

Developer's Corner

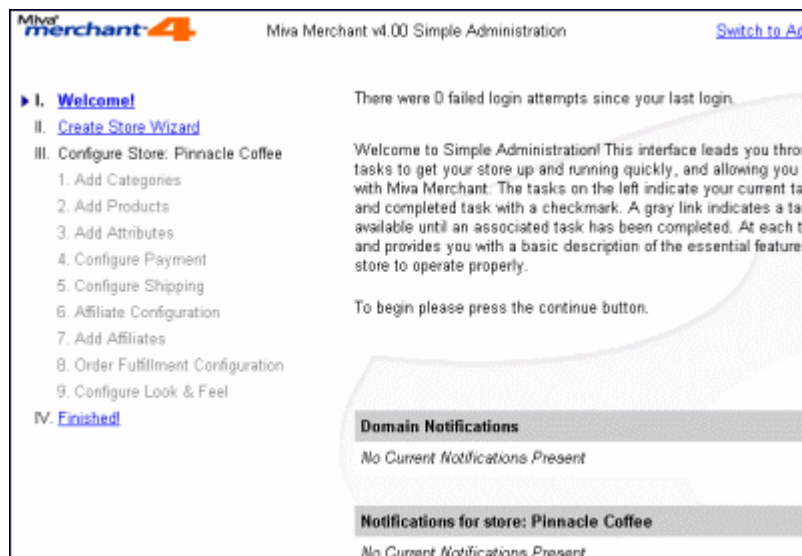
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Miva Merchant 4

ValueWeb is pleased to offer free upgrades to Miva Merchant 4 to all our Commerce level and higher customers, as well as free to all new customers at the Commerce level or higher. Many consider Miva to be the premier shopping cart package available today, and Miva Merchant 4 provides even more features for your needs.

Simple Administration

If you're issued a Miva Merchant user license, the first thing you'll notice when logging on to the version 4 store is the new Simple Administration interface, which will guide you step-by-step through the process of creating your store.



Although you have the option of switching to the traditional Miva administrative look-and-feel, Simple Administration makes it easy to focus on how to grow your business rather than how to set up your website.

New Main Page Statistics

The next thing you'll notice is that Miva Merchant 4 displays new statistics on the administration pages. These will provide you access to information on:

- Hits
- Visits
- Orders
- Revenue
- Products Sold
- Best Sellers

Store Name: Pinnacle Coffee	
Store Notifications No Current Notifications Present	Statistics Reset Statistics Last Reset on: 10/16/2001 Hits: 305 Visits: 45 Orders: 12 Revenue: 1509.45 Products Sold: 15 Best Sellers Cafe Mocha Latte: 15

You can use the statistics found here to easily track your business and identify areas that need attention, as well as areas that are performing well.

Affiliate Program

If you've ever been to some of the larger web retailers like Amazon.com and Ebay, you've likely noticed that they offer something called **Affiliate Programs**. These programs are the web equivalent of *"I'll scratch your back, you scratch mine."* They allow small website operators to sign up with the major retailer and link back to them using a special affiliate code – they can even link to specific products. Then, when someone either visits the major site using this link or purchases something after clicking through from the affiliate site, the retailer will offer some sort of kickback (usually cash) to the affiliate. This program offers free advertising and wide exposure for the major retailer, while providing the smaller website with the opportunity to earn money from the partnership. This type of affiliate program usually required complex programs on the merchants end, but with Miva Merchant 4 you can easily offer an Affiliate program for your store just like the Big Boys.

Affiliate Configuration	
Options	Lost Password Email Affiliates Affiliate Email Notification
	MM4J Header & Footer MM4J Affiliate Login
	<input checked="" type="checkbox"/> Activate Affiliate Program
Default Application Status:	Approved
Default Commission Per Referral (hit):	0.0001
Default Commission Percent of Order:	5.00
Default Commission Flat Fee Per Order:	0.50
Payout Threshold:	50.00
Link Image:	
Link Text:	Pinnacle Coffee
Terms:	Enter Terms Here.

Miva Merchant 4 allows you to create an affiliate program where you determine commissions based on traffic, purchases or both. Your store will automatically calculate payout reports that you can see and commissions reports that your affiliates will have access to.

Commissions:	
Application Status:	Approved
Commission:	0.0001 per referral 5% per sale See Terms Below
Current Earnings:	\$0.00
Last Payment:	None
Payment Date:	None

Inventory Tracking

Another helpful feature in Miva Merchant 4 is a comprehensive inventory system, featuring an optional quantity field, which allows you to accurately track the quantity of each of your products.

In addition to tracking your stock levels, you'll be able to configure custom "Low Stock" and "Out Of Stock" messages to display to your customers, or if you prefer, Miva Merchant can hide any *Out Of Stock* items from your visitors' searches. Plus, your store will even e-mail you with notifications of low stock or out of stock products.

But Wait ... There's More

Although we've detailed the highpoints of Miva Merchant 4, once you begin to use it, you'll find there are a number of other great features included with this release. Attribute templates, price percentage table shipping and user interface enhancements to the administration pages are just a couple more of the reasons we're certain you'll be just as excited about this new release as we are. And since, for a limited time, it's a free upgrade to our existing Commerce hosting level and higher Miva customers, the price is a bargain.

To Upgrade or install Miva Merchant 4, just visit your [control panel](#), click **Site Utilities** and then click **Miva Tools**.

For important upgrade information about the, [click here](#).