



For Immediate Release

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Miva Merchant Version 9.7 is Now Available

Latest Software Release Delivers Website Performance Updates and an Improved User Experience

San Diego, CA – Enterprise Ecommerce platform, Miva, Inc., announces the launch of Miva Merchant 9.7. The newest version of Miva Merchant comes with powerful new features and performance updates designed to help merchants sell more and sell faster. New features include advanced search and custom facets filters, automated abandoned cart marketing, a native MailChimp integration, three-time speed increase for list view and search pages, a rich text editor for all product content, precision price group management, and the ability to import products from eBay and Amazon stores.

Brennan Heyde, Miva VP of Developer Relations, explains one of the key elements of the release, custom facets. “Facets are quick-view list filters for category, price, attributes or custom fields which you can manage with detailed rules and customize to your specific needs,” Heyde says. “Now, customers can sort and sift their search results and category views with more detail than ever before.”

Merchants also have the ability to leverage the powerful new tools for category filtering, enhanced site search, price groups, and intuitive content editing to dramatically improve their customers’ overall shopping experience.

“With key speed advances and seamless integration with marketing automation tool MailChimp, this release will benefit all Miva stores,” Heyde concludes. “Best of all, Miva Merchant 9.7 is available for free to all merchants. Our Technical Assistance and Professional Services Teams are available to assist all customers with implementation of this exciting new update to the Miva platform.”

Contact Miva’s Technical Assistance Team at support@miva.com or 800.608.MIVA for assistance 24 hours a day, 7 days a week.

About Miva, Inc

Since 1997, Miva has delivered expertly-designed solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva stores deliver superior online shopping experiences and support sophisticated back-end ecommerce workflows. Miva is the only cloud-based platform that provides a reliable and expandable enterprise ecommerce solution from a single source; Miva owns and maintains the Miva Merchant software and cloud-based hosting environment. Visit <http://www.miva.com> for more information.