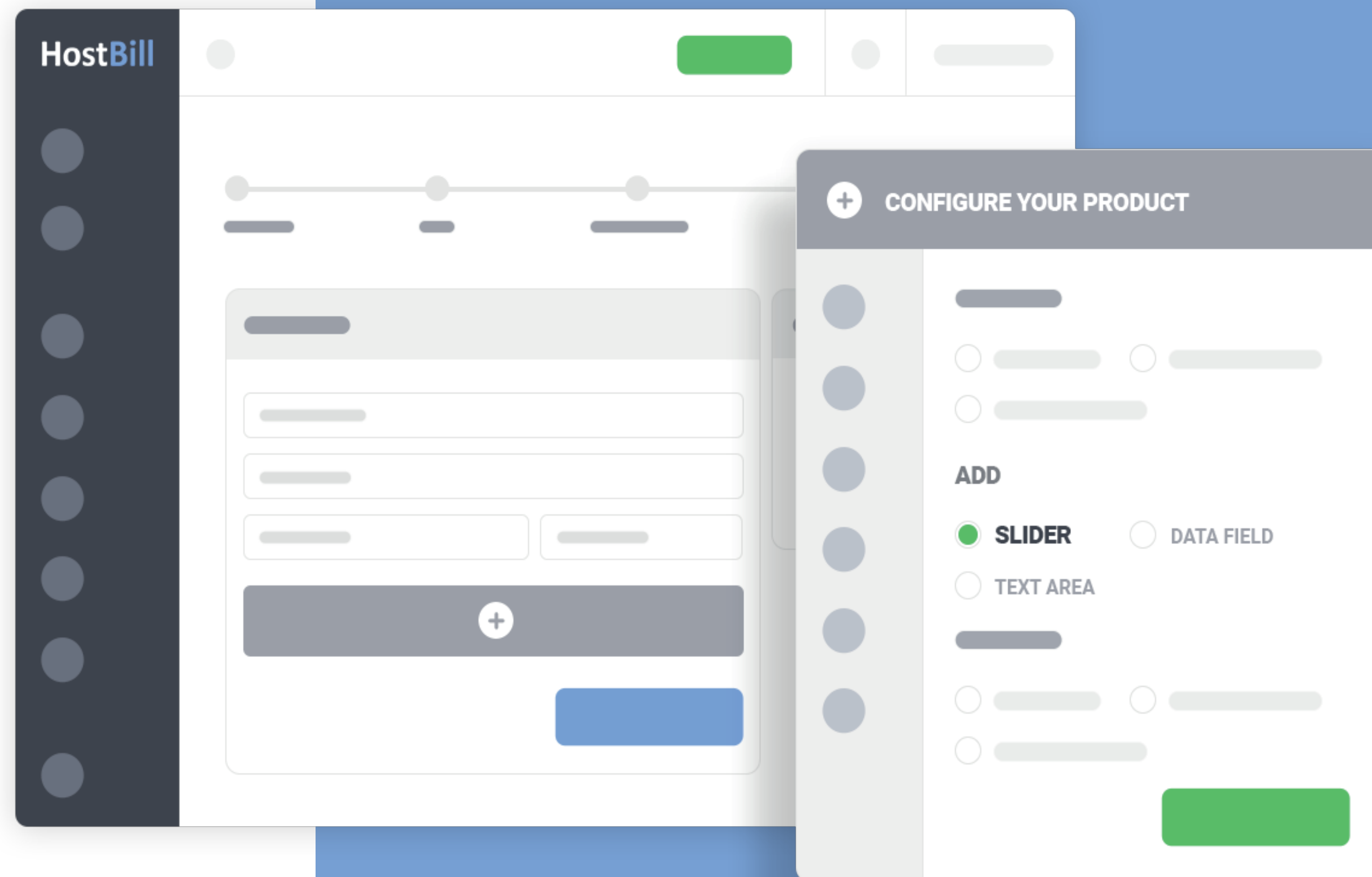


## State-of the art product configuration

HostBill provides innovative yet intuitive ways to present your products. Take take more customer-centric approach, offer customised configurators and enable clients to create the product that exactly meets their expectations. With HostBill Forms you can build flexible products, that can be configured during order by supplying additional information and selecting variations. Thanks to multiple configuration options and a variety of field types to choose from Forms are built to handle the most challenging product configuration.

Using Forms you get multiple features for building your products, including:

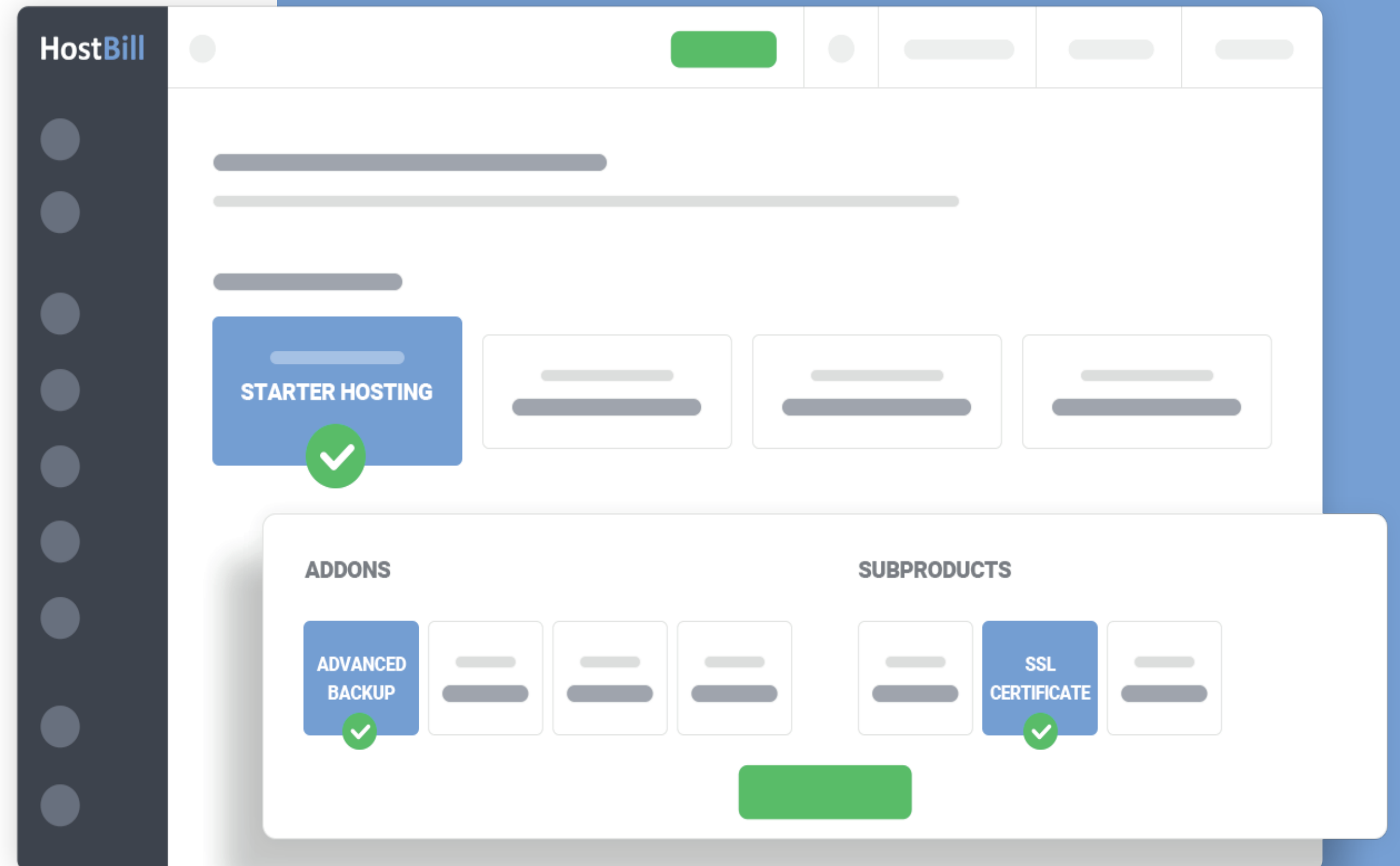
- Various field types: input boxes, date fields, sliders, quantity boxes, multi-choice selections.
- Fields with additional billing options: you can set default field value to be included in the package, and value above could create additional fees.
- Ability to connect form fields behaviour with logic/conditionals: hide/show fields, change related fields values based on fields state.
- Option to allow customers to upgrade/downgrade their form configurations after purchase with optional automated billing.





## Add sub-products, add-ons and product components

To make your product offer even more attractive, HostBill gives your clients the opportunity to create the complete product or service from various elements. This way you can present finished product to customers, while at the same time selling different elements in a form of configurable sub-products, add-ons or product components, that fit well together. Extras assigned to your products are purchased together with the main product but can be billed independently and have individual automation settings and create separate account when provisioned. Bundle various products together, create configurable packages and sell more in one order.



# Shopping cart optimization

Implementing good practices to reduce shopping cart abandonment rate is an absolute priority for any e-commerce business. Executing shopping cart optimization can help you improve conversion rate and increase revenue.

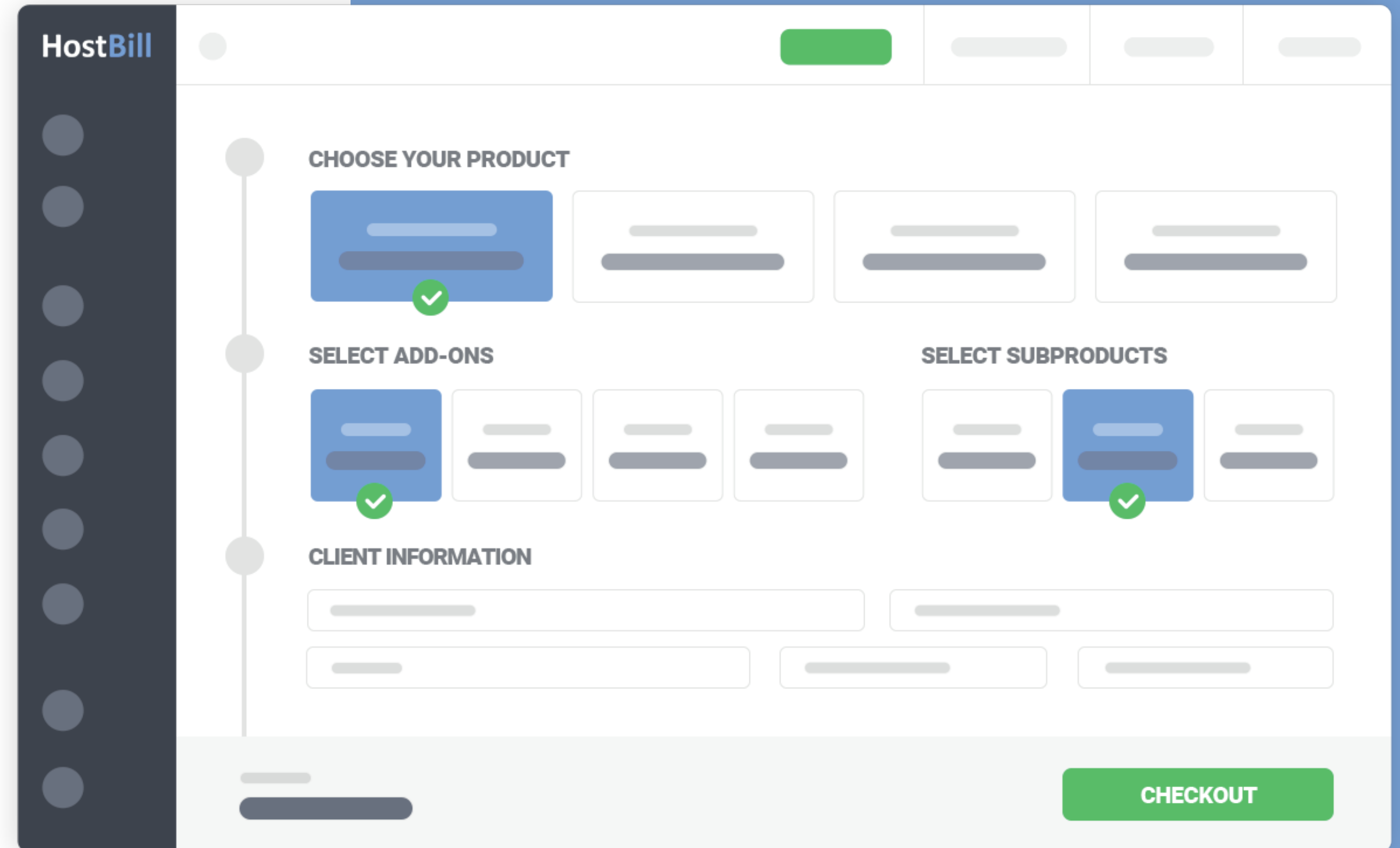
HostBill gives you the tools to create a successful cart page optimized for sales - choose the cart type that suits your business model and your audience - have customers checkout quickly with single-item shopping cart or make shopping more with multi-item shopping cart.

Decide where to redirect customers after order - to the invoice or show the order completed page to build a complete and comprehensive purchasing process.

Use best shopping cart practices to create smooth shopping experience!

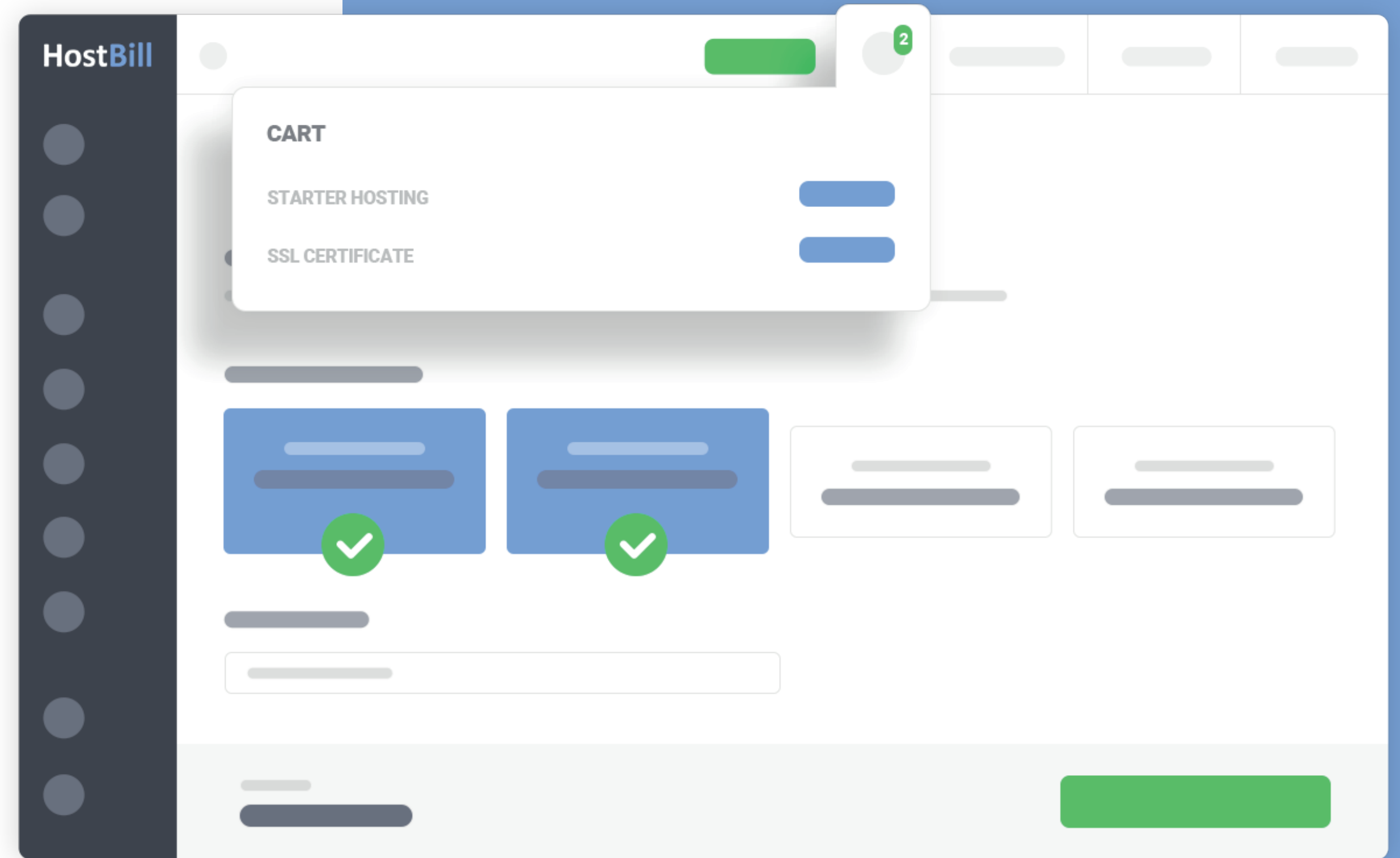
## Single item shopping cart

Built with Web Hosting market in mind, standard single category checkout model is the fastest way to get the client from selecting the product to checkout, where the client picks the category, selects the product and configures it, provides billing details, selects payment method and proceeds to checkout all at once.



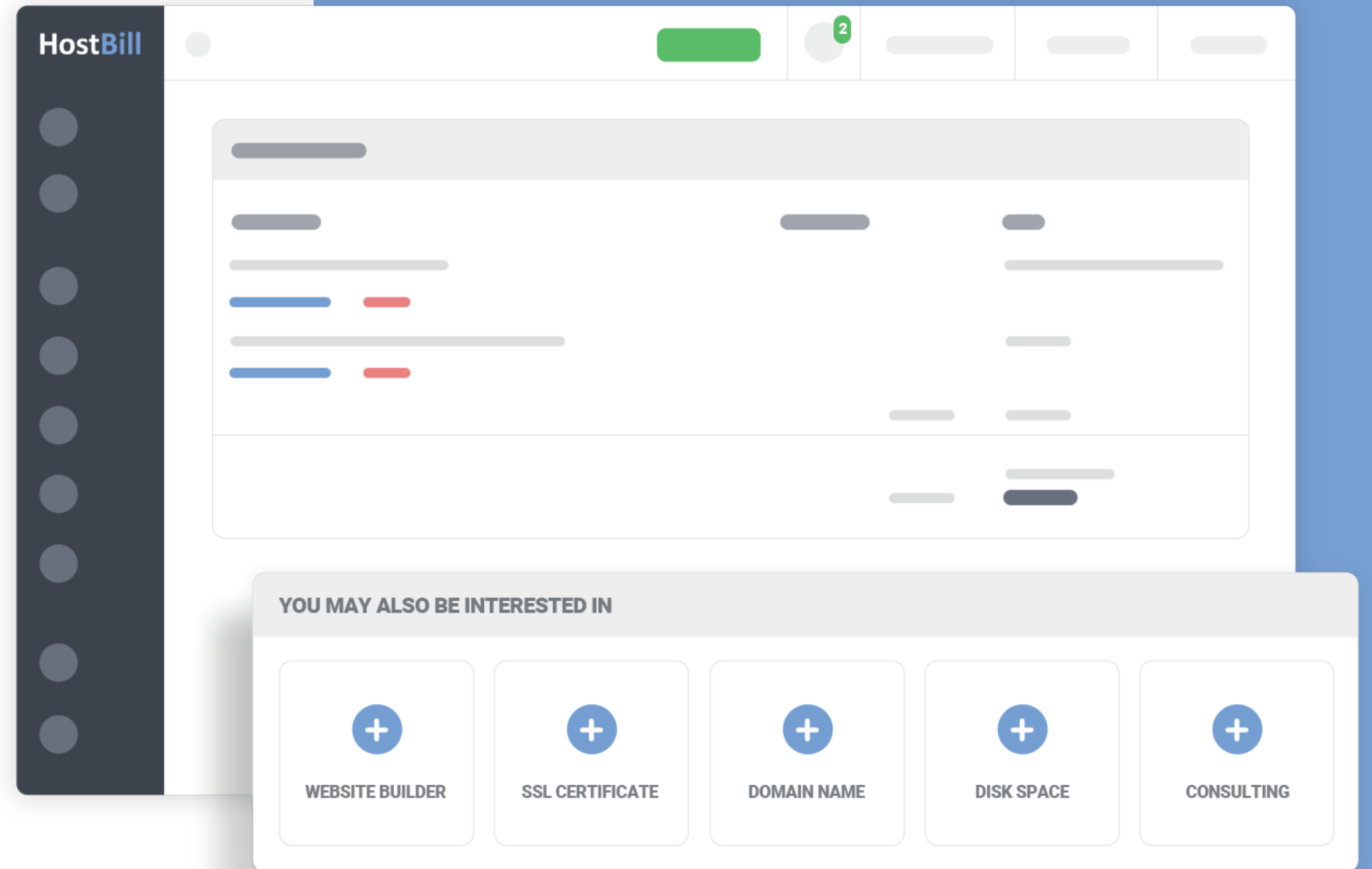
## Multi-item shopping cart

Multi-item cart model enables your customers to put more than one item from various categories into the shopping cart. HostBill Client area includes small widget on each page that can be used to check cart content, adjust already added items and proceed to checkout when ready. Best part of this feature - you can mix amazing HostBill order pages together!



## Up-selling and cross-selling tools

Upsell - use HostBill flexible product configuration to bundle various products together, create configurable packages and sell more in one order. An excellent shopping cart practice for cross-selling is using product suggestions on the order confirmation page. With HostBill you can effectively offer your customers additional products or services during checkout, without interfering their order process. Build the suggestions based on customer behaviour or based on your recommendations and highlight the products you want to sell!



# Marketing tools to boost your sales

---

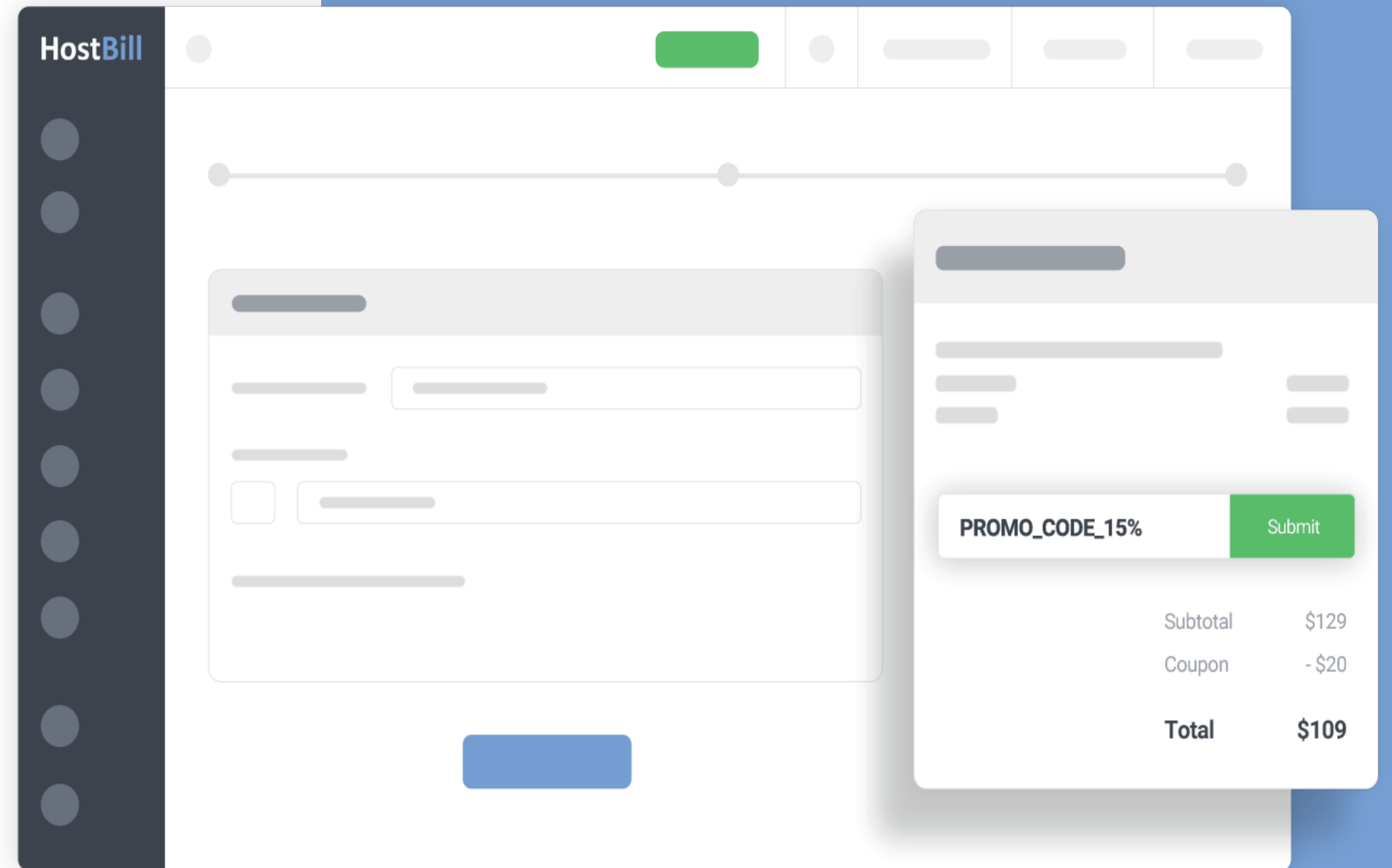
Once you have your order page designed, your products configured and shopping cart optimized you can focus on growing your business which lies not only in closing the initial deal but also in retaining customer loyalty over the long term. The challenge and the key to success is to keep your customers engaged.

At HostBill we help with every aspect of your business and that's why we developed a range of ecommerce features that will help you grow revenue and attract more clients and improve relation-

Beat your competitors, connect better with your audience and sell more!

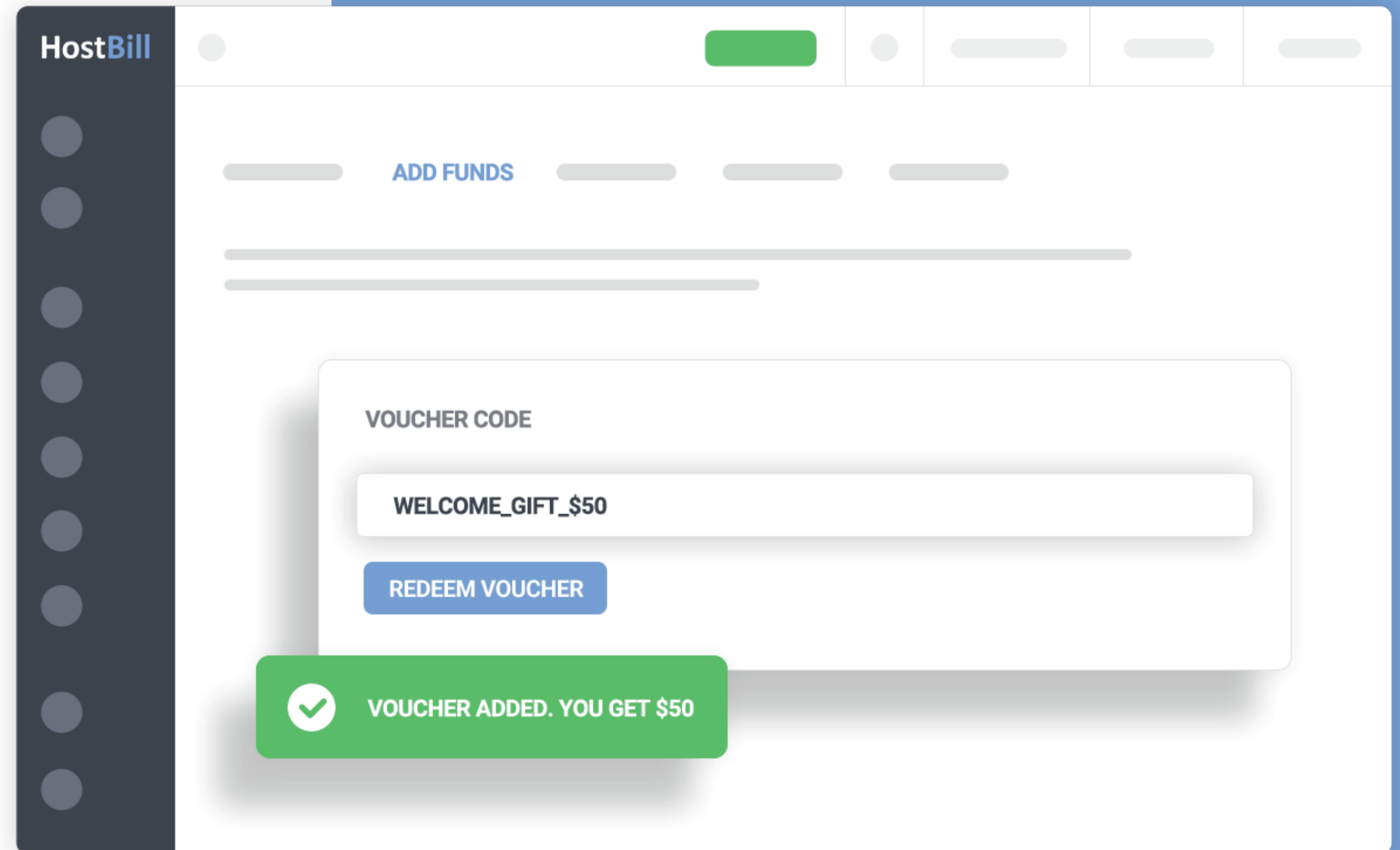
## Promo-codes and coupons

Give your customers yet another reason to buy your products - generate and distribute promo codes to your current and new customers to drive engagement and boost sales! You can offer your customers a fixed amount or percentage discount for all or selected products and services in your store. Manage discounts to be valid only to new or existing customers or selected customer groups and set the expiration date to create a sense of urgency and incentive to buy!



## Credit vouchers

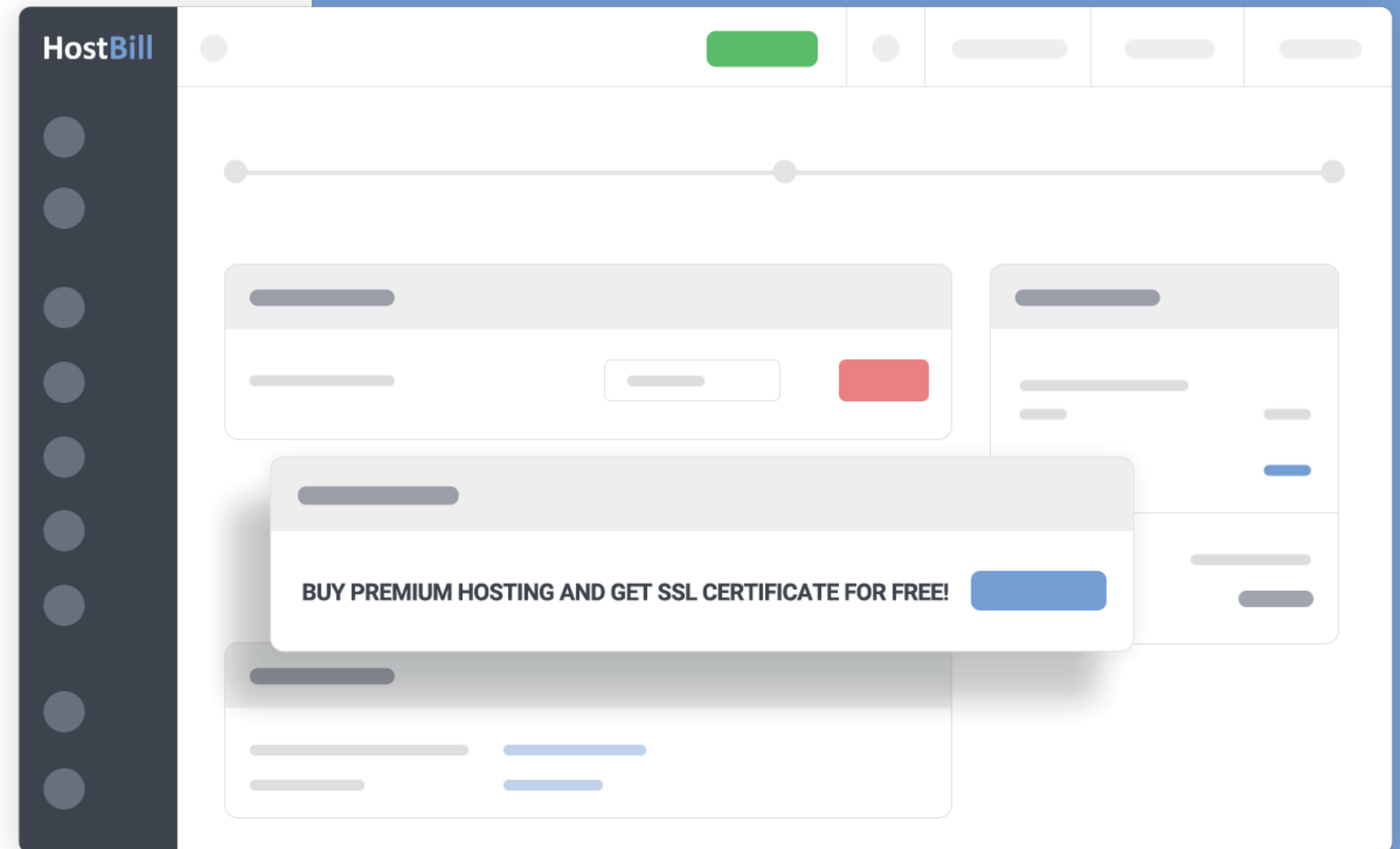
Generate credit vouchers - codes that will add certain credit amount to customer account. Use this feature for customer recognition, reward and engagement. Attract new customers, Build store traffic, reward customer loyalty and upsell! Create various voucher batches, and specify not only the number of codes in the batch but also code layout and complexity, set the voucher value, currency and expiration date!





## Free trials and free products

The idea to offer free products may seem a bit unsettling for any business owner but in fact it can be a way to get some initial traction to your ecommerce store. Create free trials and let customers try out the product for some period for free and charge them automatically if they continue to use it once the trial expires. Use the opportunity to sell more: define and offer free products in addition to other products and encourage customers to purchase more to get the freebie.



# Fraud protection

---

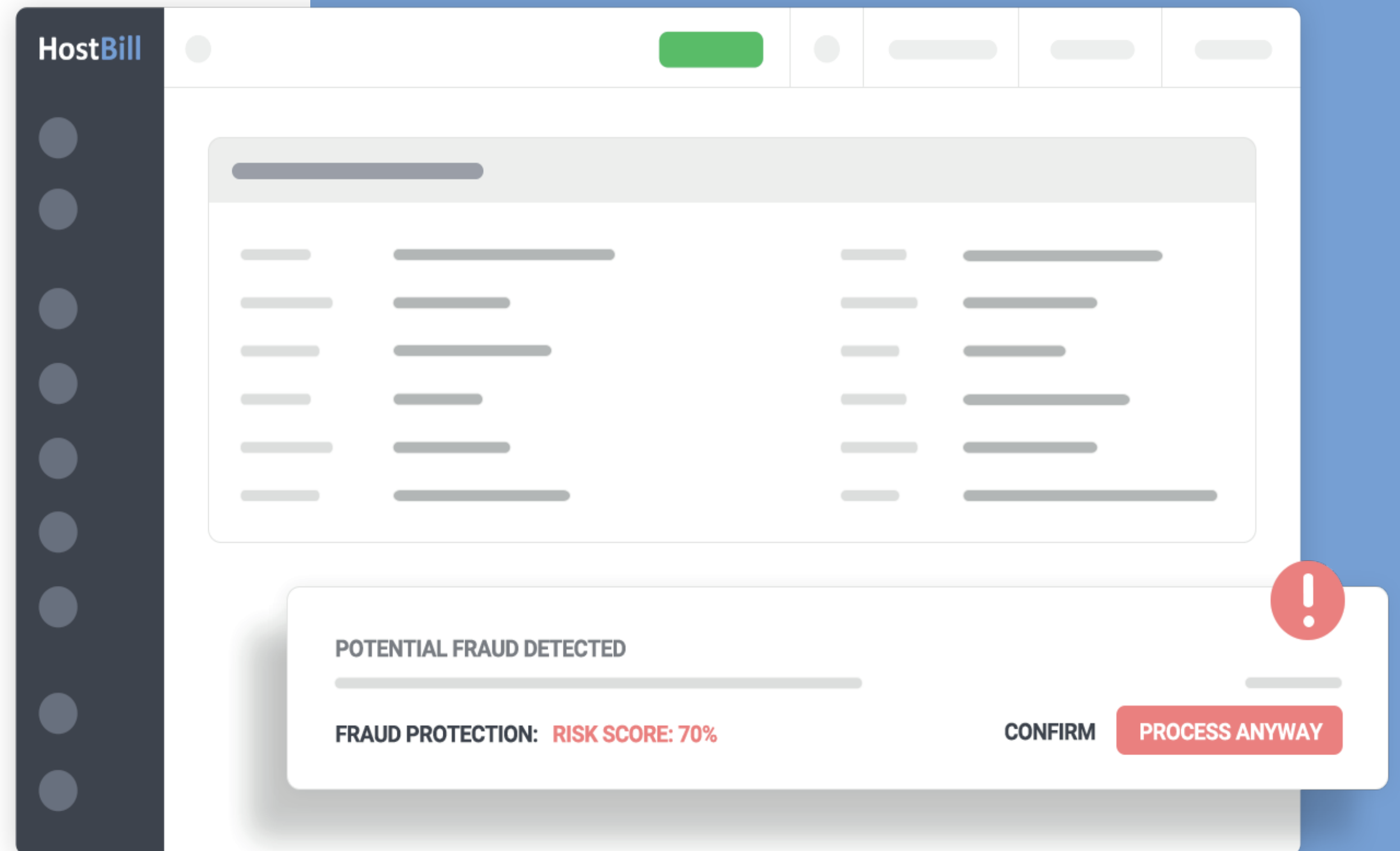
Fraud is well known plague for any online business owner and while some payment processors can detect fraudulent orders, your billing platform should create first line of defense against fraud before it hits payment gateway and eventually your pocket to protect your business from costly chargebacks.

With HostBill you can use our built-in fraud protection features or one of integrated third party extensions or combine both for even better protection against fraud.

Build a secure environment for processing your transactions!

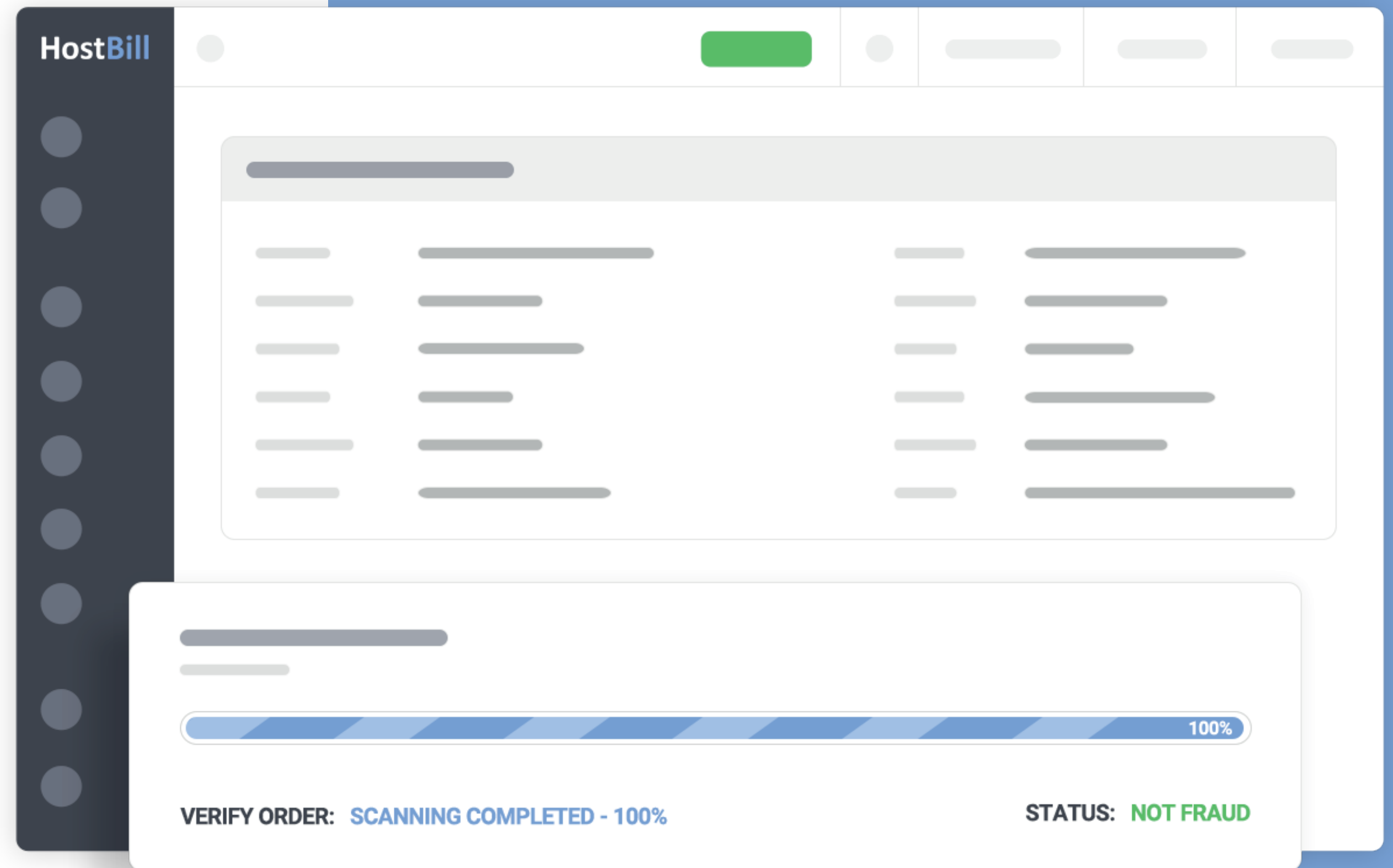
## Built-in fraud protection tools

A range of built-in fraud protection functionalities allow to lower fraud risk by using your past HostBill orders as reference point to automatically distinguish potential fraud orders. Set a number of rules and automatically reject orders from IPs previously reported as fraud, from defined countries or on country mismatch using free geolocation database. HostBill also enables you to limit gateways available to customers who made fraud order to protect you from chargebacks and allow to pay for fraudulent order using subset of your supported gateways.



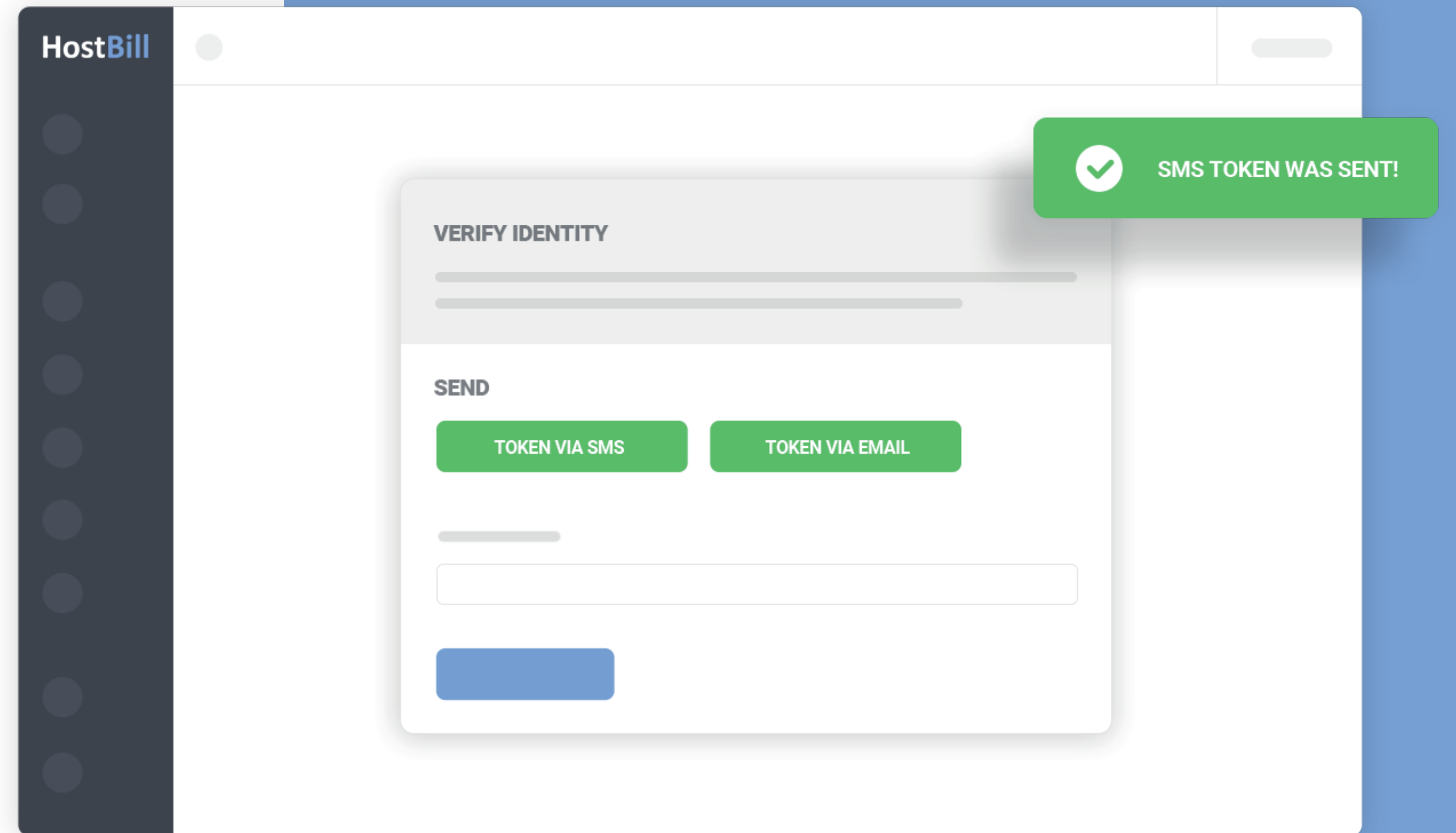
## Verify orders against fraud databases

Thanks to integrations with leading online security solutions providers you can quickly and easily verify your order information against various fraud databases. Check customer details and use the information to auto-reject orders coming from fraudulent customers and block fraudulent IPs.



## Additional layer of protection with two-factor authentication

Verify customer identity before signup using various methods of two factor authentication: sms verification, email, Authy tokens, CryptoPhoto service, U2F keys, DuoSecurity service and other methods. For even better security you can enable verification for returning customers and staff members.



# Affialite system

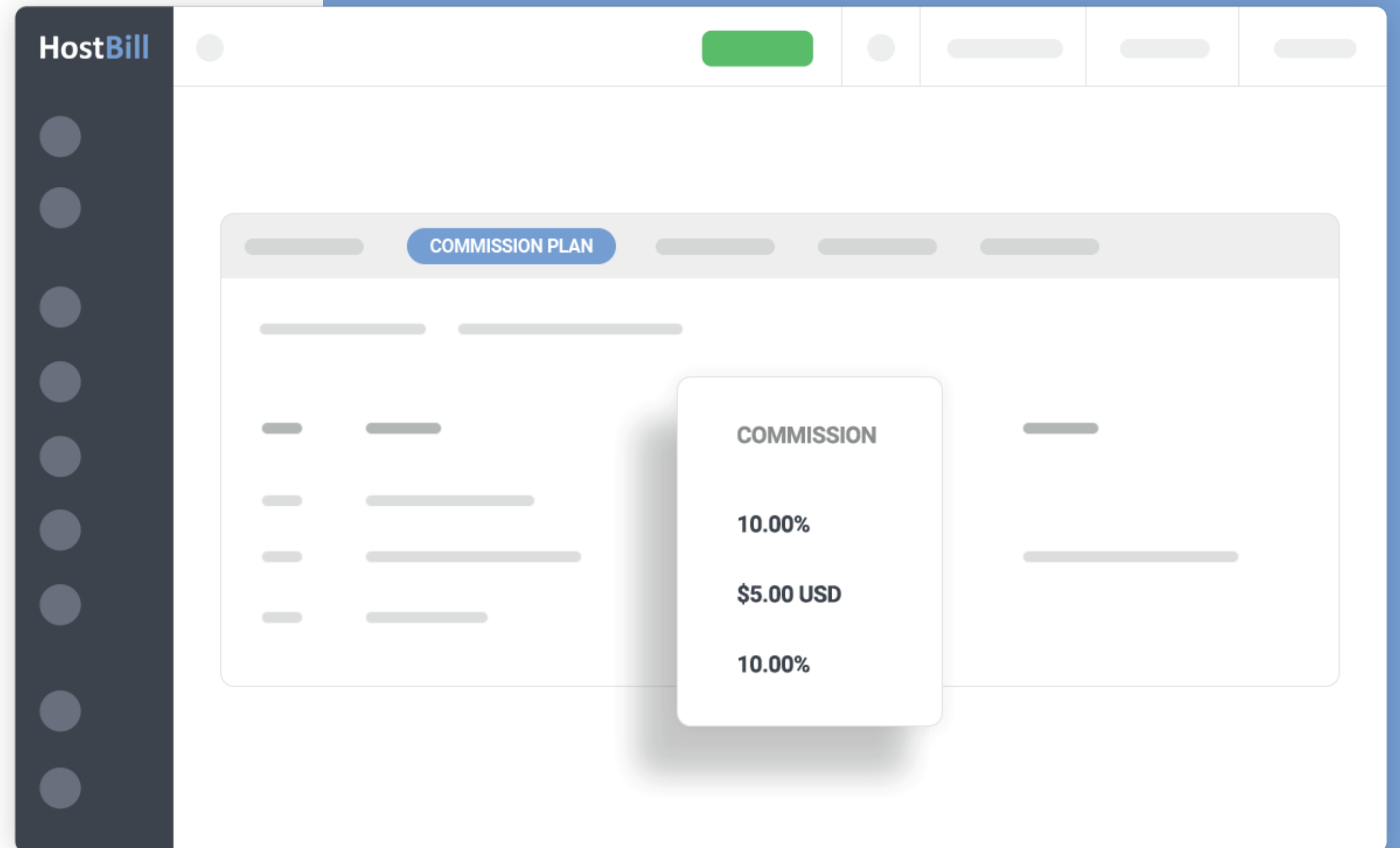
---

Affiliate programs have a major impact on sales in online businesses. Introducing affiliate program in your company could not be easier with HostBill. Our feature-rich Affiliate System plugin is a ready to use solution seamlessly integrated with HostBill billing and automation features, making it completely hassle-free to manage..

Increase your sales, gain more traffic and improve search engine rankings with affiliate program!

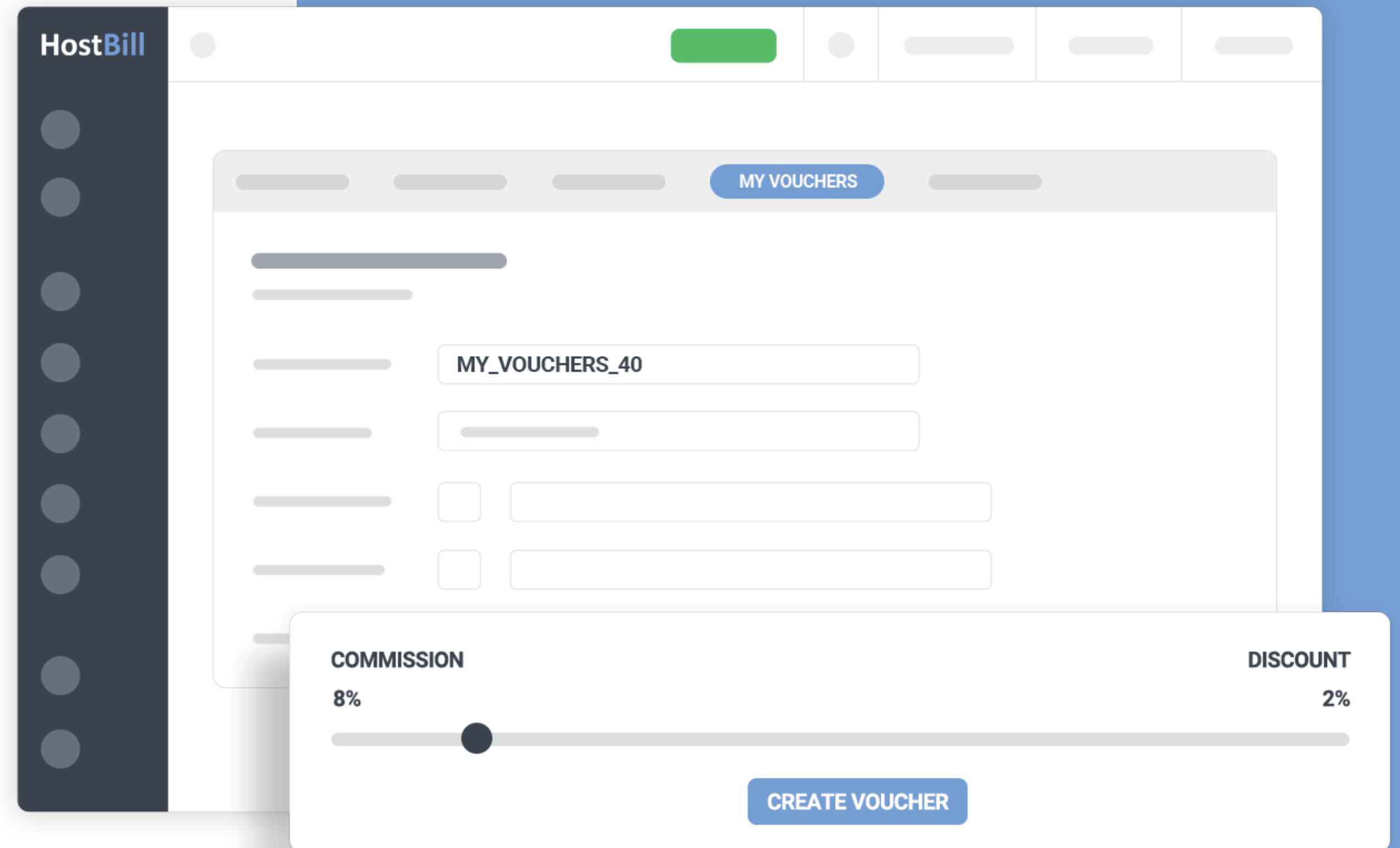
## Create unlimited commission plans

With HostBill Affiliate System module you can create unlimited and flexible commission plans, with various commission rates. The commission rates can be set depending on the product price or service billing cycle, and can be either a fixed price or a percentage. You can also set plans with recurring commissions, so you can affiliate can get paid each time referred customer pays for service. The module gives you the opportunity to delay each commission for approval, to reduce money lost from fraudulent orders. Money earned by affiliates can be used as store-credit with your HostBill.



## Generate affiliate vouchers

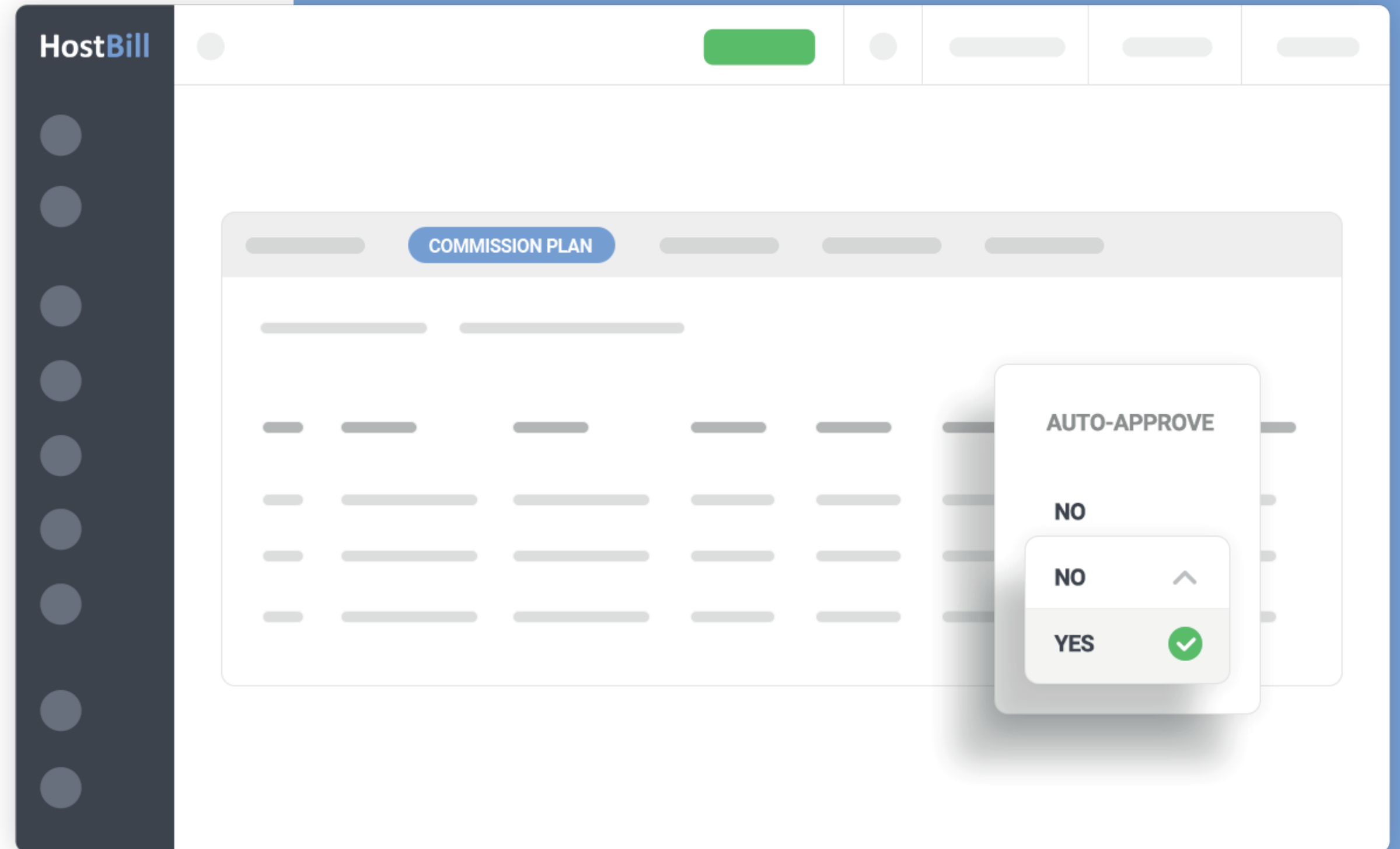
With easy to use Affiliate Vouchers feature your affiliates will be able to generate coupon codes that will give discount to referred sign-ups. Discount comes from your affiliate commission, and its up to affiliate to decide how much money they want to earn from each referred customer. You get a new customer, the affiliate gets commission, and the end customer is happy from the discount received – a win-win situation.





## Automate affiliate program management

HostBill automates the whole process making the affiliate program completely hassle-free part of your business. HostBill will automatically track each sale that came from your affiliate and calculate the commission based on predefined rates. With monthly automated reports your affiliates are up-to-date with their earnings.



---

# Contact

---

Should you have any questions please contact us at <https://hostbillapp.com/contactus/>

HostBill