



## Who is PAID?

**Paid Inc** is a leading provider of **shipping calculations** developed to enable e-commerce retailers to help improve site conversions and improve site usability. Our core features of **accurate, real-time** shipping rates from 4 major US carriers and its advanced **packaging engine** can be seen throughout the Paid shipping suite.



Our Company, founded in 1999, devoted our first two years in business to developing tools for our own eCommerce and auction channels. We created a **patent-pending** shipping calculator in 2001 to reduce shipping related costs and increase sales by combining multiple items in one order. Our products, created out of our own need, then evolved into a more complete user-friendly system that capitalizes on our core values of putting the customer first. Today over **2,100 e-preneurs** have utilized Paid's shipping calculator products.

From our PayPal recommended **ShopCart** to our more recent **Shipping API**, Paid continues to innovate and help e-tailers show real world shipping charges for merchandise they sell. The Paid shipping calculations offers websites an inexpensive and simple way to provide consumers with accurate real-time shipping quotes that depict your business's shipping rules.

### ***Why loose a customer over shipping?***

With today's cost-conscious consumer, it is difficult to succeed in such a competitive marketplace. What sets our customers apart from the pack is their ability to charge accurate real-time shipping quotes, while their competitors are still guessing at shipping rates.

### **Fast Facts**

*"Number one reason for shopping cart abandonment is high shipping prices."*

- Holiday Readiness Report

*"Statistics show that 63 percent of online shoppers back out of a purchase when they see how much they have to pay for shipping and handling."*

- Jupiter Media Metrix



## Paid Shipping Rate Engine

Paid's Shipping Rate Engine simplifies the complex process of rating multiple items and/or packages from a variety of origin points to any worldwide destination. Our service combines the 4 major US carriers into one system which includes both domestic and international shipping rate tables. We work along side with the major carriers to provide and maintain accurate real-time shipping rates.

### **How it works**

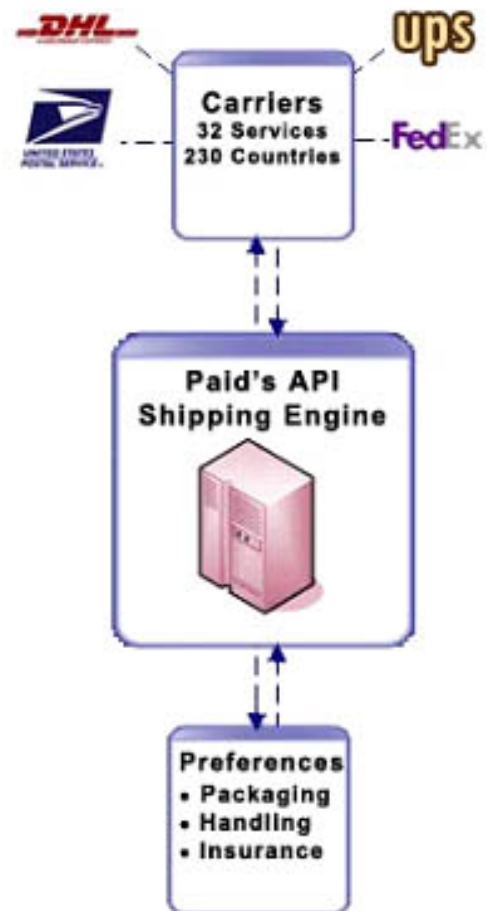
Our Web Service enables our engine the ability to integrate with any programming language or operating system to access the 4 main components of our Shipping Rate Engine. The system, using industry standard XML, calls our carrier and services rate tables, handling preferences, packaging algorithms, and insurance tables and retrieves the appropriate data to rate the packages. Through our XML webservice we then provide these shipping rates based upon your preferences and settings.

### **Infrastructure**

The shipping rate engine is load balanced with redundancy for high availability and scalability, with an emphasis on high performance. Our database contains millions of rows made up of the zones charts of the various carriers. Our infrastructure is stored in a state-of-the-art climate controlled, highly secured data center in the Boston area.

### **Packaging and Handling**

Packaging and handling preferences can be stored in either our system or provided through the XML interface. The packaging uses a proprietary algorithm to determine your optimal package size. When rates are requested, our system determines the appropriate packaging, based on your preferences, than determines the shipping and handling for each carrier service requested.





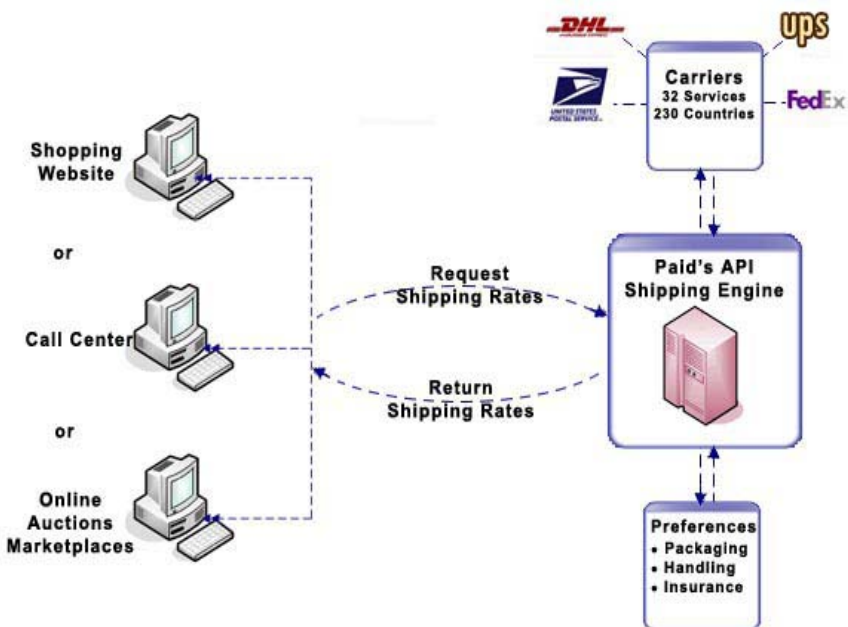


## Paid Shipping API

Paid's Shipping API allows website and e-commerce venues the ability to **integrate a shipping rating, comparison, and packaging** engine into an existing website or application. We provide developers access to a pre-built software module using a well defined data structure and subroutine calls. Paid's web service return shipping calculations based upon your business rules and shipping preferences, which are then be exposed to your shoppers. The shipping API is a way for programmers to **enhance** or add shipping calculation functionality into an existing product and a way for website store owners to add revenue conscious **functionality**.

### Common Uses

- **E-commerce** venues looking to incorporate shipping calculations for their vendors.
- **Programmers and developers** who need to provide shipping quotes for their web store.
- **Mail-order call centers** that need to provide quick shipping quotes over the phone.
- **Hosting** companies looking to improve by add shipping calculations in to an exiting shopping cart.



**Selection:** Rate and Compare charges from the 4 largest shipping companies in the US. Rates can be retrieved from one single interface.

**Reduced Costs:** Let us bare the huge technology and maintenance costs for developing and maintaining a shipping engine, instead of your business.

**Rapid Deployment:** Spend a day integrating to our system and never have to worry about updating rates, surcharges, or maintenance costs. Paid/AuctionInc spares you the expense of developing and maintaining a shipping calculation service for your business.



The Paid ShopCart provides website and ecommerce store owners a fully functional **shopping cart** with **shipping** calculations from all the major carriers. We have designed the Paid ShopCart with your needs in mind; an **affordable, simple, easy** to use cart that is feature heavy and an enhanced replacement for the carts being utilized today.

*"Shipping and handling fees represent one of the biggest quandaries that e-commerce business' face today. Consumers hate them but merchants can't survive covering the freight themselves. Charge shipping fees that web shoppers consider excessive and you lose, they'll abandon your cart and take their business elsewhere. Charge fees that don't cover your costs and you lose even bigger—you'll be taking your business to bankruptcy court."(Ken Cassar, veteran retail analyst)*

Your customers can add items to their shopping cart and can compare and choose from the different shipping options you offer. Not only have we made the cart easy to use but we also direct your customers to the most widely used payment service on the Internet...**PayPal**. If you have a store or website and are looking for a shopping cart solution then we have the answer.

- Provide comparative shipping charges for major carrier services.
- Shoppers can view the shipping methods you offer and select the service most convenient for them
- Provide a variety of handling fees to cover your cost for supplies , labor or packaging.
- Include all required charges to complete the transaction and pass along cost to shoppers.
- Entice buyers to purchase additional items by combining shipping and saving them money.
- Allows you to offer options such as color, size, etc, for each item
- An easy to use shopping cart that launches to Pay Pal payment service.



### **Paid Global**

Paid Inc's Global Module is a direct plug into the Paid ShopCart and Paid ShipCalc. Use this module and add comparative international rate calculations to your Paid products. The easiest way to increase your sales is to increase your prospects. The use of our global calculator inconjunction with our ShopCart product provides you the ability to reach out and service your international clientele with the same accurate and easy to use shipping calculator as your domestic customers. Paid's ShopCart with International module is the only product on the market to offer two differnt carriers for international shipping.

The logo features the word "PAID" in a large, bold, white sans-serif font. To its left is a stylized graphic of a curved arrow pointing upwards and to the right, and another curved arrow pointing downwards and to the right, both in a light blue color. The background of the entire header is a dark blue gradient with a faint, light blue architectural or industrial structure.

Shipping Rate Engine



## Testimonials

*"I've spent the last few weeks going down many dead-end web-trails on the internet looking into various shopping cart scenarios and pay schemes, and I've come to the conclusion that you Company's cart is the best, most seamless and user-friendly. I'm still in the process of going over my client's needs, but my recommendation to him is that he go with your Paid Shop Cart. I will also use yours as my recommendation for any future website projects that require a cart. thanks again for your help! ."*

**Ronald Kalstein**

*"I am really impressed. I have worked with other shopping carts and this one was the easiest to set up."*

**Trisha**

[ElysianDream.com](http://ElysianDream.com)

*"I've researched a LOT of carts and this one is the first I've found that's cheap and does everything I want it to do. The shipping calculator piece is really important, as other products don't have that. Thanks alot!"*

**Carolyn, Owner**



## Contact

For more information regarding any of our products please call us at the number below.

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