



supadü™
SMART
BOOK

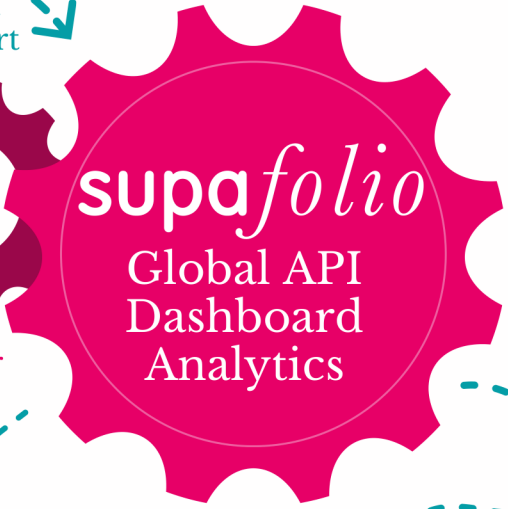
Transform your
marketing website with
a sales-boosting book
collections widget

supadü™

*Market leaders in websites and
eCommerce for publishers*



Catalog &
Data import



Supafolio unifies data for
customer management
and output to website
& marketing tools



Your Supafolio licence gives you access to so much more

Our Supafolio API dynamically feeds live product information to websites, stores, marketing pages and our Supadu Smart Suite. Through the user-friendly Supafolio dashboard, users can edit data in real time and add supplementary data such as audio, video, pdfs and external links.



supadü™
SMART
BOOK

Add book collections with integrated Supadu Smart Buy buttons *anywhere*

Enhance your marketing activity by incorporating our book collections widget onto any webpage. Collection grids are dynamically added through Supafolio API and offer a dynamic Smart Book display on rollover that includes a book summary, price, excerpt and integrated Supadu Smart Buy buttons.

Supadu Smart Buy offers all the features of a fully-functioning eCommerce cart, with live availability checks and notifications.

*Elevate the book-buying experience and
reduce cart abandonment effortlessly.*

supadü™

Add book collection widget onto any webpage

Overlay for Smart Book display, including Supadu Smart Buy buttons

The image shows a screenshot of a website's 'SUMMER BESTSELLERS' section. A grid of book covers is displayed, including 'EVERYONE IS WELCOME', 'GOOD TIMES', 'POLZEATH', 'LIP SERVICE', 'THE BEST GREEN JUICE', and 'JENNY WILLIAMS'. A modal overlay for the book 'LIP SERVICE' by G. BELL is centered on the screen. The overlay includes the book cover, the title, author name, price ('PAPERBACK \$15.99'), a 'BUY NOW' button, and a 'READ AN EXCERPT' button. A pink 'supadu SMART BUY' button with a shopping cart icon is overlaid on the bottom right of the book overlay. Dashed blue arrows point from the text labels to the widget and the overlay.

Perfect for a direct destination marketing site

Dynamically fed from Supafolio API

Where can you add a Supadu Smart Book widget?



Publishers can add this book collection widget to any digital website or marketing page with no eCommerce, such as:

Blog posts

Newsletter campaigns

Marketing websites

Landing pages

3rd party websites

Book clubs

How do Supadu Smart Buy buttons boost sales & improve workflow?

Supadu Smart Buy revolutionizes the book sales process and transforms workflow efficiency for publishers.

Integrated Instant Purchase Capability

Smart Buy's instantaneous purchase capability significantly reduces friction in the buying process, leading to higher sales conversion rates.

Comprehensive eCommerce Features

A robust eCommerce cart, including live availability checks and real-time notifications ensures a smooth and reliable purchasing experience.

Increased Customer Engagement

The ease and convenience of Smart Buy engages customers across various digital touchpoints, driving immediate sales and long-term customer relationships.

Building Anticipation

Smart Buy minimises the chances of cart abandonment by letting customers seamlessly buy a book without multiple purchase steps.

Seamless Workflow Enhancement

Easy integration minimises the effort of publishers to implement the tool across various channels, thus streamlining the sales process and workflow efficiency.

Data-Driven Insights

The tool offers real-time analytics and insights into customer behaviour, enabling publishers to make informed decisions regarding marketing strategies.



*Discover tools to grow your audience,
increase title visibility & drive sales*



supadüTM

*Market leaders in websites and
eCommerce for publishers*

Get in touch to learn more or request a demo

info@supadu.com

www.supadu.com