

USER MANUAL GUIDE

Start Selling Online with Builderfly

www.builderfly.com/

Version 2.0 | July 2021

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Builderfly All-in-One Ecommerce Platform for Your Online Business Needs

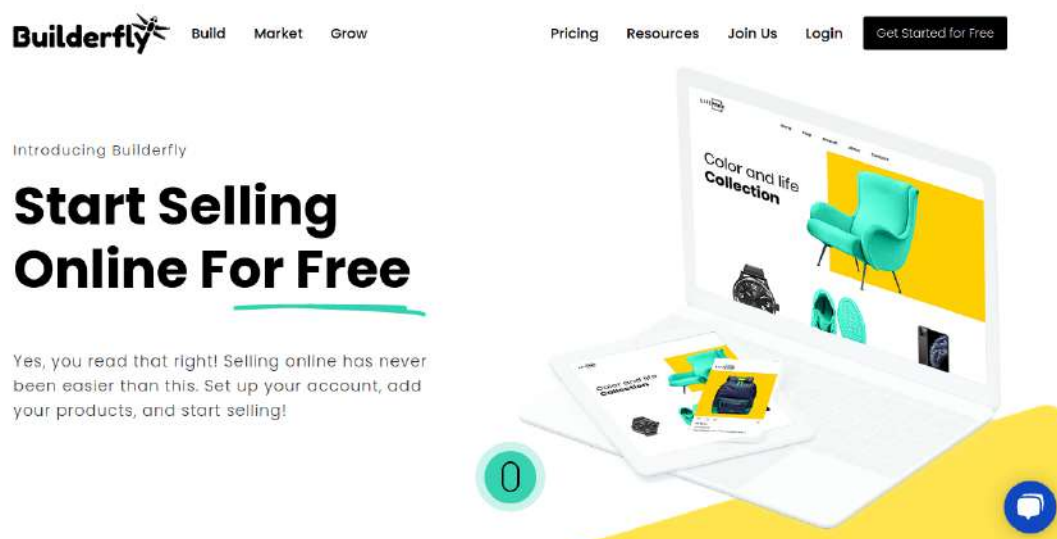
A Comprehensive User Guide

INTRODUCTION

Builderfly is India's first go-online platform dedicated to everyone out there who wants to start an online business.

It is a DIY ecommerce platform that supports your dream of owning a business. You can use its potentiality to build, market, & grow your online business without any hassles. Start your entrepreneurial journey for FREE with Builderfly & transform your living.

The users can create their online store, design and launch a mobile app of their own, promote their business to get better market exposure, and link their sales channels to diversify growth opportunities. Moreover, users can start a reselling business & generate a new source of income. Most importantly, using our powerful tools, users can manage and grow their ecommerce business beyond imagination.



GETTING STARTED

To kick start this journey of online business, the user needs to register oneself on Builderfly.

It's quick and easy.

REGISTRATION

1. Click on 'Get Started for Free' on the top right corner of the website.
2. On the 'Sign Up' page, provide the following details:
 - a. Business Name/Store Name
 - b. Valid email address
 - c. Set a strong password

Note: Your store name or business name can be alphabetical or alphanumeric. You can not add any special characters or space to it. The name you will use here will be the link to your online store. Once assigned, you won't be able to change it later unless you link your personal domain to your store.

3. You can skip the manual process of registration and create your store in a single click by opting for:
 - a. **Sign Up with Facebook** to create an account through your Facebook profile.
 - b. **Sign Up with Google** to login via Gmail directly.



Sell online with Builderfly

Selling online has never been easier than this. Set up your account, add your products, and start selling!



Already have Account?

SIGN IN

Create your **Builderfly** Account

Business Name (For creating unique store URL)

Business Name: .mybuilderfly.com

Email ID

xyz@abc.com

Password

8+ Characters

Show

Get Started

OR

Sign Up with Facebook

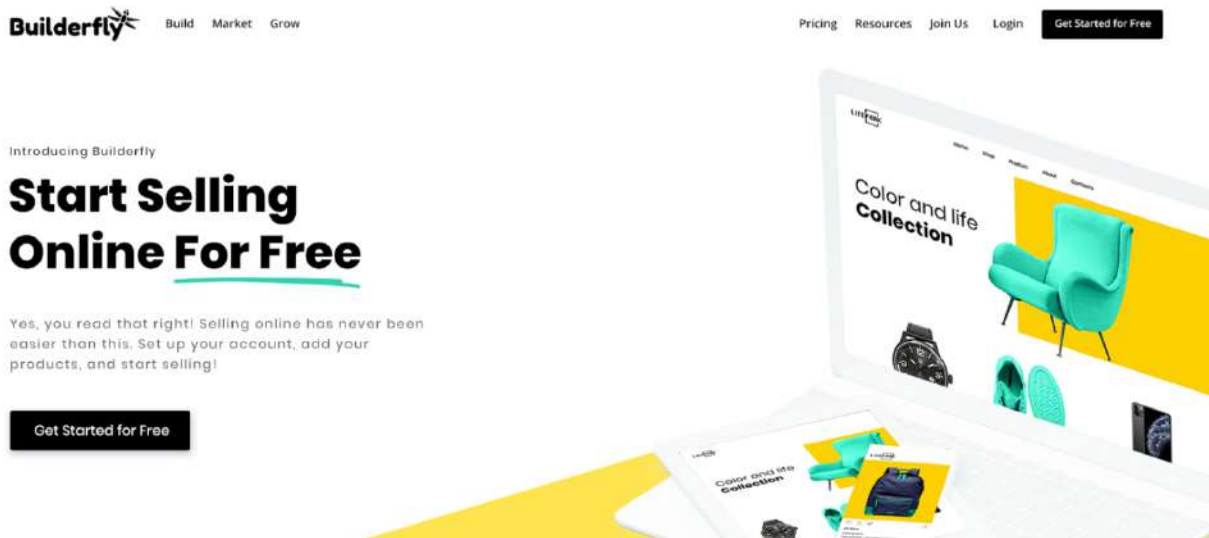
Sign Up with Google

© Builderfly [Terms of Use](#) and [Privacy Policy](#).

Congratulations! Your Builderfly account is ready. You can start filling in details or come back later. If you choose to come later, you need to Sign In to your store.

LOGIN/SIGN IN

To sign in your Builderfly account, click on 'Login' on our website.



You can login to your account using your store's registered mail address and password. If you've registered via your Facebook/ Google account, you can login by choosing the options just in a click.

The image displays the Builderfly login form. It is titled 'Sign in to your Account!'. There are two input fields: 'Email ID' with the placeholder 'xyz@abc.com' and 'Password' with a masked input '*****'. A link 'Forgot your password?' is located next to the password field. Below the inputs is a yellow 'Get Started' button. Underneath the button is a light blue section containing two social login options: 'Sign in with Facebook' and 'Sign in with Google'. At the bottom of the form, there is a copyright notice: '© Builderfly Terms of Use and Privacy Policy.'

RESTORE PASSWORD

1. Click the link 'Forgot Password' button below the password column.
2. Enter the registered email address on the 'Reset Password' page.



Sell online with Builderfly

Selling online has never been easier than this. Set up your account, add your products, and start selling!



Already have Account?

SIGN UP

Reset Password

E-mail Address

xyz@abc.com

Reset Password

or

Create New Builderfly Account

Sign In

© Builderfly [Terms of Use](#) and [Privacy Policy](#).

3. Click on 'Reset Password.'
4. Once submitted, you will receive a link to set a password on your registered email address.
5. Follow the link to reset the password.
6. Enter your new password.
7. Re-enter the password.
8. Once the new password is entered, click on the 'Reset a Password' button to get access.

Note: Keep your password at least eight digits long. It must be a combination of alphabets, numbers, and special characters to keep it strong.

DASHBOARD

After completing the first stage of registration, we will take you to your Builderfly dashboard. Complete your remaining stages of registration to unlock all the powerful features of the Builderfly ecommerce platform.

Step: 1

If you have products to sell online, select 'Yes'. If you don't have any products, still like to start an online business, select 'No'. We will get you access to the Builderfly Product catalog, from where you can choose the products that you can add to your catalog to sell online.

Here, we will be talking about the sellers already having physical products available to start an online business.

Builderfly

Set Up Your Account

1/7 Completed Role: Owner

One Management

- Dashboard
- Products
- Orders
- Customers
- Setting

Build

- Website
- Mobile Apps

Market

- Analytics
- General
- Social

Grow

- Sell on Social Channel
- Sell on Marketplaces
- Sell with Live Stream
- Sell on Reseller Channel

Refer a Friend Dark

Complete your Registration

Step 1 of 4

Do you have products to sell online?

☒ Yes ☐ No

NEXT

Upgrade H Get help

Watch Builderfly Tour

Heehaw!

Welcome to Builderfly!

You are all set to use the most powerful ecommerce platform to start selling online. Together we will fabricate and strengthen your brand. Here, you can create your dream store, design & launch a very mobile app of your own, and sell/promote your products across all linked sales channels.

We are enthralled to have you on board. Let's start doing things to take your business to soaring heights.

Builderfly

Step: 2

Select a suitable niche that defines your business. We will get you a befitting theme for your store as per your chosen business niche. If you are using any of Builderfly's paid plans, you can change the layout of your store completely by getting a different theme for your store.

Builderfly

Set Up Your Account

1/7 Completed Role: Owner

One Management

- Dashboard
- Products
- Orders
- Customers
- Setting

Build

- Website
- Mobile Apps

Market

- Analytics
- General
- Social

Grow

- Sell on Social Channel
- Sell on Marketplaces
- Sell with Live Stream
- Sell on Reseller Channel

Refer a Friend Dark

Complete your Registration

Step 2 of 4

What is your Business Niche?

- Art & Photography
- ☒ Cloth & Fashion
- Electronics
- Food & Drink
- Furniture
- Health & Beauty
- Home & Garden
- Jewelry & Accessories
- Sports
- Toys & Games

NEXT

Upgrade H Get help

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Builderfly

Step: 3

Update the geographic location of your business.

Builderfly

Set Up Your Account
1/7 Completed [View](#) [Owner](#)

One Management

- Dashboard
- Products
- Orders
- Customers
- Setting

Build

- Website
- Mobile Apps

Market

- Analytics
- General
- Social

Grow

- Sell on Social Channel
- Sell on Marketplaces
- Sell with Live Stream
- Sell on Reseller Channel

[Refer a Friend](#) [Dark](#)

Complete your Registration

Step 3 of 4

What is your Business's Location?

Afghanistan

☒ Albania

Algeria

Andorra

Angola

Antigua and Barbuda

Argentina

Armenia

Australia

Austria

NEXT

Watch
Builderfly Tour

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[Chat](#)

Step: 4

Update your personal details and contact number to finish registration.

Builderfly

Set Up Your Account
1/7 Completed [View](#) [Owner](#)

One Management

- Dashboard
- Products
- Orders
- Customers
- Setting

Build

- Website
- Mobile Apps

Market

- Analytics
- General
- Social

Grow

- Sell on Social Channel
- Sell on Marketplaces
- Sell with Live Stream
- Sell on Reseller Channel

[Refer a Friend](#) [Dark](#)

Complete your Registration

Step 4 of 4

To whom this Store Belongs?

First Name

Harman

Last Name

Kumar

Number

Complete

Watch
Builderfly Tour

Heehaw!

Welcome to Builderfly!

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We are enthralled to have you on board. Let's start doing things to take your business to soaring heights.

[Chat](#)

And here you go!

You are now a registered seller on Builderfly. This is your dashboard, and from here, you can set up your business. You can update your catalog, manage your inventory, process your orders, and manage your customers. Also, you will get all the analytical information about your orders, net sales, and count of customers. You can manage the business you have received through other sales channels.

What are you waiting for?

Navigate through your dashboard, experiment with the features, and get hands-on experience with all the functionalities coming in handy with your store.

Builderfly

Set Up Your Account
1/7 Completed

One Management
Dashboard
Products
Orders
Customers
Setting

Build
Website
Mobile Apps

Market
Analytics
General
Social

Grow
Sell on Social Channel
Sell on Marketplaces
Sell with Live Stream
Sell on Reseller Channel

Refer a Friend Dark

Welcome, Hemant Kumar
Specify your store's web address to help people share its address and complete your setup.

Lifetime Sales 50,000 INR

Reports (Last 30 Days)

| | |
|-----------------------------|--------------------------------|
| Visitors 200 | Customers 100 |
| Orders 15 | Sales 45 |
| Sales through Website 25 | Sales through Mobile 10,000 |

Create a Store
Build your online store without any coding experience, customize it to add your personal touch, and start selling online right away. [Design Store](#)

Create Mobile App
Design your mobile app with our intuitive design editor & personalize each of your app screens distinctly. [Get Started](#)

Get Ready for your First Sale. Follow our Tips to get Started.

- Complete Profile** (Incomplete information, Not Verified)
You've already taken your first step in starting an online business. Congratulations!
- Create Store**
Create your website & showcase the best look of your products to sell online.
- Create Mobile App**
Design your mobile app on your own & launch it now for your smartphone users.
- Connect Domain**
Make it easy for your customers to find you, Connect your personalized domain name to your store.
- Add Product**
Create detailed pages for your products and update all necessary details to make the sale quickly.
- Shipping**
Decide on the shipping options you want to enable for your customers. Configure your store with our partnered services & enable live shipping rate calculation for them.
- Payment**
Select all the convenient & secure payment options for your customers. Enable both online as well as offline modes of payment.

Sell On Facebook
Grow your Business on Facebook [Get Started](#)

Sell On Google
Grow your Business on Google [Get Started](#)

Sell On Amazon
Grow your Business on Amazon [Get Started](#)

Sell On Flipkart
Grow your Business on Amazon [Get Started](#)

Facebook Sales
This Week Highlights
15,851
Better than last week (70%)

Google Sales
20,192
Better than last week (70%)

Amazon Sales
35,265
Better than last week (70%)

Go Live on Livestream
Talk to your customers, display your products, and take orders directly as you do in your shop while you go live through your website. [Get Started](#)

Blog
View All
If I want to Sell Toys Online, how should I start?
How do Shopping Carts Actually Work? - A Complete Guide

To get your account verified, you can navigate to 'Dashboard' and verify the email address with which you've created your account. Once you verify your account, your business profile will be verified to start your online business.

However, you can sell online even if you haven't completed profile verification. We recommend profile verification for your personal benefit.

FUNCTIONS OF DASHBOARD

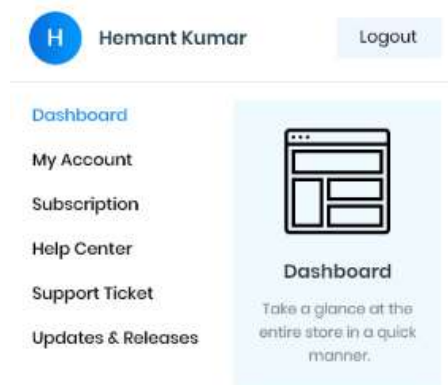
1. Build your online store & mobile app
2. Link your sales channel, and start selling
3. Manage your sales channels
4. Promote your business to grow sales
5. Compare & upgrade business plan
6. View & manage orders and sales
7. Update account information
8. Ask queries regarding Builderfly in the Builderfly Help Center

Now that you have laid the first brick in the foundation of your store. It's time to start working on your business. You have a lot to do, and the first thing is to get started:

SETTING UP STORE

UPDATE YOUR PROFILE

- Click on your user name and get more options enlisted here.
- Select 'Profile' to update your user profile.



- Update your basic info.

My Account

Profile

| | |
|--|---|
| First Name | Last Name |
| <input type="text" value="Suhit"/> | <input type="text" value="Potel"/> |
| Email Address * | Phone Number |
| <input type="text" value="suhit.p@zoptechsolutions.com"/> Get Verified | <input type="text" value="Phone Number"/> |
| Change Password | |

- Manage/ update password from here. Click 'Change Password' to update the new password and confirm it to verify.

[Change Password](#) [Close](#)

| | |
|---|---|
| New Password | New Password |
| <input type="password" value="*****"/> Show | <input type="password" value="*****"/> Show |

- Update the currency of your store.

Store Currency

Currency

▼

- Add your business address & GST number. The address that you update here will be the default shipping address for your orders.

Business Address

Set Business Address

First Name

Last Name

Phone

Company

Street Address

Street Address 2

City

State/Province

Zip/Postal Code

Country

GST Number

- Configure the email addresses that you want to manage your business and communicate with customers.

Email Addresses

Set Email Addresses

Contact Name (For Inquiries)

Email Address

Contact Name (For Order)

Email Address

Contact Name (For Support)

Email Address

- If your account is yet to be verified, you will see a notification bar like this.

Your e-mail address is not Verified.

Please find the verification link email we sent you and follow the link within 24 hours. If you did not receive the email just click the button below :

Resend Verification link

- Once your account is verified, you will get a notification as shown below.

Builderfly Upgrade Help Get Help

Verification link has been sent. Please, check your mail box.

My Account

Profile

First Name: Suhit Last Name: Patel

Email Address: suhit.p@3zoptechsolutions.com [Get Verified](#) Phone Number:

[Change Password](#)

Store Currency

Currency: INR

- Click 'Save' to update all the changes and cancel to revert to the previous store settings.

CHOOSE & SUBSCRIBE TO YOUR PRICING PLAN

- Click on the Account tab in the left-right corner of your dashboard and select 'Subscriptions.'
- If you signed up for 'Free,' your account will show that you are a user of 'Free Plan.'

Subscription

Starter Plan
Purchased on Oct 20, 2020
₹ 0 INR per Month

Free
Delete Account

[PAYMENT METHOD >](#) [Billing Country >](#) [View Payment History >](#) [Change Payment Method >](#)

- From the subscription section, you can choose and set up the payment method, upgrade/change it by clicking on the 'Change Payment Method.' You can view your payment history and billing country.

Builderfly Upgrade Help Get help

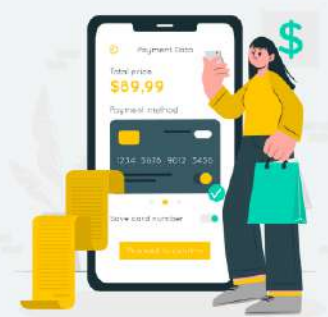
Change Payment Method

Add Credit or Debit Card Payment Details

Credit or Debit Card Number

Valid upto What is it?

Full Name on Credit or Debit Card



Under the 'Payment History' tab, you will get the list of the transactions made between your business and Builderfly.

Builderfly Upgrade Help Get help

Payment History

Back

Lifetime ▼ Total 10 Records Found

| Date | Description | Amount | Payment Method | Payment |
|-------------|-------------------------------|--------|----------------|------------------------------|
| Oct 20 2020 | Subscription to Standard Plan | ₹ 2499 | Visa **** 1234 | View Receipt |
| Oct 20 2020 | Subscription to Standard Plan | ₹ 2499 | Visa **** 1234 | View Receipt |
| Oct 20 2020 | Subscription to Standard Plan | ₹ 2499 | Visa **** 1234 | View Receipt |
| Oct 20 2020 | Subscription to Standard Plan | ₹ 2499 | Visa **** 1234 | View Receipt |

- You can see all the [pricing plans](#) offered by Builderfly listed here. You can compare them, choose one that fits your business, and subscribe to the one you like.

Our Pricing



| | Starter | Popular LAUNCH OFFER | Growth |
|--------------------|--|---|--|
| | FREE Register FREE To Grow Your Business | ₹999 /month Get Started with Builderfly | ₹2499 /month BUILD, MARKET and GROW Your Online Business |
| | Get Started | Get Started | Get Started |
| Number of products | 25 | 100 | Unlimited |

- Choosing any of the listed pricing plans, once you click on 'Subscribe,' you will be taken to the checkout page. The billing address and primary details will be fetched from the database. Choose the payment option and click 'Pay' to complete the transaction.

Builderfly

Upgrade your plan

From **Starter** To **Popular**

☒ **Monthly Plan**
₹999 Monthly August 04, 2021 to September 03, 2021 **₹999.00**

☐ **Yearly Plan**
₹9990 Yearly

Billing Contact Details

First Name: Last Name:

Telephone:

Address line1: Address line2 (Optional):

Country: Please select region, state or pin:

City: Zip/Postal Code:

Ext Number:

Payment

☒ **Credit Card** (We accept all types of credit cards)
☐ **Paypal**

Your payment via your credit card! about condition your Builderfly store. Click to 'Pay Now' and find you card details. Future recurring payments will be made from your credit, debit, card balance.

Amount

| | |
|---------------------|------------------|
| POPULAR: | ₹999.00 |
| Subtotal: | ₹999.00 |
| Tax (GST 18%): | ₹179.82 |
| Grand Total: | ₹1,178.82 |

[Upgrade](#)

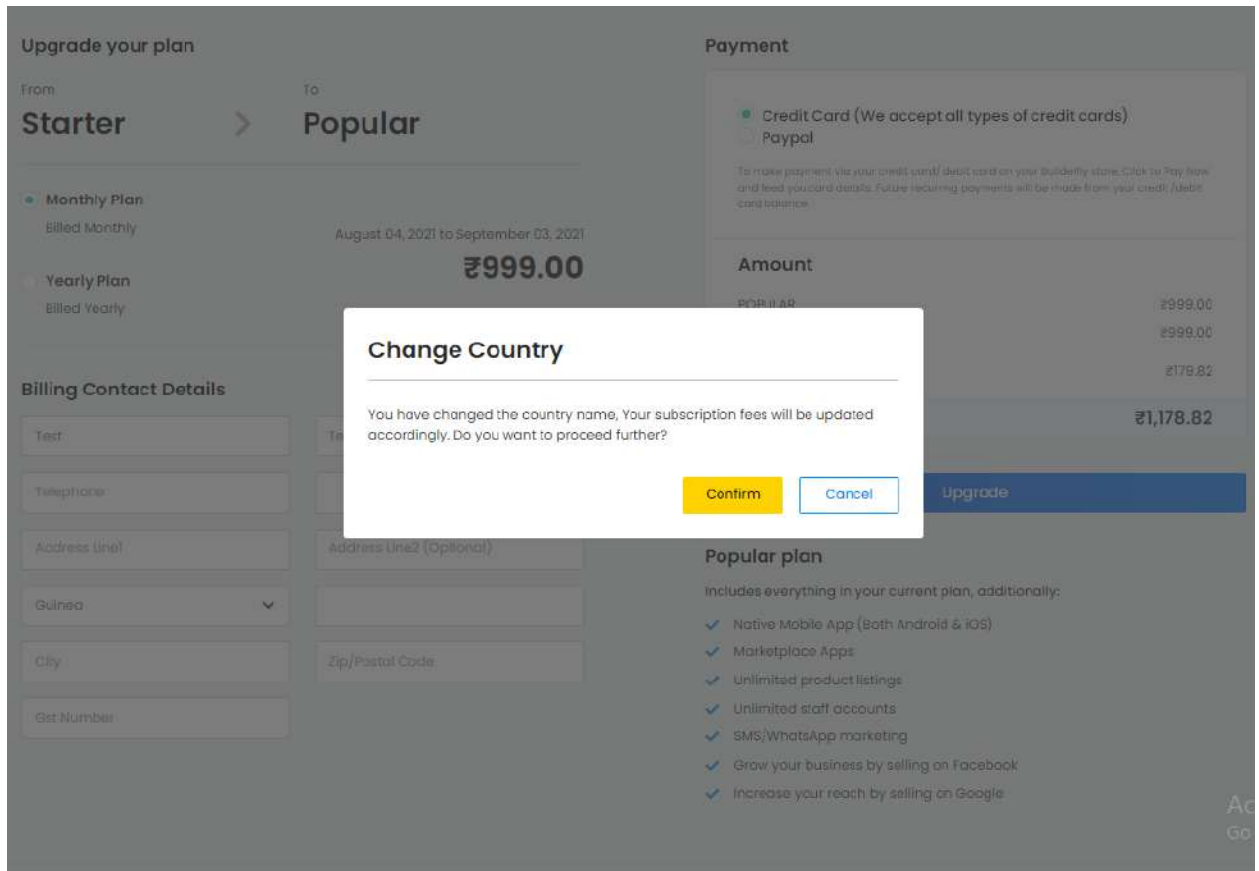
Popular plan

Includes everything in your current plan, additionally:

- ✓ Native Mobile App (Both Android & iOS)
- ✓ Marketplace Apps
- ✓ Unlimited product listings
- ✓ Unlimited staff accounts
- ✓ SMS/WhatsApp marketing
- ✓ Grow your business by selling on Facebook
- ✓ Increase your reach by selling on Google

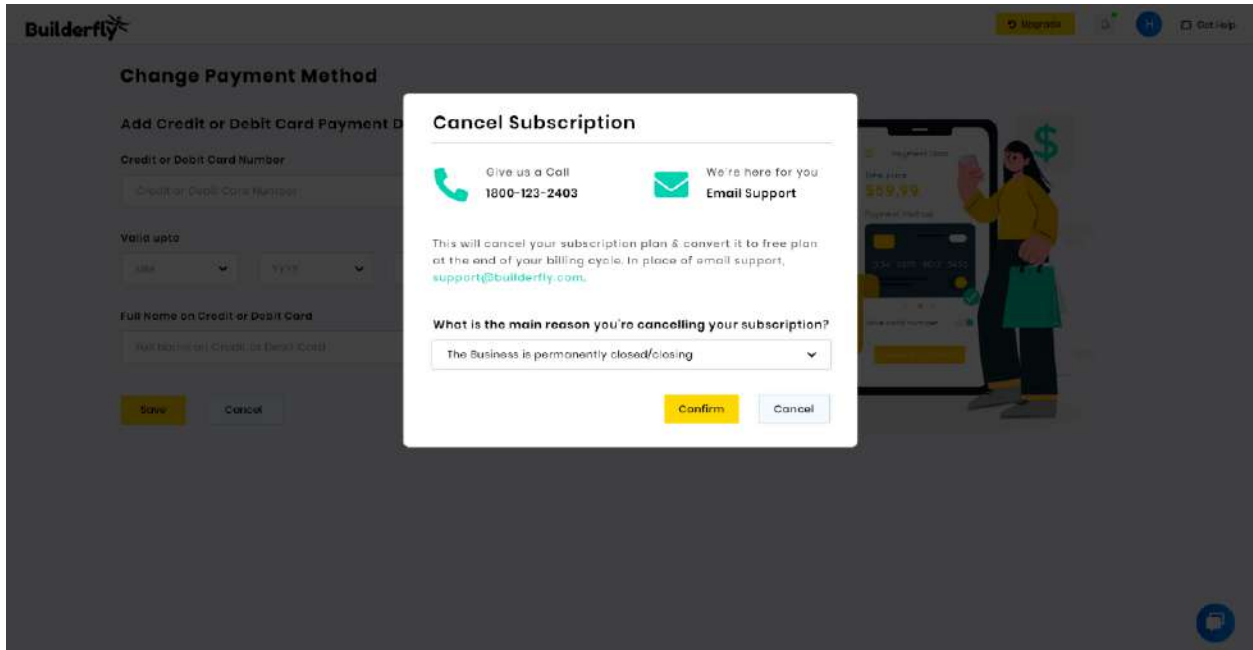
Activate Windows

- If you change the country of your business location during checkout, you will get a pop-up inquiring you to continue.



CANCEL YOUR SUBSCRIPTION PLAN

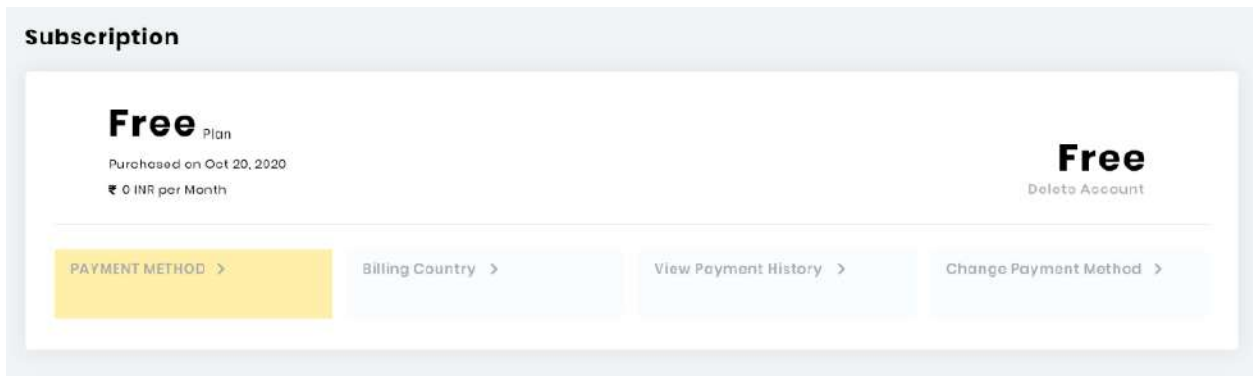
You are free to upgrade or downgrade your Builderfly account. You need to cancel your current plan to resume the free plan or move from this user plan.



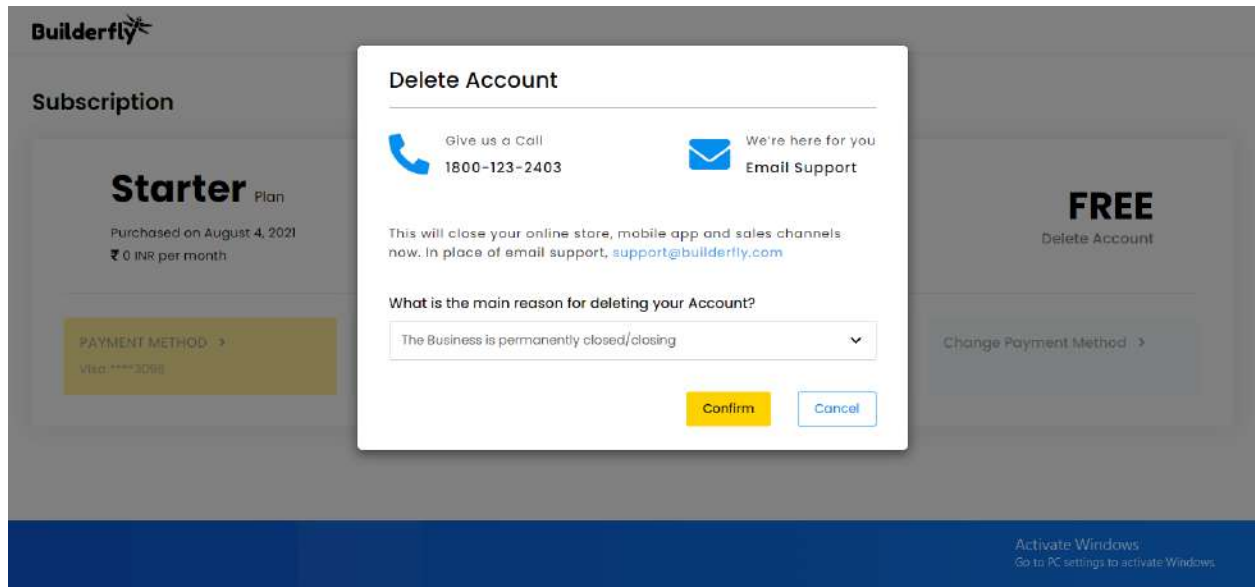
DELETE YOUR ACCOUNT

If you don't want to continue selling on Builderfly, you can delete your account.

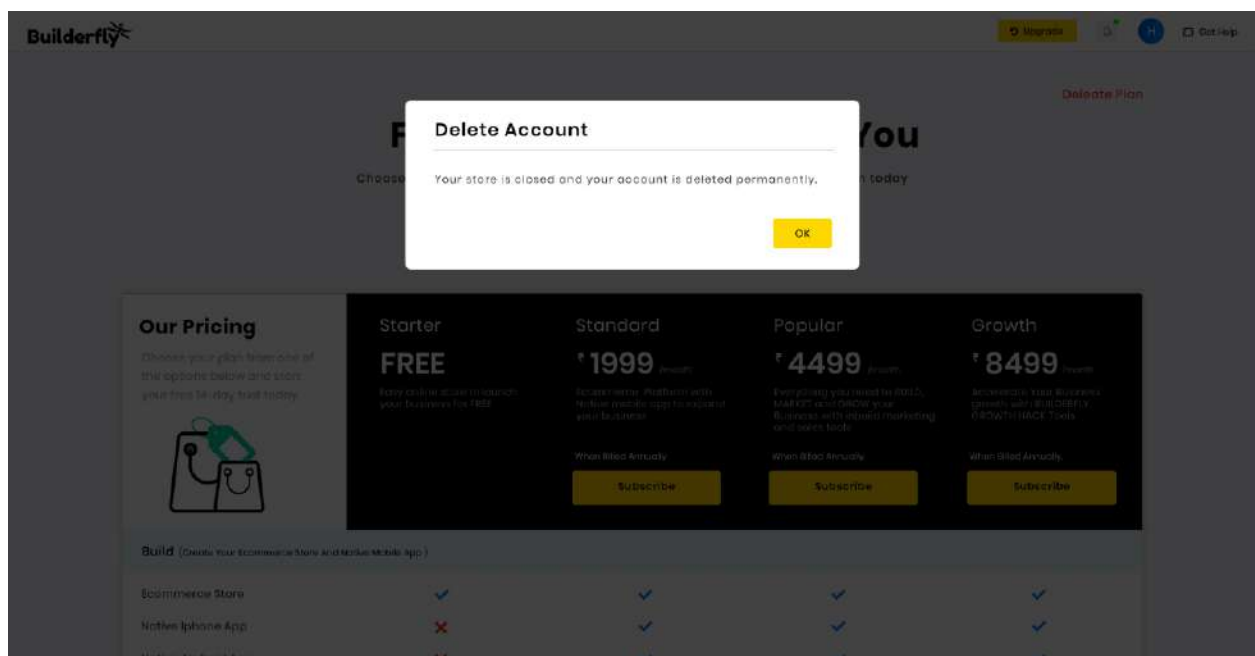
- Click on the Account tab in the left-right corner of your dashboard.
- Select 'Subscriptions'.
- Click on 'Delete Account' below your pricing.



- Select the reason for deleting your Builderfly account. You can opt for temporary or permanently deleting the account.



- Select 'Confirm' to take action on deleting your account.



HELP CENTER

When you need help digging in more details to manage and design your store, you may need help from our professionals. Click on 'Get Help' on the top right corner to get answers linked to

your major e-commerce concerns or to connect with our Builderfly support team.

The image shows a screenshot of the Builderfly user interface. The main content area is titled 'Profile' and contains two sections: 'Basic Info' and 'Address Book'. The 'Basic Info' section includes fields for First Name, Last Name, Current Password, New Password, Email Address, and Phone Number. The 'Address Book' section includes a 'Default Billing Address' form with fields for First Name, Last Name, Phone, Company, Street Address, Street Address 2, City, State/Province, Zip/Postal Code, and Country. A sidebar on the right is titled 'Get Help' and contains a search bar, 'Help Articles', 'Contact Support', 'Live Chat Support', 'Email Support', and 'Support Requests'. A blue chat icon is visible in the bottom right corner.

Builderfly

Profile

Basic Info
Profile name and credentials

First Name: [First Name]
Last Name: [Last Name]
Current Password: [Current Password] [Show]
New Password: [New Password] [Show]
Email Address: [Email Address]
Phone Number: [Phone Number]

Address Book
Set Billing Address

Default Billing Address

First Name: [First Name]
Last Name: [Last Name]
Phone: [Phone]
Company: [Company]
Street Address: [Street Address]
Street Address 2: [Street Address 2]
City: [City]
State/Province: [State/Province]
Zip/Postal Code: [Zip/Postal Code]
Country: [Country]
☐ Set as Default Billing Address

Get Help X

Search

Help Articles

- Introduction to Builderfly
- Manage Your Account
- Mobile Application
- Sell Everywhere
- Join Builderfly Community

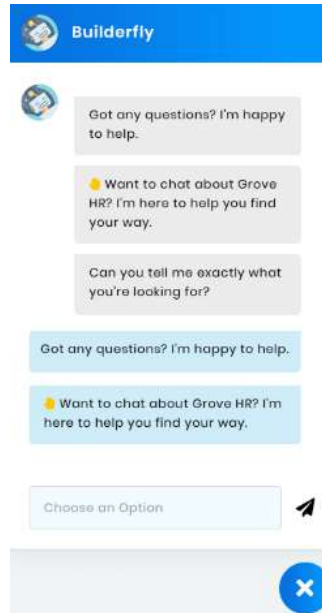
Contact Support

Live Chat Support
Chat Support is Available 24 Hours, Mon - Fri

Email Support
Responses are Provided with 24 Hours Mon - Fri

Support Requests
View all support requests and responses from Builderfly Team

Click on 'Live Chat Support' to have one of our Builderfly experts help you resolve your concerns in real-time.



SUPPORT TICKET

You may have some questions about building your store or regarding the features; if you want them to be solved, you need to raise a ticket.

- Follow the 'Account' tab. Select 'Support Ticket.' Here you will get the list of all support tickets you've raised till now. You can check the status of your case and the action taken. Click 'Add New Ticket' to raise another ticket sharing your concern.

Builderfly Upgrade Help Get Help

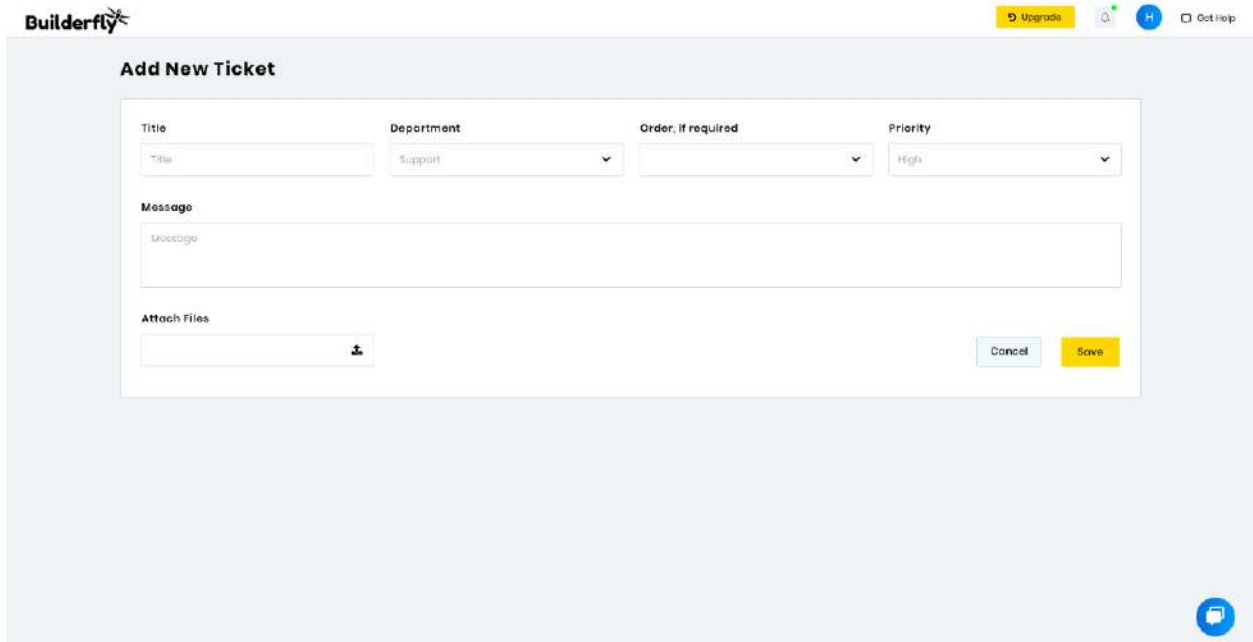
View Support Tickets Add New Ticket

Total 05 Records Found

| Ticket ID | Title | Department | Last Reply | Status | Action |
|-----------|----------------------|------------|-------------------------|--------|--------|
| 1001 | Store is not Loading | Support | Bob Charles, Nov 1 2020 | Open | View |
| 1001 | Store is not Loading | Support | Bob Charles, Nov 1 2020 | Open | View |
| 1001 | Store is not Loading | Support | Bob Charles, Nov 1 2020 | Open | View |
| 1001 | Store is not Loading | Support | Bob Charles, Nov 1 2020 | Open | View |

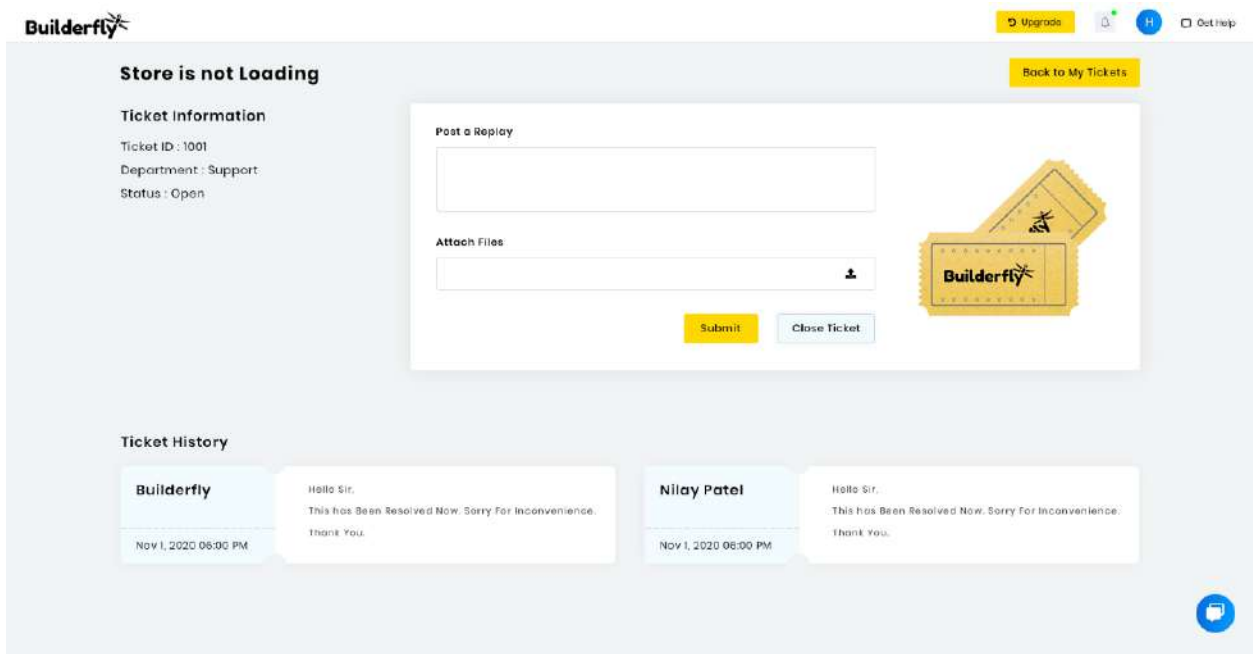
Chat icon

- Add a title, select the department to which it must be assigned, set the priority, draft the message about the query, attach required files, and click 'Save.'



The screenshot shows the 'Add New Ticket' form in the Builderfly interface. At the top, there's a navigation bar with the Builderfly logo, an 'Upgrade' button, a search icon, a user profile icon, and a 'Get Help' link. The form itself is titled 'Add New Ticket' and contains several fields: 'Title' (a text input), 'Department' (a dropdown menu currently showing 'Support'), 'Order, if required' (a dropdown menu), and 'Priority' (a dropdown menu currently showing 'High'). Below these is a 'Message' section with a large text area. At the bottom left of the form is an 'Attach Files' section with a file upload icon. On the bottom right of the form are 'Cancel' and 'Save' buttons. A blue chat icon is visible in the bottom right corner of the page.

- If you want to reopen any of the existing tickets, click on it, and reply in order to communicate more on the issue to fix it at the earliest.

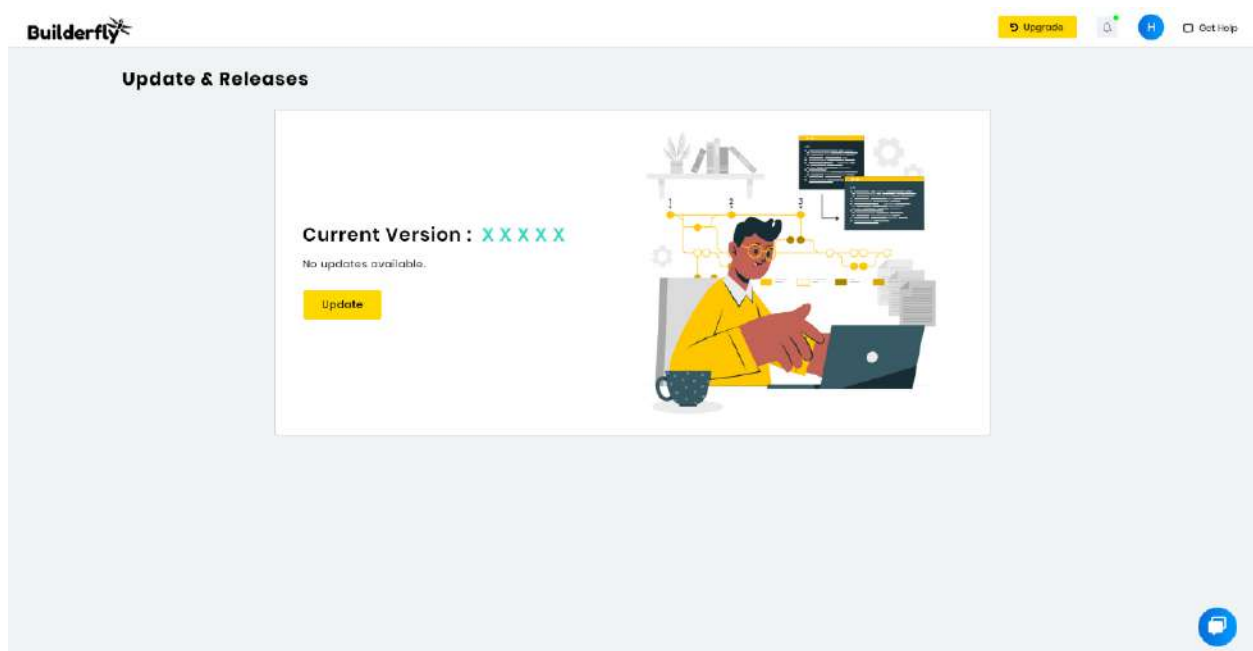


The screenshot shows the Builderfly ticket management interface. At the top, there's a navigation bar with the Builderfly logo, an 'Upgrade' button, a search icon, a user profile icon, and a 'Get Help' link. The main content area is titled 'Store is not Loading' and features a 'Back to My Tickets' button. Below this is the 'Ticket Information' section for Ticket ID: 1001, Department: Support, and Status: Open. To the right of this information is a 'Post a Reply' form with a text input, an 'Attach Files' section with a file upload icon, and 'Submit' and 'Close Ticket' buttons. Below the ticket information is a 'Ticket History' section showing a conversation between Builderfly and Nilay Patel. The conversation shows a message from Builderfly: 'Hello Sir, This has Been Resolved Now. Sorry For Inconvenience. Thank You.' and a response from Nilay Patel: 'Hello Sir, This has Been Resolved Now. Sorry For Inconvenience. Thank You.' The date and time for both messages is Nov 1, 2020 08:00 PM. A blue chat icon is visible in the bottom right corner of the page.

Once you are done, you can close the ticket and move to other things you want to do at your store.

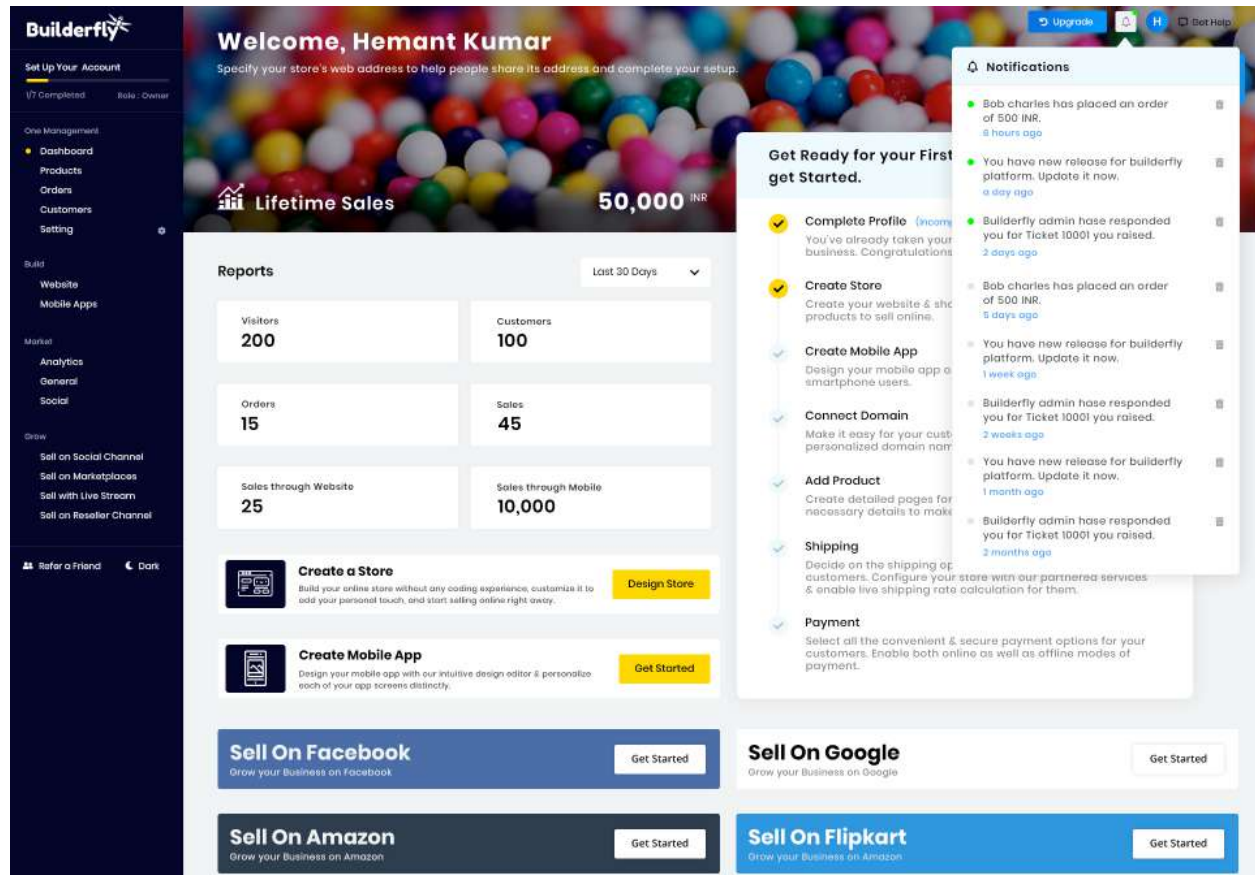
UPDATES & RELEASES

We have the best version of your store ready, but it's really never enough. The demand of the industry keeps changing, and we love to keep you step ahead by implementing those changes earlier than later. You will get a notification for all the changes that we are making. However, if you want to check with it manually, you can click on 'Update & Releases' to get information about the latest release.



We gave a tour of your primary duties of setting up your store. It's time to understand how you manage the primary ingredients of your business, viz. Products, Orders, and Customers.

All the notifications of your Builderfly user profile will be available to you when you click on the 'bell' icon next to your User profile icon.



ONE MANAGEMENT

Manage all of your major business entities viz. Products, Orders, Customers from here. Also, you can update general settings of your store from here.

PRODUCTS

Regardless of your choice of creating the product catalog or by selection viz. by uploading new products or adding, you will get access through Builderfly's product tab. Here, you will get all the information of your catalog. Under the 'Products' option, the following features are provided:

1. View
2. Add
3. Import
4. Export
5. Product Category

6. Product Review

View

Under the 'View' tab, you will see all the products that you are selling through your store. By default, you will get 20 sample products listed in your store that belong to your chosen business niche.

Builderfly

Set Up Your Account
97% Completed Risk: Administrative

Dashboard
Products
View
Add
Import
Export
Product Category
Product Review

Orders
Customers
Settings

Tools
Website
Mobile Apps

Analytics
General
Social

Sell on Social Channel
Sell on Marketplaces
Sell with Live Stream
Sell on Reseller Channel

Refer a Friend Dark

View Products

Filter

Update 0 items selected | Total 10 records found

| | Image | Product Code | Stock Level | Product Name | Price | Is Active | Action |
|--------------------------|-------|--------------|-------------|---|--------|-------------------------------------|--|
| <input type="checkbox"/> | | SP01 | 100 | Vulsa quia pancetta voluptate | ₹79.00 | <input checked="" type="checkbox"/> | <div>Edit Product Edit Options Edit Attributes Add Images Duplicate Product Delete Product</div> |
| <input type="checkbox"/> | | SP03 | 100 | Veriam venison nisi prosciutto | ₹79.00 | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> | | SP09 | 100 | Sunt in aliquip flank qui jowl lorem bresaola | ₹79.00 | <input checked="" type="checkbox"/> | |
| <input type="checkbox"/> | | SP02 | 100 | Eipcy jalapeno fugiat turducken | ₹99.00 | <input checked="" type="checkbox"/> | <div>Edit Product</div> |
| <input type="checkbox"/> | | SP10 | 100 | Soccam mireza dachama giren | ₹99.00 | <input checked="" type="checkbox"/> | <div>Edit Product</div> |
| <input type="checkbox"/> | | SP08 | 100 | Rump meatball frankfurter | ₹99.00 | <input checked="" type="checkbox"/> | <div>Edit Product</div> |
| <input type="checkbox"/> | | SP04 | 100 | Picanha tail sirloin salami | ₹99.00 | <input checked="" type="checkbox"/> | <div>Edit Product</div> |
| <input type="checkbox"/> | | SP07 | 100 | Picanha tail sirloin salami | ₹99.00 | <input checked="" type="checkbox"/> | <div>Edit Product</div> |

- You can edit the products listed on your store by clicking on Edit Product or tapping on the listing.
- If you like to update certain attributes of your product listing, click on 'Edit Attributes.'
- To update product images to the product listing, click 'Add Images.'
- You can duplicate the product listing by selecting the option of 'Duplicate Product' and delete by opting for 'Delete Product.'
- Search product: You may need to find a particular product or its subtype. If you know the name, you can simply type it in the search box, and you can have it displayed.
- Filter options: Some of your product listings need more attention than others. Filter options can help sort it better than later. You can filter products for 'Out of Stock,' 'Low Stock,' 'Visible/Not Visible,' New, Featured categories.

Add

To add a new product to your product catalog, you can click on 'Add New Products' or select the 'Add' option under the 'Products' tab.

| | Image | Product Code | Stock Level | Product Name | Price | Is Active | Action |
|--------------------------|-------|--------------|-------------|--|---------|-------------------------------------|------------------------------|
| <input type="checkbox"/> | | SP01 | 100 | Vulso quis pancetta voluptate | \$79.00 | <input checked="" type="checkbox"/> | Edit Product |
| <input type="checkbox"/> | | SP03 | 100 | Veniam venison nisi prociutto | \$79.00 | <input checked="" type="checkbox"/> | Edit Product |
| <input type="checkbox"/> | | SP09 | 100 | Sunt in aliquip flank qui, jowl lorem bresaola | \$79.00 | <input checked="" type="checkbox"/> | Edit Product |
| <input type="checkbox"/> | | SP02 | 100 | Spicy jalapeno fugiat turducken | \$99.00 | <input checked="" type="checkbox"/> | Edit Product |
| <input type="checkbox"/> | | SP10 | 100 | Soccam mitoro ducema giron | \$99.00 | <input checked="" type="checkbox"/> | Edit Product |
| <input type="checkbox"/> | | SP08 | 100 | Rump meatball franfurter | \$99.00 | <input checked="" type="checkbox"/> | Edit Product |
| <input type="checkbox"/> | | SP04 | 100 | Picorha tail sirloin salami | \$99.00 | <input checked="" type="checkbox"/> | Edit Product |

1. Once you click on it, you get an option to choose the type of product you want to list. Select 'Physical' for products you've available for the physical products and 'Virtual' for the digital products.

Add

Add products to your online store, update variants, and all necessary attributes that best describe your products. Create custom pricing for customers and merchants distinctly. Select the type of product you are selling to create a listing.

Select Product

Physical

[Continue](#) [Cancel](#)

2. Fill in the product details by completing our 7 stage product cataloging tactic.
 - a. **General:** Add the product name, description, product images, and price.

Back

Add New Product

Save
Cancel

General
Advanced
Assign Category
Variants
Gift Wrapping
SEO
Custom Fields

Upload Image & Video

+

Name *

SKU *

Qty *

Weight *

Product Availability

Name

SKU

Qty

0.00

KG (KiloGram)

Description *

Short Description

Pricing

₹
0.00

Special Price

₹
0.00

From Date

To Date

Bulk Discount Pricing

Customer Group Pricing

Tax Name
None

View in Store

Preview Product

Click on **Bulk Discount Pricing** to update rates for B2B customers.

Bulk Discount Pricing

| QTY | Price | Action |
|----------------------|-----------|----------------------|
| <input type="text"/> | and above | <input type="text"/> |
| <input type="text"/> | and above | <input type="text"/> |

+ Add Row

Save
Cancel

Click on **Customer Group Pricing** to update group-wise rates for customers.

Customer Group Pricing

| Customer Group | Price | Action |
|---------------------------------------|----------------------|--------|
| <input type="text" value="General"/> | <input type="text"/> | |
| <input type="text" value="Retailer"/> | <input type="text"/> | |

[+ Add Row](#)

[Save](#) [Cancel](#)

- b. **Advanced:** Update the in-stock quantity, enable/disable the sections of the website where you want products to be displayed, add the discounted price and event dates. You can 'Select Related Products' that you want to upsell to your potential buyers.

Add New Product [Save](#) [Cancel](#)

[General](#) [Advanced](#) [Assign Category](#) [Variants](#) [Gift Wrapping](#) [SEO](#) [Custom Fields](#)

Qty for Status to Become Out of Stock

Country of Manufacture

Featured Product

Set as New

Set Product as New from Date

Set Product as New to Date

[Related Products](#)

- c. **Assign Category:** Create /assign the category that you want to assign for your products.

[← Back](#)

Add New Product

[Save](#)

General Advanced Assign Category Variants Gift Wrapping SEO Custom Fields

☐ Default Category (10)
 [+ Create a New Category](#)

☒ Sports (10)

- ☐ Sports (10)
 - ☐ Badminton (10)
 - ☐ Badminton Racquet (10)
 - ☐ Badminton Bag (10)
 - ☐ Badminton Grip (10)
 - ☐ Cricket (10)
 - ☐ Cricket Bat (10)
 - ☐ Cricket Balls (10)
 - ☐ Cricket Training Ball (10)
 - ☐ Cricket Gloves (10)

Create a new category by clicking on 'Add New Category'

Add New Category

Category Name

Parent Category

Sports ▼

Set as Featured ☒

Display in Footer Menu ☒

Include in Menu ☒

[Save](#) [Cancel](#)

- d. **Variants:** If you have any variations available for this product, click on 'Add Variants' and update all the information about product variants. There are no restrictions for the same, and you can create as many product variants as you like to.

< Back

Add New Product

General Advanced Assign Category **Variants** Gift Wrapping SEO Custom Fields

Save

+ Add Variants

01

| Name | Type | Is Required | Action |
|-------------------------------|------------|-------------|--------|
| Vulla quis pancetta voluptate | Color Code | Yes | |

| Option | Color Code | Price | Price Type | SKU | Action |
|--------|------------|-------|------------|-----|--------|
| | #ff0000 | 300 | Fixed | | |

02

| Name | Type | Is Required | Action |
|-------------------------------|-----------|-------------|--------|
| Vulla quis pancetta voluptate | Size Code | Yes | |

| Option | Price | Price Type | SKU | Action |
|--------|-------|------------|-----|--------|
| | 300 | Fixed | | |

XS S M L XL

- e. **Gift wrapping:** Enable the gift wrapping on those of your product listings you are allowing it to.

< Back

Add New Product

General Advanced Assign Category Variants **Gift Wrapping** SEO Custom Fields


Save

Gift Wrapping (Coming Soon)

Select the gift wrapping option you want to apply to this product.

Gift Wrapping Options

- ☒ Use all visible gift wrapping options I've created
- ☐ Don't allow this item to be gift wrapped
- ☐ Specify gift wrapping options for this product (no Gift wrapping options available to select)



- f. **SEO:** Update the meta tags for each of your product listings to organically improve the ranking on SERPs.

< Back

Add New Product

Save

General Advanced Assign Category Variants Gift Wrapping SEO Custom Fields

Page Title

Page Title

Product URL

Product URL

Keywords

Vulla quis pancetta voluptate

Meta Description

Vulla quis pancetta voluptate

- g. **Custom fields:** If your product has any additional attributes that can describe it at its best, but it's lately not available in the attribute set, then you can update those in the custom fields.

< Back

Add New Product

Save

General Advanced Assign Category Variants Gift Wrapping SEO Custom Fields

+ Add Custom Fields

01

| Name | Type | Is Required | Action |
|-------------------------------|-----------|-------------|--------|
| Vulla quis pancetta voluptate | Drop Down | Yes | |

Option **Price** **Price Type** **SKU** **Action**

| | | | | |
|--|-----|-------|--|--|
| | 300 | Fixed | | |
|--|-----|-------|--|--|

02

| Name | Type | Is Required | Action |
|-------------------------------|-------|-------------|--------|
| Vulla quis pancetta voluptate | Filed | Yes | |

Price **Price Type** **Max Characters** **Action**

| | | | |
|-----|-------|--|--|
| 300 | Fixed | | |
|-----|-------|--|--|

Click 'Save' to update the product's information in your catalog. You can see the product later in the 'View' section under the 'Products' tab.

Import

Skip the individual product listing and optimize your catalog updating task by working on the bulk listing option.

Product Import

[CSV](#) [Images](#)

Click here to download sample csv file.

Drag & Drop File Here

or

[Browse Files](#)

Field Separator

Field Enclosure

Total size of uploadable files must not exceed 1024M

- Click 'Import' under the 'Products' tab.
- Select 'Click here to download the sample csv file' to download the sample file.
- Update all the product details in the sample file.
- Select 'Browse Files' to upload the updated product information file.
- Select the 'Images' tab and upload the high-quality images showcasing the best look of your products.

Product Import

[CSV](#) [Images](#)

Drag & Drop Images Here

or

[Browse Files](#)

Export

You have all the products updated in the product catalog of your store, and you may need all this information to create a database or sell on any of the seller platforms not supported by Builderfly. You can download your product catalog from here with just a click.

Product Export

File Format

- ☒ Export to Microsoft Excel (CSV) ☐ Export to an XML file (Advanced)

| Attribute Label | Attribute Code | Filter |
|--------------------------------|----------------|---|
| <input type="checkbox"/> Brand | Brand | <input type="text"/> |
| <input type="checkbox"/> Name | Name | <input type="text"/> |
| <input type="checkbox"/> Price | Price | From <input type="text"/> To <input type="text"/> |
| <input type="checkbox"/> SKU | SKU | <input type="text"/> |

The 11 products shown below will be exported when you click the continue button.

| Product Code | Product Name | Price | Visible | Featured |
|--------------|-------------------------------|---------|---------|----------|
| Brand | Vulla quis pancetta voluptate | ₹ 79.00 | ✓ | ✓ |
| Brand | Vulla quis pancetta voluptate | ₹ 79.00 | ✓ | ✓ |
| Brand | Vulla quis pancetta voluptate | ₹ 79.00 | ✓ | ✓ |
| Brand | Vulla quis pancetta voluptate | ₹ 79.00 | ✓ | ✓ |
| Brand | Vulla quis pancetta voluptate | ₹ 79.00 | ✓ | ✓ |

Next 1 2 3 Last Show 10 ▼

- Select 'Export' under the 'Products' tab.
- Choose the file format in which you want to export the product catalog: CSV or XML.
- Based on attributes, brand, and other filters, you can make selections for the products you want to download.
- Click 'Export' to download all that product information.

You will get a file of selected products in the chosen format.

Product Category

The product category tab will have the hierarchical distribution of products in your store. It can be a flat architecture or tree structure pattern; you will have it all mentioned here.

- Select 'Product Category' under the 'Products' tab. Here, you will have all the product categories listed. You can edit /delete them and filter the ones as per your choice.

The screenshot displays the 'View Product Category' interface. At the top right is a yellow 'Add New Category' button. Below the title bar is a search bar labeled 'Filter' with a search icon and the text 'Category Name'. Below the search bar is a status bar showing 'Update' and 'Currently Viewing: All Categories' with a 'Refresh' link. On the right of the status bar, it says '0 Items Selected | Total 10 Records Found'. The main table has four columns: 'Products', 'Is Active', 'Visible in Menu?', and 'Action'. The 'Products' column lists '10' for each of the first three rows and 'Brands' for the remaining five rows. The 'Is Active' and 'Visible in Menu?' columns contain toggle switches, all of which are currently turned on. The 'Action' column contains a dropdown menu with options 'Action', 'Edit', and 'Delete'. The 'Edit' option is highlighted in the dropdown menu. At the bottom right, there is a pagination bar with 'Next', '1', '2', '3', 'Last', 'Show', and '08'.

| Products | Is Active | Visible in Menu? | Action |
|----------|-------------------------------------|-------------------------------------|--------------------|
| 10 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |
| 10 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |
| 10 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |
| Brands | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Edit ▾ Delete ▾ |
| Brands | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |
| Brands | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |
| Brands | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |
| Brands | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |
| Brands | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Action ▾ |

- You can create as many product categories & subcategories as you want, to align your products.
- Click 'Add New Category' to create a product category that defines your product's secondary category.
- You can put all the information about the product category to create the 'Product Category' page. You can select the section where you like to display the product category, update meta tags for SEO, and tick all the items products that belong to the same product category. Generally, businesses don't work much on their product category pages. We recommend you to invest your time in detailing your product category pages to improve the visibility of your store & help the audience find the right products to purchase instantly.

Add New Category

Name

Description

Parent Category

Fashion

Visible in Footer

No

Set as Featured

No

Category icon

Drag & Drop file here Or
Browse Files

Image

Drag & Drop file here Or
Browse Files

Category Availability

On

Visible in Menu?

Yes

Set as New

No

Category Banner

Drag & Drop file here Or
Browse Files

SEO

Page Title

Meta Keywords

Meta Description

Products

Default Product Listing Sort By

Position

Total 04 records found







| | ID | Name | SKU | Price |
|--|----|---------------------------|------|---------|
| | 11 | Saceam mirea dacema giren | FS10 | ₹ 79.00 |
| | 11 | Saceam mirea dacema giren | FS10 | ₹ 79.00 |
| | 11 | Saceam mirea dacema giren | FS10 | ₹ 79.00 |
| | 11 | Saceam mirea dacema giren | FS10 | ₹ 79.00 |

- Click 'Save' to update all the information about the product category that you've recently added.

Product Review

Ratings and reviews are a lot important for your customers. Reviews are known to impact buying decisions of your audience. You can view the customer reviews and manage the pending reviews under this section. Also, you can add reviews to your products from the backend.

- Select 'Product Reviews' under the 'Products' tab.
- Select the products you have pending reviews and change the status to approved.
- To add a product review on your own, click 'Add New Review'.

| Product Reviews | | | | | | | Add New Review |
|--------------------------------------|---|--------|-----------|----------------------------|----------|----------|---|
| Filter ▾ | Q. Product Name | | | | | | |
| Update ▾ | Currently Viewing : All Reviews Refresh | | | | | | 0 Items Selected Total 10 Records Found |
| <input type="checkbox"/> All | Product Name | Rating | Posted By | Date | Status | Action | |
| <input type="checkbox"/> Approved | Flower Woven | ★★★★☆ | Test | Nov 23, 2020 4:23:43 PM | Approved | Action ▾ | |
| <input type="checkbox"/> Disapproved | <input type="checkbox"/>  Flower Woven | ★★★★☆ | Test | Nov 23, 2020 4:23:43 PM | Approved | Action ▾ | <div>Edit</div> <div>Delete</div> |
| | <input type="checkbox"/>  Flower Woven | ★★★★☆ | Test | Nov 23, 2020 4:23:43 PM | Approved | Action ▾ | |
| | <input type="checkbox"/>  Flower Woven | ★★★★☆ | Test | Nov 23, 2020 4:23:43 PM | Approved | Action ▾ | |
| | <input type="checkbox"/>  Flower Woven | ★★★★☆ | Test | Nov 23, 2020 4:23:43 PM | Approved | Action ▾ | |
| | <input type="checkbox"/>  Flower Woven | ★★★★☆ | Test | Nov 23, 2020 4:23:43 PM | Approved | Action ▾ | |
| | <input type="checkbox"/>  Flower Woven | ★★★★☆ | Test | Nov 23, 2020 4:23:43 PM | Approved | Action ▾ | |
| | | | | | | | Next 1 2 3 Last Show 10 ▾ |

- Select the products you want to be reviewed. Click 'Create Review.'

Add Product Review



Product Name

Vulla Quis Pancetta Voluptate

Status *

Approved

Nickname *

Nickname

Review Summary *

Review Summary

Product Rating *

| | 1 star | 2 stars | 3 stars | 4 stars | 5 stars |
|---------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Value | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Quality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Review *

Review

Once you are done updating the review. Click 'Save,' and you can see it in the 'Product Review' tab.

SETTINGS

After updating products, it's time to make settings to make your account ready to start an online business. From here, you can manage and update settings for:

- Users and Roles
- Domain
- Payment
- Shipping
- Tax
- Email Templates
- Performance Booster

Users and Roles

In this section, you can assign different roles to your team members and streamline your operational team's tasks. To create the user profile, follow the steps below:

Users And Roles

Add New User

Users

Roles

| ID | User Name | First Name | Last Name | Email | Status | Action |
|----|-----------|------------|-----------|----------------------|-------------------------------------|-----------------------|
| 1 | admin | Admin | User | admin@builderfly.com | <input checked="" type="checkbox"/> | Action ▼ |
| 2 | fitness | Riya | Jain | riya@gmail.com | <input checked="" type="checkbox"/> | Action ▼ |

1

1 of 1

Show

20

▼

- Click on 'Users and Roles' under settings.
- Click on 'Add New User'.

Add User

First Name *

First Name

Last Name *

Last Name

Email Address *

Email Address

Password *

Password

Confirm Password *

Confirm Password

Assign Role

Administrators ▼

Status

Active ▼

- Update information to complete the user profile and assign roles to give dedicated access to your Builderfly account.
- You can change the status of a user profile by setting it to 'Active' or 'Inactive', as per the need of time.
- Set a password and type your current password to validate user access.
- Click 'Save' to create a user profile.

You can view all the users of your account listed here. You can choose the drop-down options under 'Action' tab to edit/update/ delete the profile created.

The basic roles you will have available for your users will be of 'Administrator', 'Accountant', 'Sales', and 'Marketing'. You can edit the permissions and can create new roles, as per preferences. To create the user's role, follow the steps created:

| Users And Roles | | | Add new User Role |
|---|----------------|--------|-----------------------------------|
| Users Roles | | | |
| ID | Role Name | Action | |
| 1 | Administrators | Action | ▼ |
| 4 | Sales | Action | ▼ |
| 5 | Marketing | Action | ▼ |

- Under 'Users and Roles,' click on the 'Roles' tab.
- Here, you will get all the roles listed. To edit/delete existing ones, click on the edit and drop-down option to check for delete.
- To create a new role for the user, click on 'Add Role'.

| Add New User Role | |
|--|-------------------------------------|
| Role Name * | Role Resources |
| <input type="text" value="Role Name"/> | <input type="text" value="Custom"/> |
| <div><div>></div><div><input type="checkbox"/> One Management</div></div> <div><div>></div><div><input type="checkbox"/> Build</div></div> <div><div>></div><div><input type="checkbox"/> Market</div></div> <div><div>></div><div><input type="checkbox"/> Grow</div></div> | |

- Update the information to create roles and check the boxes to assign permissions to the sections you like to allow access to the user.

▼ ☐ One Management

 > ☐ Products

 > ☐ Orders

 > ☐ Customers

 > ☐ Settings

▼ ☐ Build

☐ Website

☐ Mobile Apps

▼ ☐ Market

 > ☐ Analytics

 > ☐ General

 > ☐ Social

▼ ☐ Grow

 > ☐ Sell on Social Channel

 > ☐ Sell on Marketplaces

☐ Sell with Live Stream

☐ Sell on Reseller Channel

Activate Windows
Go to PC settings to activate Windows.

- Click 'Save' to update and assign the responsibilities to 'New Role' created.

Domain

Configure your store with your personal domain name.

- Select 'Domain' under the 'Settings' tab.
- Click 'Connect Domain'.

Domain

Current Domain

fitness.mybuilderfly.com

Added On Jul 9, 2021

Connect your Personal Domain to your store and make it easy for your customers to reach you. Build the authenticity of your brand and make your Business Stand ahead of Competitors.

Add the missing Professional touch and start selling online.

[Connect Domain](#)

- Type your personal domain name in the 'Enter Your Own Domain' box.

Domain

Current Domain

fitness.mybuilderfly.com

Added On Jul 9, 2021


Connect your Personal Domain to your store and make it easy for your customers to reach you. Build the authenticity of your brand and make your Business stand ahead of Competitors.

Add the missing Professional touch and start selling online.

Enter your Own Domain

1. Log in to your domain registrar's control Panel.
2. Create an A record for your example.com domain and point it to our ip- address: 16.219.209.85
3. To make your Instant Site also available at www.example.com, Create a CNAME record for your domain and specify WWW as a name/alias for it.

Update Domain



Activate Win
Go to PC setting

- Click 'Update Domain' to set up your domain for your online store.

It may take some time to go live. Wait till then.

Payment

Add, view, and manage the payment services you like to offer to your customers for a swift and secure shopping experience. You can configure offline as well as online payment options like COD, Authorise.net, net banking, card transfers, and bank transfers.

- Use the toggle button to Enable/Disable COD options at your store. Click 'Edit' to update settings for COD orders.

Payment

Current payment methods

These are the payment methods that you have set up in your store. If enabled they will be available to your customers to proceed for checkout.



Cash On Delivery

Settings

Action ▼



Other ways to get paid



Choose a Payment Processor from our list of 50+ Providers to accept Credit Cards, Paypal and other online Payment Options.

Choose payment processor

-- Please Select --



- Choose the payment gateway through which you want to accept payment on your store. Whichever the payment option, you enable you to get access to detailed edit pages for the same.

Payment

Current payment methods

These are the payment methods that you have set up in your store. If enabled they will be available to your customers to proceed for checkout.



Cash On Delivery

Settings

Action ▼



Razorpay

Settings

Action ▼



PayPal Express Checkout

Settings

Action ▼



Other ways to get paid



Choose a Payment Processor from our list of 50+ Providers to accept Credit Cards, Paypal and other online Payment Options.

Choose payment processor

PayPal Express Checkout



- Click Action to get the drop down options viz edit and delete.

Razorpay

Payment Method Name at Checkout



Account Settings

To Start Accepting Payments, Enter Your API Keys Provided by Razorpay. If you don't have a Razorpay account, you can sign up for it using [this link](#).

API Key Secret

API Key Secret


API Key

API Key

- Click 'Edit' to configure the chosen payment gateway with API ID, merchant key, and other information to set up your merchant payment account.
- Click 'Save.'
- Enable Bank Transfer to let your customers directly send you payment in your bank account.

Bank Transfer Payment

Payment Method Name at Checkout



Other Settings

Minimum Order Total

Maximum Order Total

Set payment instructions at checkout

Instructions to your customers on how the order will be processed

Instruction for the Bank Payment, You can follow these steps.

Provide your customer with detailed instructions on how and where they should pay for their order.


- Under payment options in the 'Settings' tab, choose 'Bank Transfer'.
- Update information hit 'Save.'

Shipping

Here, you can add, update, view, and manage your shipping settings. Mention all those shipping options with which you want to deliver your orders at the door of your customers.

Shipping

These are the Shipping methods that you have added in your store. when enabled, they are available for your customers to choose from at checkout.



Free Shipping


Settings

Action

▼

☐

Add a New Shipping Method




Add a simple fixed rate shipping, set up custom rates or use automatic rates from carriers like UPS, USPS, FedEx, DHL, Canada Post and Australia.

Choose shipping method

-- Please Select -- ▼

Shipping Settings



Shipping Origin


This is the address from where you ship your orders and is used to calculate real-time shipping rates.

Update Address

- Click 'Shipping' in the 'Settings' tab.
- Enable/Disable 'Free Shipping' at your store by pushing the toggle button.
- To update configuration settings for free shipping from the drop-down option, choose 'Edit'.

Free Shipping

Shipping Method Name at Checkout



Shipping Setting

Minimum Order Amount

Minimum Order Amount

Shipping Regions

Ship to Applicable Countries

All Allowed Countries ▼

- Update new shipping method by selecting the one out of fixed rates, tabled rates, and enabling 'real-time shipment rates'.
- Whichever option you enable, you can configure your store by clicking on 'Edit' under the drop down.

Custom Rates

Shipping Method Name at
Checkout

Best Way

Shipping Setting

Condition

Weight vs. Destination

Export CSV

This will export existing custom rates as you have setup.

Import

Drag & Drop file here or

Browse Files

Fee Settings

Calculate Handling Fee

Fixed

Handling Fee

Handling Fee

Shipping Regions


Ship to Applicable Countries

All Allowed Countries

- To update real-time shipping rates for all of your packages, update UPS, USPS, FedEx, DHL. You can select it from the drop-down and edit to update.

UPS

Shipping Method Name at
Checkout



Account Settings

Access Key

Access Key

User ID

User ID

Password

Password

Origin of the Shipment

Shipments Originating in United States

User negotiated rates (A shipper number is required when requesting to receive the negotiated rates.)

This shipper's UPS account number

This shipper's UPS account number

Package Settings

Container

Customer Packaging

Destination Type

Residential

Weight Unit

LBS

Minimum Package Weight (Please consult your shipping carrier for minimum supported shipping weight)

0.1

Maximum Package Weight (Please consult your shipping carrier for maximum supported shipping weight)

150

Shipping Settings

Allowed Methods

Pickup Method

Free Method

Activate Windows
Go to PC settings to activate Windows

- Click 'Save' to update your shipping preferences.

You can configure your store with different shipping options according to preference of location.

Tax

Update the tax relating details for your store in this section:

Tax Rules

You can add and manage tax rules from here.

| View Taxes | | | Add New Tax Name |
|---------------|--------------------------------------|-----------------------|-----------------------|
| | | | Total 2 records found |
| Tax Name | Tax Identifier | Action | |
| Shipping | Add New | Action ▼ | |
| Taxable Goods | US-CA-**-Rate Edit | Action ▼ | |
| | US-NY-**-Rate Edit | | |
| | Add New | | |

For different customer groups, you can create different tax rules that can be applied from time to time. Click 'Add New Tax Name' for adding a new tax name.

Add New Tax Name

Tax Name *

[Cancel](#) [Save](#)

Once you save the 'New Tax Name', you will see '+ Add New' in the 'Tax Identifiers.' Click on it, to create distinct tax classes for that tax category.

Add New Tax Identifier For Shipping

Tax Identifier *

Country *

State

Customer Group

Rate Percent *

Tax applies to

Zip Code Limit

You can manage all your tax zones & related rules based on geographies here.

Email templates

We have a whole collection of ready-to-implement email templates listed here. You can preview them referring to the template names, and tweak them by clicking on the 'Action' & clicking 'Edit'.

| Email Templates | | | | |
|-----------------|--------------------------------------|--|---------------|----------|
| ID | Template Name | Subject | Template Type | Action |
| 1 | Builderfly New Order Placed Email | {{var store.getFrontendName()}}: New Order # {{var order.increment_id}} | HTML | Action ▼ |
| 2 | Builderfly New Invoice Created | {{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} for Order # {{var order.increment_id}} | HTML | Action ▼ |
| 3 | Builderfly Changed Password or Email | Your password or email changed at {{var store.getFrontendName()}} | HTML | Action ▼ |
| 4 | Builderfly Contact Form | Contact Form | HTML | Action ▼ |
| 5 | Builderfly Refund Update | {{var store.getFrontendName()}}: Refund # {{var creditmemo.increment_id}} update | HTML | Action ▼ |
| 6 | Builderfly Refund Update for Guest | {{var store.getFrontendName()}}: Refund # {{var creditmemo.increment_id}} update | HTML | Action ▼ |
| 7 | Forgot Admin Password | Password Reset Confirmation for {{var user.name}} | HTML | Action ▼ |
| 8 | Builderfly Forgot Password | Password Reset Confirmation for {{var customer.name}} | HTML | Action ▼ |
| 9 | Builderfly Invoice Update | {{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} update | HTML | Action ▼ |
| 10 | Builderfly Invoice Update for Guest | {{var store.getFrontendName()}}: Invoice # {{var invoice.increment_id}} update | HTML | Action ▼ |

You can edit the email template and update information in its HTML version. It may seem intimidating at first, but you can simply update the content you want to & preview the magic that you've created.

Template Information

This email will be sent to admin when any customer places new order.
Personalize the message to fit your business.

Template Name *

Subject *

Custom Message *

```

{{template config_path='design/email/header'}}
{{inlinecss file='email-inline.css'}}

<table cellpadding="0" cellspacing="0" border="0">
<tr>
<td>
<table cellpadding="0" cellspacing="0" border="0">
<tr>
<td class="email-heading" align="center">
<table align="center" style="max-width: 330px">
<tr>
<td width="84" align="center" valign="middle"></td>
<td align="left" valign="middle">
<h1>Thank you <br><span>for order from {{var store.getFrontendName()}}.</span></h1>
</td>
</tr>
</table>
</td>
</tr>
</table>

```

Performance Booster

Performance Booster is to clear the cache memory of your store. It may improve the loading speed of your store. It's no rocket science, just click on Start & rest will be managed in the backend.

ORDERS

You can view, manage, add, and check all the orders you will receive at your Builderfly store in one place.

- View
- Add
- Export
- Shipments
- Order Statuses

View

In this tab, you will get all the orders listed. You can take different actions on any of your orders to update the status of the order to process it. Also, you can filter your order based on different filters.

| View Orders | | | | | | | Add New Order |
|--|---|-------------|---------|------------|------------|---|---------------|
| Filter | Search | | | | | | |
| <input type="checkbox"/> All Orders <input type="checkbox"/> Processing <input type="checkbox"/> Shipped <input type="checkbox"/> Delivered <input type="checkbox"/> Cancelled <input type="checkbox"/> Returned <input type="checkbox"/> Refunded | Currently Viewing : All Orders Refresh 0 Items Selected Total 10 Records Found | | | | | | |
| | Purchased On | Ship To | Total | Status | Source | Action | |
| | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Website | Process Order | |
| | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Mobile App | View Order Delete Cancel Ship Deliver Return Refund Print Invoice Print Packing Slip Print Shipping Label Print Return Slip | |
| | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Facebook | | |
| <input type="checkbox"/> 10000015 | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Google | | |
| <input type="checkbox"/> 10000015 | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Flipkart | | |
| <input type="checkbox"/> 10000015 | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Amazon | | |
| <input type="checkbox"/> 10000015 | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Facebook | Process Order | |
| <input type="checkbox"/> 10000015 | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Google | Process Order | |
| <input type="checkbox"/> 10000015 | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Facebook | Process Order | |
| <input type="checkbox"/> 10000015 | Oct 20 2020 10:10 AM | Bob Charles | ₹ 44.95 | Processing | Google | Process Order | |
| Next 1 2 3 Last Show 10 | | | | | | | |

Click on the invoice number to view the order and all the information. Select 'Ship' to process the order shipment.

[Back](#)

Order Detail

Order No. 10000015

Oct 20, 2020 10:10 AM

250 INR

for 2 items

Status: Processing

Payment Information

Cash on Delivery

Order Was placed using INR

[View Returns](#)

Shipping & Handling Information

Flat Rate - Fixed 10.00 INR

[View Shipments](#)

Order : 2 Items

| Image | Product Name | Price | Qty | Sub Total | Total |
|---|--------------|-------|-----|-----------|-------|
|  | Flower Woven | 99 | 01 | 99 | 99 |

| | |
|-----------------------|-------------------|
| Subtotal | 348.00 INR |
| Shipping & Handling | 10.00 INR |
| GST | 41.76 INR |
| Grand Total | 399.76 INR |
| Total Paid | 188.00 INR |
| Total Refunded | 0.00 INR |
| Total Due | 0.00 INR |

Order Status History

-  Order has been placed, Oct 22, 2020 10:10 AM
-  Order went to processing, Oct 22, 2020 10:10 AM
-  Order has been Shipped, Oct 28, 2020 10:10 AM
-  Order went to Delivered, Oct 30, 2020 10:10 AM

Update Order

Ship

Deliver

Cancel

Return

Refund

Print Order

Print Packaging Label

Print Shipping Label

Print Return Slip

Billing Address

Bob Charles

Address

Ahmedabad, Gujarat, 380054

(M) +91 12345 67890

(E) bob.s@gmail.com

Additional Information

Source : Website

Add

If you want to add an order manually through your store, you can do it from here.

- Under 'Orders' click on 'Add'.

Add Order

Product Details

Items Ordered

Add Products

Coupon Code

Coupon Code

Apply

Customer Details

Choose Customer

Shipping Method

No methods available

Payment Method





No methods available

Order Summary

| | |
|---------------------|------------------|
| Subtotal | 00.00 INR |
| Shipping & Handling | 00.00 INR |
| GST | 00.00 INR |
| Grand Total | 00.00 INR |

- Click on 'Add Products' to add the products to your order. You can select the products from the popup window displayed below.

Add New Products

| Image | Product Code | Product Name | Stock Level | Price |
|--|--------------|--------------|-------------|-------|
| <input type="checkbox"/>  | 001 | Flower Woven | 100 | 99 |
| <input type="checkbox"/>  | 001 | Flower Woven | 100 | 99 |
| <input type="checkbox"/>  | 001 | Flower Woven | 100 | 99 |
| <input type="checkbox"/>  | 001 | Flower Woven | 100 | 99 |

Next

1

2

3

Last

Show

10

▼

Add Products

Cancel

- Click on 'Choose Customer' to select the customer from your database.

Choose Customer

☒ Existing Customer ☐ New Customer

| Name | Email | Phone | State | Country |
|-----------|-----------------|-----------------|---------|---------|
| Raj Mehta | raj.m@gmail.com | +91 12345 67890 | Gujarat | India |
| Raj Mehta | raj.m@gmail.com | +91 12345 67890 | Gujarat | India |
| Raj Mehta | raj.m@gmail.com | +91 12345 67890 | Gujarat | India |
| Raj Mehta | raj.m@gmail.com | +91 12345 67890 | Gujarat | India |
| Raj Mehta | raj.m@gmail.com | +91 12345 67890 | Gujarat | India |

Next 1 2 3 Last Show 10 ▾

Cancel

- If the customer is not already listed in your database, you can add directly by selecting the 'New Customer' tab.

Choose Customer

☒ Existing Customer ☐ New Customer

First Name

First Name

Last Name

Last Name

Email Address

Email Address

Group

General ▾

Save & Choose

Cancel

- Update payment and shipping options.

Shipping Method

☒ Flat Rate - 10 INR

Payment Method

☒ Cash on Delivery
☐ Pay via Credit/Debit Card

Order Summary

| | |
|---------------------|-------------------|
| Subtotal | 348.00 INR |
| Shipping & Handling | 10.00 INR |
| GST | 47.76 INR |
| Grand Total | 358.00 INR |

Add Order

Product Details

Items Ordered

[Add New Products](#)

| Product Name | Product Code | Price | Qty | Subtotal | Action |
|--------------|--------------|-------|--|----------|--------------------------------|
| T-Shirt | 001 | 99 | <div><div>-</div><div>01</div><div>+</div></div> | 99 | <div>Action</div> <div>▼</div> |
| Cotton Pant | 002 | 249 | <div><div>-</div><div>01</div><div>+</div></div> | 249 | <div>Action</div> <div>▼</div> |

Coupon Code

Customer Details

For bob Charles, bob.charles@gmail.com

[Change Customer](#)

Billing Address

Select from existing addresses

First Name

Last Name

Street Address

City

Country

State/Province

Zip/Postal Code

Telephone

☐ Save in address book

Shipping Address

☐ same as Billing Address

Select from existing addresses

First Name

Last Name

Street Address

City

Country

State/Province

Zip/Postal Code

Telephone

☐ Save in address book

Shipping Method

☒ Flat Rate - 10 INR

Payment Method

☒ Cash on Delivery☐ Pay via Credit/Debit Card

Order Summary

| | |
|---------------------|------------|
| Subtotal | 348.00 INR |
| Shipping & Handling | 10.00 INR |
| GST | 47.76 INR |
| Grand Total | 358.00 INR |

Export

Order Export

Export

File Format

☒ Export to Microsoft Excel (CSV)

☐ Export to an XML file (Advanced)

To process the orders in bulk and download the information about your orders, select 'Export' under 'Orders' tab, choose the file format (XML or CSV) and click 'Export'.

Shipments

The orders that you've processed for shipment will be listed here.

View Shipments

Update

Currently Viewing : All Shipments [Refresh](#)

0 Items Selected | Total 10 Records Found

| <div>Print Packaging Slip</div> <div>Print Shipping Label</div> <div>Delete</div> | Date Shipped | Order Number | Order Date | Ship to | Total QTY | Action |
|---|--------------|--------------|----------------------|----------------------|-------------|--------|
| | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |
| | 50000068 | Oct 20 2020 | 10000015 | Oct 20 2020 10:10 AM | Bob Charles | 01 |

View

Delete

Print Packaging Slip

Print Shipping Label

Next

1

2

3

Last

Show

10

To download packaging slips and shipping labels, select in the drop-down and click on the options to download. When you click 'View', you will get shipment details displayed as:

Shipment No. 20000015

Order No. 10000015

Oct 20, 2020 10:10 AM

250 INR

for 2 items

Status: Processing

Items shipped

| Product Name | | Qty Shipped |
|--------------|-----------|-------------|
| T-shirt | Size : M | 01 |
| Cotton pant | Size : 32 | 01 |

Tracking Number

[+ Add Row](#)

| Shipping Carrier | Carrier Title | Number | Action |
|------------------|---------------|-----------|--------|
| Fedex | FedEx | Fed000020 | Action |

Payment Information

Cash on Delivery

Order Was placed using INR

Shipping & Handling Information

Flat Rate - Fixed 10.00 INR

Shipping Comments

Shipping Comment History

- Shipping is in transit, Oct 28, 2020 10:10 AM
- Item should be reached by tomorrow, Oct 29, 2020 10:10 AM

Customer Details

Account Information

Name : Bob Charles
Email : bob.c@gmail.com
Mobile : +91 12345 67890

Shipping Address

Bob Charles
Address
Ahmedabad, Gujarat, 380054
(M) +91 12345 67890
(E) bob.c@gmail.com

Billing Address

Bob Charles
Address
Ahmedabad, Gujarat, 380054
(M) +91 12345 67890
(E) bob.c@gmail.com

Additional Information

Source : Website

You can feed the shipment details manually by clicking the 'Edit Order' option under 'Action'.

Returns

The returns orders processed through your account will be listed here.

View Order Returns

| <input type="text" value="Search"/> | | | | | | |
|---|--------------|---------------|----------------------|-------------|-----------|--|
| Update ▼ Currently Viewing : All Orders Return Refresh 0 Items Selected Total 10 Records Found | | | | | | |
| <input type="checkbox"/> | Order Number | Date Returned | Order Date | Bill To | Total QTY | Action |
| | | | | | | |
| <input type="checkbox"/> | 10000015 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | View Delete Print Return Slip Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |
| <input type="checkbox"/> | 50000068 | Oct 20 2020 | Oct 20 2020 10:10 AM | Bob Charles | 01 | Action ▼ |

When you click 'View' you will get order's information displayed as

[Back](#)
[Upgrade](#)
[H](#)
[Get Help](#)

New Order Return

Order No. 10000015
Oct 20, 2020 10:10 AM

250 INR
for 2 items

Status: Processing

Item to Return

| Product Name | | Price | Qty | Qty to Return |
|--------------|-----------|---------|-----|---------------|
| T-shirt | Size : M | 99 INR | 01 | - 01 + |
| Contton pant | Size : 32 | 249 INR | 01 | - 00 + |

| | |
|---------------------------------|------------|
| Refund Subtotal (including GST) | 111.88 INR |
| Refund Shipping | 10.00 |
| Refund Total | 120.88 INR |

Payment Information
Cash on Delivery
Order Was placed using INR

Shipping & Handling Information
Flat Rate - Fixed 10.00 INR

Return Comments

Customer Details

Account Information
Name : Bob Charles
Email : bob.c@gmail.com
Mobile : +91 12345 67890

Shipping Address
Bob Charles
Address
Ahmedabad, Gujarat, 380054
(M) +91 12345 67890
(E) bob.c@gmail.com

Billing Address
Bob Charles
Address
Ahmedabad, Gujarat, 380054
(M) +91 12345 67890
(E) bob.c@gmail.com

Additional Information
Source : Website

The order's return receipt will look like

Return No. 30000015

Order No. 10000015
Oct 20, 2020 10:10 AM

250 INR
for 2 items

Status: Returned

Item to Returned

| Product Name | | Price | Qty Returned |
|--------------|-----------|---------|--------------|
| T-shirt | Size : M | 99 INR | 01 |
| Contton pant | Size : 32 | 249 INR | 01 |

| | |
|---------------------------------|------------|
| Refund Subtotal (including GST) | 111.88 INR |
| Refund Shipping | 10.00 |
| Refund Total | 120.88 INR |

Payment Information
Cash on Delivery
Order Was placed using INR

Shipping & Handling Information
Flat Rate - Fixed 10.00 INR

Return Comments

Return Comment History

- Customer has shipped the Items back, Nov 2, 2020 10:10 AM
- We have recieved the Items but refund is yet to be initiated, Nov 4, 2020 10:10 AM

Customer Details

Account Information
Name : Bob Charles
Email : bob.c@gmail.com
Mobile : +91 12345 67890

Shipping Address
Bob Charles
Address
Ahmedabad, Gujarat, 380054
(M) +91 12345 67890
(E) bob.c@gmail.com

Billing Address
Bob Charles
Address
Ahmedabad, Gujarat, 380054
(M) +91 12345 67890
(E) bob.c@gmail.com

Additional Information
Source : Website

Order Statuses

| Order Statuses | |
|----------------|--|
| Status | Status Description |
| Processing | Customer has placed an order with payment made or not made. You can ship once it is ready. |
| Shipped | You have shipped the order and items are in transit now. You can update it with tracking number too. |
| Delivered | You delivered the order to the customer. |
| Cancelled | You cancelled the order and will not be considered for further processing. |
| Returned | You initiated the return process for an order and all items are in transit back to you. |
| Refunded | You received all the items for an order and paid total refund to the customer back. |

The jargon (Technical Words) in the glossary revealing Order Statuses will be listed here for a better understanding of merchants and users of Builderfly ecommerce platform.

CUSTOMERS

You can view and manage your existing customers from here. Also, you can create new customer profiles to manage all the customer's databases single-handedly. You will get access to the options listed below:

- View
- Add
- Import
- Export
- Customer Groups

View

View Customers

+ Add New Customer

Delete

Search

Currently Viewing : All Customers [Refresh](#)

0 Items Selected | Total 10 Records Found

| ID | Name | Email | Phone | State | Country | Joined On | Action | |
|--------------------------|------|-----------|-----------------|----------------|---------|-----------|----------------------|--------------------|
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |
| <input type="checkbox"/> | 10 | Raj Mehta | raj.m@gmail.com | +91 12345 6789 | Gujarat | India | Oct 20 2020 10:00 AM | Action <div></div> |

Next

1

2

3

Last


Show

10

View the list of customers, their email address, contact number, state, country, and actions tab with which you can edit /update customer information.

Add

Add Customer



Upload Profile Image

First Name *

First Name


Last Name

Last Name

Email Address *

Email Address

Date of Birth

First Name 

Gender

Select Gender ▼

Phone Number

Phone Number

Group *

General ▼

Password *

Password

☐ Send Auto Generated Password

Customer Addresses

☒ Default Billing Address ☐ Default Shipping Address Add New

First Name *

First Name

Last Name *

Last Name

Phone Number *

0345 67890

Company *

Company

Street Address *

Address

Street Address 2

Address

City *

City

State/Province *

State ▼

Zip/Postal Code *

ZIP Code

Country *

Country ▼

OST Number

OST Number

To add a new customer to your store manually, click on ‘+ Add New Customer’. Here, you can update the information of your customer, billing, and shipping address. It will be automatically updated.

Import

If you have the customer’s database already updated and laying under the sheets, you can import the same on your Builderfly dashboard and manage them single-handedly.

Customers ImportSave

Drag & Drop File Here
or
Browse Files

Total size of uploadable files must not exceed 1024M

Click here to download sample csv file.

Field Separator

Field Enclosure

Upload

Download the sample file, update customer's information and upload using the 'Browse Files' option.

Export

Customers ExportExport

File Format

☒ Export to Microsoft Excel (CSV)

☐ Export to an XML file (Advanced)

To export a customer's database distinctly for the usage of offline marketing or anything else, click on 'Export,' choose the file format, and download all the customer's information at once.

Customer Groups

| View Customer Groups | | | | Add New Customer Group |
|-------------------------------------|---------------|---|--------------------|--|
| <input type="text" value="Search"/> | | | | |
| <div>Update ▼</div> | | Currently Viewing: All Customers Groups Refresh | | |
| | | 0 items selected Total 4 records found | | |
| <input type="checkbox"/> | Group Name | Tax Class | Customers in Group | Action |
| <input type="checkbox"/> | General | Retail Customer | 0 | <div>Action ▼</div> |
| <input type="checkbox"/> | NOT LOGGED IN | Retail Customer | 0 | <div>Action ▼</div> |
| <input type="checkbox"/> | Retailer | Retail Customer | 0 | <div>Action ▼</div> |
| <input type="checkbox"/> | Wholesale | Retail Customer | 0 | <div>Action ▼</div> |

You can create customer groups to gather and group the audience of similar tax classes or preferences. Later, you can leverage these groupings to create marketing campaigns with this data.

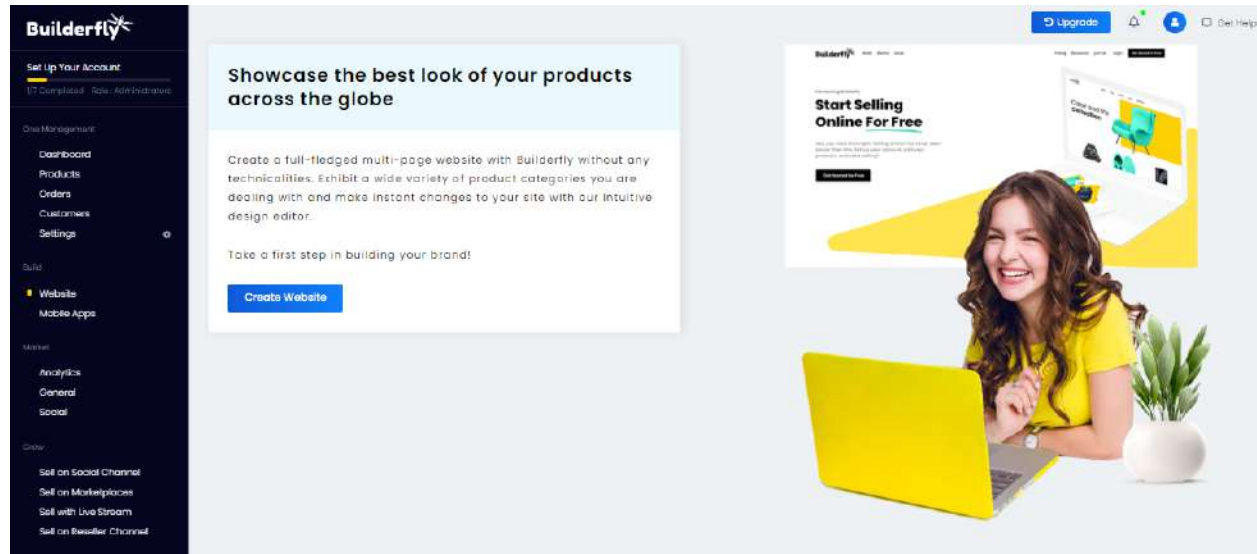
Customer Group

Group Name *

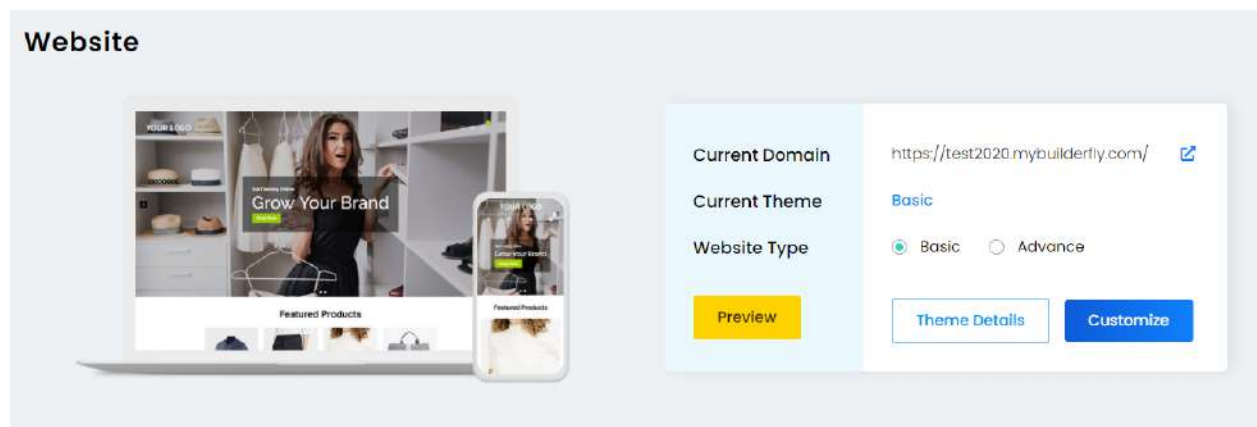
Save

Cancel

BUILD WEBSITE



Design your dream website with Builderfly in less than 5 minutes. Click on 'Create Website' and get a fully customizable professional online store ready for your business.



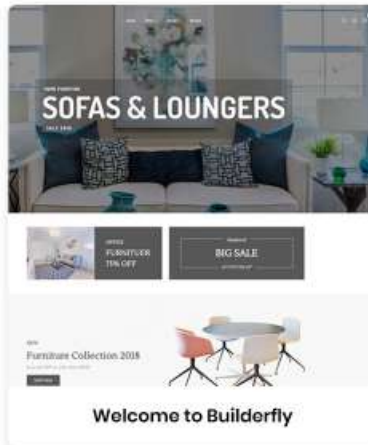
Once you create your website, you will get a store live with the primary domain of Builderfly assigned for you. The active theme of your store will be displayed here. We have two versions of website type viz. Basic & Advance. In the basic version, you will get access to a one-page theme and in the advanced version, you will get a multi-page website with advanced menu options. Click 'Preview' to view your store and click 'Customize' to personalize your store.

If you want to try premium themes for your online store, click on 'Theme Marketplace' after upgrading your business plan.

< Back

Theme Marketplace

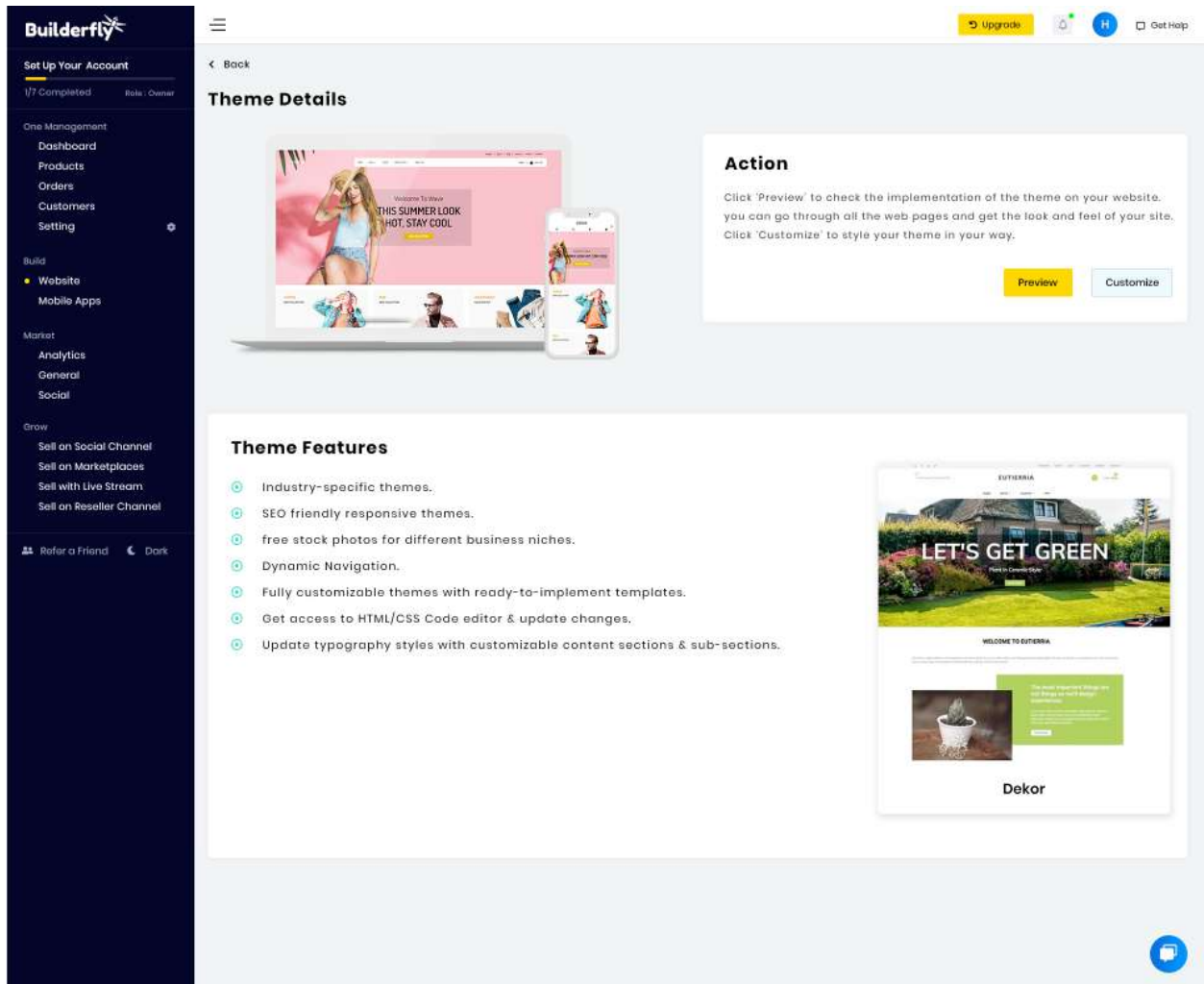
Here is our collection of professionally designed themes for different business niches. you can select the ones you like to learn more about each of them. you can add them to Learn more about each of them. You can add them to your portfolio and apply them later. Try implementing any of these themes for your website just in a single click!



When you hover on the theme, you will get the option to 'Add' it to your store or click on 'Details' to know more about it.

All the themes that you will try implementing will be displayed under 'My Themes.'

If you want to know more information about your existing theme, click on 'Theme Details.'

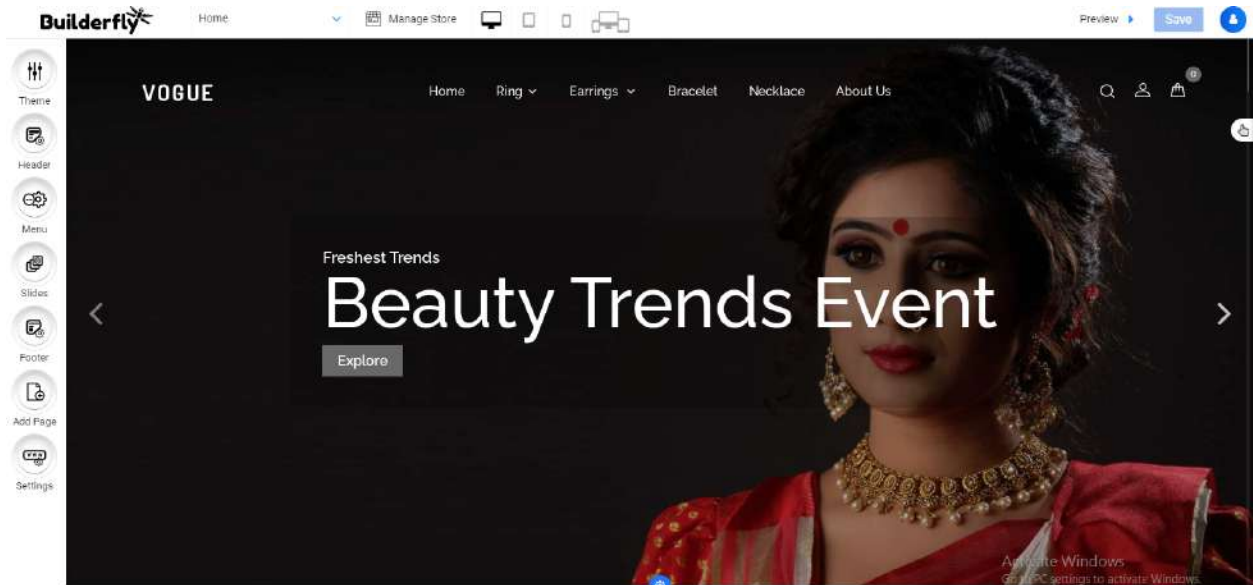


If you are a Builderfly Starter Plan user, you can play with the layout of your existing theme. To experience our Advanced themes from the 'Theme Marketplace' section, you need to upgrade your store.

That's a tour of your Builderfly store. Now, we will dig deeper into designing your store with 'Store Customization'.

Customize Your Store

To add a personal touch to your online store, click on Build>Website>Customize. This will take you to the Design Editor module of your ecommerce store. With our intuitive Design Editor, you can change the look and feel of your store & add the personal touch of your brand to your professional website.

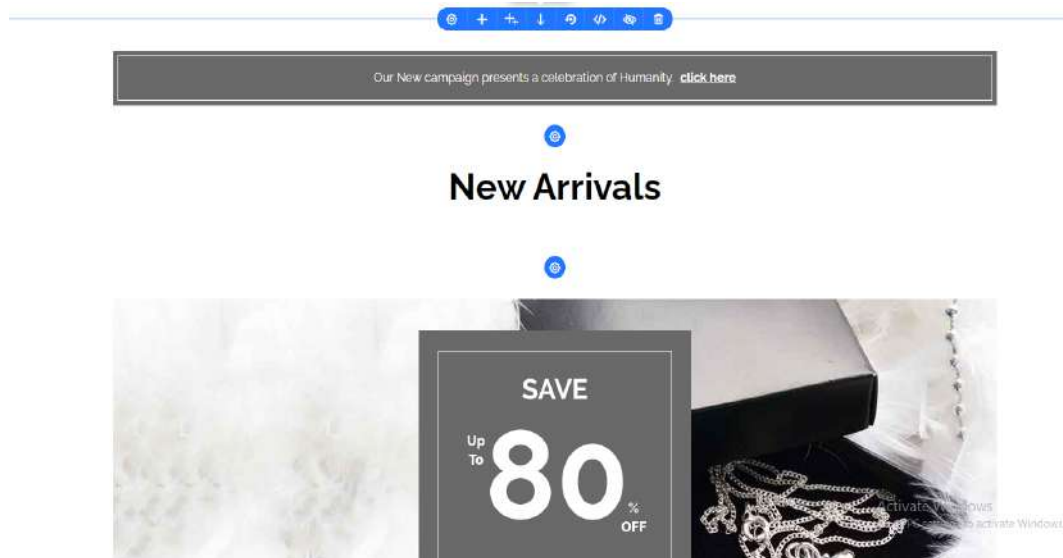


From the header, you can choose different pages of your ecommerce store that you like to customize. By clicking on the icons of different devices provided, you can view how your store will look on desktops, tablets, and smartphones. Let us tell you, your URL is live! You can view your store on mobile phones & see how amazing it looks.

We are sure, now, you are very excited to see how your products will look in your store & share it with your potential buyers. Let us show you the magic that you can do with our Design Editor.

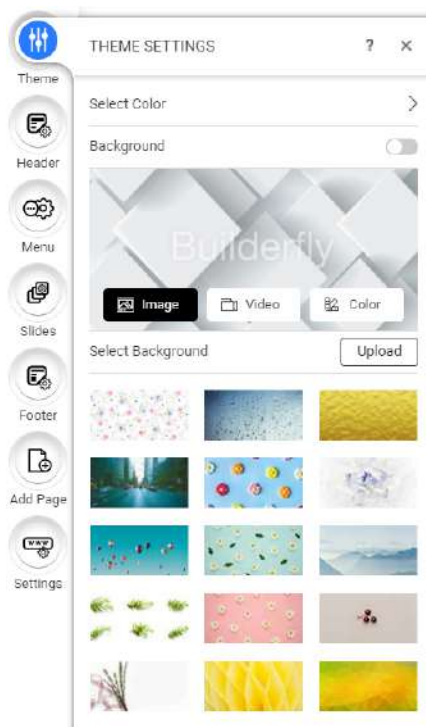
On the left-hand side, there are options provided to update the content of your store. You can replace banner images, change font size, update the font style, add or remove pages, choose different templates to represent your content, and do much more. Try it on your own, and make yourself comfortable with your design editor section.

Moreover, you are provided with a 'settings' option below every section of the page to add/remove the sections from our professionally designed themes. You can design each web page layout as per your wish.



Home Page

Theme:



Using the theme settings, you can play & experiment with your existing theme. You can choose the colors for your theme from the 'Theme Palette.' You can customize your theme palette with the custom colors of your choice.

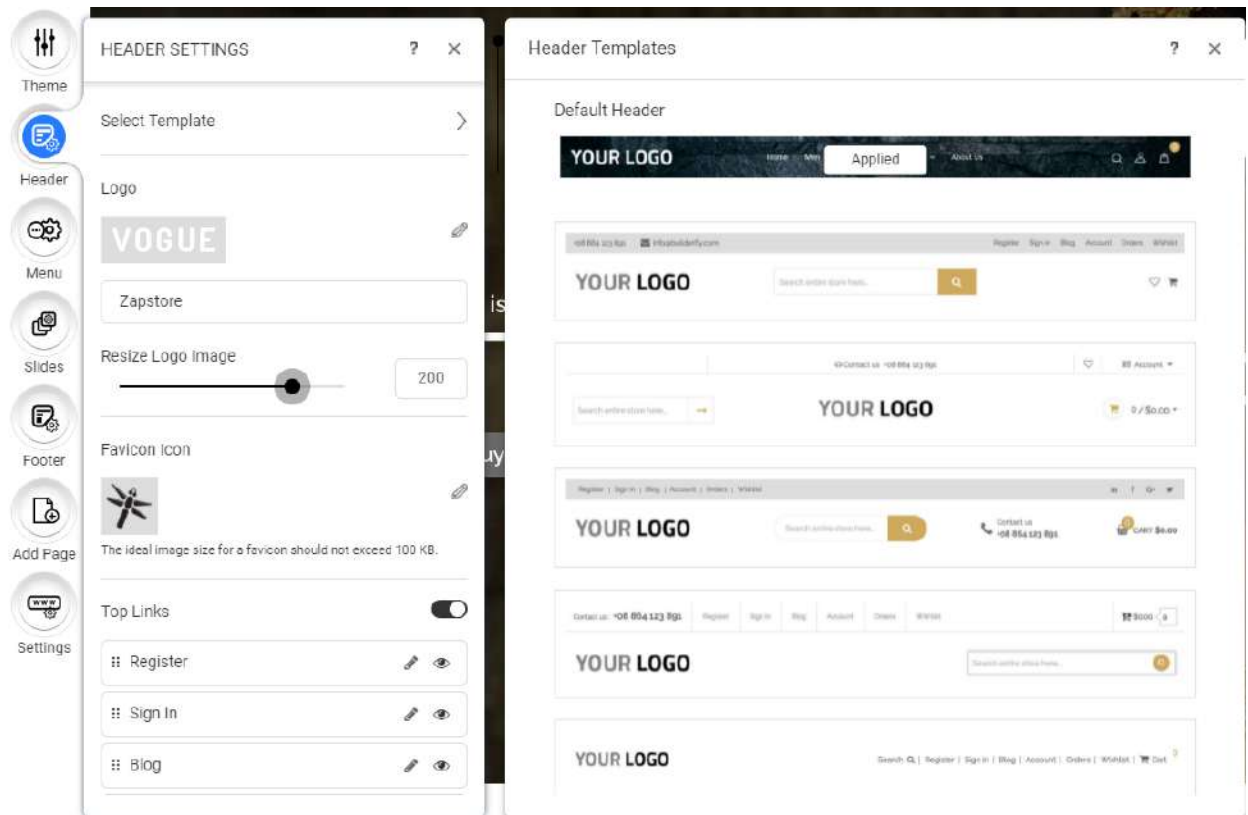
Using the Custom color section of Theme Palette, you can choose different colors for texts, CTAs, buttons, links, divider sections, link hovers, etc.

Also, you can add different types of media elements like images, videos, and even solid colors to colorize the wide space of your website. You can add a Youtube link of videos you like to add in the background or upload the ones of your choice.

You can provide a collection of some cool backgrounds that you can apply to your existing theme. Then, if you want to add a background image or video of your choice, you can upload it from your collection.

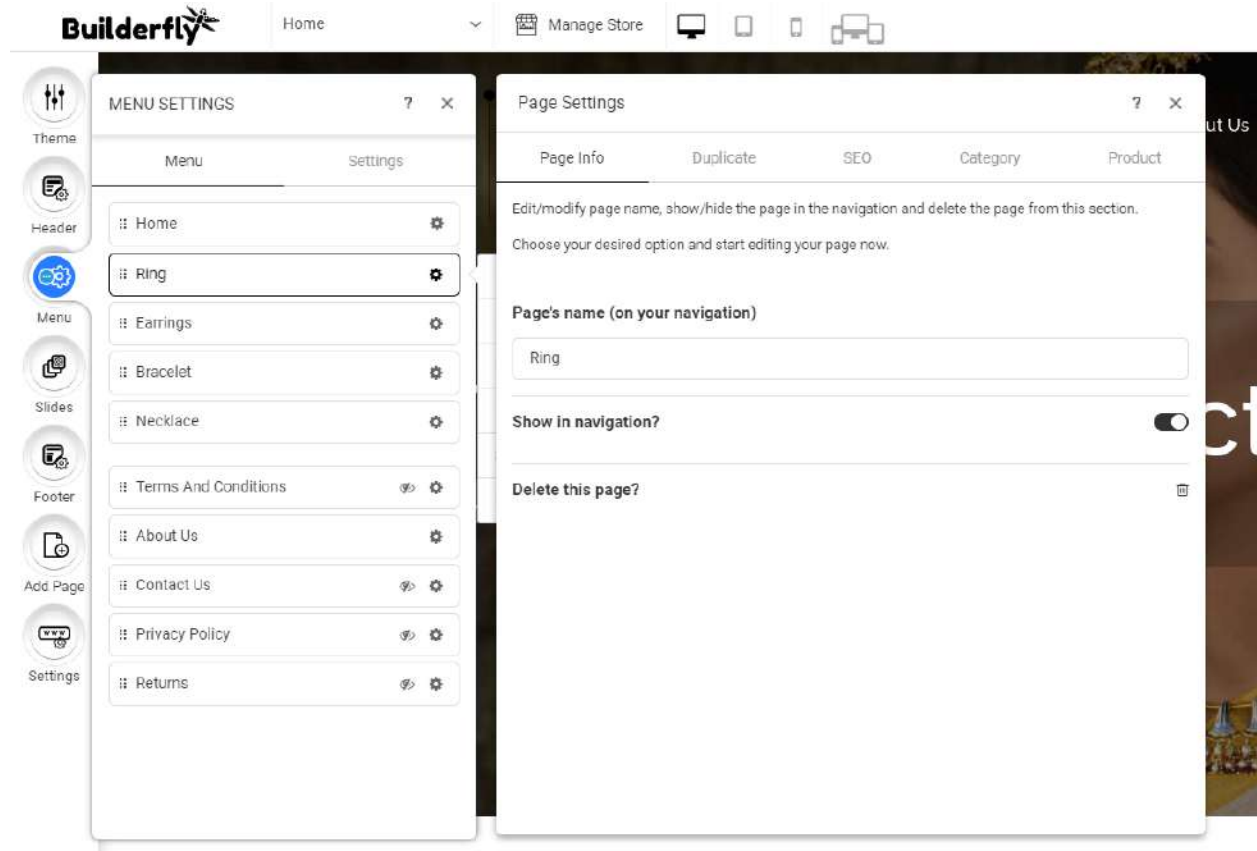
Header:

- We have several ready-to-implement templates to style the header of your website. You can select any of these templates & apply them to view the changed header layout.
- Upload the logo of your store or choose to enter the name directly. You can resize your logo directly by reducing or adding to the size of your store's logo.
- The favicon icon will be the icon of your store that shows on the browser. You can upload it directly.
- From the 'top links' section, you can choose the options you want to show on your store's header section on. You can hide the section that you don't want to display. Also, you can rename them. Drag and drop these options to change their sequence.

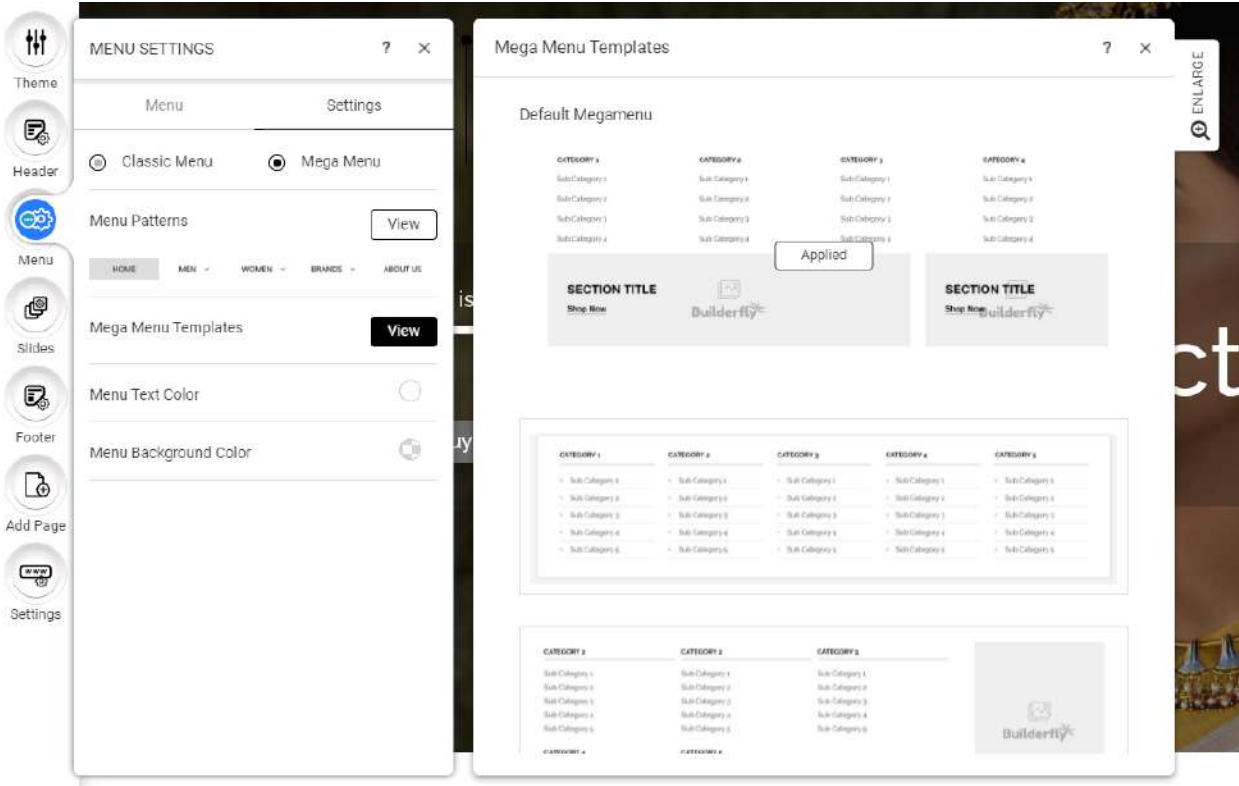


- You can freeze your website's header or enable/disable the easy search option for your store.

Menu:

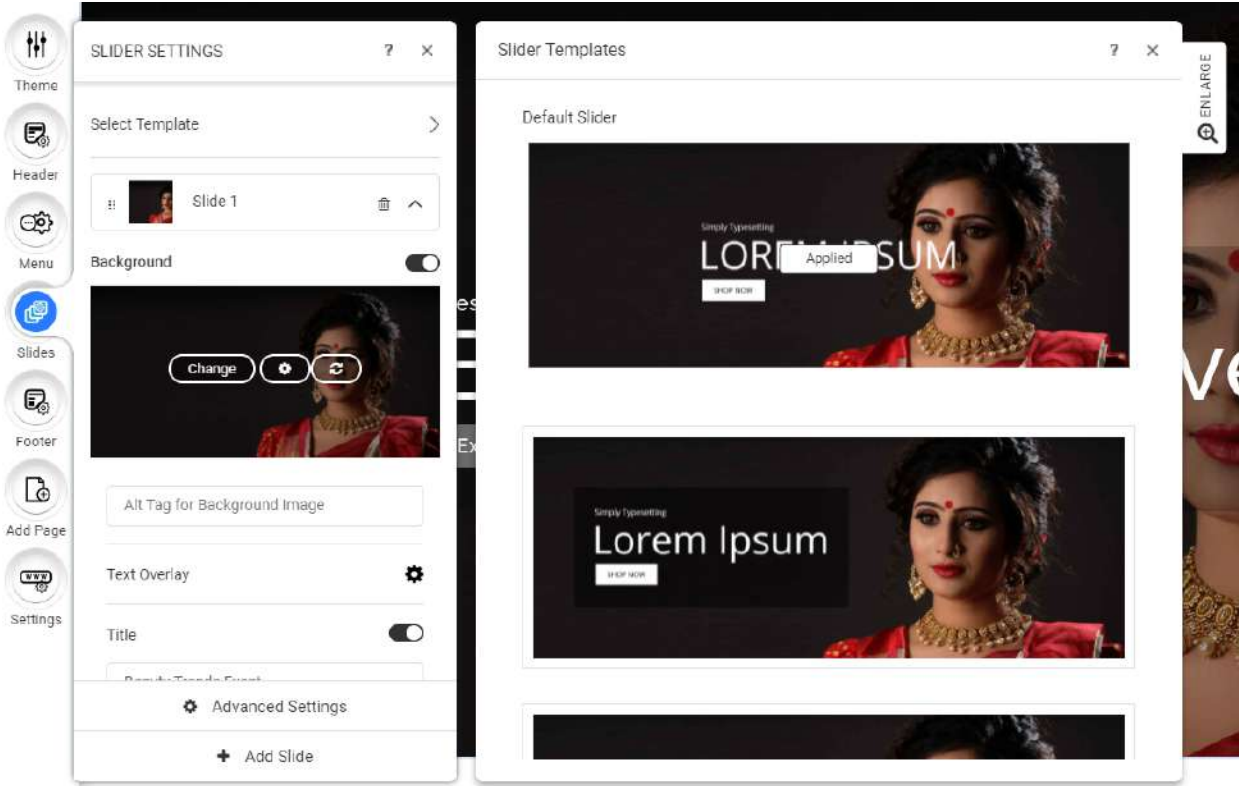


- From the menu section, you can add/update the product categories & other web pages you want to display in your menu. Click the 'settings' next to each of the menu categories & update all the page-related information. You can update SEO information, category and assign add products in certain product categories directly. To get the same page layout, you can duplicate it. Also, you can decide whether to show it in the navigation bar or not.
- You can hide the pages you don't like to display and mark them invisible. Drag and drop them simply in the sequence of your choice to change their sequence.

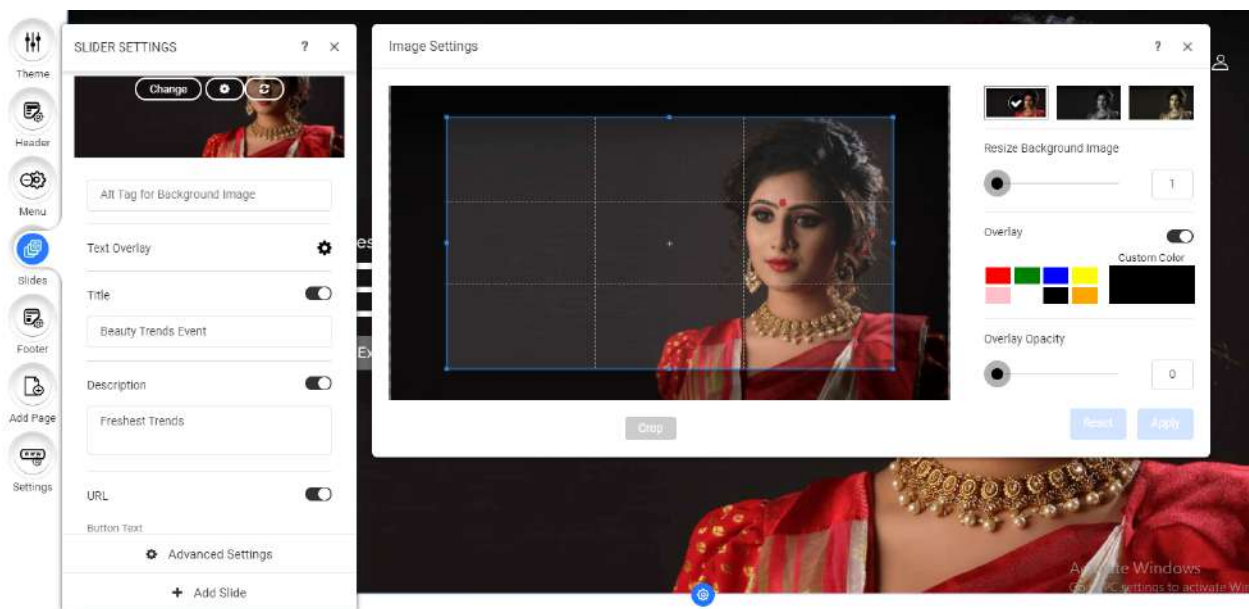


- For your Builderfly store, you can choose the menu style you like to implement from Classic Menu & Mega Menu. For starter businesses, Classic Menu may serve the purpose, but later you will definitely need a Megamenu.
- Click on the 'View' button next to Menu patterns to see our pre-built templates for both Mega Menu & Classic Style Menus. Scroll through the section to check more options and click 'Apply' to implement the one of your choices.
- Moreover, you can update both Menu Text Color as the Background color.

Slides:

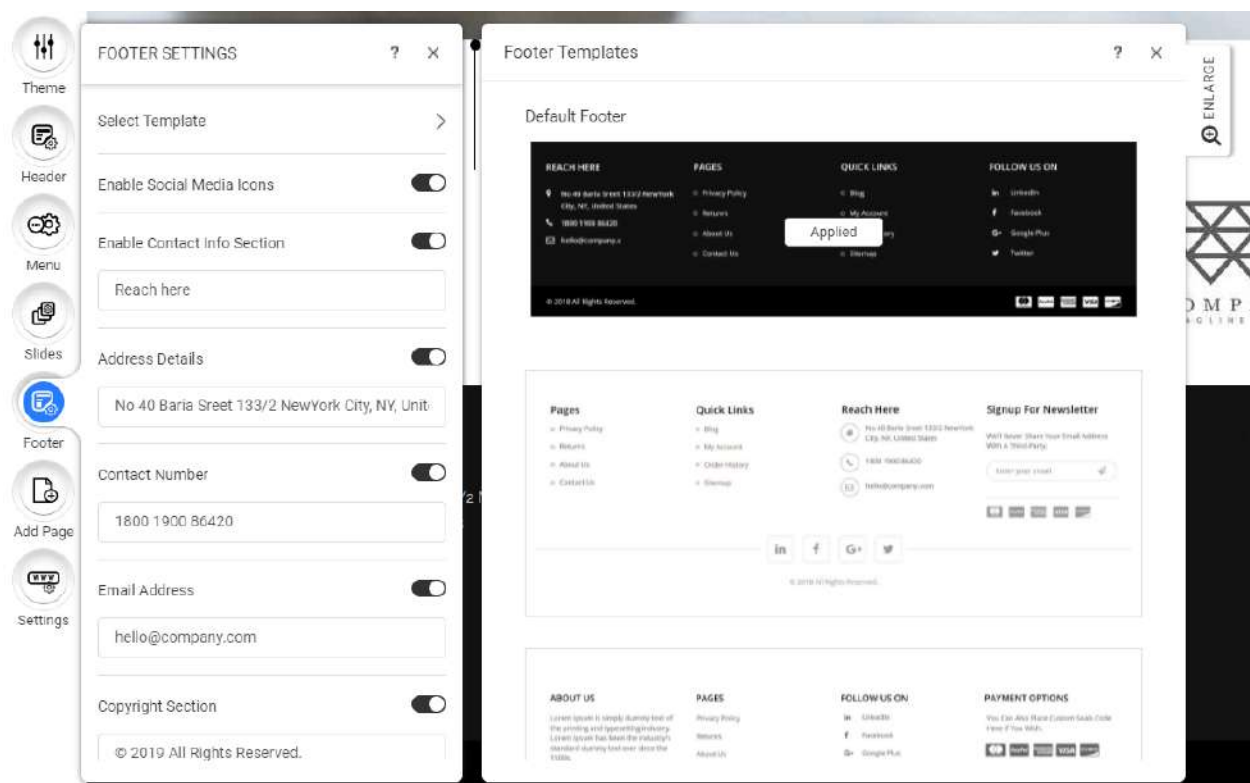


- Call them slider images or banners, they are known to add a distinct flavor to your online store. The compelling will be your images, the higher will be chances that users explore more.
- Based on the content style, we have templates available for your slider section as well. You can select and apply the ones you like.



- Below the templates, you will get 3 sliders by default. You can change their sequence, select the images from our lifestyle collection, tweak their color, and add an overlay of your choice. You can scale your chosen image without actually working on the file size.
- From title tag to subtitle, description, and CTA, you can update the content of your online store to add a personal touch. If you want to change the text color, and text overlay's opacity, you can manage that too.
- The best thing is, you can add the link of the web page to the CTA, where your audience can navigate to, for better conversions. You can choose whether you want it to be a no-follow link or to be opened in a distinct window.

Footer:



A visitor came to the bottom section of your home page and maybe he/she is about to leave. And, you don't want your customer to leave your shop without purchasing anything. To align with your business goal, you need to put a lot of focus on your footer section as well.

- Click 'Select Template' to choose the right template for your website's footer section. You can enlarge the section for a better view, scroll through and decide the layout of your store's footer section.
- Edit your information and replace it with that of your business. The selection of the fields you like to display in your website's footer section is that of yours. We recommend

you to provide all the contact options, security pages and important links that can motivate your visitor to explore more. It builds the trust of your online store, and makes you stand out professionally.

Add Page:

STATIC PAGE SETTINGS

Theme

Header

Menu

Slides

Footer

Add Page

Settings

BLANK PAGE

Blank Page

ABOUT US

CONTACT US

404 PAGE

TERMS & CONDITIONS

PRIVACY POLICY

Create a new blank page, show your creativity and link your SEO related content.

Add New Page*

Enter Page Title

SEO Details

Meta Description:

Enter meta decription

Meta Keywords:

Enter meta keywords

Show link in *

☐ Header ☐ Footer

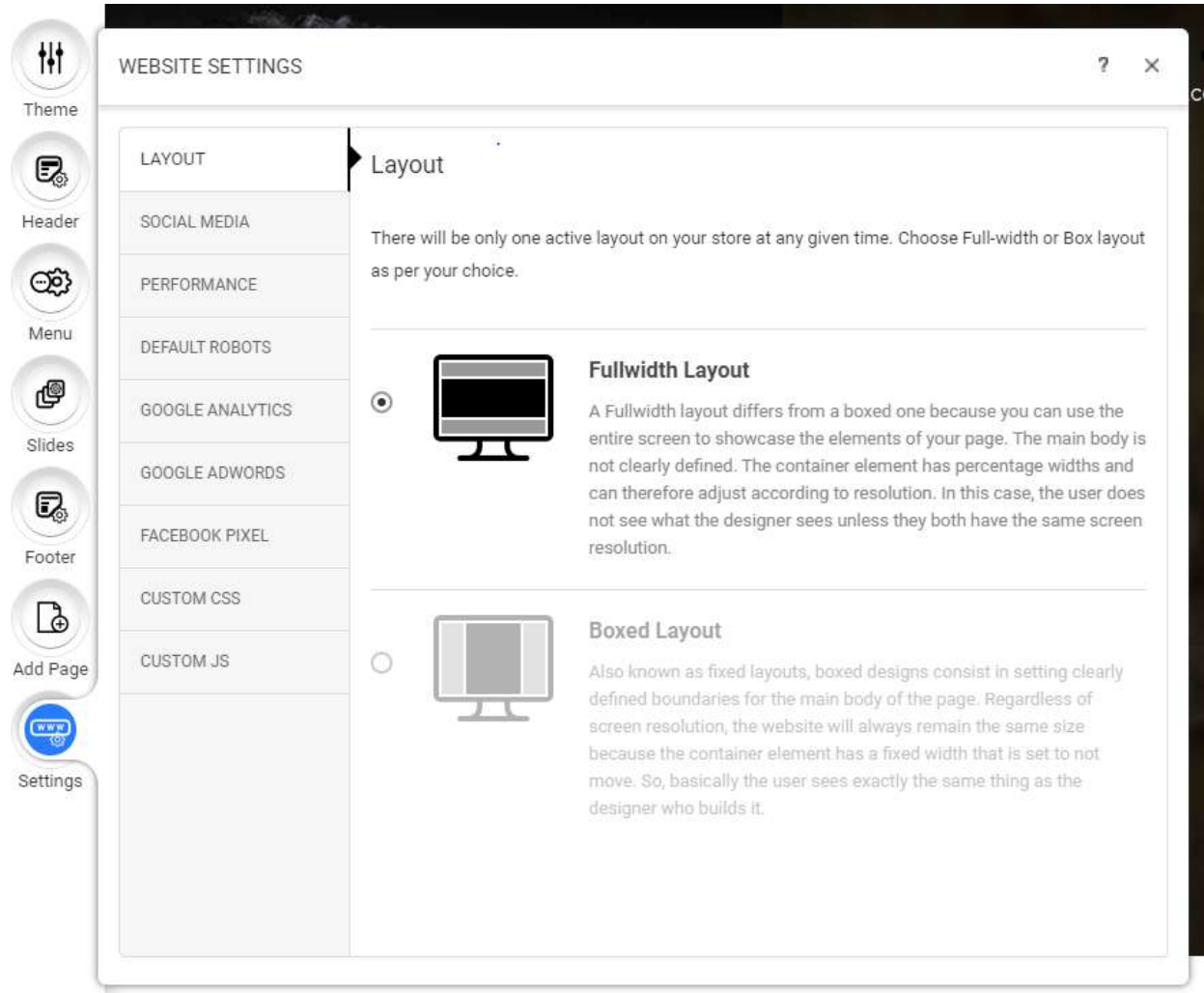
Apply

Want to add a new page to your ecommerce store? Click on 'Add Page'. You can select the type of page you want to add and the layout you want.

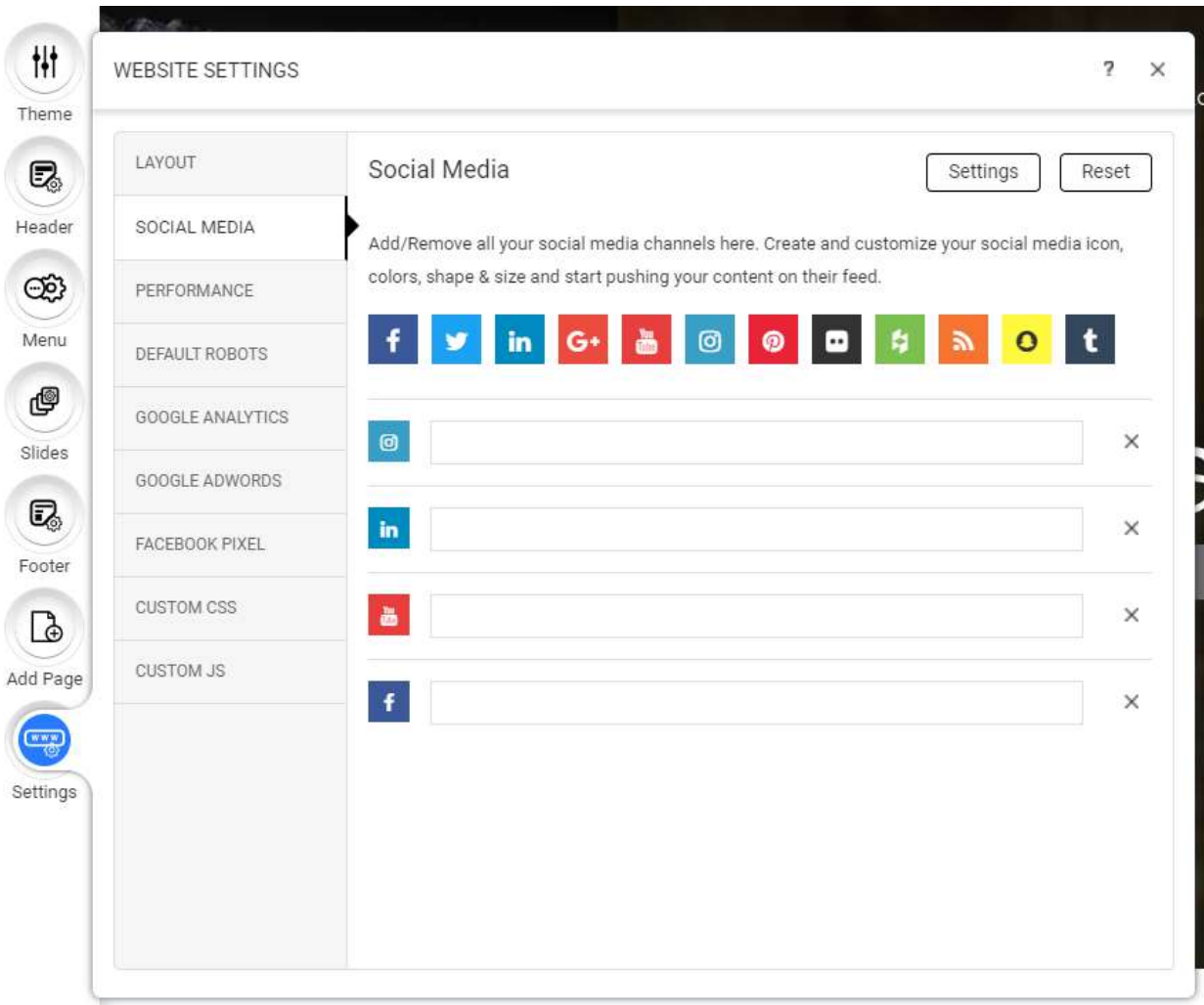
- Select 'Blank Page' if you like to create a new page for your store from scratch. You can update the name and SEO details for your web page and edit later.
- If you want a distinct web page with a layout matching to About Us, Contact Us, 404 page, Terms & Conditions, or Privacy Policy; you can click on any of these Web pages, select the templates, and Apply to get the page ready.

Settings:

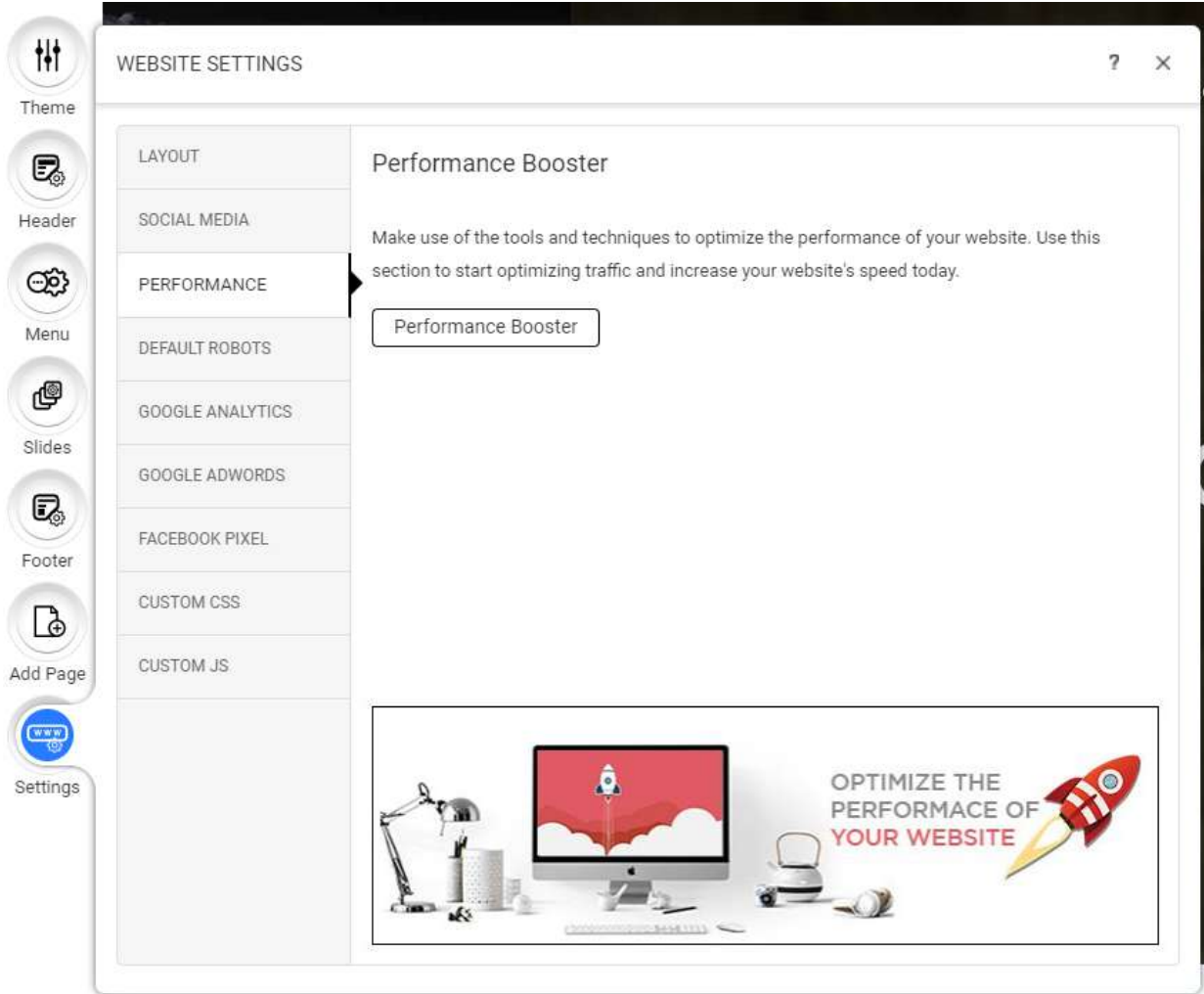
Clicking on 'Settings', you can update the general settings of your ecommerce store.



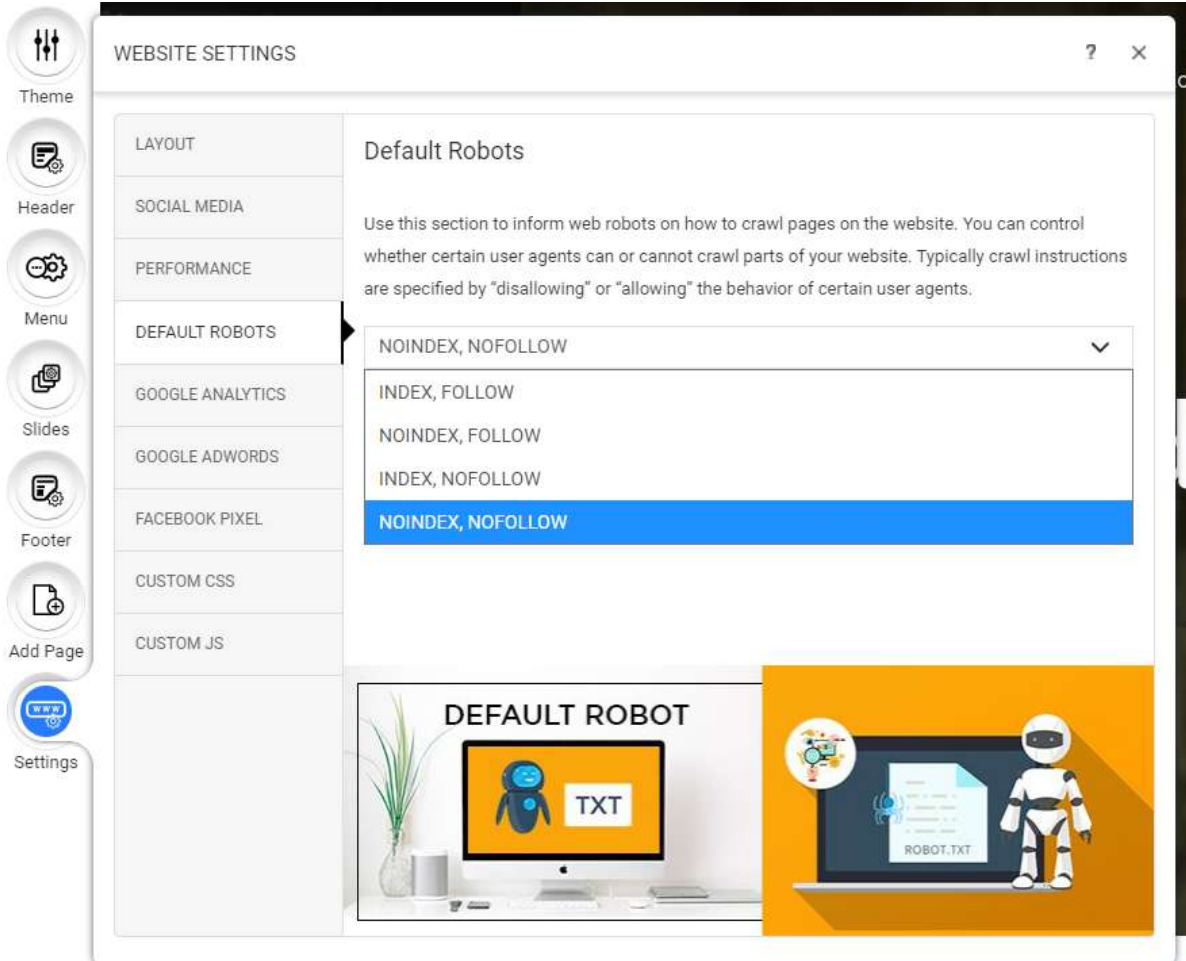
Choose 'Full width layout' for the wider display of your web store and select 'Box layout' to minimize it to the box format. Online buyers often prefer to view products in the full-width mode. However, if you choose the boxed layout, you can find some enticing background images/videos to add to the view of your store.



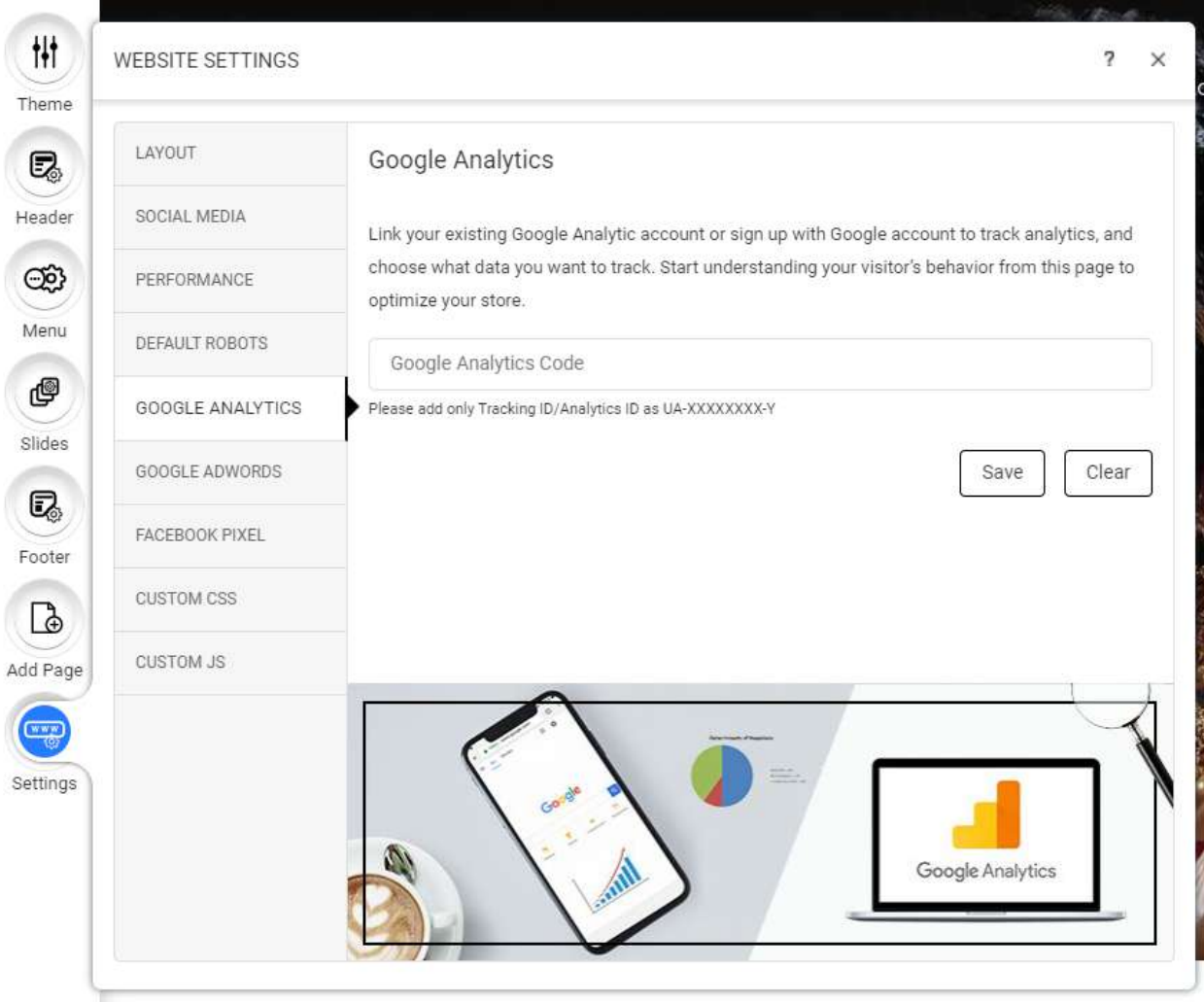
Click on 'Social Media' to update the link of all the social handles you have added to your store. Further, you can click on 'Settings' to choose the layout of your social handles that you want to be displayed in the footer section.



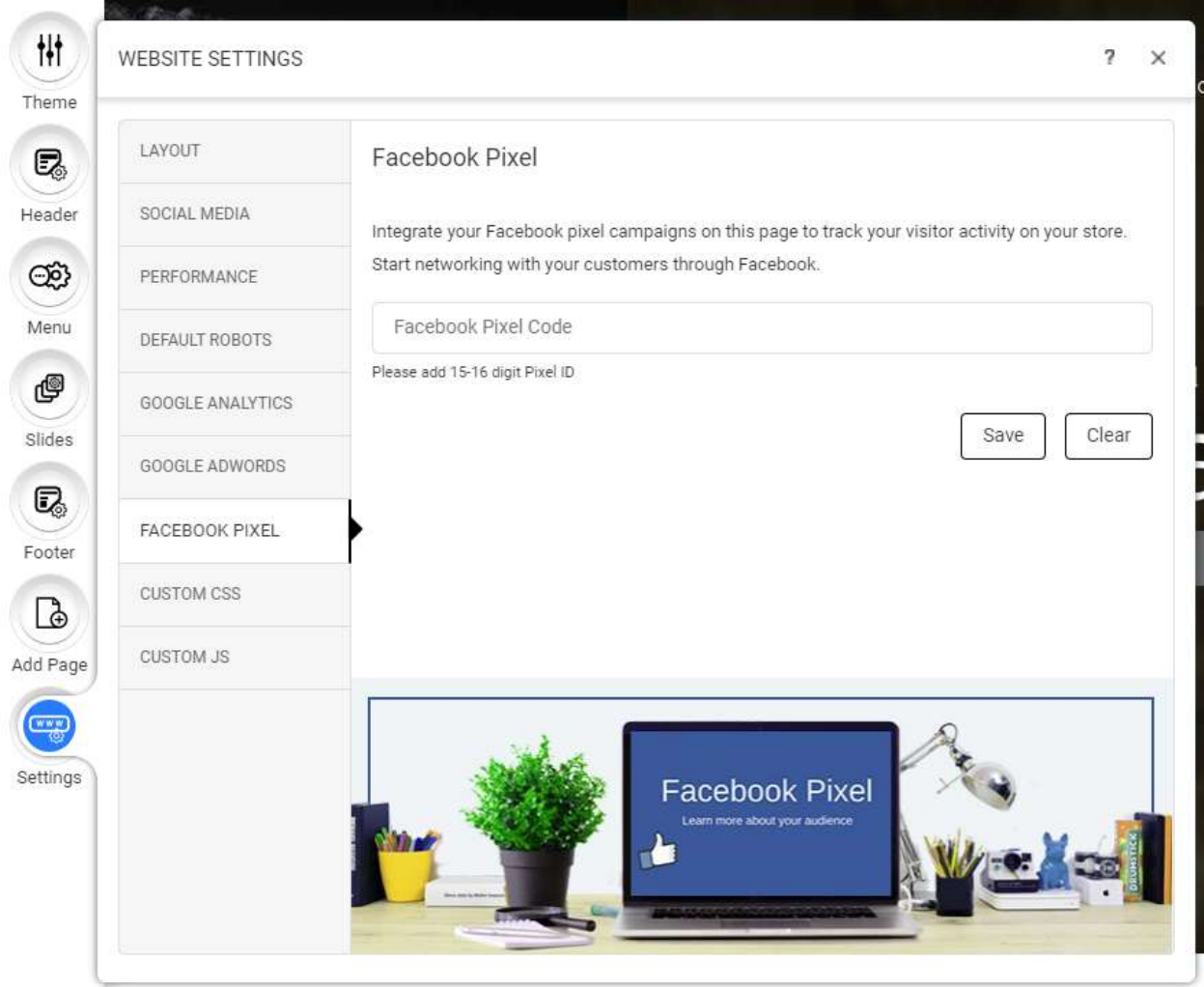
Free your store from the cache and speed up your website's performance by clicking on 'Performance Booster'.



Update your link setting by clicking on 'Default Robots'. From the drop-down menu, you can choose default bot settings for the search engine bots to improve the visibility of your website on Search engines.



Configure Google Analytics for your store by updating your tracking code here. Yes, it is as it sounds. Now, you can keep a greater track of the user activity of your ecommerce store with insightful data you will gather from Google Analytics.



If you have technical knowledge about CSS and JavaScript & coding doesn't seem alien to you, you can start having more fun with the code customizations of your choice. Don't bother about getting stuck, we will be there to help you.

Theme

Header

Menu

Slides

Footer

Add Page

Settings

WEBSITE SETTINGS

LAYOUT

SOCIAL MEDIA

PERFORMANCE

DEFAULT ROBOTS

GOOGLE ANALYTICS

GOOGLE ADWORDS

FACEBOOK PIXEL

CUSTOM CSS

CUSTOM JS

Custom CSS

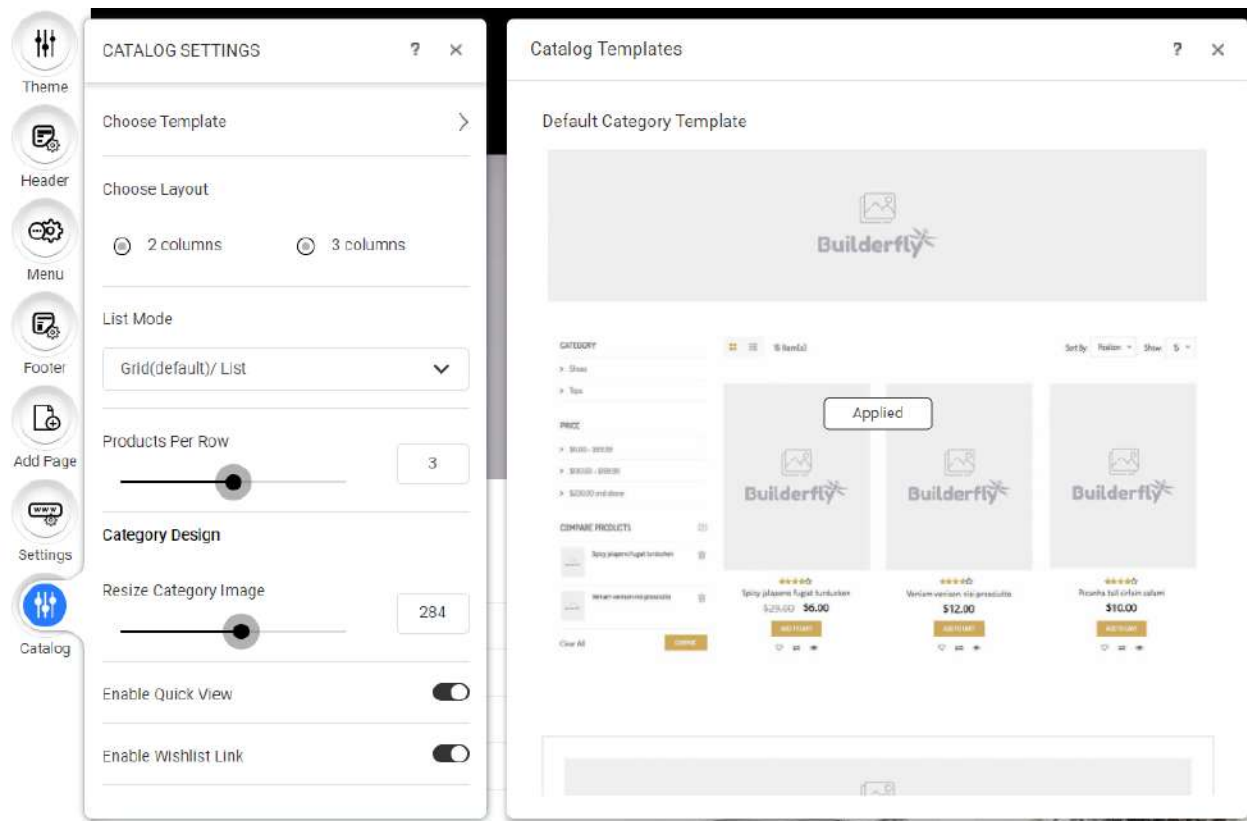
Please add your Custom CSS here to change the default design of the website. (Note: Don't include style tag)

```
1 /* Some example CSS
2
3 body {
4   margin: 0;
5   padding: 3em 6em;
6   font-family: tahoma, arial, sans-serif;
7   color: #000;
8 }
9
10 #navigation a {
11   font-weight: bold;
12   text-decoration: none !important;
13 }
14
15 h1 {
16   font-size: 2.5em;
17 }
18
19 h2 {
20   font-size: 1.7em;
21 }
```

Edit

Just don't forget to save the changes that you've made for your store. View live while editing your store.

Category

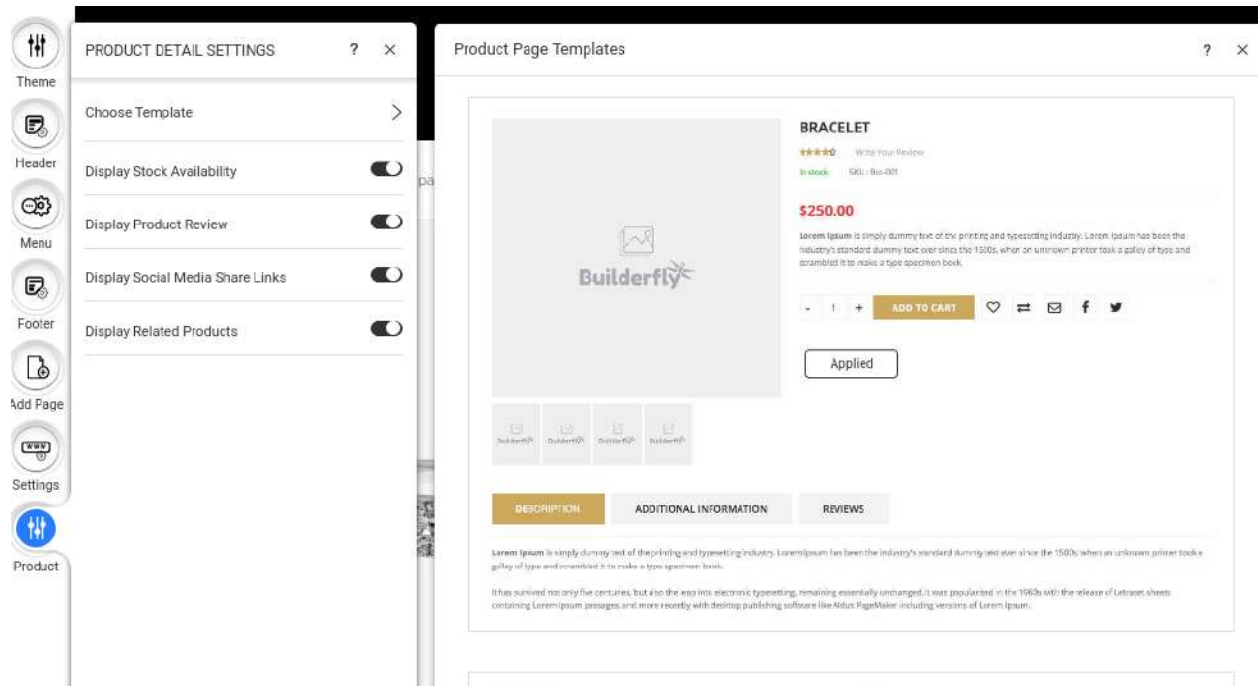


You can update the layout of your product category pages by selecting 'Category' from the drop-down option next to Builderfly's logo in the design editor section. You will get a new option displayed on the left side pane 'Catalog'.

Here you can click 'Choose Template' to select the right template for your product category pages. You can choose the layout in which your products will be displayed on the product category page. Moreover, you can choose the count of products per row and size, the size of category images, and the comparison features or filters you want to be displayed alongside. By clicking on the image block, you can personalize your category page images.

Product

Now, we will be taking you to the most important sections of your ecommerce store. We will be selecting the right layout of your product detail pages. From dropdown selection in the header, choose 'Products'. This will take you to one of your product detail pages. the option of 'Products' will come in the left side pane.

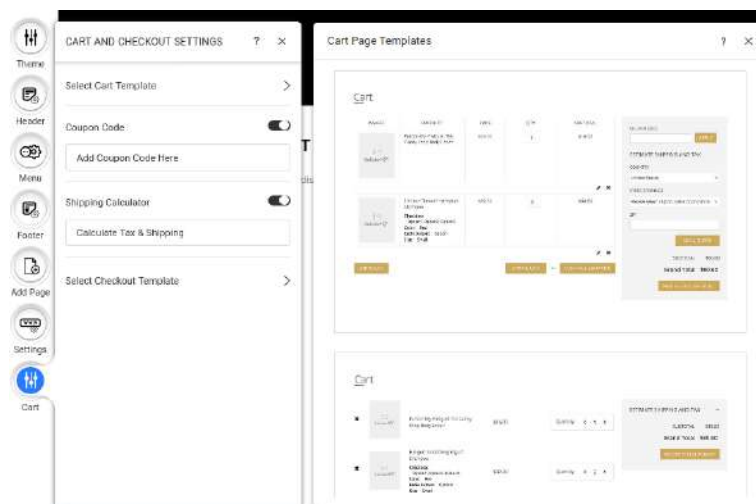


From here, you can select the right template for your product detail page. Also, you can select the display options that you want to add for easy sharing and to improve engagement.

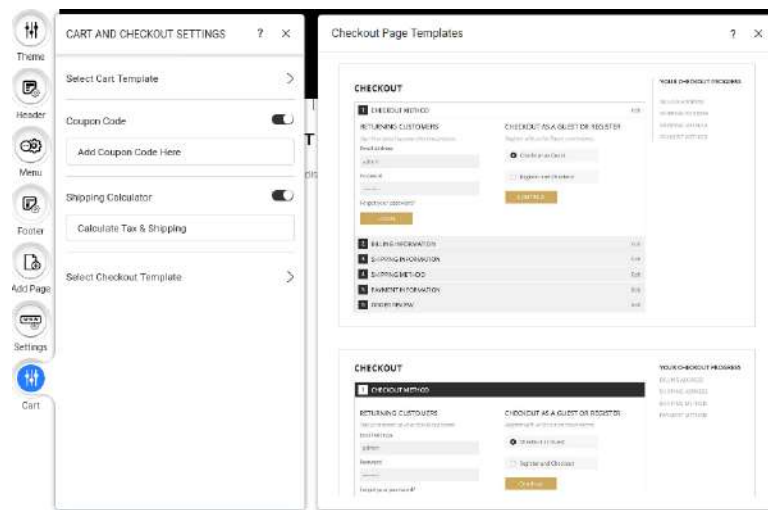
Cart & Checkout

Set your transaction-oriented pages right with the Cart & Checkout feature. Select 'Cart and Checkout' from the dropdown option.

Click on 'Select Cart Template' to check the templates displayed. You can select any one of them and click 'Apply' to implement that particular template for your online store. You can enable/disable the option of adding a coupon code on your transaction page.

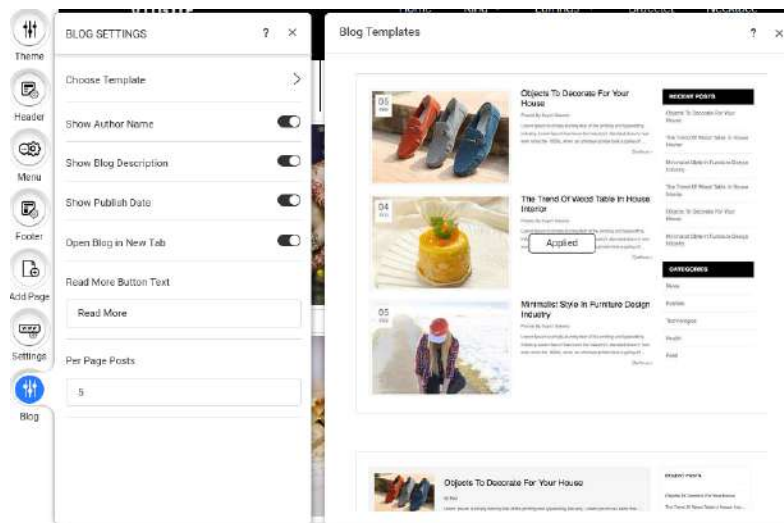


By clicking on 'Select Checkout Template' you can choose the right template for your checkout page. If you want to display the shipping calculations made upfront, you can enable the option.



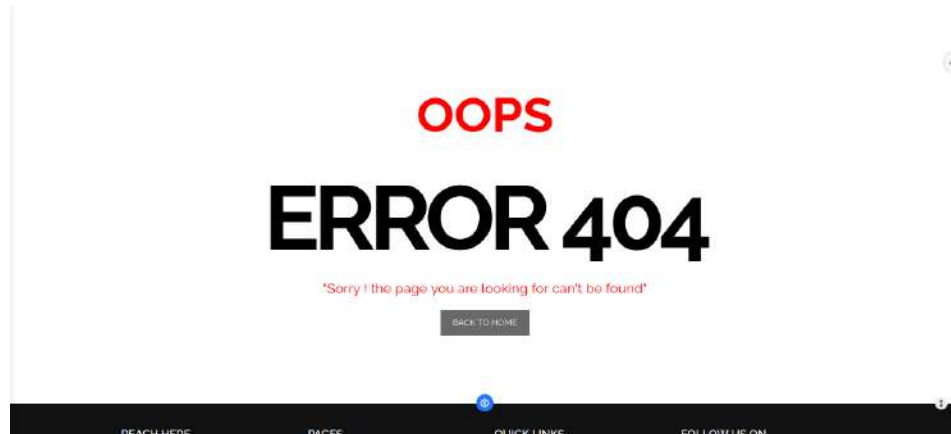
Once you are done implementing the templates, click 'Save'. You can go to your live store, trying to place a test order to see how your templates look like.

Blog



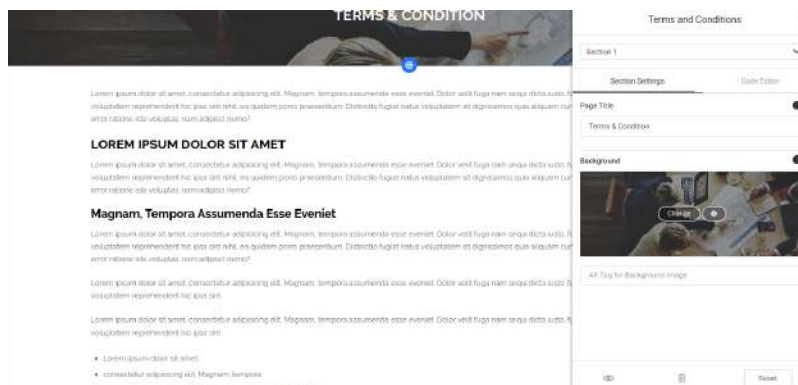
We have already told you how a well-optimized blog can be your marketing asset. The look and feel of the blog also make a difference to make your audience stick to it. Select 'Blog' by clicking on the dropdown. Click on 'Choose Templates' to select the right template for your blog page. With toggle buttons, you can enable/disable different blog relating attributes that you may like to display. You can manage your blog page settings here, as per your choice.

404 Page



404 Error is inevitable! Yes, you will have plenty of customers finding all those products that you don't sell. Error 404 makes it clear to your customers that you don't have such products available in your store. Though we have the error page already designed for you, you can click on the 'Settings' symbol provided above the footer, if you like to add any other section here.

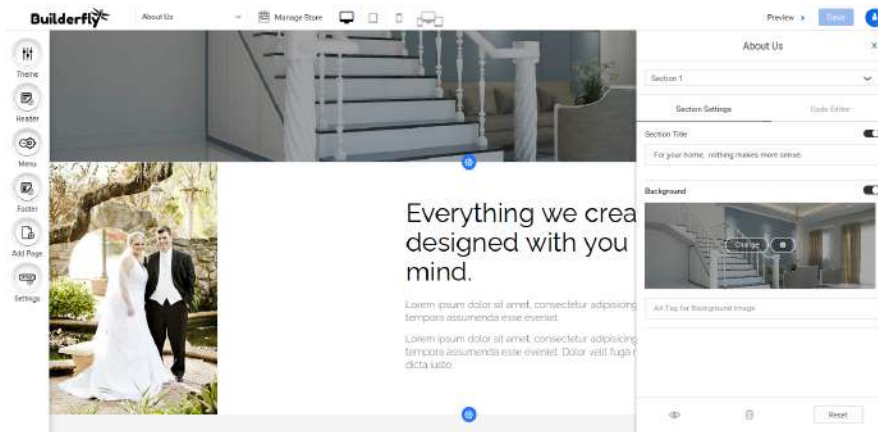
Terms & Conditions



When people shop online, you need to set your terms & conditions of selling rightly. You can access our pre-designed 'Terms & Conditions' page by selecting the option from the dropdown in your design editor. Next, click on the blue-colored small 'Settings' icon at the end of every section. It will open options for you to edit the content, media elements, and set typography of the content written. You can use the content to get the typography options displayed to you. The content on each of your web pages is divided into sections. You can select the section you like to edit by choosing 'Section' from the dropdown in the option displayed on the right side.

Code Editor: If you have basic knowledge of HTML/CSS, you can edit and update changes directly using the Code Editor. It may seem intimidating at first, but it's fascinating.

About Us



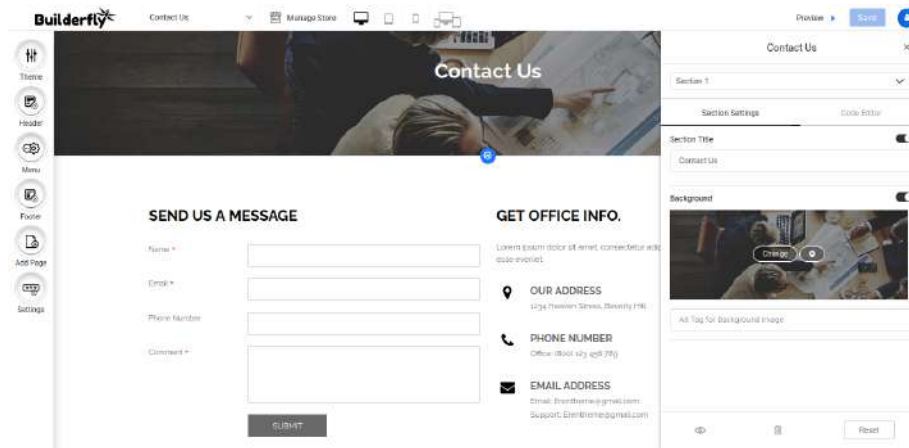
Tell your audience, how you started your business, talk about your struggles in raising a brand, and how successful you are now. Be generous and tell your story like you are talking from the screen. People would love to know you first and when they rely on you, the possibilities are more than they buy from you.



Click on the section settings, choose the section you like to edit, and start editing your business's story. You can click the textual content to get typography options to improve the readability of your content.

Click on Code Editor to view the HTML version of your webpage. You can tweak the content in the Code Editor as well.

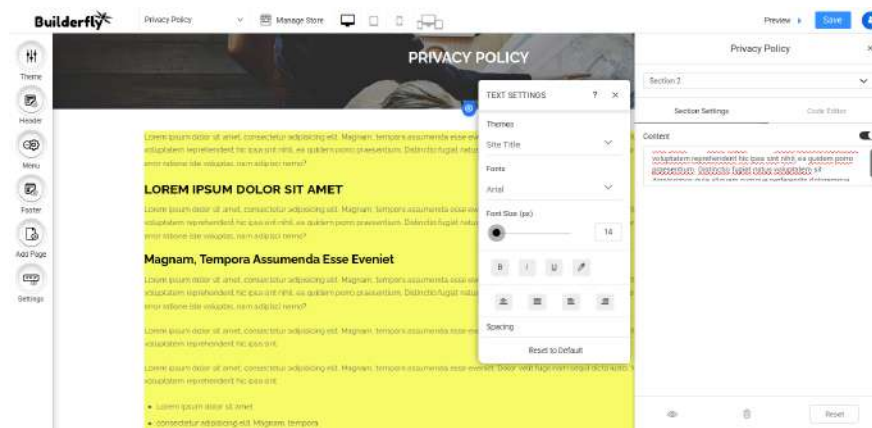
Contact Us



Update your contact details and media files for 'Contact Page', selecting the option from the dropdown. You can select from our image library or upload directly from your collection. You can select the section you like to edit and update it. Set the typography right with the options you will get while editing the content.

As per changing geographic location, update the location of your 'Shop Address' in the maps.

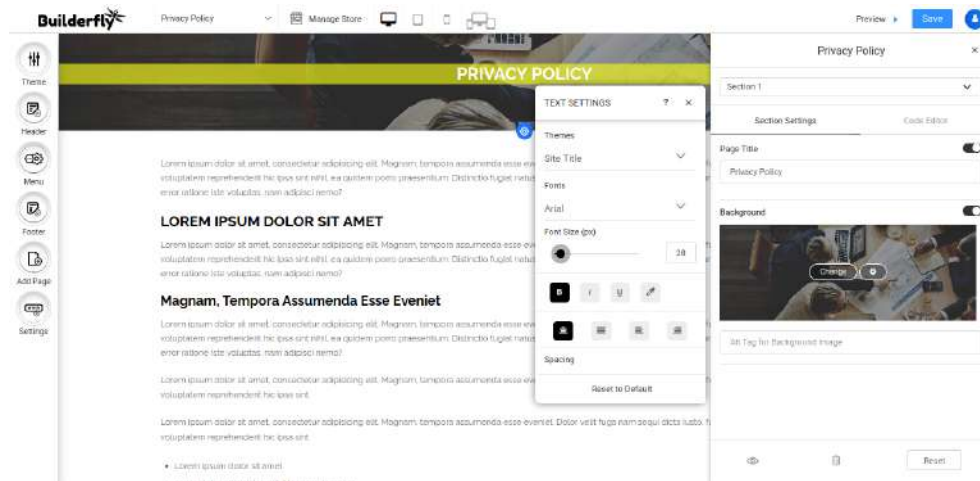
Privacy Policy



Click 'Privacy Policy' from the drop-down on the header to reach your policy page. Click on the 'Blue' colored small icon of 'Settings' below each section to tweak the content of your Privacy Policy page. The template is generic; you move ahead with this. However, you have to keep it updated to match the changing ecommerce compliances in your country for digital traders.

Click on the text section to activate it, and you will get lots of typography options displayed. From font size and font style to alignment and spacing, you can change and update it all at your convenience.

Returns



Returns are inevitable for online sellers! Yes, you read it right, and that will be true for every channel on which you are selling your products. Returns not only reduce your profit margin but also add to the list of unhappy customers. Dissatisfied customers do negative publicity, and that impacts your brand value. That's why you must keep your Return Policy updated. Keep your return windows open only for some precise time frame to reduce the returns.

To edit your 'Return Policy of the store, select 'Return' from the drop-down on the design editor. Here, click on the 'Settings' icon of blue color provided after every section. Here, you can click on '+' to add any new section, delete, reset settings, or edit it, choosing the first option.

Select the section you like to edit and click the content editing sections to view typography options from the drop-down. Moreover, Builderfly gives you access to the Code Editor section. If you understand HTML/CSS, you can try other opportunities to change the look of your Return Policy page.

Don't forget to 'Save' the change you've made to your store; click Preview to see how changes are implemented. If you are happy with the design updates you've made, you can click on 'Manage Store' to get back to your dashboard and explore other options, else you can stay in here and experiment more with your Builderfly Design Editor.

MOBILE APPS

Design and launch your AI-inbuilt mobile app & make your business more accessible to your users. In the menu option in the left side pane, click Build and select 'Mobile App'.

Design your Mobile App for both Andriod and ios Users


Go Mobile with your business

When 78% of users prefer to shop from mobile apps in contrast to mobile browsers, we believe there is a need to create one for your business.

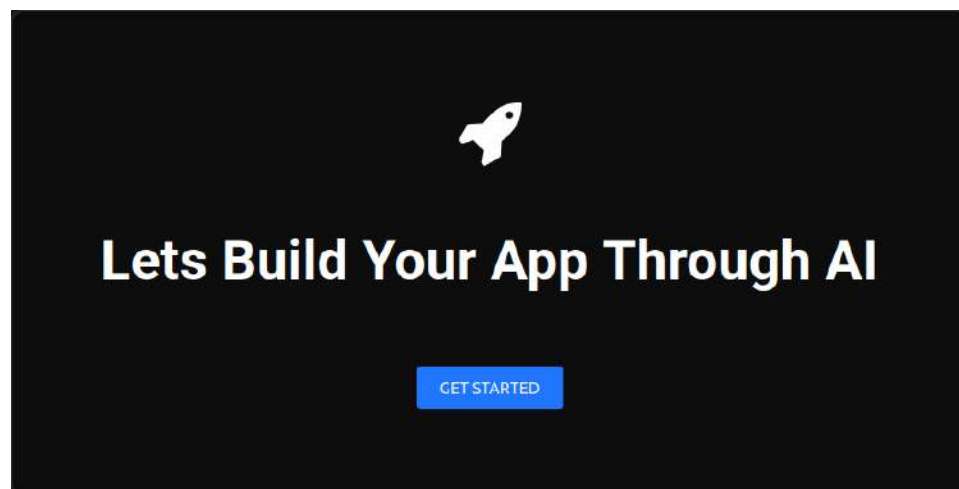
create your mobile app on your own without writing a single line of code. With our intuitive design editor tool, you can edit each screen of your mobile app & customize your app in your way.

Add one more tool to gain customer's attention towards your business & grow your sales with **Builderfly**.

Create Mobile Apps

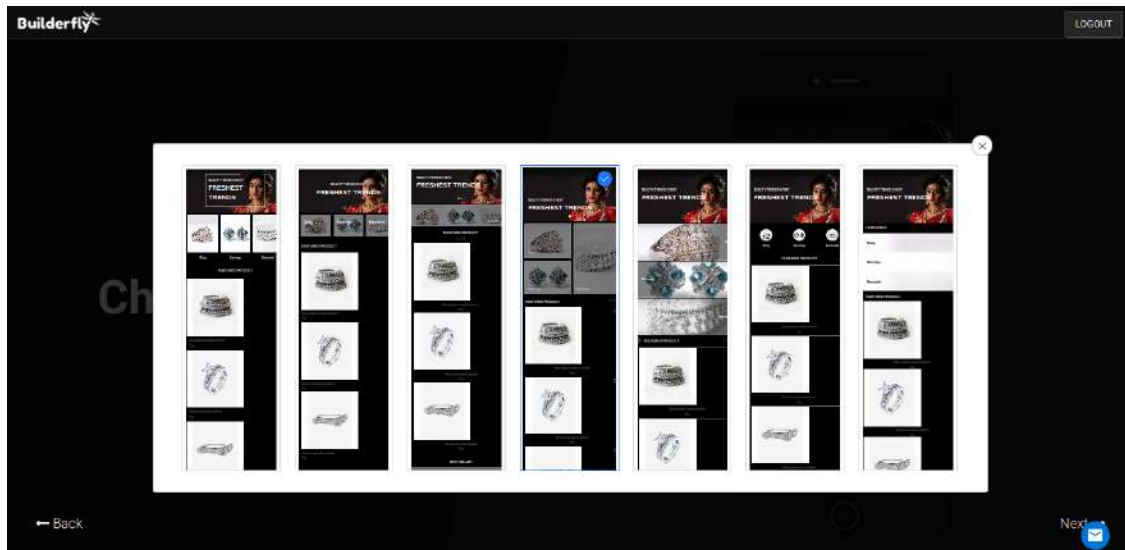


Click on 'Create Mobile App' to take your first step in building your very own mobile app. You will be navigated to the next screen.

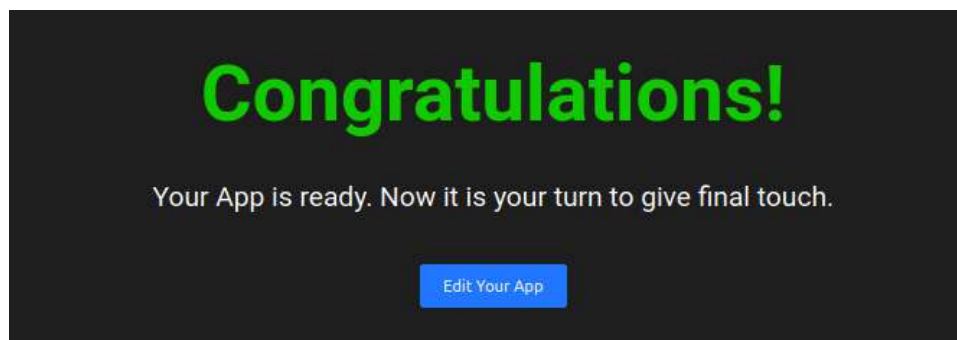


Click on 'Get Started' to build your m-commerce application. Once it starts, you have to answer a few questions for us.

- Name your Mobile Application.
- Select the theme mode: Light or Dark
- Choose which of your existing marketing-oriented web pages you like to add to your mobile app. You will be asked for blogs, Twitter, and an Instagram feed. You can choose or skip to add later.
- Click on 'Choose More Themes' to select different styles of design layout for your mobile app.



- Select the 'Menu Style' that you want to implement to ease the user navigation through your app.
- You can choose which of your existing web pages you like to add to your mobile app. If you like to create a page especially for your mobile user, you can do so by updating your name and click 'Create'.
- Once you are done with this selection, Submit it. You have to wait for a few seconds till we get your mobile app ready.



- Congratulations! You have your mobile app ready. If you like to continue Editing, click 'Edit your App.' You can choose to customize now or later.

Mobile Apps

Sports

Design Build Publish

Design-Build-Publish with applications employing Artificial Intelligence.

[Customize App](#)

Mobile App Features

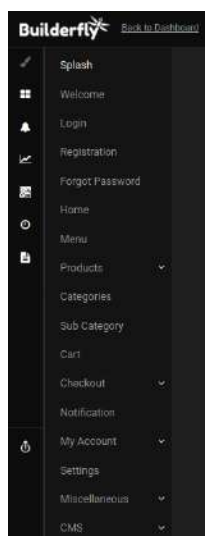
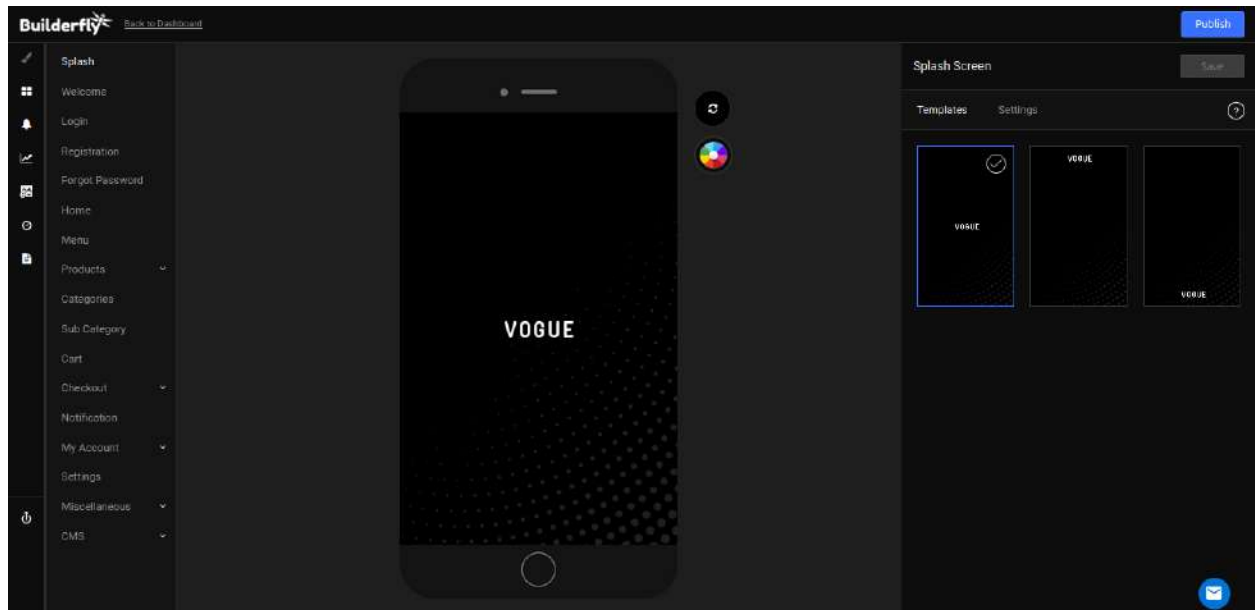
- ① **Customizable Designs:** Interactive design editor to change the layout of every screen.
- ② **Storo-sync:** Keep your orders, inventory, and customers in sync.
- ③ **Nudge user with push notifications:** Categorize your customers and schedule/send push notifications to build user engagement.
- ④ **Get a history of send notifications:** Check the full history of push notifications sent with the title, description, sender, date of dispatch, and notification status.
- ⑤ **Monitor app downloads:** Analyze your number of app downloads daily or weekly or from the first publication date.
- ⑥ **Live Analytics:** Analyze user behavior in different time frames and check live user behavior with platform filtering to gain better user insights.
- ⑦ **Test Builds for both platforms:** Put your efforts for one time and get the user-friendly app ready for your Android and iOS users in the same go.
- ⑧ **Hassle-free publishing:** Once you are done with testing, we help you publish your mobile across multiple platforms in one go.

If you choose to customize later, you will see this page whenever you open the ‘Mobile App’ section next time.

Customize Your Mobile App

When you design your mobile application, it will initially take the native look of your store. Our intuitive design editor section powers you with all the features with which you can customize the look of your mobile applications as per your wish. Click on ‘Customize App’ or ‘Edit Your App’ if you are resuming the customization features straightaway.

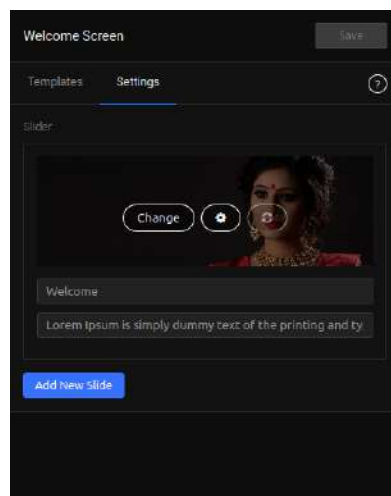
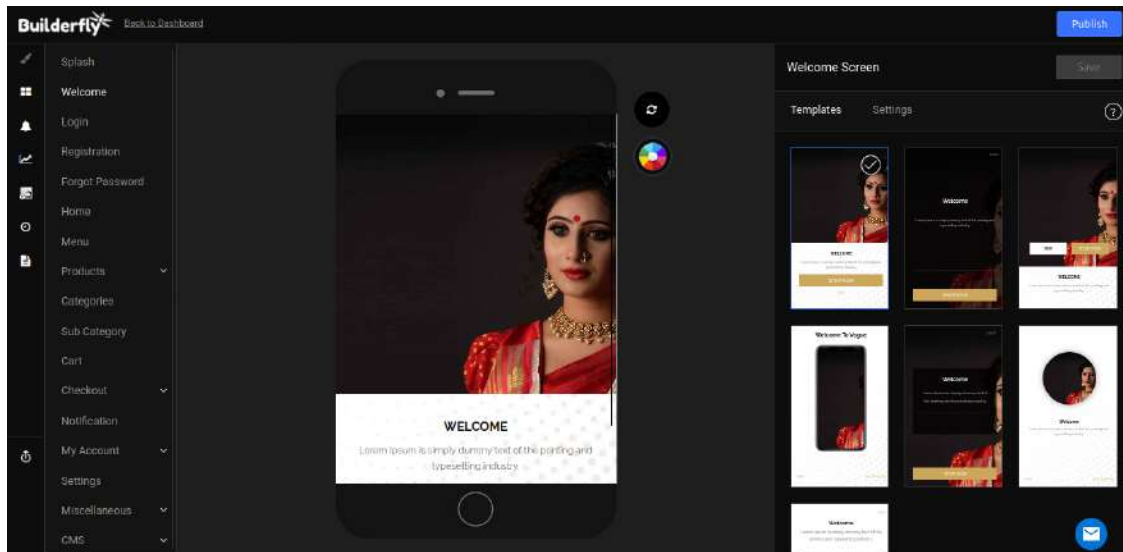
It will take you to your ‘Design Editor’ dashboard. Here, you can select the best look on each screen of your mobile application. Our DIY design editor tool is easy-to-use. Like you’ve customized your website, you can design your mobile application without writing a single line-of-code.



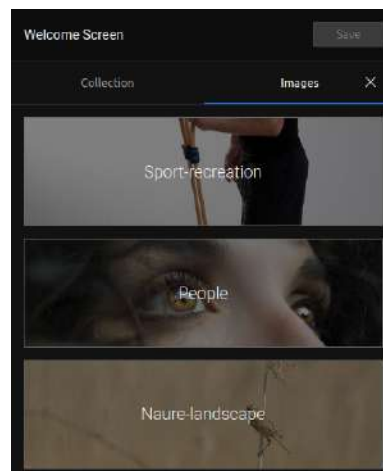
On the left side pane, you will get easy access to all the functionalities required to build a mobile application.

As you can see in the image, that brush tool is that of your 'Design section'. This list of options displayed here are the different screens of your mobile application that you can update one-by-one.

Let's start with the customization of your mobile application. Click on any of these screens. Let's say, here we click on the Welcome screen. Here, you can check the first look of your Welcome screen. From the 'Templates' section you can see several templates for your 'Welcome' screen.

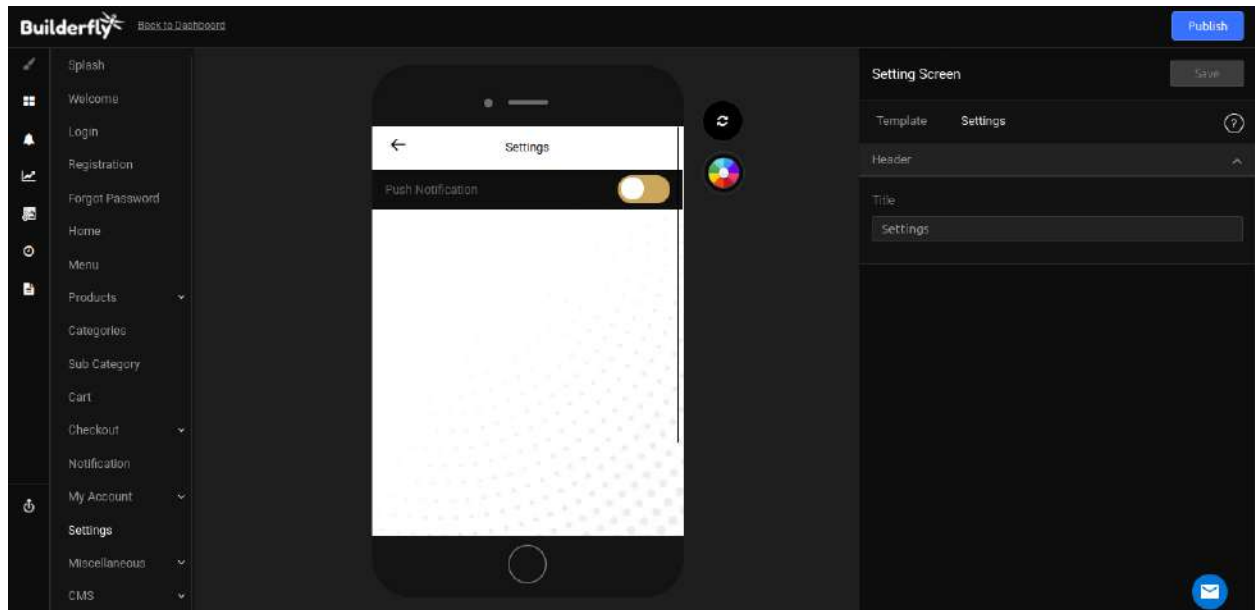


Click on 'Settings' section, here you can update the content and media that will be displayed on each of your mobile screens.

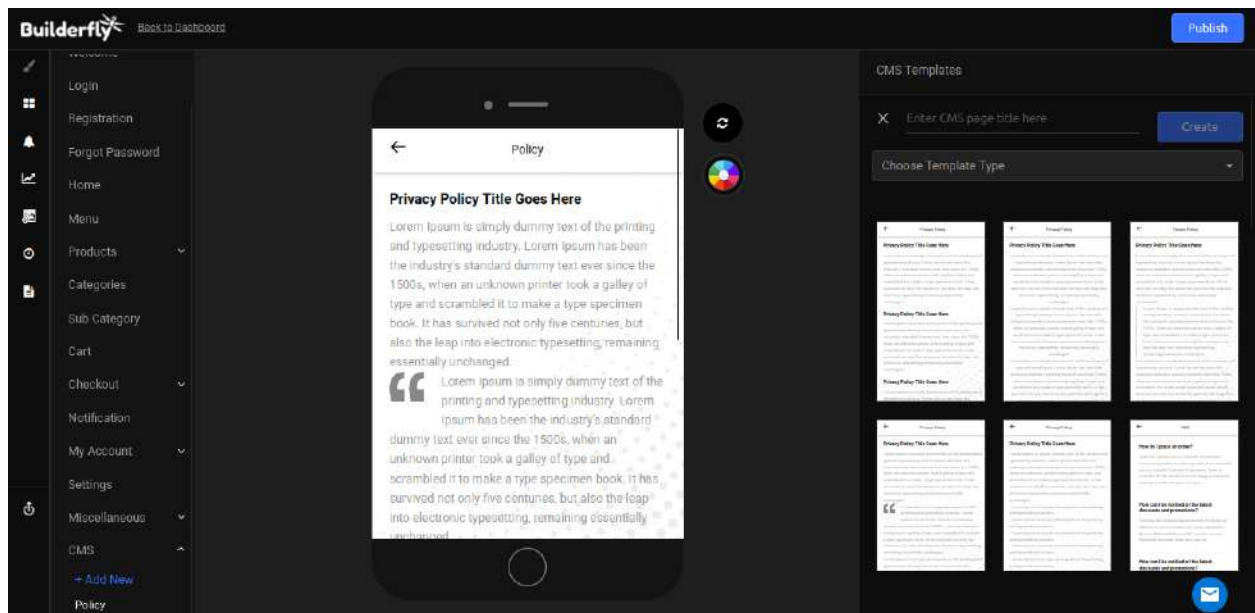


Click on 'Change' or 'Settings Icon' to select the image that it is to be displayed. From 'Images' you can select the 'Image group' suitable for your business niche. Choose a suitable image and 'Save' to update.

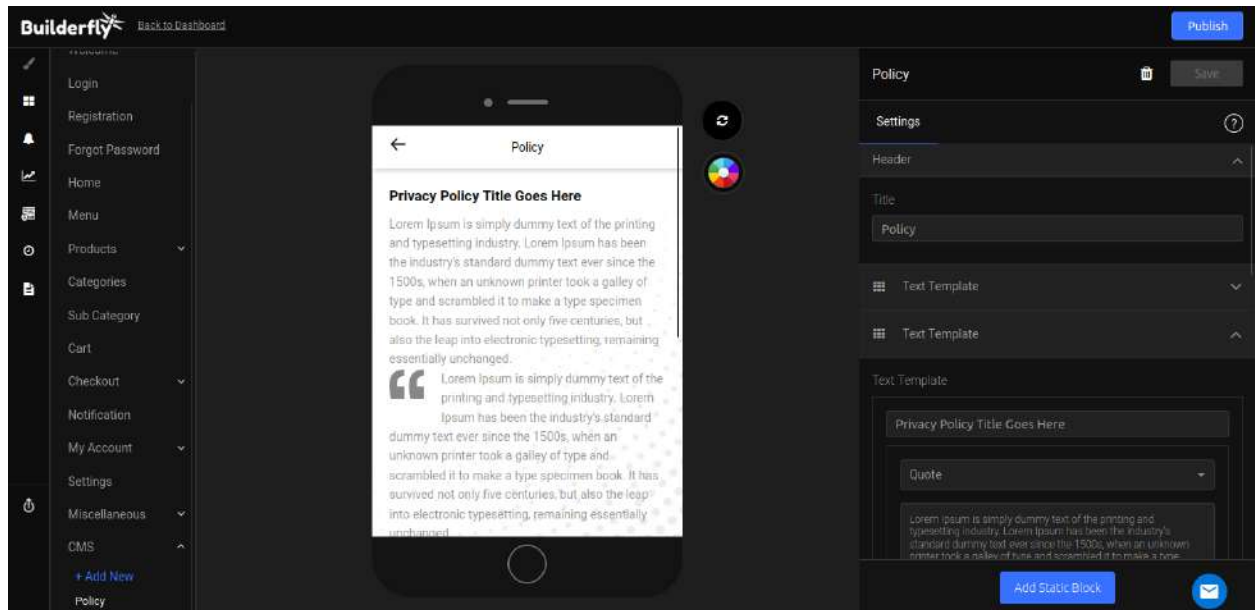
Like the 'Welcome' screen, you can choose other screens of your mobile app and choose the best look you like to showcase.



Click 'Settings' to enable Push notifications settings. You can keep it enabled by default.



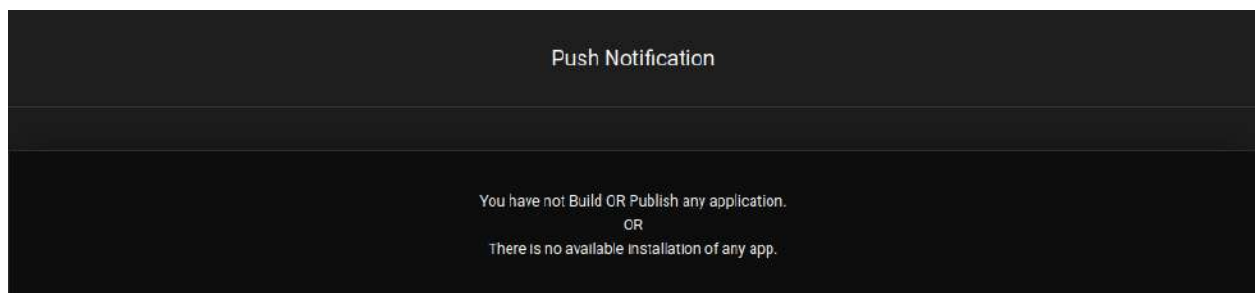
If you want to add a new page in your mobile application click '+Add New' from the dropdown of the CMS section. Update the 'Name of Page' you want to keep, select the design layout from the templates shared. Click 'Create' to implement the changes.



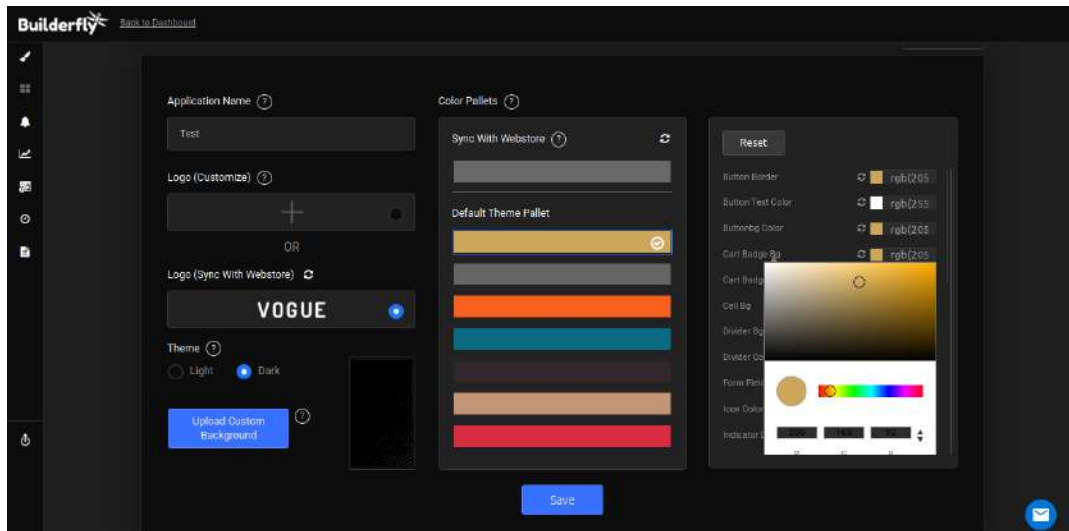
You will get your newly designed page displayed in the 'CMS' section. Once you click on it, you can click 'Templates' to change the page layout and click 'Settings' to update the content of your new page. You can add new blocks by clicking 'Add Static Block'. You can update it by clicking 'Save' and delete later, if you want to.

Take your time updating your application's screens.

Click on the Bell icon to view all the push notifications that you will get after a successful launch of your mobile application.



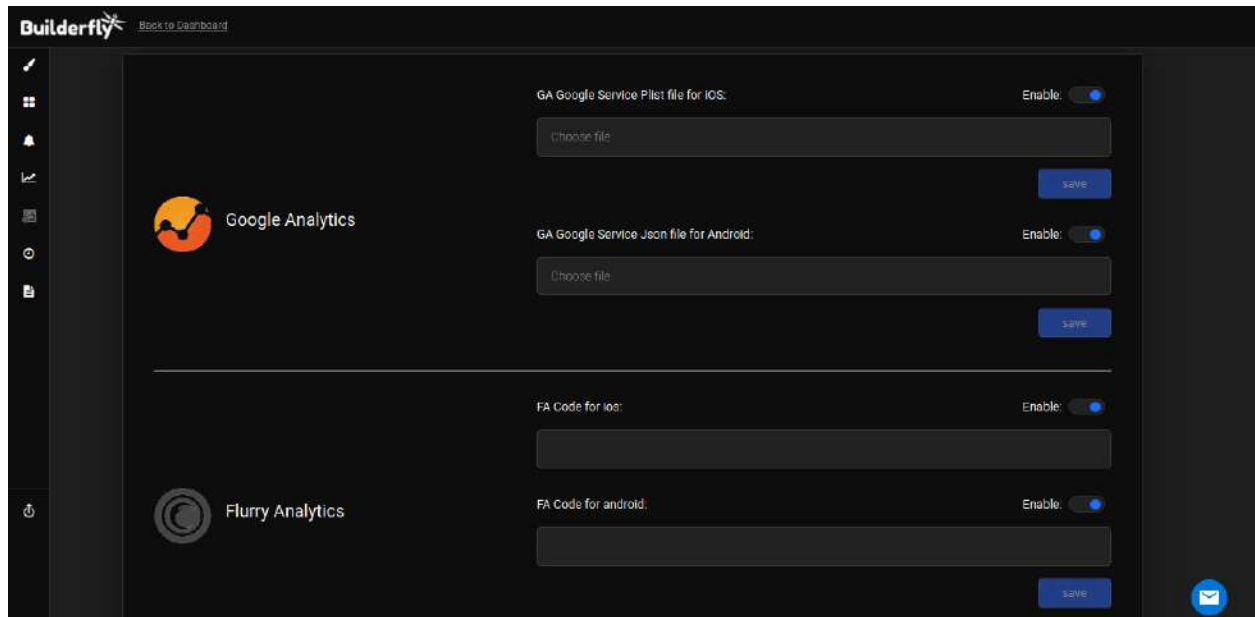
Click on the Window icon, it is 'App Settings'.



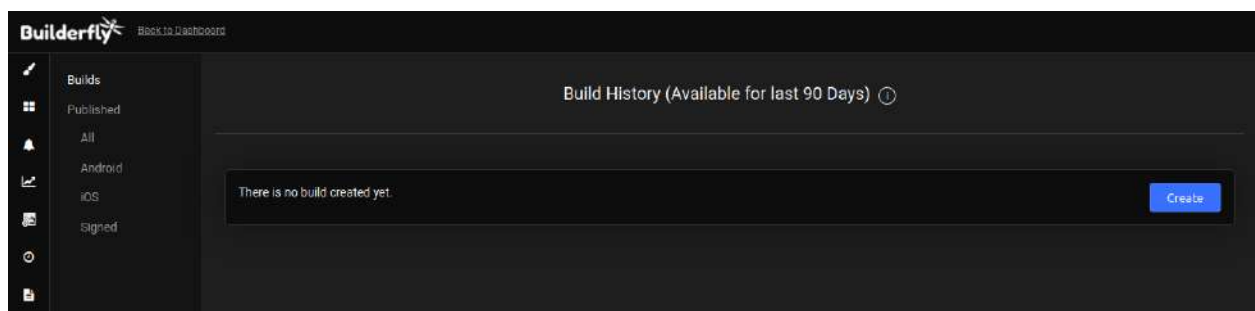
From here, you can change the 'Application Name', add your logo, choose different theme mode, and select the suitable color palette. By default, the color palette will be in sync with your webstore, if you like to choose differently, you can select from 'Default Theme Pallet'. Moreover, you can create your own color palette by clicking on the color code. Move that round circle with your cursor to choose a different color of your choice or update the RGB color numbers by surfing over the web. With Builderfly, you have full freedom to paint the canvas of your mobile application with the colors of your choice. Click 'Save' to update all the changes.

Clicking on the Graph icon, it showcases Analytics for your mobile application. You can check the live user behavior and understand your customer's journey on your mobile app in a much better manner.

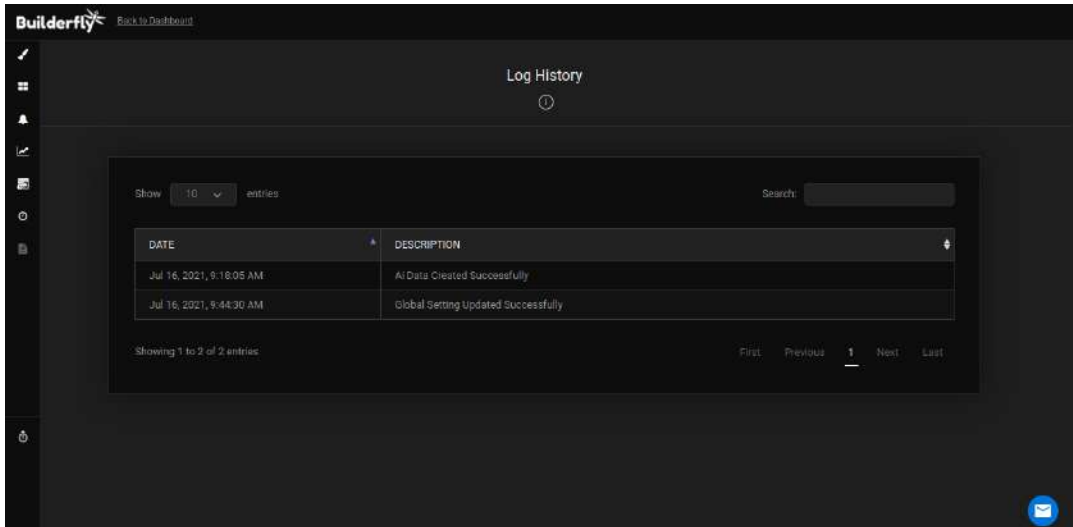
To get more insights about user behavior and customer interaction of your mobile app, you can configure Google Analytics and Flurry Analytics from here.



Next option will give you the 'Build history' for your mobile application. Your products, inventory, and all of your content will be in sync with your website and dashboard content. So, you need not worry about managing the two of your assets distinctly. As soon as you are done with customization, you can generate the build for your mobile application, download APK for your Android and iOS devices. Run it on your device & review for the changes you might like doing before publishing. You can come to your Design Editor, generate the Build again to review your updated version.



Click on 'Log History' to view the entire history of changes & edits you've made for your mobile app.



If you want to logout of your account, Select Logout option from lower left side of your Design Editor's dashboard.

MARKET

In this section, we have crucial marketing tools listed, leveraging, which you can boost your business. Here you will find two significant sections, namely:

- Analytics
- General

ANALYTICS

Check the performance of your store from here and tweak your marketing plan accordingly. In this section, you will find:

- Sales Report
- Products Report

Sales Report

Orders Report

Get a detailed report of your net sales distinctly for orders and refunds. Order report will give you a brief summary of orders you have received in a particular time frame. You can set custom dates and filter

reports based on the 'Order Status'. Select the 'Order' details & copy it anywhere in your excel sheets to save for future references.

Sales

[Orders](#) [Refunds](#)

This report depends on timezone configuration. Once timezone is changed, the lifetime statistics need to be refreshed. Last updated: Aug 28, 2017 1:19:22 PM. To refresh last day's statistics, [click here](#).

Match Period To

Order Created Date

▼

Period

Day

▼

From *

From

📅

To *

To

📅

Order Status

Any

▼

Search

| Period | Orders | Sales Items | Sales Total | Invoiced | Refunded | Sales Tax | Sales Shipping | Sales Discount | Canceled |
|-------------------|--------|-------------|-------------|----------|----------|-----------|----------------|----------------|----------|
| No records found. | | | | | | | | | |

Refunds Report

Based on your return and refund policies, you have to process refunds on some of your orders. The details of all such orders will be displayed here. You can track the order to refund/return ratio to figure the reason and fix the issues if there are any at your end.

Sales

[Orders](#) [Refunds](#)

This report depends on timezone configuration. Once timezone is changed, the lifetime statistics need to be refreshed. Last updated: Aug 28, 2017 1:19:23 PM. To refresh last day's statistics, [click here](#).

Match Period To

Order Created Date

▼

Period

Day

▼

From *

From

📅

To *

To

📅

Order Status

Any

▼

Search

| Period | Number Of Refunded Orders | Total Refunded | Online Refunded | Offline Refunded |
|-------------------|---------------------------|----------------|-----------------|------------------|
| No records found. | | | | |

Products Report

From here, you can keep track of the performance of your products and product categories to get an understanding of the product categories & types that will actually bring more sales. Here you will find:

- Bestsellers
- Products Ordered
- Most Viewed
- Low Stock

Bestsellers

Get the period wise report or date-specific product report from here for your bestseller products.

Products

[Bestsellers](#) [Products Ordered](#) [Most Viewed](#) [Low Stock](#)

This Report depends on timezone configuration. Once timezone is changed, the lifetime statistics need to be refreshed. Last updated: Nov 1, 2020 12:00:00 PM. To refresh last day's statistics, [click here](#).

Period
Day

From *
From

To *
To

Search

| Period | Product Name | Price | Qty Ordered |
|-------------|--------------|-------|-------------|
| Nov 10 2020 | T-shirt | 99 | 01 |
| Nov 10 2020 | T-shirt | 99 | 01 |
| Nov 10 2020 | T-shirt | 99 | 01 |
| Nov 10 2020 | T-shirt | 99 | 01 |
| Nov 10 2020 | T-shirt | 99 | 01 |

Products Ordered

Overall product report stating the products ordered from your store in the stated time frame can be viewed from here.

Products

Bestsellers [Products Ordered](#) Most Viewed Low Stock

This Report depends on timezone configuration. Once timezone is changed, the lifetime statistics need to be refreshed. Last updated: Nov 1, 2020 12:00:00 PM. To refresh last day's statistics, [click here](#).

From *

From

To *

To

Show By

Day

Search

| Period | Product Name | Qty Ordered |
|-------------|--------------|-------------|
| Nov 10 2020 | T-shirt | 01 |
| Nov 10 2020 | T-shirt | 01 |
| Nov 10 2020 | T-shirt | 01 |
| Nov 10 2020 | T-shirt | 01 |
| Nov 10 2020 | T-shirt | 01 |

Most Viewed

This section will give you insights regarding the type of products that your audience is actually liking. You can view the 'Most Viewed' product report for the time span of your choice and save it for future reference when planning on your inventory.

Products

Bestsellers Products Ordered Most Viewed Low Stock

This Report depends on timezone configuration. Once timezone is changed, the lifetime statistics need to be refreshed. Last updated: Nov 1, 2020 12:00:00 PM. To refresh last day's statistics, [click here](#).

| | | |
|---------------------------------------|-----------------------------------|---------------------------------|
| Period | From * | To * |
| <input type="text" value="Day"/> | <input type="text" value="From"/> | <input type="text" value="To"/> |
| <input type="button" value="Search"/> | | |

| Period | Product Name | Price | Number of Views |
|-------------|--------------|-------|-----------------|
| Nov 10 2020 | T-shirt | 99 | 50 |
| Nov 10 2020 | T-shirt | 99 | 50 |
| Nov 10 2020 | T-shirt | 99 | 50 |
| Nov 10 2020 | T-shirt | 99 | 50 |
| Nov 10 2020 | T-shirt | 99 | 50 |

Low Stock

Avoid overselling by keeping track of in-stock products. Check and update your inventory before you hit the threshold or even the worst' move out of stock'.

Products

Bestsellers Products Ordered Most Viewed Low Stock

This Report depends on timezone configuration. Once timezone is changed, the lifetime statistics need to be refreshed. Last updated: Nov 1, 2020 12:00:00 PM. To refresh last day's statistics, [click here](#).

| Product Name | Product SKU | Stock Qty |
|--------------|-------------|-----------|
| T-shirt | 001 | 01 |
| T-shirt | 001 | 01 |
| T-shirt | 001 | 01 |
| T-shirt | 001 | 01 |
| T-shirt | 001 | 01 |

GENERAL

In this section, we have the Builderfly in-built marketing tools listed. You can use some or all of these tools to boost your business, depending upon your access as per your chosen business plan. You will find:

- Discount
- Promote with Blog
- SMS Marketing
- WhatsApp Marketing
- Abandoned Carts
- Newsletters

Discount

From here, you can create and manage discount coupons for your store. View, create and edit discount coupons from the 'Discount Coupons' tab.

| Discounts | | | | | | | | Add | Delete |
|--------------------------|-------|---------------------|------------|---|-------------|----------|--------|--------|--------|
| Discount Coupons | | Automatic Discounts | | 0 Items Selected Total 05 Records Found | | | | | |
| Id | Title | Coupon Code | Start Date | Expire Date | Status | Priority | Action | | |
| <input type="checkbox"/> | 10 | 10% off | OFF10 | Nov 1 2020 | Nov 30 2020 | Active | 01 | Action | ▼ |
| <input type="checkbox"/> | 10 | 10% off | OFF10 | Nov 1 2020 | Nov 30 2020 | Active | 01 | Action | ▼ |
| <input type="checkbox"/> | 10 | 10% off | OFF10 | Nov 1 2020 | Nov 30 2020 | Active | 01 | Action | ▼ |
| <input type="checkbox"/> | 10 | 10% off | OFF10 | Nov 1 2020 | Nov 30 2020 | Active | 01 | Action | ▼ |
| <input type="checkbox"/> | 10 | 10% off | OFF10 | Nov 1 2020 | Nov 30 2020 | Active | 01 | Action | ▼ |

Create a new discount coupon by clicking on 'Add'. You can set the coupon details, set the customer group for which it will be applicable, and the validity time.

[< Back](#)

Discounts

Save

Cancel

Discount Coupons

Automatic Discounts

Add Discount Coupon

Coupon Details

Conditions

Actions

Apply

Discount Amount

Stop Further Rules Processing

Percent Discount

05

No

Save

Cancel

Promote with Blog

Blogs happen to be one of the most effective ways of promotion these days. You can write engaging, informational blog posts for your audience and improve engagement at your online store. From here you can create and manage blog posts with which you like to promote your products.

To navigate to this section:

- On your dashboard, click on **Market**.
- Select '**General**' and there you will see an option '**Promote with Blogs**'.
- All of your blog posts along with their categories and all information will be listed here. You can keep it visible or hide by shifting the toggle from the Status.
- If you want to edit the blog, click on it to open the detailed blog editing page.
- Click 'delete' if you want to delete the blog post directly or find more options by clicking on 'Action' tabs.

Blog

Add New Blog

[Posts](#)
[Categories](#)

Filter

Search

Update

Currently Viewing: All Blog Posts [Refresh](#)

0 items selected | Total 7 records found

| <input type="checkbox"/> | Title | Categories | Author | Created On | Status | Action |
|--------------------------|--|------------|---------------|-------------------------|-------------------------------------|---|
| <input type="checkbox"/> | Retail Spotlight: the Role of Digitization in Growth | | Admin User | Aug 21, 2018 3:39:19 PM | <input checked="" type="checkbox"/> | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Objects To Decorate For Your House | | Suyati Saxena | May 30, 2018 3:06:58 AM | <input checked="" type="checkbox"/> | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Minimalist Style in Furniture Design Industry | | Suyati Saxena | May 30, 2018 3:06:49 AM | <input checked="" type="checkbox"/> | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | The Trend Of Wood Table In House Interior | | Suyati Saxena | May 30, 2018 3:06:38 AM | <input checked="" type="checkbox"/> | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | The Trend Of Wood Table In House Interior | | Suyati Saxena | Feb 6, 2018 2:49:19 AM | <input checked="" type="checkbox"/> | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Objects To Decorate For Your House | | Suyati Saxena | Feb 5, 2018 11:56:34 PM | <input checked="" type="checkbox"/> | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Minimalist Style in Furniture Design Industry | | Suyati Saxena | Feb 5, 2018 9:13:11 PM | <input checked="" type="checkbox"/> | Action <input type="button" value="v"/> |

1

1 of 1

Show

20

To create a new blog from scratch, follow the steps below:

- Click 'Add'.

Blog

[Posts](#) [Categories](#)

Add Blog Posts

Title

Title

Key URL

Category

Status

Cricket

Enabled

Comments

Tags

Author

Enabled

Tags

Author

Publish On

Upload Image

Description

↶ ↷

Paragraph

B

I

Blog

Add New Category

Posts

Categories

Update

Currently Viewing: All Blog Category [Refresh](#)

0 items selected | Total 5 records found

| <input type="checkbox"/> | Title | Blogs in Category | Action |
|--------------------------|--------------|-------------------|---|
| <input type="checkbox"/> | News | 0 | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Fashion | 0 | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Technologies | 0 | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Health | 0 | Action <input type="button" value="v"/> |
| <input type="checkbox"/> | Food | 0 | Action <input type="button" value="v"/> |

- You can edit and update the 'Categories' page.

SMS Marketing

From here you can create & manage SMS marketing campaigns. To configure your SMS Provider details, go to 'SMS Settings'.

Here you can update the API provider, ID, URL, and put the Authorization Key.

SMS Marketing

SMS Settings Logs

SMS Provider API Settings ⓘ

API Provider :

Msg91

Sender Id :

Sender Id

API URL :

http://api.msg91.com/api/v2/sendSMS

Authorization Key :

Authorization Key

You can create & send messages in bulk.

SMS Marketing

[Send](#) [Contacts](#)

Send Bulk Messages Now!

Select the contacts, draft your message and send it with just one click. Keep it precise upto 160 characters for a single message.

SMS Message

↶

↷

Paragraph

B

I

Helvetica

14px

0 WORDS. POWERED BY TINY

Choose Contacts

5 contacts selected out of 50 contacts

Send Now

You can 'Choose Contacts' from the list, select the checkbox, and click 'Add'.

Choose Contacts

| Contact Name | | Contact Number |
|--------------------------|-------------|-----------------|
| <input type="checkbox"/> | Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> | Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> | Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> | Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> | Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> | Bob Charles | +91 12345 67890 |

Next123Last

Show10

Add

Click 'Send Now' to send a message to the selected contacts.

Send

Message has been sent to selected contacts.

Thank you.

Ok

You can create and manage your telephonic contacts from the **‘Contacts’** section.

SMS Marketing

Send

Contacts

View Contacts

Add

Import

Export

Delete

| Contact Name | Contact Number |
|--------------------------------------|-----------------|
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |
| <input type="checkbox"/> Bob Charles | +91 12345 67890 |

Click ‘Add’ to create a new contact.

SMS Marketing

[Send](#) [Contacts](#)

Add Contact

Contact Name

Phone No

+91

Import Contacts

Upload CSV

To upload bulk contacts, upload a CSV file in the 'Import Contacts' section. If you want to 'Export' all the existing contacts, select contacts and click 'Export'.

Under the 'Logs' section you will find details of all the messages sent through the platform.

SMS Marketing

[SMS Settings](#) [Logs](#)

Logs

| Sent On | Status | Mobile Number | SMS Message |
|----------------------|---------|-----------------|--|
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |
| Oct 20 2020 12:00 PM | Success | +91 12345 67890 | Try out our new products at discounted prices. |

WhatsApp Marketing


Enable WhatsApp sharing feature on your Builderfly account and start sharing your catalog within your WhatsApp network in a single click.

Update your login name and API key, create the customized message to share with your audience and start WhatsApp Marketing now.

Whatsapp Marketing

STATUS: ☒ Enabled


Configure your WhatsApp account with builderfly and share your catalog directly from your builderfly account. Draft the message you like to share, select product or productcategories, create URL and send once API is configured.




WhatsApp Share

Custom Share Message

File Edit View Format



Hey, Check this product I liked!



Powered by TINY

Bitly Short Url

Bitly Short Url

Login Name

API Key

Disabled

Activate Windows

Abandoned Carts

Keep track of those potential buyers who left products added in their cart or forgot to complete the checkout process. From here you can check the list of those buyers and send them reminder mail to bring them again in the conversion cycle. Those of the abandoned cart users who complete the checkout via reminder link will be updated here in the 'Total Redeemed Sales' box. Value of the abandoned cart will be summed up and shown in 'Total Abandoned Value' box.

View Abandoned Carts

Total Carts
2

Total Abandoned Value
5000 INR

Total Redeemed Sales
1500 INR



All Carts | Abandoned Carts | Recovered Carts

0 Items Selected | Total 05 Records Found

| | Id | Customer Name | Email | Cart Items | Total | Updated On | Status | Action |
|--------------------------|----|---------------|--------------------|------------|-------|----------------------|-----------|----------|
| <input type="checkbox"/> | 5 | Krunal Pathan | krunal.p@gmail.com | 2 | 750 | Oct 30 2020 10:00 PM | Abandoned | Action ▾ |
| <input type="checkbox"/> | 5 | Krunal Pathan | krunal.p@gmail.com | 2 | 750 | Oct 30 2020 10:00 PM | Abandoned | Action ▾ |
| <input type="checkbox"/> | 5 | Krunal Pathan | krunal.p@gmail.com | 2 | 750 | Oct 30 2020 10:00 PM | Abandoned | Action ▾ |
| <input type="checkbox"/> | 5 | Krunal Pathan | krunal.p@gmail.com | 2 | 750 | Oct 30 2020 10:00 PM | Abandoned | Action ▾ |
| <input type="checkbox"/> | 5 | Krunal Pathan | krunal.p@gmail.com | 2 | 750 | Oct 30 2020 10:00 PM | Abandoned | Action ▾ |

To send Email, or add orders in here you can select the contact and choose the action you want to take.

Krunal Pathan - Cart Details

| Image | Product Name | Product Code | Price | Qty | Subtotal |
|---|--------------|--------------|-------|-----|----------|
|  | T-shirt | 001 | 99 | 1 | 99 |
|  | T-shirt | 001 | 99 | 1 | 99 |

Last Updated on :
Status :

Oct 30 2020, 10:00 PM
Abandoned

348 INR

Cancel

Add Order

Send Email

The above dialog box displays when you can click on any Abandoned cart details. Click on 'Send Email' to personalize your mail.

Send Recovery Email

This email will be sent to your customers, so they could be notified for the products they have left in the cart. You can personalize these messages for your buyers.

To *

Krunalpi@gmail.com

Subject *

Your left items in the cart

Custom Message *



T-shirt

Size : M

Price : 99 INR



Cotton Pant

Size : 32

Price : 249 INR

Once done, click 'Send'. In case you are able to connect with customers personally, you can process the order on their behalf by clicking 'Add Order'.

Newsletters

Unlike the traditional version of newsletters, now the digital copies are serving the purpose. In your monthly newsletters, you can talk about the milestones attained, bestseller products, and new launches you are planning. You can ask for customer's views about your product's quality and offerings. If you've received any feedback in the past and you've improved it; don't forget to highlight. Newsletters let you break the ice and start the conversation with your customers, know them better, and add creative ideas to personalize your bond.

Monthly Newsletters


Keep your customers up-to-date

Strengthen your bond with your customer and potential buyers with monthly newsletters. Use our readymade mail template and create newsletters for different Customer groups with ease.

- Why are newsletters important?**
newsletters open a window for you to communicate with your customers. you can talk about your products, recent lunches, events you are covering and discounts that you want to offer for their loyalty.
- Create your mailing list**
We create an automated mailing list from the data we have in our database. if you wish, you can create your mailing list manually.
- Customer oriented mailing list.**
Use the customer groups that we have created to create different mailing lists for different types of customers.

Increase the conversion rate of your ecommerce store with email marketing.


[Enable Mailchimp](#)



Enable Mailchimp to make your store ready for 'Newsletter Marketing'.

Newsletters

Mailchimp Account



Mailchimp API Settings

API Key *

[Get API Credentials](#)

Audience

Connect Audience *

Shoppers ▼

Choose an audience to sync customers and their purchase data to mailchimp

Abandoned Cart

Enable

Yes ▼

Redirect Page

Shopping Cart ▼

Where to redirect the customer

Update API Key to connect your Builderfly account. You can check for Newsletter templates provided as sample templates, tweak them as per your wish and configure your store with requisite campaigns.

Newsletters

Status : Connected

Your store is configured with Mailchimp account. We will keep your store's data in sync with the same. Visit Mailchimp to learn everything about the marketing tools that can guide you to attain your sales goals.

[Visit Mailchimp](#)[Disconnect](#)

Your Items on Mailchimp

| | | | | | | | |
|----------|----|-----------|----|--------|----|-----------------|----|
| Products | 25 | Customers | 15 | Orders | 05 | Abandoned Carts | 25 |
|----------|----|-----------|----|--------|----|-----------------|----|

We keep your store's data in sync with your Mailchimp account. As per the last sync, we have above mentioned information in our database. If you have recently added more items or had any orders, click on 'Sync Items' to see the data updated in the real-time.

Now, that you've managed your marketing efforts rightly, it's the time to diversify your ecommerce business opportunities. Fuel your business with Builderfly Growth tools.

GROW

Growth is the ultimate goal of every business. Builderfly arms you with all the significant growth-oriented tools that can speed up the process of fulfilling your desire of business expansion. With Builderfly, you can diversify your sales channels & get more orders. Pave the path for your business's success with:

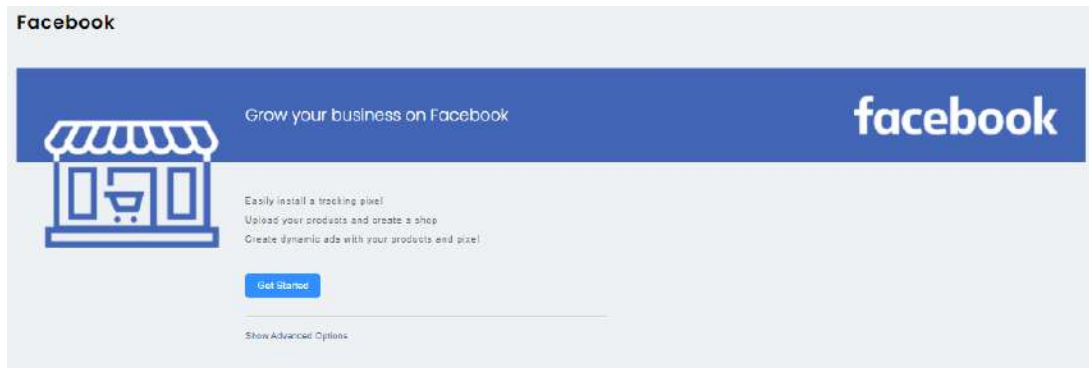
- Sell on Social Channels
- Sell on Marketplaces
- Sell with Live Stream
- Sell on Reseller Channel

SELL ON SOCIAL CHANNELS

Sell on Facebook

Configure your Builderfly store with Facebook Pixel & make your products available to your Facebook fans. Get a better understanding of your demographics by enabling Pixel. Personalise your user experience using these insights.

Create promotional campaigns now to promote different or same products on Facebook and manage them all single handedly through your Builderfly account.



Click on 'Get Started'. Login to your Facebook account. Configure your Facebook page & take your shop on Facebook just in a click.

Sell on Google Shopping

Make your products available to your global audience, by setting up your shop on Google Merchant Center. Click on 'Connect Google Merchant Account'.

The image shows the 'SELL ON GOOGLE SHOPPING' form in the Google Merchant Center. On the left, there's a sidebar with a blue bar and the text 'Google Merchant'. The main area contains several input fields and dropdown menus. The fields are: 'Account Id' (text input), 'Project Client Id' (text input), 'Project Secret' (text input), 'Target Country' (dropdown menu with 'Germany' selected), 'Language' (dropdown menu with 'German (Germany)' selected), and 'Auto Sync' (dropdown menu with 'No' selected). A blue 'Save' button is located at the bottom right of the form.

Configure your account and click 'Save'.

You will have complete control on your Google's shop. You can choose the products you want to showcase on Google, update their price, & make them live instantly.

Sell on Google Shopping

View Google Content Products

Settings

Update

0 Items Selected | Total 10 Records Found

| | Product Name | Product Code | Google Content Item ID | Expires On |
|--------------------------|--------------|--------------|------------------------|----------------------|
| <input type="checkbox"/> | T-Shirt | 001 | Online:en:IN:20_1 | Nov 25 2020 11:00 AM |
| <input type="checkbox"/> | T-Shirt | 001 | Online:en:IN:20_1 | Nov 25 2020 11:00 AM |
| <input type="checkbox"/> | T-Shirt | 001 | Online:en:IN:20_1 | Nov 25 2020 11:00 AM |

View My Products

Update

0 Items Selected | Total 10 Records Found

Add to Google Shopping

| | Product Code | Price | Status |
|--------------------------|--------------|-------|------------|
| <input type="checkbox"/> | T-Shirt | 001 | 99 Enabled |
| <input type="checkbox"/> | T-Shirt | 001 | 99 Enabled |
| <input type="checkbox"/> | T-Shirt | 001 | 99 Enabled |
| <input type="checkbox"/> | T-Shirt | 001 | 99 Enabled |

You can enable the auto-sync option for your Google Shop to make your entire inventory available to Global sellers automatically, without any manual updates. You can view your store's sync history by viewing 'Logs'.

Sell on Google Shopping

Google Merchant

Logs

| Created On | Status | Message |
|----------------------|---------|---|
| Oct 20 2020 12:00 PM | Success | Products were added to Google Shopping Account. |
| Oct 20 2020 12:00 PM | Success | Products were added to Google Shopping Account. |
| Oct 20 2020 12:00 PM | Error | Error happened during synchronization with google shopping. |
| Oct 20 2020 12:00 PM | Success | Products were added to Google Shopping Account. |
| Oct 20 2020 12:00 PM | Success | Products were added to Google Shopping Account. |
| Oct 20 2020 12:00 PM | Success | Products were added to Google Shopping Account. |
| Oct 20 2020 12:00 PM | Success | Products were added to Google Shopping Account. |
| Oct 20 2020 12:00 PM | Success | Products were added to Google Shopping Account. |

SELL ON MARKETPLACE

Sell on Amazon

Discover growth opportunities by selling your products on the Global Marketplace- Amazon. Make your product listings live on Amazon, configuring your Amazon's seller account to your Builderfly store. Make your catalog available to global customers of Amazon just in a click.

SELL WITH LIVE STREAMING

Go Live through your website and promote your products in the live session directly from your store. You can share the link, and go live across your social handles at the same time. You can select the products you want to market in your live session and offer a day-deal as 24-hour discount for promoted products.

SELL WITH RESELLER CHANNEL

Grow the reach of your business by making your products available to Builderfly reseller network. We have a wide network of 1000+ resellers on which our resellers will promote your products. You will be liable to pick, pack, and ship your products when you receive orders from them.

This User manual was created in view of the most commonly asked questions, and we tried to cover as much information. Still, If your query isn't replied here, you can drop us a line on support@builderfly.com

Start Selling Online Now With



www.builderfly.com

We are constantly working on improving your ecommerce experience.

You can connect with us on

