



## Where Social Technologies Meet E-Commerce

"Social commerce is a subset of electronic commerce that involves using social media, online media that supports social interaction and user contributions, to assist in the online buying and selling of products and services".

- **Social Commerce Today**

## Join the Social Commerce Revolution!

Social commerce, the purchasing of products through social media, is a rapidly growing market segment that will be a transformative change in how people find and purchase goods and experiences online.

Infused Industries is positioned to be a technology leader by offering a robust social commerce platform and a growing suite of value-added applications that allows merchants to offer products and services to customers in new and engaging ways.

## Applications in the Infused Industries suite include:

**Infused Commerce** A store on Facebook Pages and in Rich Media ad units for distribution across the web

**Infused Sharing** Website functionality that allows merchants to offer incentives to customers for sharing on Facebook

**Infused Buying** Group-buying widget that activates promotional deals upon meeting minimum number of purchase commitments

**Infused Donations** Widget to help not-for-profits conduct donation campaigns through Facebook Newsfeeds

## Let Infused Industries help you take advantage of the opportunity where social meets commerce.

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## Visit us today

[www.infusedcommerce.com](http://www.infusedcommerce.com)

## Opportunity

U.S. E-Commerce will see an 11.1% compound annual growth rate (CAGR), growing from \$155 B in 2009 to \$249 B by 2014. Europe will see a 19% CAGR over the same period.

## Success

"We experienced a tremendously successful response to this groundbreaking Facebook commerce functionality."  
- **Surj Gish, General Manager of E-Commerce at Go Smile**

The Go Smile Facebook Store, powered by Infused Commerce, processed 450 orders, averaging 22.5 orders per hour for 20 consecutive hours during a recent promotion, where 37% of all visitors made a purchase.

