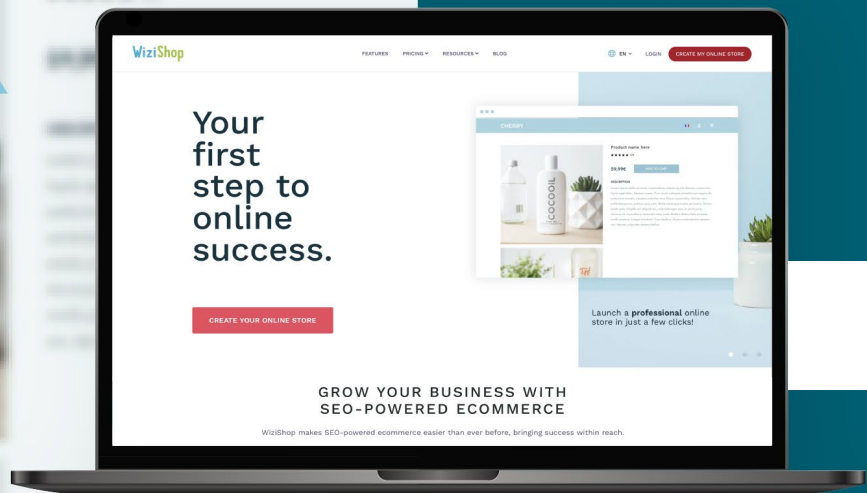
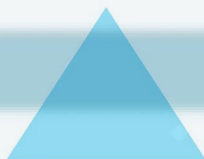


LOGIN

CREATE MY ONLINE STORE



# WiziShop

SEO-powered ecommerce

## PRESS KIT

Launch a professional  
store in just a few clicks

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# Why we founded WiziShop

In 2006, launching your own online store was still quite rare. Few entrepreneurs took the plunge, given the complexity and the cost.

At the time, Grégory Beyrouiti and René Cotton, directors of an agency specializing in SEO, accepted a daring offer from one of their prospects.

He wanted to create an online store, but had been quoted a minimum of \$14,000 for such a task. But he doesn't have that kind of budget. So he suggested they team up: "You create my ecommerce website - for free - and for every sale made through the site, I'll give you a commission!"

That day was a turning point for the two entrepreneurs.

**Their mission was clear: they wanted to find a way to make online success accessible to the greatest number of people!**

They needed to remove the various barriers that entrepreneurs met, so that they can develop their sales online, thanks to the power of the internet.

In just a few weeks, the project had its outlines:  
Create a solution that is easy to use, regardless of the client's technical level;  
Form an economic model based on the customer's success;

Help clients to be visible and profitable by offering them technically optimized sites for SEO that have beautiful designs;  
Accompany e-merchants with numerous tips, training videos and coaches on hand to help them with all their questions;  
Offer an all-in-one solution, with no additional costs or the need to install additional plugins.

On October 1st 2008 Grégory, René and their team unveiled their ecommerce solution, WiziShop.

At the end of 2021, EtailInsights counted more than 7.9 million active online stores across the globe, and the numbers are continuing to grow exponentially. This growth in the number of online businesses is encouraged by the emergence of SaaS (Software as a Service) e-commerce solutions, such as WiziShop.

## The Founders

**GRÉGORY BEYROUTI**  
Founder and CEO

**RENÉ COTTON**  
Founder and CTO

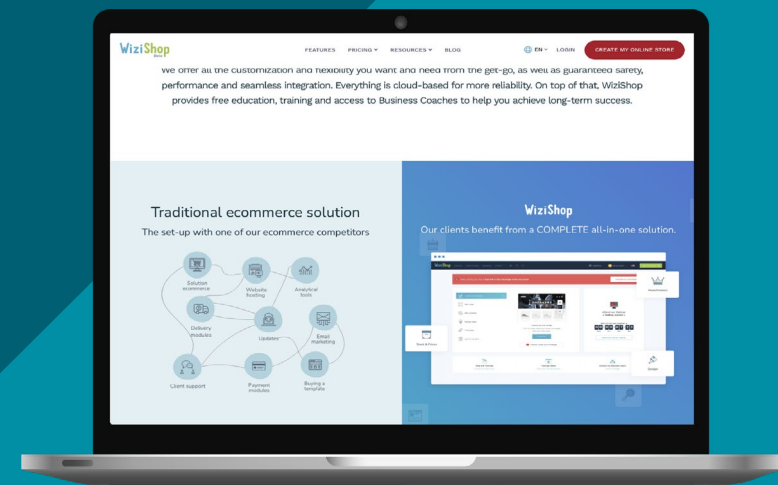


# Bringing online success within reach since 2008

WiziShop is the all-in-one platform for ecommerce. Their cloud-based solutions make it easier to gain visibility and sell products and services online by harnessing the power of SEO. They invest in their customers' success with comprehensive training and a passionate team of Business Coaches, allowing users to focus on what matters to them: building and scaling successful, long-term online businesses.

With WiziShop, there is no need to install additional modules to upgrade your online store. All features are natively integrated, without any additional cost.

WiziShop's philosophy has always been guided by its win-win model. The performance-based business model means all business strategies are always designed with the e-merchants in mind, to further their success.



WiziShop adapts to all types of e-commerce projects: from an e-merchant who is just starting out to the store that already generates several million dollars in sales.

# WiziShop's values



## GOODWILL



The WiziShop solution was created to help e-merchants succeed in online sales. The objective is to support as many entrepreneurs as possible, whatever their level of knowledge in ecommerce, IT or marketing. WiziShop listens to them and adapts to their needs.

## TRANSPARENCY



To establish a strong relationship with its e-merchants, WiziShop bases its communication on openness and honesty. The team always provides details of the next steps in the development of the solution and any upcoming features.

## TRUST



E-merchants entrust WiziShop's teams with the use of their data and their online sales. Alongside goodwill and transparency, WiziShop believes it is essential to build a mutual trust between the solution and its e-merchants in order to establish a lasting relationship.

## EXCELLENCE



In order to fulfill its vocation and help e-merchants to succeed in online sales, WiziShop strives for excellence in all its activities. The company is constantly looking for ways to improve, taking into account the needs and demands of its customers.

## INNOVATION



WiziShop invests in research and development to generate new ideas, propose new services and features, improve existing processes and renew products. Innovation is at the heart of WiziShop, enabling their e-merchants to stay a step ahead of their competitors and succeed with their online sales.

# The advantages of WiziShop

## Making ecommerce easier than ever before

WiziShop makes it so quick and easy to create an ecommerce store that anyone can do it. Since its conception, WiziShop has been continuously improving the ergonomics and speed of its stores, keeping them up-to-date and easy to navigate. Every month, many new features are added to optimize the conversion rate of e-merchants.

## SEO - the staple for long-term success

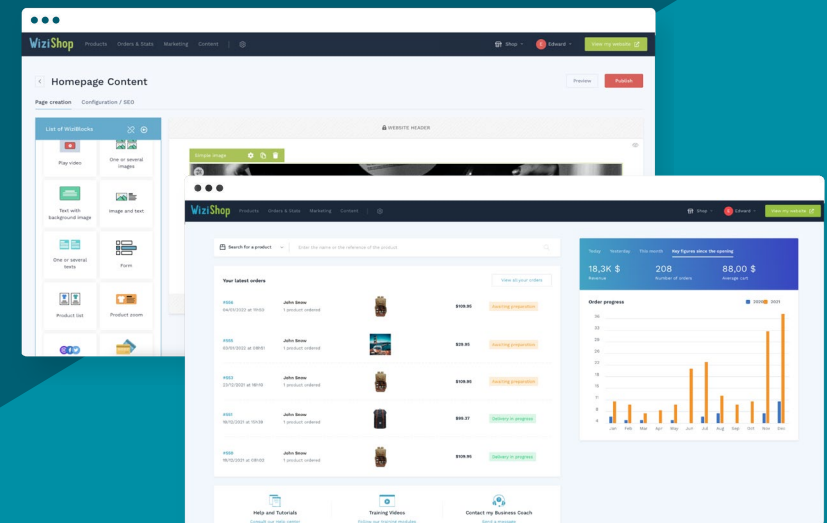
WiziShop is the most optimized and technically ready ecommerce platform. We offer powerful, innovative and user-friendly tools to increase our merchants' visibility, enabling them to take their businesses to the next level. As a Google Partner, WiziShop is the first ecommerce solution to offer its merchants the ability to run intelligent shopping campaigns, in just a few clicks, without leaving their administration area.

## We help e-merchants go the extra mile

At WiziShop, we know that managing a successful ecommerce store takes more than just great products. We provide free education and training content as well as business coaches to help our clients succeed every step of the way.

## An all-in-one solution

WiziShop offers all the customization and flexibility e-merchants want and need from the get-go. Features are carefully curated by our team of experts to guarantee safety, performance and seamless integration. With over 400+ features integrated into the solution, from design to marketing, there is no need to purchase additional plugins or features to have a functioning and optimized online store.

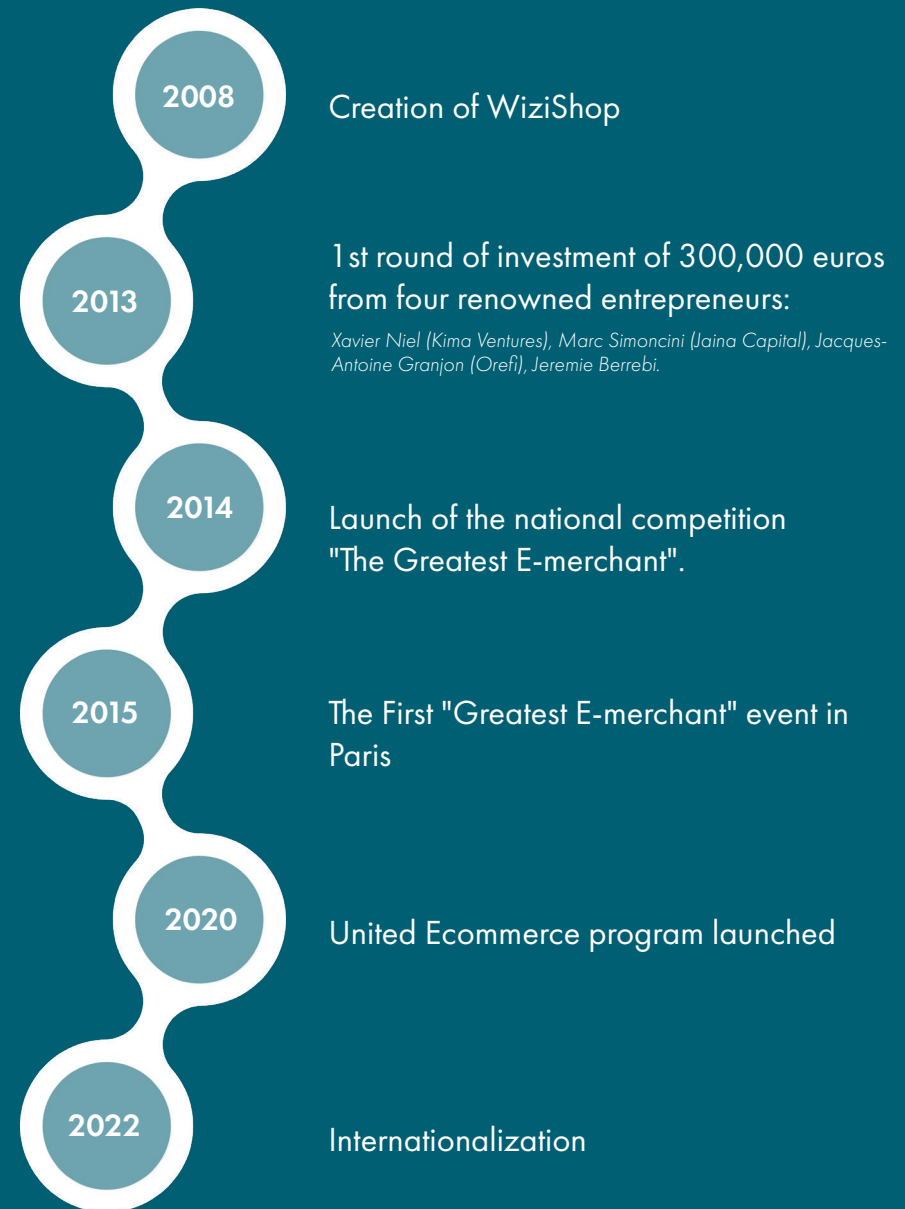


# WiziShop's story

**270,000+** Subscribers on the platform since 2008

**400+** Native features. No need to install additional modules!

**38** Employees based in Nice, in the WiziShop offices



# A committed company

In addition to offering dedicated services (payment round-ups with Paygreen, local delivery...), WiziShop raises awareness among its community and its e-merchants about eco-responsible online sales.



## United Ecommerce

In the context of the Covid-19 pandemic, WiziShop supports merchants who have been forced to close their doors during the various lockdowns. WiziShop offers online stores free of charge for 3 months, with no commitment.

## WiziShop Associations

WiziShop helps associations and charities with humanitarian, social or ecological goals, to accelerate their fundraising via ecommerce. Free subscription fees, for 1 year, with no commitment.

## Conscious Ecommerce

WiziShop facilitates the access to online sales for ethical or eco-responsible brands. Subscription fees are offered for 1 year, with no commitment.



# Our users have their say

9.2 of 10  
from 117 reviews

WiziShop is an all in one solution that I like a lot! I'm very happy with all of the features and there are no hidden costs, which is great! Their training videos are really helpful and their client support even better!

Sarah K. 24-08-2020

It's the ideal platform for getting started in ecommerce, everything is clearly explained and simple to put in place. And the client support is great!

Daniel J. 28-07-2020

WiziShop is a platform that I enjoy using. I don't have great technical skills but it's possible to have a very professional website thanks to their videos and tutorials.

Marianne D. 27-05-2020

Very simple to use. The biggest positive is the client support, the tutorials, the training, the different social channels and blog... Everything is in place to help the user and answer any questions.

Jean-Marc S. 09-08-2020

Having tested other similar platforms, I would happily recommend WiziShop over the others. No hidden costs, very simple to use and I was able to get my website live within a couple of hours.

Paul Jean P. 07-06-2020

# Contact Us

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# WiziShop

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