



**Ecommerce success
means merchant profit**

Welcome to IRP Commerce

An ecommerce platform that removes barriers to online sales growth and profit

Visibility and Control

There are two main barriers to successful online trading:

- Companies have poor **visibility** with no reliable, single view of their online operation
- Companies have poor **control** because they lack a single source of data to action
- We offer merchants a solution for long term ecommerce sales growth and profitability
- Our customer successes have set the benchmark for profitable ecommerce growth
- We can help the right companies trade their way to the top of their market

The IRP Commerce Cloud platform removes these barriers.



A proven track record

IRP Commerce has a proven track record with some of Ireland and UK's biggest online brands.

The IRP Commerce Cloud provides a simple route to domestic and international growth:

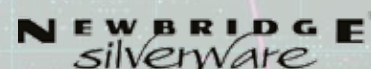
- By calculating ecommerce costs
- By monitoring ecommerce services
- By providing key team data
- By finding opportunities for profit

The IRP Commerce Cloud brings ecommerce trading data to life.

When the profit opportunity is **RIGHT NOW**, ecommerce trading technology needs to act in real time.

- IRP believes merchant success is measured by profits
- IRP believes our technology empowers you to take opportunities while they exist

The IRP ecosystem connects people, data and profit.



An ecosystem connecting people, data & profit

SHOPPER

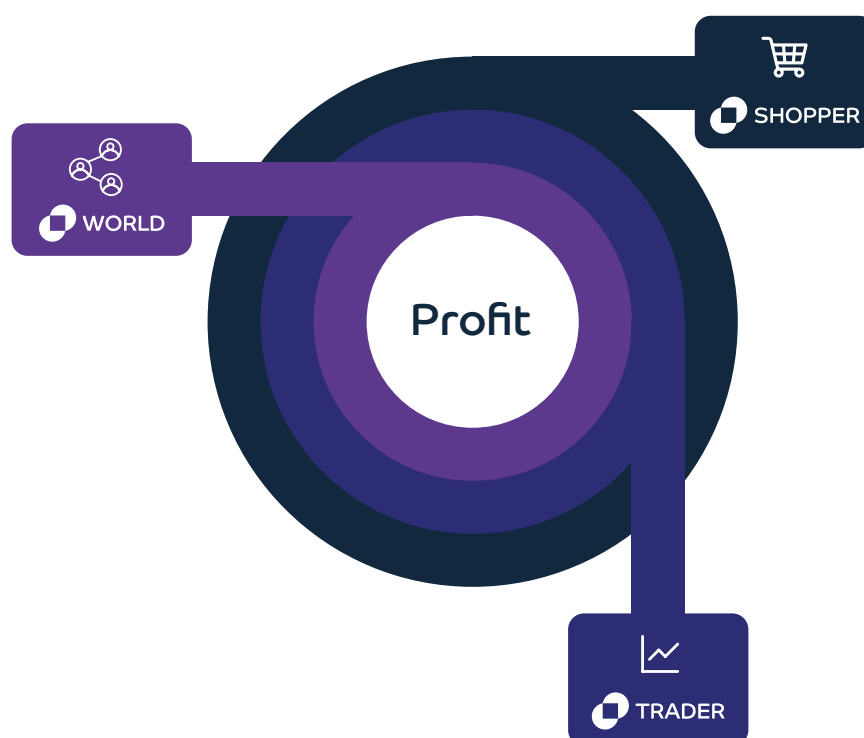
- Built for scalable, global online B2C and B2B shopping, right out of the box
- Traffic generation built in - Google Shopping, Email Marketing and more
- Configured for business and logistics systems

TRADER

- Single source of data brings your real-time actions together
- Billions of data points analysed to find opportunities
- Ability to trade efficiently online whilst the opportunity exists

WORLD

- An ecosystem that delivers choice and ecommerce accountability
- Benchmarks to understand true performance
- A choice of service providers rated for ROI to build the best possible team



A world-class product suite enabling your ecommerce success

All the power you need in one platform

Control

- Stock Control
- Shipping Rates
- International Optimised
- Multi-currency
- User Experience

Enhance

- Email Remarketing
- Shopping Feeds
- Loyalty
- Interventions
- EPOS

Trade

- Trade in Real Time
- Profitable Trading
- Maximise ROI and Profit
- Trading Intelligence
- Profit Analysis



Rating	Traffic Source	February 2020	February 2021	Growth %	Source Revenue %
1st	Google PPC	£1,363,939	£3,093,965	126.84%	68.54%
2nd	AWIN	£171,788	£520,158	202.79%	11.52%
3rd	IRP Email Marketing	£267,818	£334,454	24.88%	7.41%
4th	Webgains	£104,263	£231,056	121.61%	5.12%
5th	Bing & Yahoo PPC	£107,123	£189,105	76.53%	4.19%
6th	Facebook Paid	£66,608	£128,767	93.32%	2.85%

- IRP is an ecommerce trading platform
- IRP empowers you to maximise your profit
- IRP believes a focus on sales, margin and profit is the future of ecommerce
- For Ecommerce Professionals



Daniel Loughlin
Founder and CEO

Become an IRP merchant and trade your way to profitable growth

“We have built the IRP believing that merchant success is measured by profits. IRP has a clear mission – to maximise the profit and growth for our merchants and to be at the forefront of ecommerce trading. We look forward to going on an exciting and profitable journey with you.”



ARGENTO



[Read more about the IRP Commerce Cloud on our website...](#)