

## **Category Filters Add-on, \$199**

The Category Filters add-on allows customers to narrow down product results within a category. As a merchant, you can setup up to ten (10) different filters for each category in your online store. By doing so, customers can intuitively refine category results for products by choosing specific filters. For instance, if you have a retail store, you may have a very broad selection of t-shirts. The Category Filters add-on, will allow you to setup filters for this category so customers can narrow down the product results to view by color, size, price, or brand. This improves site navigation for your visitors, which in turn, results in better conversions and more sales.

You can choose have the filters display in 3 different ways on the category pages:

- Dropdown boxes
- Links (default)
- In the left/right navigation bar (requires replacing any existing left/right bars).

### **Notes:**

- The use of Filters requires creating categories manually via the Admin Panel and flagging them as filters. Then products need to be assigned to the categories created as filters. And the Filter categories then need to be assigned to the standard categories/subcategories where the filters should display.
- Each category/subcategory can have ten (10) different filters from the other categories.
- The installation is specific to the template being used, so changing to a different template requires re-installing the filters.

## **Dynamic Category Filters Add-on, \$499**

The Dynamic Category Filters add-on includes all the functionality described in the basic Category Filters, with the addition of a set of scripts that will automatically generate the categories/subcategories needed to be used as filters, and assign products to these dynamically based on:

- Product's Manufacturer field.
- Product's Price, using the Shop By Price groups.
- Products Options set as Dropdown/Radio (Color, Size, etc.)