

## Shopatron launches ecommerce solution

**In this troubling economy, many etailers are considering costly upgrades to their existing online hubs; upgrades that could set them back because consumers aren't buying as many goods. A new solution from Shopatron could change that by offering etailers the ability to offer real time information without costly upgrades.**

by [Kristina Knight](#)

The [Coex Freedom Platform](#) allows etailers to accept online orders, offer shipping options or local pick up from their existing portals. There are also ship-to-store options and the ability for etailers to become order fulfillment partners with manufacturers, opening another sales arena that etailers might not otherwise be able to open.

Why are upgraded shopping and shipping options a must have for today's consumer? Because of consumers' restricted budgets, busy schedules and, of course, the upcoming holiday shopping season.

According to a recent Harris Interactive poll about 32% of online shoppers have picked up an order in-store; the majority of these shoppers prefer the in-store pickup because there are no shipping fees associated with the order. In-store pickup is becoming more popular with retailers, too, because many have found that shoppers will come into their store to pick up the ordered item but will also impulsively buy between \$50 and \$100 in extra merchandise; many of these "extras" are items that can be used in coordination with the item ordered online.

**Tags:** [ecommerce](#), [etailing](#), [in-store pickup](#), [online shopping](#)

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