

EXPERIENCE BUILDER FEATURE LIST

1. Low-Code Site Management & Configuration

- Platform-hosted, low to no-code website builder
- In-line content editing with real-time preview
- Rapid site updates—publish changes in minutes, not weeks
- Marketing teams empowered to manage and update sites without IT bottlenecks
- Customizable shopping and checkout experiences
- Modular page and product templates
- Theme and layout configuration without coding

2. Optimized Shopping & Conversion Tools

- Streamlined cart and checkout flows for reduced friction and higher conversions
- Persistent and shareable carts with abandoned cart remarketing
- AI-powered distributor tools integrated into the shopping experience
- Optimized site performance with fast load times, global caching, and reliable uptime

3. Market Agility & Global Expansion Capabilities

- Market Configuration for global reach with local control
- Rapid product launches and promotional campaign rollouts
- Localized experiences per market or region
- Consistent global brand presence with flexible local customization
- Supports enterprise-level complexity and market expansion

4. Direct Selling-Specific Features

- Seamless integration with Exigo's commission engine
- Integrated AI-powered distributor tools
- Real-time synchronization of products, commissions, and customer data
- Designed specifically for direct selling businesses to drive distributor success
- Persistent cart and shopping experiences tied to distributor tracking
- Eliminates need for separate e-commerce platforms like

Shopify or BigCommerce, solving data sync and control challenges

5. Data, Insights & Performance Optimization

- Real-time insights into customer behavior and sales trends
- Full data visibility with all transaction and customer data retained within Exigo
- Supports smarter business strategies through data-driven decisions
- Optimized site code and architecture for fast performance globally

6. Scalability, Security & Unified Platform Benefits

- Part of the unified Exigo platform and ecosystem
- Seamless integration with Exigo's back office and field tools
- Reduces complexity and eliminates disconnected tech silos
- Scalable to support growing businesses and enterprise complexity
- Centralized hosting for reduced IT costs and operational efficiency
- Enhanced security with Exigo-managed infrastructure

7. Extensibility

Order Calculation SDK

Customize tax, shipping, and business logic calculations

Jobs SDK

Automate data workflows for third-party logistics, shipping, and operational systems with secure ETL (Extract, Transform, Load) capabilities.

Money In SDK

Easily integrate with your preferred payment processors and merchant providers to support seamless transactions.

API SDK (Middleware Layer)

Enable market-specific customizations, including e-invoicing, government registrations, and localized business logic, through a flexible middleware framework.

ENGAGE FEATURE LIST

Personalized Field Experience

- Custom-branded mobile app for your company
- Personalized user experience based on distributor profile, market, and status

Commerce & Ordering

- Mobile-optimized product catalog and ordering
- Secure checkout with integrated payment options
- Real-time order status and tracking

Field Communication & Engagement

- Targeted push notifications and announcements
- In-app messaging and alerts
- Event promotion and registration

Training & Onboarding

- Integrated training modules and resources
- New distributor onboarding experience

- Quick access to policies, tools, and FAQs

Business Management Tools

- Real-time dashboard with key business metrics
- Personalized sales and commission tracking
- Downline management and genealogy view

Social Sharing & Prospecting

- Shareable marketing assets and tools
- Lead capture and tracking
- Integration with social platforms

Market Flexibility

- Supports multiple languages and currencies
- Market-specific content and configurations

Security & Compliance

- Enterprise-grade security protocols
- GDPR, PCI, and regulatory compliance support

