Appendix no. 1 to the Order Form (Essentials) - List of functionalities

1. ESSENTIAL core

- Ecommerce Dashboard
- Business Dashboards (marketing, revenue, etc.)
- Workflow
- Workflow Generator
- System
    - Account Details (Per-user permissions)
    - Activity log (Audit log)
    - Support tickets
    - Login policy
    - 2FA (TOTP)
    - Content Repository (export files)
    - Image gallery
- Integration
    - API
    - Monitoring Code
    - Integrations
    - Product Catalogs & Feeds
    - Callbacks
    - AI Sidekick - XML tool
- Contacts (CDP)
- Contact Import
- Contact Export
- Custom properties
- Manage leads
- Contacts in sales funnels
- AdHoc Rules
- Segmentation Center
- AI Sidekick Segmentation assistant
- Google Analytics
- Sales funnel analytics
- Automation Processes (Scoring)
- Email Design Studio
    - Standard options
- Ready-made email templates
- Email Marketing A/B Tests
- Sent Email Analytics
- AI Sidekick Email assistant
- Workflow Email Analytics
- Email Marketing settings
    - Sender accounts
    - Bot filtering
    - Subscription confirmation languages
    - Priority management
    - Sending settings

- ○ Unsubscribe page
- Recommendation Architect Express
- Recommendation Library
- Recommendation Scenarios:
  - ○ Static - manual selection of products

2. Increase your lead capture with customizable forms and pop-ups

- Web Engagement Studio: Landing pages
- Web Engagement Studio: Forms
- Pop-ups
- AI Sidekick Custom Modal Designer assistant

3. Recover lost sales and increase conversion & re-engagement with automated abandoned cart engagement

- Recommendation Scenarios:
  - ○ Scenarios: Behavioral (Abandoned card, Recently viewed - need to be turned off
- AI Recommendation Architect assistant

4. Boost engagement and drive conversions with personalized, real-time web push notifications

- Web Push consents
- Mass Web Push
- AI Sidekick Web Push assistant