

## OLD LOGO



## NEW LOGO

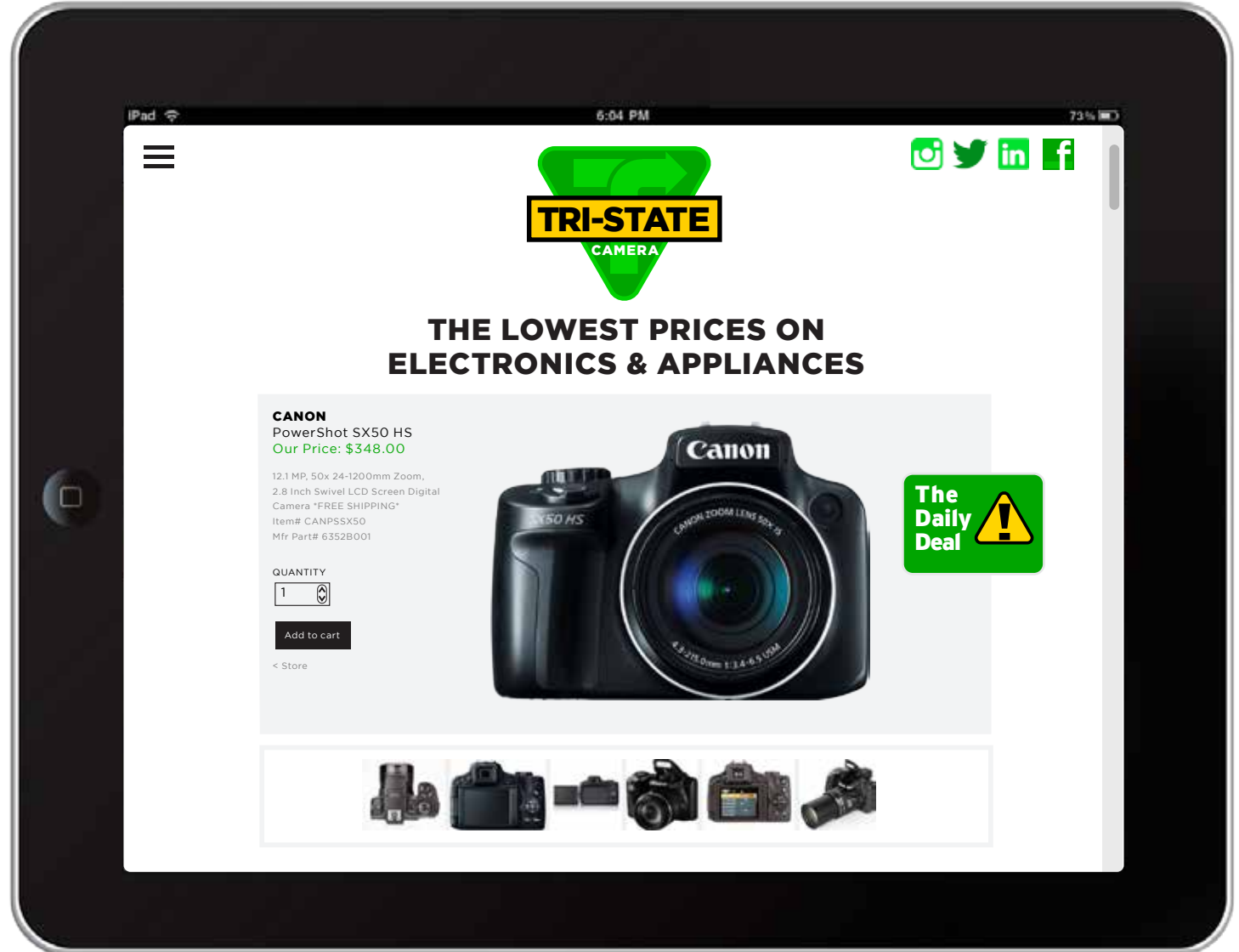
NYDS' COGNITIVE MARKETING STRATEGY TAKES ADVANTAGE NOT ONLY OF VISUAL APPEAL, BUT ALSO INTEGRATES THE MOST EFFECTIVE PSYCHOLOGICAL MARKETING AND ADVERTISING PRINCIPLES.

OUR NOVEL STRATEGY UNIQUELY CRAFTED FOR TRISTATE INCLUDES THE MOST COMMONLY FOUND ENVIRONMENTAL GRAPHICS ALREADY IN-PLACE, SEEN BY MILLIONS OF POTENTIAL CUSTOMERS MULTIPLE TIMES DAILY. THIS DEGREE OF FAMILIARITY GENERATES PEAK COMFORT WITH THE NEW TRISTATE BRANDING, AND FAMILIARITY BREEDS LOYALTY AND PURCHASES.



## LANDING PAGE

- LOGO, NEW TAGLINE, TOP SELLERS
- DAILY DEAL TO APPEAR ON ALL PAGES
- EMAIL SUBSCRIPTION: TO RECEIVE WEEKLY SPECIALS
- FACEBOOK, TWITTER, LINKEDIN, INSTAGRAM...KEY SHARE LINKS
- MORE UNDER CONSIDERATION



## PRODUCT CATEGORY VIEW

- CLEAN, OPEN ARCHITECTURE
- SEO
- TRACKING & SHIPPING
- FULL SITE METRICS

ShipStation and print shipping labels in batch for all major carriers. ShipStation also offers integrations with fulfillment services like Shipwire and Fulfillment By Amazon.

Plug in your Google Analytics for deeper insight of your commerce transactions.

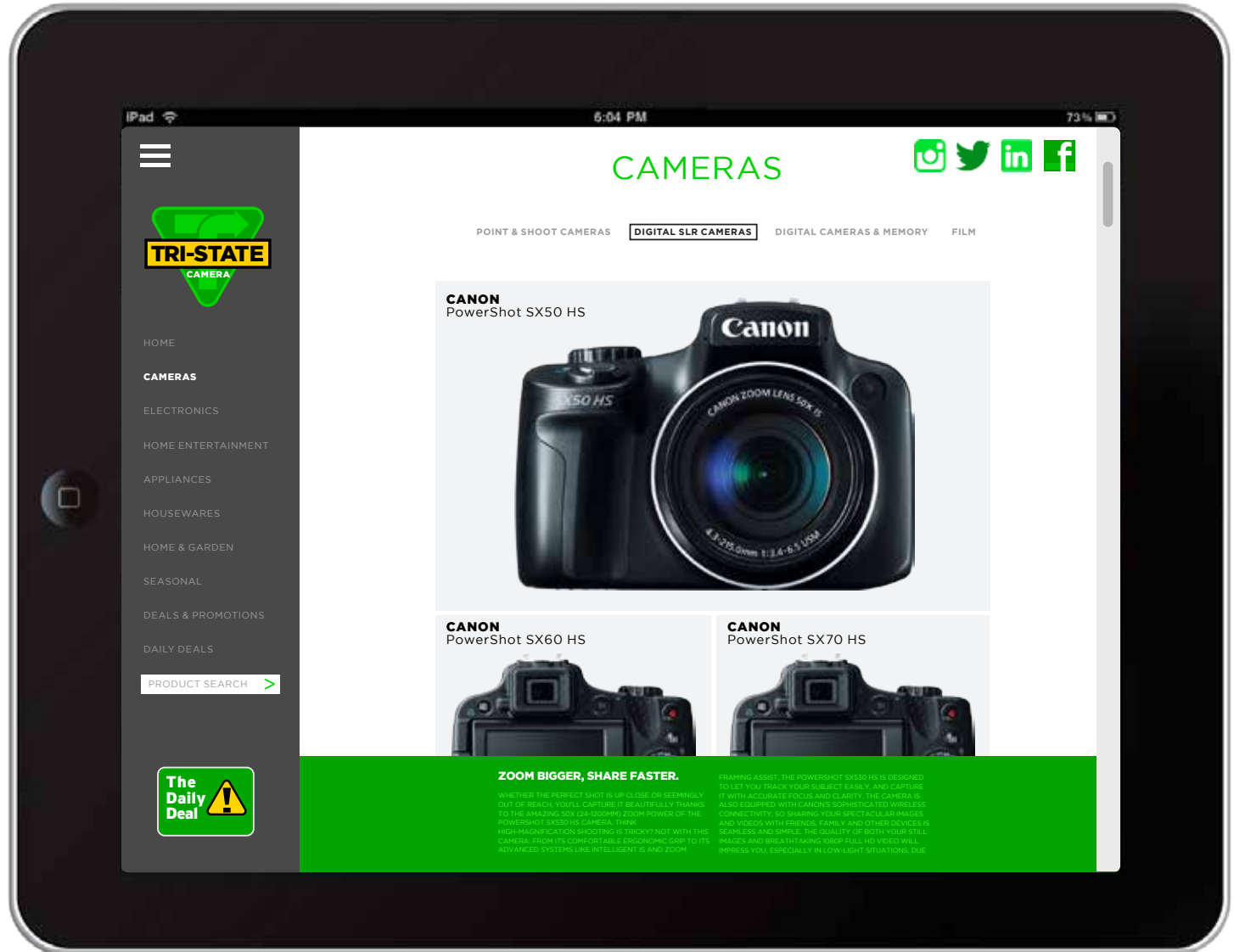
Your customers can sign up for your mailing list during the checkout process.

Order emails to customers can be easily customized.

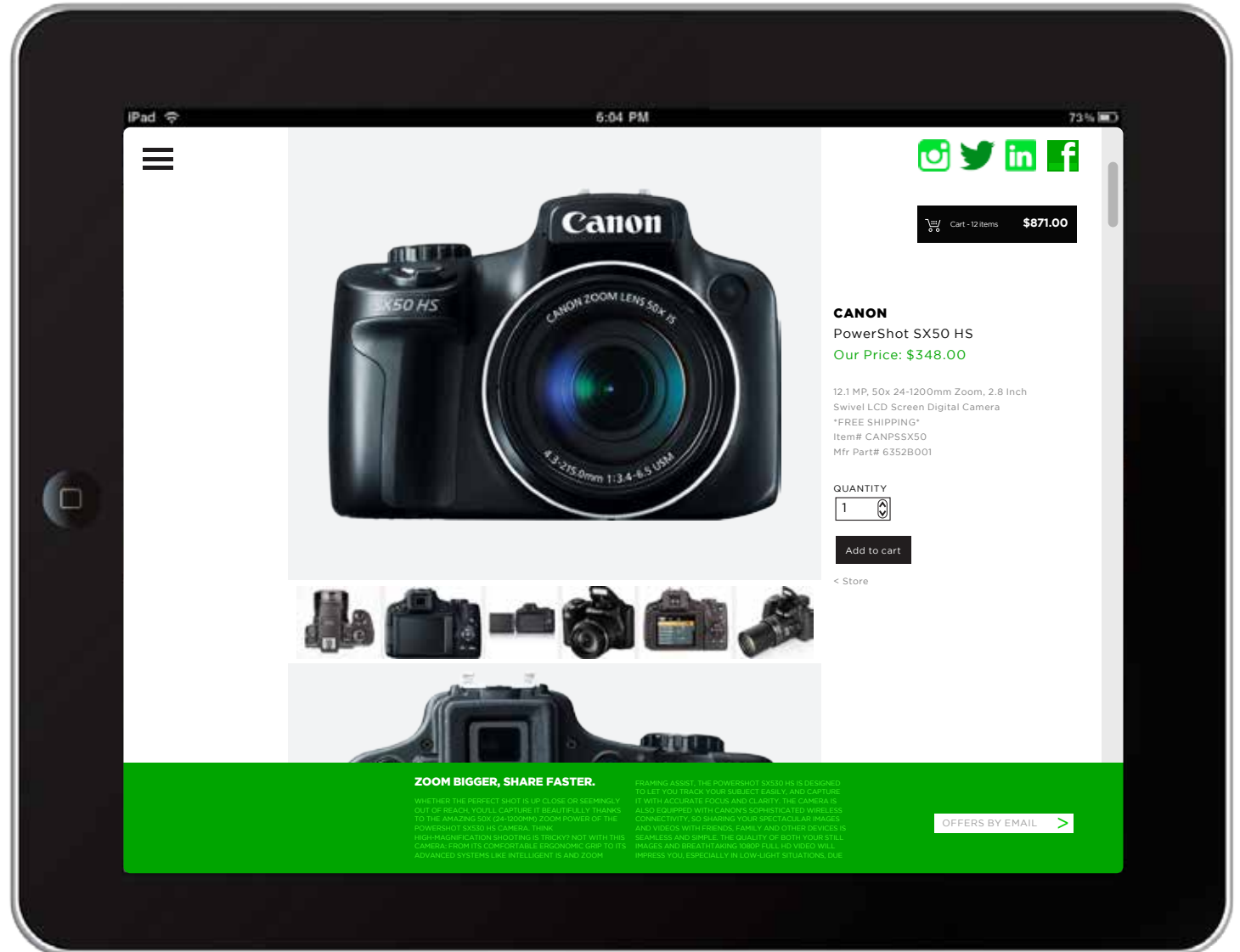
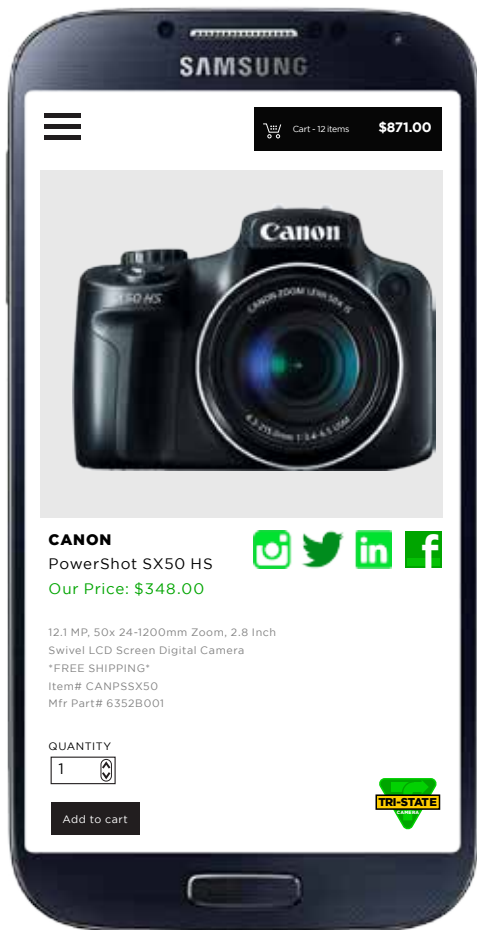
Monitor your Page Views, Visit Counts, and Visitor Counts, including raw, unique, and robot hits. Website statistics are computed every few minutes for a real-time view of your numbers.

PCI compliant. SSL enabled.

Includes all known best practices for SEO without the need for additional plugins.



## PRODUCT PURCHASE PAGE RESPONSIVE SITE



## EMAIL BLASTS & WEBSITE/FACEBOOK PAGE BANNERS TO FOLLOW BRANDING GUIDELINES

