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### **Miva, Inc. Announces Release of Miva 10.07**

*Miva's latest release includes updates to help merchants streamline operations, grow revenue, and deliver outstanding shopping experiences for customers.*

**San Diego, CA — June 16, 2023** — Miva, Inc., a leading ecommerce software and service provider for mid-size and enterprise merchants, has released version 10.07 of its ecommerce platform. The release provides new features and improvements which enhance the speed, flexibility, and effectiveness of online businesses, including streamlined development, more flexible checkout, Google Analytics 4 integration, and more. The release is available now for all merchants on the Miva platform.

Miva 10.07 puts the power of web development into a marketer's hands. New tools enable more versatile website development and staging which makes website changes easy, safe, and flexible. With version 10.07, Miva's checkout experience is now more flexible than ever, with new API functions that give merchants more control over how they implement checkouts on their websites. Miva 10.07's native integration of Google Analytics 4 helps merchants understand and act upon web and app traffic data with Google's latest release.

Miva's ecommerce platform supports streamlined operations, advanced revenue-driving features, and the flexibility to tailor ecommerce websites for complex businesses and their customers. The 10.07 release improves the effectiveness of online selling, while giving merchants more control over how they build and deliver shopping experiences.

Miva CEO Rick Wilson heralded the increased productivity, ease of use, and more effective selling tools this release will bring to Miva merchants. "Miva 10.07 supports our larger goal of helping merchants lower the cost of running and maintaining their stores," said Wilson, "while making Miva more accessible to all."

To learn more about the Miva ecommerce platform, visit: <https://www.miva.com/>

**About Miva, Inc.**

Miva offers a flexible and adaptable ecommerce platform that evolves with businesses and allows them to drive sales, maximize average order value, cut overhead costs, and increase revenue. Miva has been helping businesses realize their ecommerce potential for over 20 years and empowering retail, wholesale, and direct-to-consumer sellers across all industries to transform their business through ecommerce. Learn more at [www.miva.com](http://www.miva.com).

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