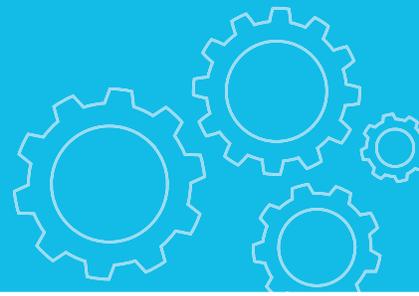




avbmarketing

ALTA ADVANTAGE

HIGH PERFORMANCE
BUSINESS MANAGEMENT
SOLUTION



The Future is Relationship Driven

Mega Group's partnership with AVB Marketing is rooted in our shared commitment to Making Independent Retailers Stronger.

Mega Group and AVB Marketing (AVBM) have joined forces to bring our members exclusive Canadian access to ALTA, AVBM's high performance business management solution. Because it was built by America's industry leader AVBM, ALTA addresses the unique challenges faced by independent retailers in the home goods sector. Fuelled by business and marketing services from Mega Group and AVBM, **ALTA is an advanced and well-developed platform that will support your business, integrated online retail success.**

AVBM is a full-service, not-for-profit marketing team that is entirely dedicated to its members success. Their Sacramento office houses a team of over 170 experts. These in-house resources include experts in strategy, branding, development, web design, merchandising, E-Commerce, SEO, social media, copywriting, blogging, and video production.

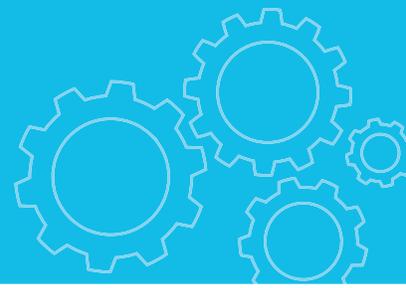
AVBM has opened a Canadian satellite office strategically located within Mega Group's Boucherville office. This alliance unites our two organisations, facilitates collaboration and enhances the support and services to ensure that Canadian retailers experience the full ALTA advantage. The result will be remarkable service and fully bilingual service for all of our valued Canadian members.

Put Mega Group and AVBM's industry experience to work and achieve your business goals.



THE HIGH PERFORMANCE WEBSITE SOLUTION

ALTA is a fast, high performance, mobile optimised website solution integrating current technology with tactical merchandising, engaging content and videos, dynamic search and clear navigation, meaningful design layouts, crisp imagery, and easy checkout; all to create an enhanced consumer experience.



Why ALTA?

Our objective is to provide Mega retailers with the ultimate independent retailer website for our industry. The consistent high quality of AVBM's programs and the support they provide are trusted by thousands of independent retailers who have made AVBM the field's leaders. AVBM leveraged their digital marketing and coveted Google Premier Channel partnership to **optimise ALTA, consistently drive, capture, and convert high volumes of qualified online leads into customers for life.**

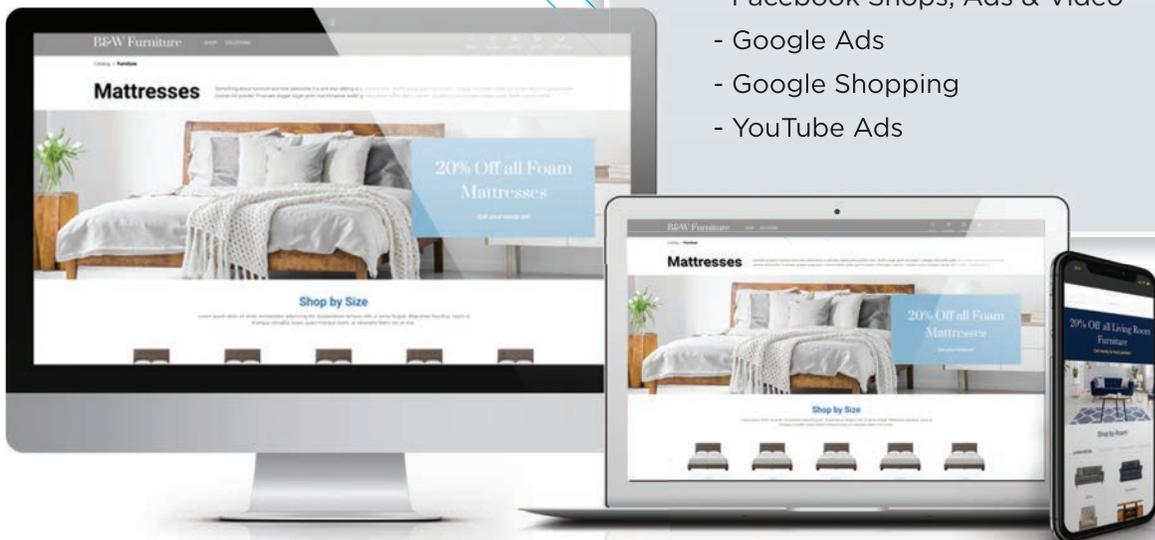
AVBM provides ongoing training and support for retailers so that they **quickly master ALTA's business management tools and obtain the most value** as well as the existing Mega/AVBM assets they use.

From day one, you will work closely with your AVBM Canada account manager to build your website and develop a digital marketing plan that will work best for your business and budget.

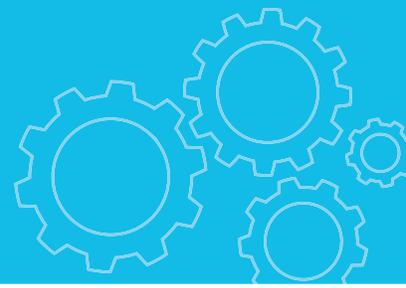
AVBM DIGITAL SERVICES

In addition to the dedicated AVBM Canada team, your business will benefit from direct access to AVBM's powerhouse team headquartered in Sacramento, California.

- Strategy Consultation
- Website Development
- Search Engine Marketing (SEM)
- Social Media Posting
- Content Marketing
- Video Production
- Live Chat
- Paid Search & Social Media Advertising
 - Facebook Shops, Ads & Video
 - Google Ads
 - Google Shopping
 - YouTube Ads



The #1 online marketing tool to reach your local market



Easy for Retailers to Manage Simple for Consumers to Navigate

Consumer expectations and technology evolve at the same breakneck pace and retailers try to keep pace and predict the path their customers will take next. Canadians are also using the web to find and support local businesses because they recognise the numerous benefits that buying local has for their communities and the Canadian economy.

ALTA is built to be the intuitive online retail destination consumers will flock to. Your customers can instantly research products, compare prices and promotions, and **make purchases wherever, whenever, and on whichever device is most convenient at that moment.**

FEATURES & FUNCTIONALITIES OF ALTA



MOBILE FIRST SITE DESIGN

Seamless site formatting and user-friendly experience across devices.



CUSTOM CONTENT

Your ALTA website conveys your unique brand identity and displays your products.



PRODUCT CATALOGUE

Thousands of appliance, electronics, furniture, and mattress brands managed for you.



POS INTEGRATION & MANAGED PRICING

Set it & forget it MAP/PMAP and competitive pricing rules.



E-COMMERCE READY

Convenient one-page checkout, add-ons, and secure payment gateways are mobile compatible for seamless customer experience.



LANDING PAGE DESIGN

Topic specific landing pages increase impact of digital marketing efforts.



LEAD GENERATION

Compelling content and engagement tools generate high volumes of qualified leads & capture their contact details.



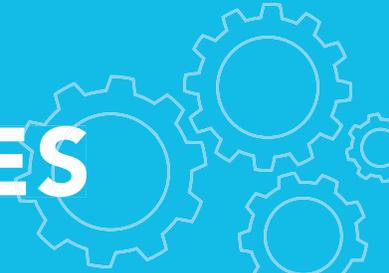
ROBUST SEO

Optimised content and catalogues capture top search rankings and increase website entrances.



REAL TIME REPORTING

Dashboards display up-to-the-minute website and digital marketing performance metrics.



ALTA Advantage

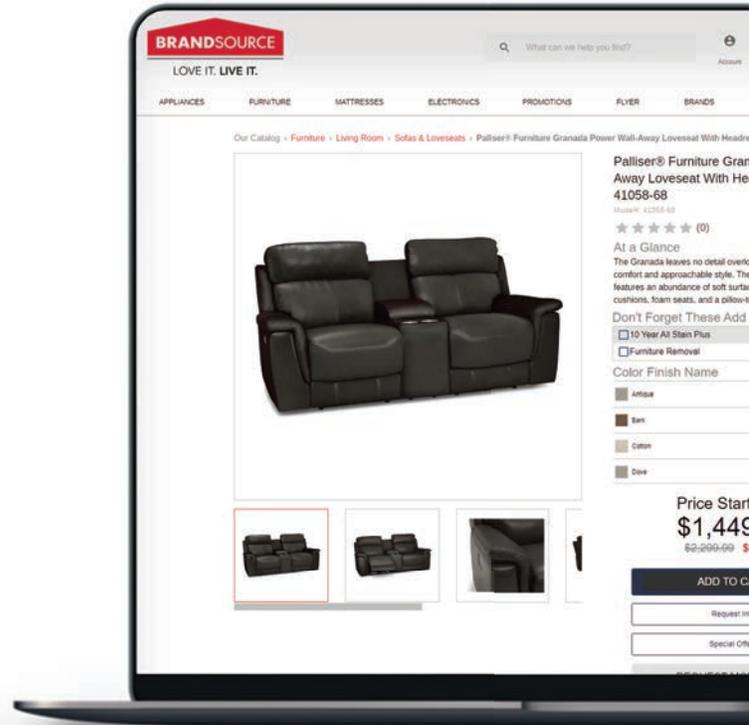
Save time and improve manageability with the numerous LINQ tools at your disposal.

ALTA's admin module, **LINQ**, is a multi-purpose web-based business management tool built to be the key ingredient to the **secret sauce** for independent home goods retailers.

The team at AVB Marketing has built a dynamic and easy-to-manage platform that **make product and price management painless** and streamlines your e-merchandising.

Because technology evolves increasingly rapidly, AVBM upgrades the software every 60-90 days. Unlike the competition, **you will not be charged for system updates to this cloud-based platform.**

In addition to continually improved leading edge technology and the powerful LINQ tools, retailers all value the immense product catalogues. AVBM offers **200,000+ active products** representing **400+ brands**. With over 20 data entry specialists, thousands of products are created and updated daily.



SET IT & FORGET IT AUTOMATED PRICING UPDATES

Save time by using the awesome power of LINQ. Have it manage your products and pricing for you, automatically.

- **Promotional Pricing:** Simply set your parameters in LINQ to automate promotional pricing and buy back valuable time to run your price tags ahead of sales and promotions.
- **Multi-Price Management:** Maintain, review, and set multiple prices and LINQ will automate promotional pricing updates at the stroke of midnight.
- **Automated Laundry Pair Pricing:** New prices and promotions are accurately applied automatically for your laundry pairs.
- **Seamless POS Integration:**



LINQ connects with your store's POS, collects new product and pricing information, and updates your website automatically.

AUTOMATED E-MERCHANDISING

Offer your customers the most competitive prices whenever and wherever they are shopping.

- **Hassle Free SKU Entry:** LINQ automates uploads of new SKUs entered into your master file and adjusts product and pricing information on your website instantaneously. 
- **Set Promotional Prices Sooner:** Set and schedule promotional pricing and ALTA's automated pricing updates will ensure customers can start shopping at the stroke of midnight on sales day. 
- **Always Be Competitive:** Entice customers away from the competition with ALTA's pricing rules which automates price adjustments according to the parameters you set. 

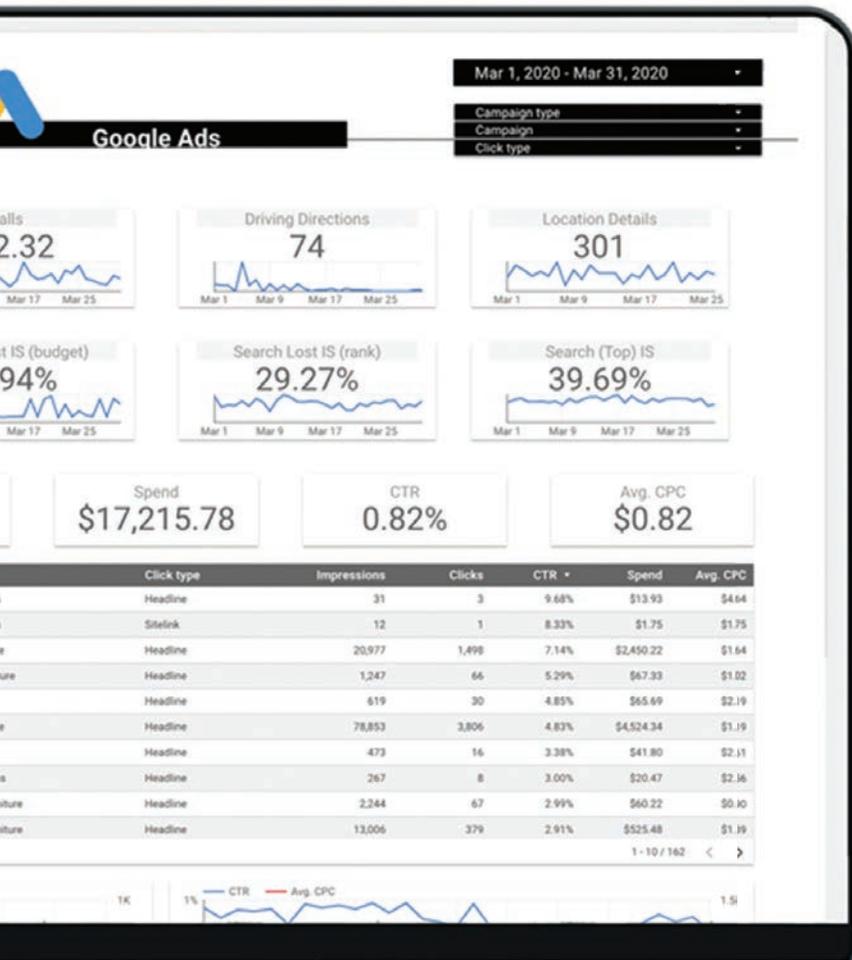


Advance Your Goals

Spend less time doing more with ALTA.

ALTA is more than just a website platform. It is a high-performance multi-purpose tool that lets independent retailers **work smarter, stay competitive, and offer superior customer service.**

ALTA simplifies complex tasks and ensures that your customers get the right information right away. It's intuitive interface is user-friendly and easy to master so you can start saving time sooner.



BETTER DATA, RICHER INSIGHTS

Use this data to develop more impactful strategies, drive higher traffic, and see larger sales from loyal customers.

- 
ALTA is the Key: Unlock a better understanding into the buying behaviours and habits of your customers with real-time web traffic and campaign data.
- 
Benchmark Your Success: ALTA tracks traffic, engagement, and sales data and see how you stack-up month over month, year over year, and sector-wide.
- 
Gain Digital Confidence: With ALTA, you will have the time, tools, and tech support to try new social media strategies. Track your stats and see your social media success in real time.



MASTER ONLINE MERCHANDISING

Easily manage and personalize your product catalogue with powerful and flexible LINQ tools.

- 
Configure Custom SKUs: Structure and scale your product references, and synchronise inventory levels to streamline multichannel fulfillment.
- 
Manage Product Catalogues: Manage discontinued SKUs and end customer frustration.
- Control Custom Catalogue Creation:** Create personalised catalogue and include your own images, text, and custom SKUs.
- Manage Product Views:** Quickly configure product views and highlight featured products, items on sale, or in-stock merchandise with effective promotional flags.

Offer a Better Consumer Journey

Unrivaled service, selection, and convenience close to home.

The competitive prices and seamless, local shopping experience enjoyed by customers are made possible by the experience and expertise you see in every facet of your collaboration with the AVBM team.

With ALTA, the Consumer Journey is a seamless, memorable experience that will attract new business and keep loyal customers coming back time and again.

IMPROVE THE PATH TO PURCHASE

ALTA leads consumers on their journey and through your digital doors.



1

AWARENESS

Robust **SEO** helps customers find you faster.



2

CONSIDERATION

Easily **search** and browse beautiful items in your **custom catalogues**.



3

EVALUATION

The selections customers **search and compare** are always competitively priced.



5

FULFILLMENT

Delivery or pick-up, collection is convenient when **customers choice fulfillment**.



4

PURCHASE

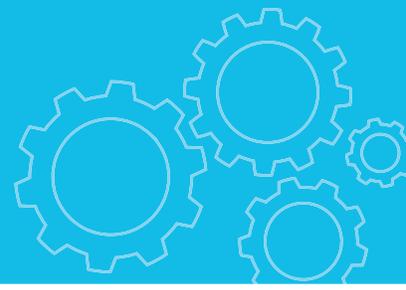
Seamless and secure single-page checkout features add-on suggestions and multiple payment gateways.



6

DELIGHT

Delighted customers **rate and review** products for new shoppers to consider during their own Buyer's Journey.



Advance with ALTA

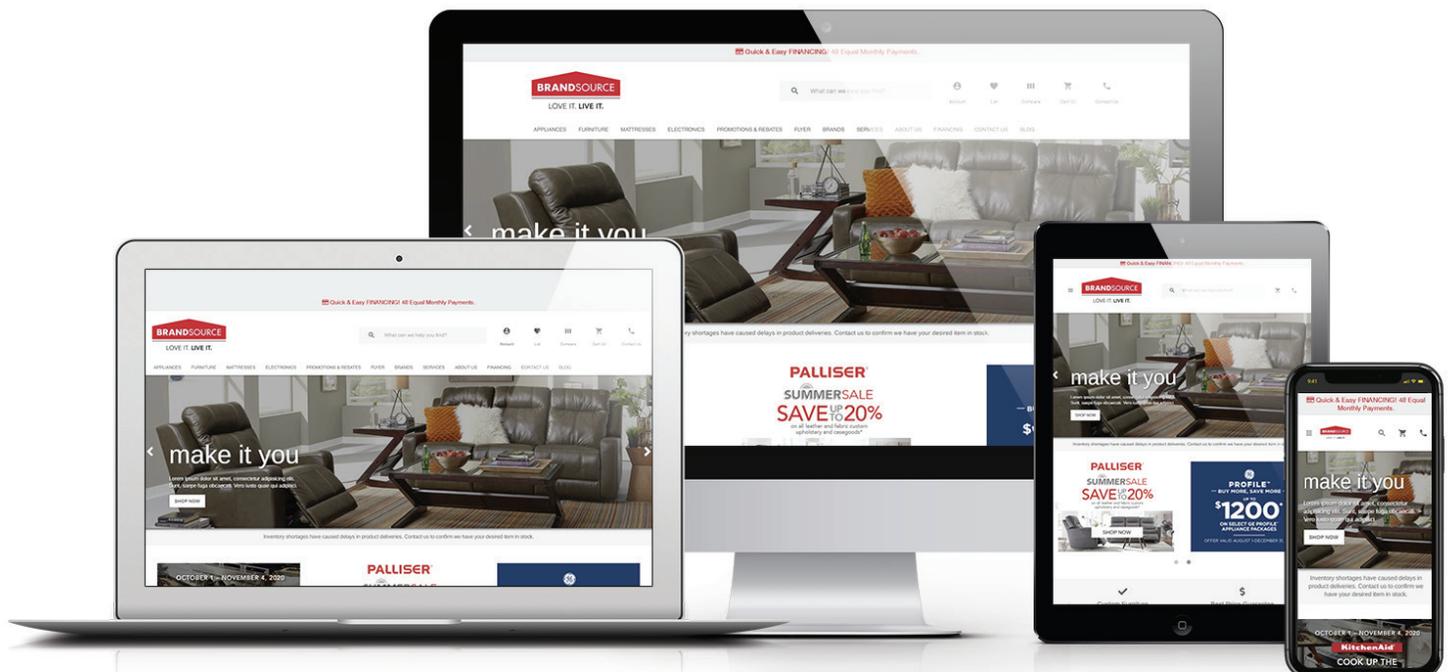
ALTA delivers high value omnichannel customers by providing them with streamlined click-and-mortar shopping.

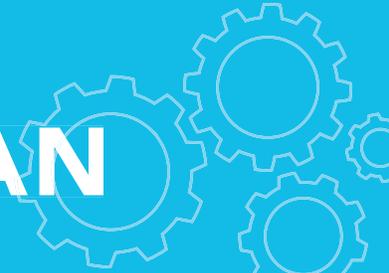
To capture and convert today's connected consumer, it is imperative that their shopping experience is optimised, personalised, and seamlessly integrated with your digital brand experience.

To achieve this, retailers require scalable, tailored technology that effortlessly maintain accurate pricing and inventory information and captures insights from every corner of their business.

ALTA opens doors to omnichannel opportunity.

- POS integration ensures prices and inventory are accurate and consistent online and in-store.
- Detailed Product Information including descriptions, videos, and customer reviews help customers narrow down their search without ever leaving your site.
- Customers use the IoT (Internet of Things) to explore product configurations in-store with tech-enabled endless aisle like AVBM's KIOSQ.
- Mobile first formatting ensures perfect product display across devices.





What’s the plan to integrate my current website to the new ALTA website platform?

Your website transition will be seamless and handled with expert care and precision by a dedicated team of experts from AVB Marketing and Mega Digital Services, who will oversee the retailer website transition process.

What’s my role in the website transition process?

Simply ensure that your store information and product details are up-to-date, and we will take care of the rest.

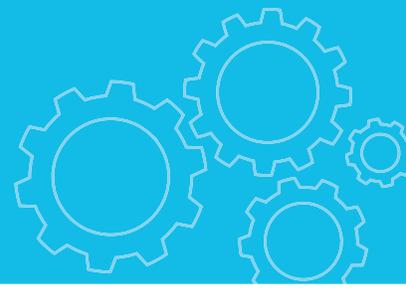
1. Update your store and staff images
2. Update your story/history
3. Review your business hours
4. Update your brands and product catalogue

What are the steps in the transition to the new ALTA website platform?

Mega Digital Services and AVBM will oversee the retailer website transition process, which can be broken down into two major components.

YOUR WEBSITE TRANSITION

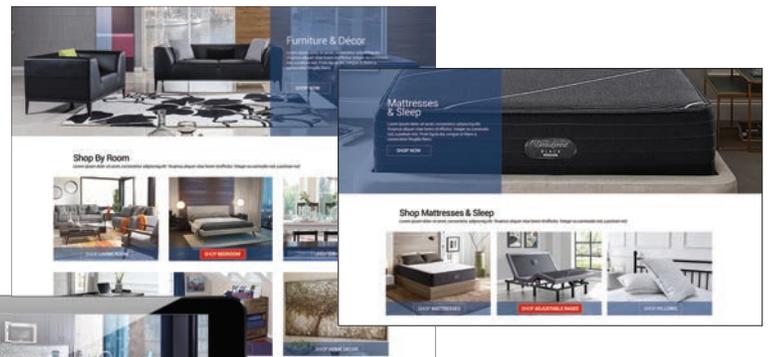
	STEP	TIME FRAME
1	Build out retailer website	Nov/Dec 2020
2	Individual retailer website review	Jan/Feb 2021
3	Update retailer website	Jan/Feb 2021
4	Retailer ALTA website & LINQ Training	2 Weeks to Launch
5	Update retailer website catalogue	Jan/Feb 2021
6	Update promotions and pricing	1 Week to Launch
7	Connect POS and E-Commerce payment gateways (as needed)	Q1 2021
8	Launch retailer website	Mar 2021



Enjoy the ALTA ADVANTAGE

Experience the leading ALTA business management solution to help further build your online presence with a streamlined click and mortar shopping.

1. Engaging and personalized website design that reflects your business.
2. Seamless transition from your current website.
3. Full product catalogues complete with videos and reviews and optional personalized catalogues.
4. Easy to manage and mobile friendly admin module (LINQ) to more easily manage your website.
5. Delight your consumers with simple website navigation.
6. Fully integrated marketing and digital marketing complete with promotional landing pages.
7. E-Commerce ready complete with a cart that's mobile friendly simple to navigate.
8. Integrations for POS, payment gateway, consumer financing and digital price tags.
9. Merchandise your website like a pro to convert more shoppers.
10. Advanced Search Engine Optimization that will help more consumers find your site online.
11. Future proof website with new development and features every 60-90 days.
12. Discontinued SKU management to save you time and consumer frustration.



SIGN UP FOR THE LEADING WEBSITE SOLUTION!