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Miva, Inc. Introduces Colossus: A Next Generation Miva ReadyTheme

New theme combines decades of eCommerce experience to create a fully optimized path to purchase.

Chicago, IL – June 27, 2019 – Miva, Inc., eCommerce software and service provider for mid-size and enterprise merchants for 21 years, today announced from the Internet Retailer Conference & Exhibition (IRCE) the release of Colossus, a new ReadyTheme for the Miva eCommerce platform.

This new theme is the next generation of the popular Miva Shadows ReadyTheme. Built by a team of leading UX and design experts, Colossus is the product of years of eCommerce experience and data and is designed to both expedite site build time and optimize the path to purchase.

"Colossus makes building your Miva store faster and easier than ever," says Brennan Heyde, VP of Product at Miva, "We built this theme to offer the absolute best of eCommerce functionality as out-of-the-box capabilities."

Engineered to help merchants quickly build, launch, and start selling, Colossus offers:

- Prominent search and robust filters to guide buyers toward their destination
- Powerful merchandising features to drive conversions
- Product suggestions and showcasing for increasing average order volume

- An optimized checkout to prevent cart abandonment

The Colossus ReadyTheme is now available.

Learn more at <https://apps.miva.com/colossus-readytheme.html>.

About Miva, Inc

Since 1997, Miva has delivered expertly-designed eCommerce 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 miva.com for more information.