

EBOOK

# Checklist for creating Instant catalog with Sales Layer

# What is an Instant Catalog?

Instant Catalogs are a feature available for Premium and Enterprise accounts at Sales Layer.

Aside from all the other advantages of centralizing your product information onto one single platform with PIM from Sales Layer, Instant Catalogs allow you to create **microsites** or websites with whatever product content you choose.

**Easy to create and even easier to share** with your network of partners, distributors, retailers or customers, in private or public mode.

## Steps for creating an instant catalog in Sales Layer

Select Instant Catalog in the Sales Layer connector store.

Generate an URL for your instant catalog in the Settings tab. Here you will have more options for configuring the connector, as with the other connectors offered by Sales Layer.

Add your company logo to the top of your catalog to personalize your microsite.

Choose the information and product fields that you'd like to add to your instant catalog. You'll be able to create the instant catalog even quicker if you use the formulas enabled by Sales Layer.

Finish adding the final touches to your catalog on the Details tab: page title, image field, etc.

# Why are Instant Catalogs the perfect new sales tool?

## ✓ **Better and faster communication**

Imagine being able to share a new personalized collection or product selection in a matter of minutes. You won't need to wait several days for your design department and you'll be able to respond quickly to the needs of your sales network and the launches from your marketing team.

## ✓ **Improved brand image**

Instant Catalogs can be fully personalized: you choose the products and the type of information you want to include, and share them with the peace of mind that the content will be complete and free of errors.

## ✓ **Personalized experience**

The extra features of the Instant Catalogs allow you to create corporate microsites that reflect your company's image and enable customers to interact with the content that they need, when they need it.

## ✓ **Fast launches**

A quick time-to-market is easier to achieve with fast catalogs. Instant Catalogs are an essential tool for sharing seasonal releases, capsule collections or personalized selections from your catalog with a client or partner in just the click of a button.

## **Impact on sales conversion rates**

✓ We know that quality product information has a direct impact on customer perception, and therefore, on sales. Your Instant Catalogs will be professional, clear and easy to browse, thus offering a buying experience that will translate into an increase and improvement in results.



# Like the sound of Instant Catalogs?

Well wait until you discover the Extended version...

- Customizable URL.
- Multi-currency mode.
- Configurable fields (categories, products and variants) for your catalog's search engine.
- Option for recording online orders.
- Unit option when adding a product to the shopping cart.
- Option for adding and deactivating fields on the order form.
- Emails containing details of orders placed.
- Option for private mode and restricted access with a password.
- Possibility to choose for your catalog to not appear indexed in search engines.
- JavaScript code for analytical monitoring.

There is something even more instant than our catalogs: try them for yourself now, with a 30-day free trial. Order it [here](#) or request [a personalized demo](#) with one of our specialists, if you'd like more information.



**WELCOME TO THE ERA  
OF CREATING QUALITY  
CATALOGS IN A SPLIT  
SECOND**



