

ILance Marketplace Software Feature List

An ILance software license is a one-time fee or monthly leased option which includes one year of support and upgrades. Built to be highly scalable and customizable, this stand-alone web application with mobile support can power unlimited products, categories, and users depending on the license level.

Top Industries Supported

A popular selection of industries who benefit from using ILance marketplace software

Surplus & Liquidation	Manufacturing & Machinery	Real Estate	Charity & Fundraising
Collectibles and art	Clothing & Footwear	Hospitality & Events	Recreation & Sport
Business and Industrial	Consumer Electronics	Intellectual Property	Medical Supply
Automotive	Handmade & Craft Supply	Toys & Hobby	Construction & Materials

Top Configuration Options

Set-up the marketplace for your specific industry and start building your brand.

Feature	Description
Multi vendor Mode	Open the doors to third party sellers (Stores)
Single Seller Mode	Dedicated website for your own dedicated sales .
Listing Fees	Generate income by monetizing your multi vendor mode. Popular fees include insertion fee, upsell enhancements, sale commission, memberships.
Social Media Registration	Increase new sign ups by allowing third party social media logins
Branding – LOGO & FAVICON	Establish your brand identity by adding your custom logo and FavIcon images.
HERO BANNERS	Cross promote products / services and monetize your website using hot spots to direct buyers to products
Branding – EMAIL	Send custom tailored emails for all system generated email correspondence.
System Email Templates	Automated email notifications for effective sales communication .
Category Management	Unlimited categories and sub-categories to organize your inventory.
Region Management	Go local or international. Unlimited regions and sub-regions for defining your target market. Currencies, taxes, timezones and language.
Custom Form Fields	Get specific. Create custom question fields for product categories and collect market specific data for detailed listings, registration and profiles.
Bid Increments	Define minimum bids to increase overall sales revenue .

Listing Formats

When configuring the software, you have the option to enable or disable each of the three listing formats.

Feature	Description
Standard Auctions	Sell goods in a standard forward auction. (Increasing bid amounts)
Fixed Price Sales	Sell goods for a fixed price without any bidding.
Classified Ads	Advertise goods or promote services via contact methods
Draft Listings	Create preliminary listing drafts with partial information for completion at a later date.
Scheduled Events	Organize listings to go live at a scheduled date

Forward Auction Features

Industry standard forward, increasing bid, forward auction bidding format.

Feature	Description
Real-time Listing Updates	Watch new bids and prices increase in real time without needing to refresh your browser.
Proxy Bidding	Save time by placing one max bid with additional bids handled automatically up to the maximum entered.
Reserve Price	Protect your investment. Products will not sell unless the reserve price is met.
Proxy Bidding Below Reserve Option	Manage how the software handles bids below a 'reserve' price (when using proxy style bidding).
Buy Now Options	Bypass the bidding process and purchase goods before the scheduled auction end time.
Auto – Extend (Anti-bid sniping)	Generate more bids by circumventing sniping bidders and extending auction by a set amount of time at the end.
Bid Increment Ranges	Define minimum bids and proxy bid increments by price tiers. (Administration Setting)
Bid History	Track standard and proxy bids in this report available for each listing.

Fixed Price Features

No bidding required. Direct add to cart purchase option at one price.

Feature	Description
Multiple Quantity	Offer buyers the ability to purchase more than one item
Buy it Now	Offer goods for sale at a flat price without any bidding.
Good Til Cancelled	Items will be available for sale until the full quantity has sold or the

Classified Ad Features

Direct contact advertisements without bidding or online purchasing.

Feature	Description
Insertion Fee	Assign a fee for creating a classified ad.
Contact Form	All registered users can contact the listing owner directly on the ad.
Good 'Til Cancelled	The ad will be displayed indefinitely unless manually cancelled.

Listing Options

Enhance the selling process with the following features and upsell enhancements.

Feature	Description
Multiple Image Uploads	Quickly upload multiple product images. (drag and drop)
Image Thumbnails	Cropped or resized thumbnails are automatically created for each.
Drag and drop	Quickly access images and simply drag and drop into the listing
Upload digital media	Sell digital products in the form of download upon successful payment.
YouTube™ Video Support	Display YouTube video on product pages to increase sales conversions .
Custom Listing Fields	Create accessible data fields for detailed and searchable product information. For Example, add a custom field for make /model or a VIN number. Each custom field can be assigned to specific applicable categories or all.
Custom Permissions	Set buyer restrictions/ permissions on listings such as age or location.
Relist Unsold Listings	One-click to activate unsold listings or elect to automatically relist if unsold.
Invite to Bid	Enter new contacts email and name to be sent an invite to bid or buy.
“Featured” Listings	The “featured” listings will be displayed on the homepage increasing visibility ; rotated randomly with other “featured” listings.
Listing upsell Enhancement	Optional styling to make the listing stand out in the category or search results. Including bold text and highlights..
Durations	Selectable time frame in days, mins or hours that the listing is available.
Shipping Discounts	Apply custom shipping promotions to all listings associated with the seller account
Non profits	Set up non profit charities and % donations for sellers to choose when selling
Bulk Relist	Reactivate and relist all closed listings.
CSV Listing Import (Admin Users Only)	Populate your website quickly by bulk importing listing data with bulk import CSV import functionality.

E-commerce Functions

Configuration options for managing sales and payments.

Feature	Description
Sales Invoicing	Purchase and Sale invoices available for buyers and sellers.
Sales Reporting and Export	View all sales transactions with options to filter and export to CSV.
Cancel Order	Cancel an individual sale if there is a non-paying bidder, product damage or listing mistake. Buyers can submit cancellation requests.
Buyer's Premium	A purchase % fee defined by individual sellers (paid to the seller) and applied to sales invoices.
Credit Card Payments	Checkout directly through the software for site fees or sales invoices.
PayPal Payments	Checkout using standard PayPal payments.
Flexible Shipping and discounts	Define flat rate and calculated shipping options plus custom shipping discounts.
Additional Item Shipping Value	Optional shipping pricing when a buyer purchases more than one item / combines multiple items to one shipment.
Sales Tax Options	Sales tax can be defined by state ; including the taxation of shipping and handling charges. Create custom tax profiles.
Billing and Shipping Addresses	Sellers can create custom shipping and billing profiles to save time.
Add to cart / Save for later	Buyers can conveniently shop and add to cart or save for later
Archive Sales	Archive successfully sold listing data for future reference.

Invoice Options

Invoices are available for all monetary transactions within the software.

Feature	Description
Paid status update	Finalize orders by stamping paid status on all closed orders
Unpaid invoice reminder	Ensures that unpaid invoice reminders will be sent to users via email
Scheduled Invoices	Set up invoice email dispatch frequency
Email & Print Invoices	Sellers can send invoices by email directly to the buyers. Administration can mark paid and unpaid. Both invoices have a separate print friendly option.

Users

User account settings and management tools.

Feature	Description
Registration (Required for bidding, purchasing, and creating listings)	Users must create an account with a unique username before they can submit a bid, make a purchase, or create a listing.
Email Verification	Confirm the user owns the email address used during the registration process as a means of fraud protection .
Account Management	Users can manage billing and shipping settings and view bidding, purchases, listings, and sales information with detailed filters.
Feedback Rating	A star based rating system for transactions between buyers and sellers
Feedback Comments	Enter a comment about the transaction experience.
Custom User Fields	Collect specific user data required for your market. (Administration Setting)
Item Watch List	Keep track of items that you like without having to bid immediately.
Private and Public Messaging System	Contact the seller directly with questions on their listings or to arrange payments.

Browse & Search

Navigate through active listings using a number of different search filters and tools.

Feature	Description
Advanced Keyword Search	Search listing title and descriptions, full text search, fuzzy logic search included.
Advanced Search Filters	Filter by category ,keyword, region, price range, listing type and seller username along with any custom description fields.
Save your Search	Search and save keywords to be notified by email when new products are listed
Unlimited Categories	Navigate products using unlimited category menus.
Unlimited sub categories	Navigate products using unlimited sub categories menus
View Seller's Listings	Select to view all of a seller's other listings from each item listing page.

Feature	Description
Web-Based Admin Control Panel	Manage your website using any web browser from any location / computer. Mobile supported.
Login authentication to view listings	Verification feature to require a complete login to view full details of product listings
Auto login switcher	Administrative ability to 'switch' and auto login as another user to allow further support in the application in the case a customer needs help.
Fee Invoicing	Separate system invoices for website usage fees. Invoices
Automatic Recurring Payments	Hassle-free invoice processing. Schedule automatic recurring payment processing when using a compatible merchant gateway service.
Languages Manager	Full control to create and import new languages and manage localized content.
Scheduled Listings	Complete control over the bidding timeframe - Select start and end dates/times for individual listings. This option would replace "durations" during the listing process.
Bids Manager	Expanded bid history, including all rejected bids.
Bid Retract	Reverse the bidding on an auction to undo bids; useful for bidding errors or misuse.
User Roles	Assign Buyer, Seller, and Administrator permissions.
Enhanced User Management	Search, Sort, Delete, Deactivate and Manage all user details including Addresses, Billing, and Feedback. Keep track of all order activity and history,
Tax and Currency	Create and manage custom tax and currency settings for localization.
Manual User Approval	Actively moderate new user registrations and manually verify each account (optional)
Live Update	Keep the marketplace running on the latest build via live update support.
Export Customer Data	Export all customer data and history via CSV
Dashboards and Stats	Full analytics and dashboard charts outlining all key marketplace activity, such as traffic and revenue.
Audit and Event Log	View information, warnings and errors based on system events.
Maintenance Mode	Restrict website access and display a message to your site visitors.
Content Management	Configure terms, about, and more, add custom html pages

Feature	Description
Show Category Item Counts (or hide)	Show or hide the number of items in each category.
Add category thumbnails	Show or hide image thumbnails per category
Listing enhancement Settings	Enable / Disable available listing enhancements and featured homepage.
Results per Page	Manage the users' browsing experience by defining the number of items that appear on each page when viewing categories or searching.
Gallery View / Cascading Grid	Now uses the popular Masonry.js cascading grid style to display larger responsive gallery images.
AJAX Category/Region Selection	Faster Category and Region loading when creating a listing.
Content Editor for Product Descriptions	Stylize your item descriptions; HTML code knowledge not needed.
HTML 5 Image Uploader	Mobile friendly and iOS compatible image upload functionality; full support for all modern web browsers.
JS Lightbox Widget	Allow users to view larger versions of each listing image.
Touch Enabled Image Viewer	Touch screen and tablet compatible thumbnail carousel display.
Photo Thumbnails on Listing / Product Page / Gallery	Automatic image resizing and cropping for a neat image gallery. Compatible with common .JPG, .JPEG, .GIF, .PNG, and .BMP files.
Dialog View Shipping Options	View shipping options directly on catalog pages and search results for easier item browsing. (Optional)
Prominent Search Box	Ability to search active listings from every page at any time.
Call-To-Action Buttons	"Bid Now", "Buy Now", and "View" buttons on all Homepage listings.
Show Seller Location	Display the seller's address location (city, state, country) on the listing detail page. (Optional)
Banner Management	Top, Side, and Bottom built-in banner locations. (Optional)
Banners By Category (Optional)	Assign banners to only appear when browsing specific categories.
Color Coded Bidding Results	Users' active bids list is color coded for winning (green), winning but the price is below the reserve price (yellow), and outbid (red).
Color Coded Invoice Status	Purchase, sale, and site fee invoice status is color coded for paid (green) and unpaid (red).

Fees

When running the software in Marketplace Mode, these are the fee options for use of the website.

Feature	Description
Seller Post Listing Fee	Flat rate insertion fee to post a listing. (Auction and Fixed Price)
Seller Final Value Fee (Percentage or Flat Fee)	Percentage of final sale price/bid or a flat fee incurred by the seller for successful sold listings. Customize a tiered fee structure.
Buyer Final Sale Fee (Percentage or Flat Fee)	Percentage of final sale price/bid or a flat fee incurred by the buyer for successful purchases. Optional tiered fee structure.
Good 'Til Cancelled Duration Fees	Assign specific fees to the 'Good Til Canceled' duration options.
Featured Homepage Listing	Flat fee for listing to appear on the homepage.
Enhancement (bold,highlight)	Flat fees for listing upsell enhancements options.
Secure Escrow	Flat fee for the use of secure escrow feature to hold funds
First Image and Each Additional Image	Free for the first image uploaded and then each additional image.
Membership fees	Daily, monthly or yearly membership access fee (optional)
Featured in Search	Flat fee for listing to appear in top search results
Pay as you go	Optionally require all site fees to be paid upfront before new listings become active.

Localization Support

The marketplace can be customized for your language, culture and market.

Feature	Description
Multiple Language Support	Dynamic phrase variable system for quick changes to all content. Create and manage new languages, import and export tools available.
Site Currency	Define the default currency for the marketplace.
Time Zone Support	Set your marketplace to your business location time zone.
Currency Code Display (optional)	Option to display currency codes (example: USD or CAN)
RTL formatting	Enable right to left text formatting for custom languages.

SEO Features

Search Engine Optimization improves the visibility of a website in search engine rankings.

Feature	Description
General Meta Data	Enter default META keywords and description
Dynamic Meta Data for Each Listing	The "Title" consists of the site name and listing title. "Keywords" for each listing are all child/parent categories. Meta "Description" is taken directly from the listing description using sanitized HTML.
Category Specific Meta Data	Customize each category within the software to contain your personalized and optimized META data. Otherwise, the system will automatically insert the parent categories into the META "Keywords" and the child categories into the META "Description."
SEO Friendly URLs	Keyword-rich URLs increase usability and encourage click-through search result traffic.
Retain Original Listing ID	Maintain backlink integrity by keeping the original listing ID numbers when reactivating or re-listing old items.
Category "Breadcrumbs"	Links to parent categories (keywords) enhance the end-user experience and increase page views while improving keyword density.
Default Robots.txt	A default robots.txt file is now included to point search engine crawlers directly to the sitemap.xml file.

Security

Increased protection of individually identifiable information and sensitive data.

Feature	Description
SSL Support *	Secure websites increase sales conversions .
Encryption (3DES)	Enhanced data security.
Microsoft AntiXSS	Protect your application from XSS attacks.
Forgotten Password Reset	Self-service unique reset key is sent by email to increase login security .
Email Verification	Confirm the user owns the email address used during the registration process.
CAPTCHA Code	Security CAPTCHA Code protection during registration
Moderation mode	Require manual approval from the Administrator before allowing access. (Optional)

*SSL certificate is not included with license. SSL certificates can be purchased from any certificate issuer.

Feature	Description
Session Hijack Protection	Protects cookie sessions and unauthorized access to personal information
Database Injection Protection	Eliminates the ability for the insertion of malicious code passed to a database to avoid formulating SQL statements from user input (e.g., from values input in a form on a web site).
Debug Mode / Error Reporting	To allow for easy debugging to track usage and errors.
Passwords Triple Salted	Keyword-rich URLs increase usability and encourage click-through search result traffic.
Registration via Proxy Protection	Maintain backlink integrity by keeping the original listing ID numbers when reactivating or re-listing old items.
Security CAPTCHA Code Protection	Links to parent categories (keywords) enhance the end-user experience and increase page views while improving keyword density.
Email MX Record Validity Protection	A default robots.txt file is now included to point search engine crawlers directly to the sitemap.xml file.

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