

CALEFFI

MARKETING-ON-DEMAND

Quick Start Guide

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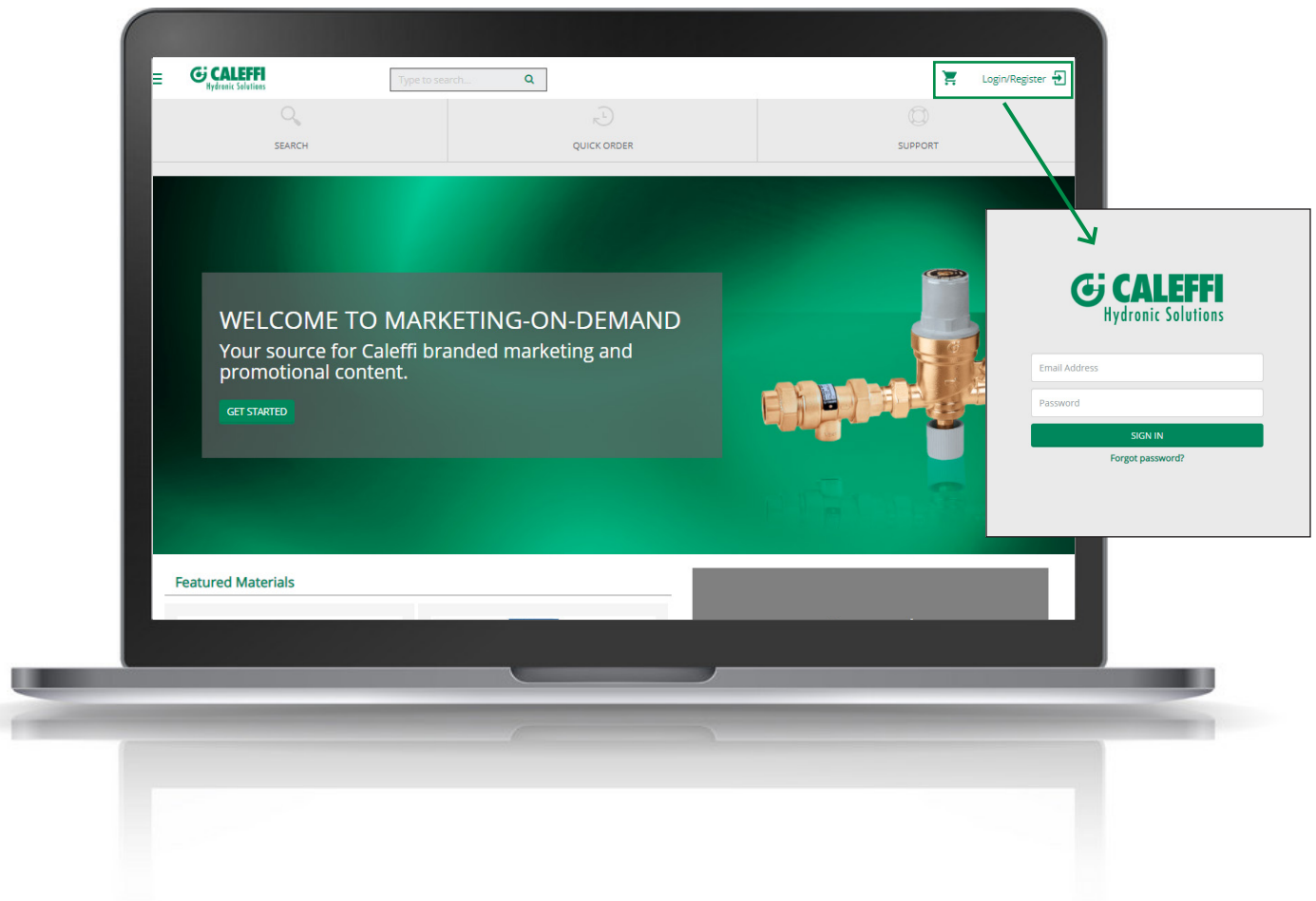


ACCESS

To access Caleffi Marketing-On-Demand,

- 1 Visit <http://mod.caleffi.info/>.
- 2 If you have an account, click [Login/Register](#) in the upper right. If you do not have an account, contact marketingadmin@caleffi.com.

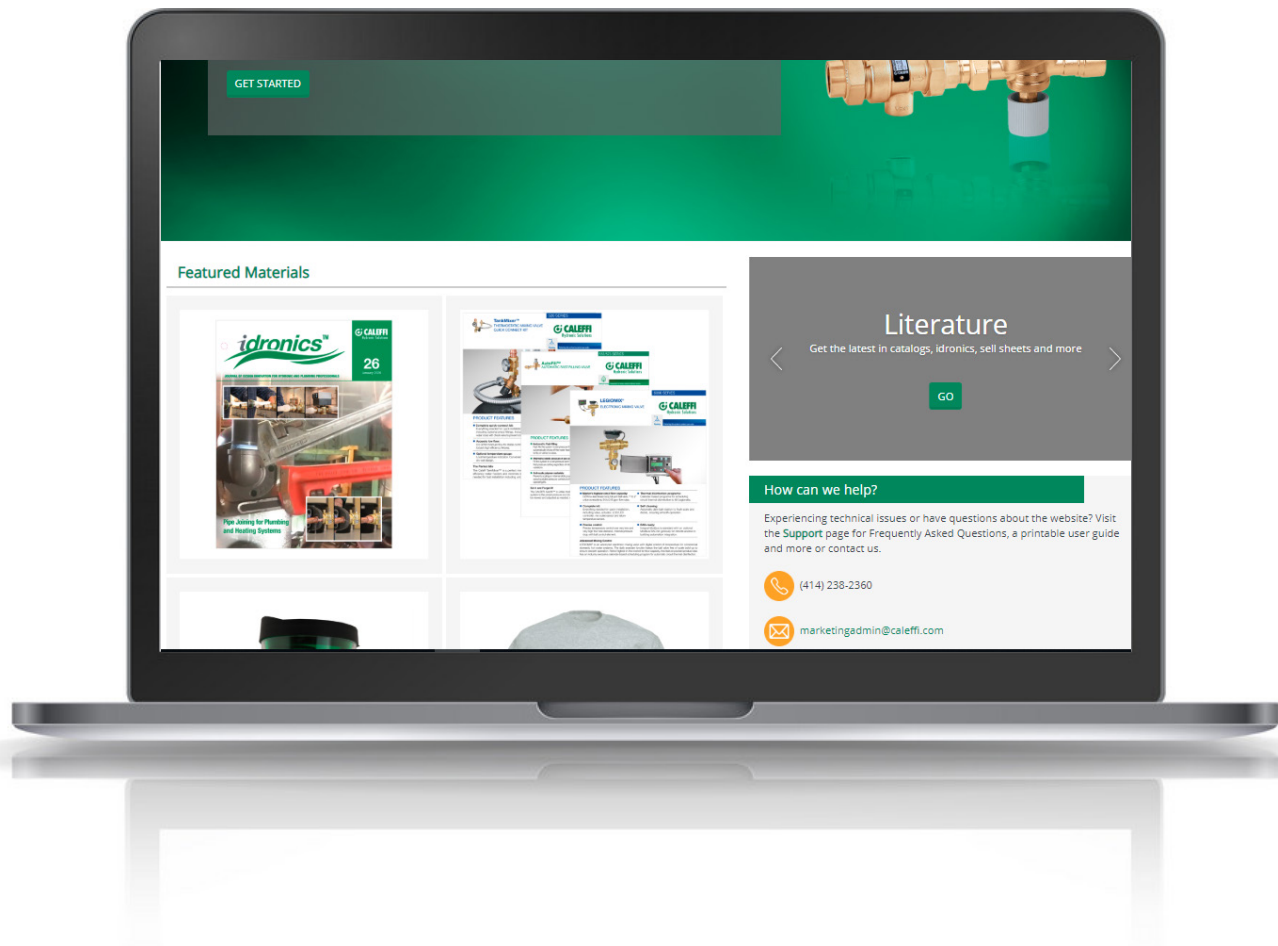
To gain additional product access, order history, and cost-free materials, it is important to login to your Caleffi Marketing-On-Demand account upon each visit.



HOME PAGE

On the home page, quickly and easily have access to:

- [Featured Materials](#) selected by Caleffi Marketing team.
- Direct access to [Apparel](#), [Event Materials](#), [Literature](#), and [Supplies](#).
- [Support](#) to help you navigate Marketing-On-Demand.



PROFILE

Locate your profile settings from the drop down next to your name.

1 Update your profile settings.

Update your information in the Personal Details tab. Any changes should be saved by selecting Save Changes.

2 Track your order history.

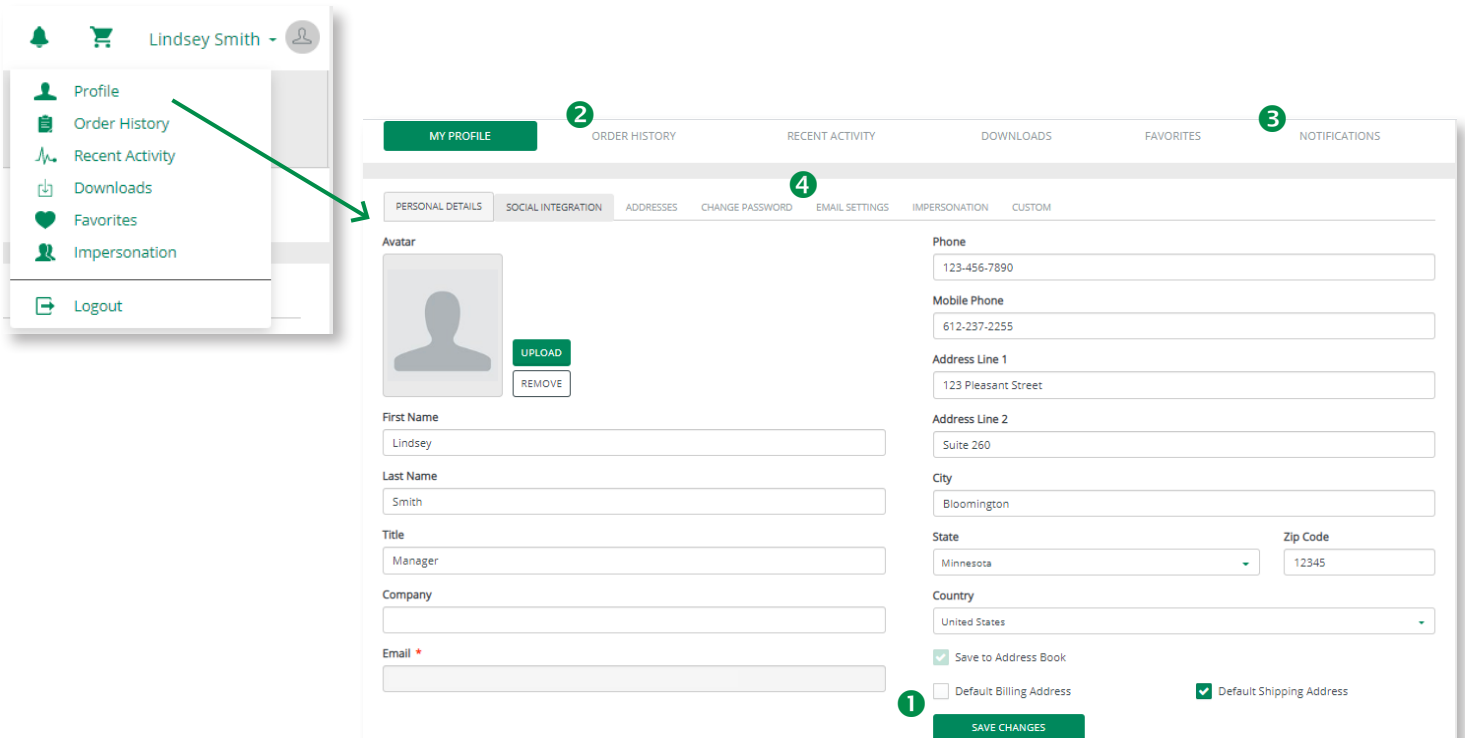
Locate tracking and order history by selecting Order History. Tracking will be located within each individual order.

3 Review your notifications.

Marketing-On-Demand will periodically send notifications. To access your notifications, click on the Bell icon in the navigation bar, or go to Notifications within your profile.

4 Modify your email settings.

You have control over your Marketing-On-Demand emails and notifications. Select Email Settings to personalize your email and notifications. Save Changes when complete.



The screenshot shows the user profile settings page for Lindsey Smith. The navigation bar at the top includes a bell icon, a shopping cart icon, and the user's name 'Lindsey Smith' with a dropdown arrow. The dropdown menu is open, showing options: Profile, Order History, Recent Activity, Downloads, Favorites, Impersonation, and Logout. A green arrow points from the 'Profile' option to the 'MY PROFILE' tab in the main content area.

The main content area has a tabbed interface with the following tabs: MY PROFILE (selected), ORDER HISTORY, RECENT ACTIVITY, DOWNLOADS, FAVORITES, and NOTIFICATIONS. The 'MY PROFILE' tab is further divided into sub-tabs: PERSONAL DETAILS (selected), SOCIAL INTEGRATION, ADDRESSES, CHANGE PASSWORD, EMAIL SETTINGS, IMPERSONATION, and CUSTOM.

The 'PERSONAL DETAILS' sub-tab contains the following fields:

- Avatar:** A placeholder image with 'UPLOAD' and 'REMOVE' buttons.
- First Name:** Lindsey
- Last Name:** Smith
- Title:** Manager
- Company:** (empty field)
- Email:** (empty field, marked with a red asterisk)
- Phone:** 123-456-7890
- Mobile Phone:** 612-237-2255
- Address Line 1:** 123 Pleasant Street
- Address Line 2:** Suite 260
- City:** Bloomington
- State:** Minnesota (dropdown menu)
- Zip Code:** 12345
- Country:** United States (dropdown menu)

At the bottom of the form, there are three checkboxes:

- ☒ Save to Address Book
- ☐ Default Billing Address
- ☒ Default Shipping Address

A green 'SAVE CHANGES' button is located at the bottom right of the form. Numbered callouts 1 through 4 are placed on the page: 1 points to the 'SAVE CHANGES' button, 2 points to the 'MY PROFILE' tab, 3 points to the 'NOTIFICATIONS' tab, and 4 points to the 'EMAIL SETTINGS' sub-tab.

SEARCH

Search is an easy way to locate materials and view product information.

- 1 **Keyword search** is available in the search box.
- 2 **Refine** your search. Click to expand and select filters.
- 3 **Inventory** is displayed.
- 4 **Quick View** is available to preview product details (magnifying glass icon).

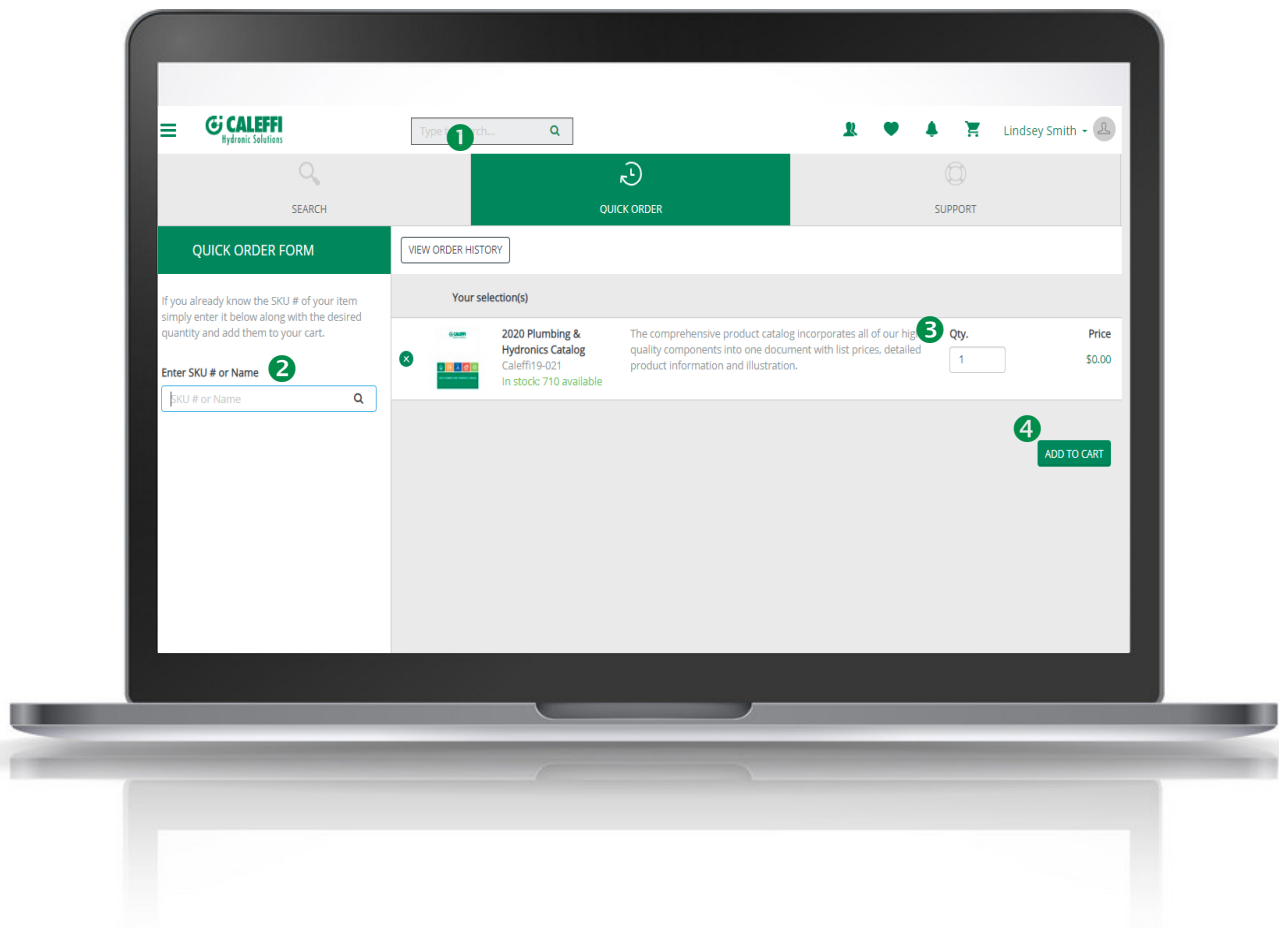


QUICK ORDER

If you know the SKU # of your item, utilize Quick Order for a fast check-out.

- 1 Select [Quick Order](#) from navigation bar.
- 2 Enter [SKU](#) or [Product Name](#) in search bar, click enter.
- 3 Modify [quantity](#).
- 4 Select [Add to Cart](#).

Want to see your previous orders? Select [View Order History](#) from this page.

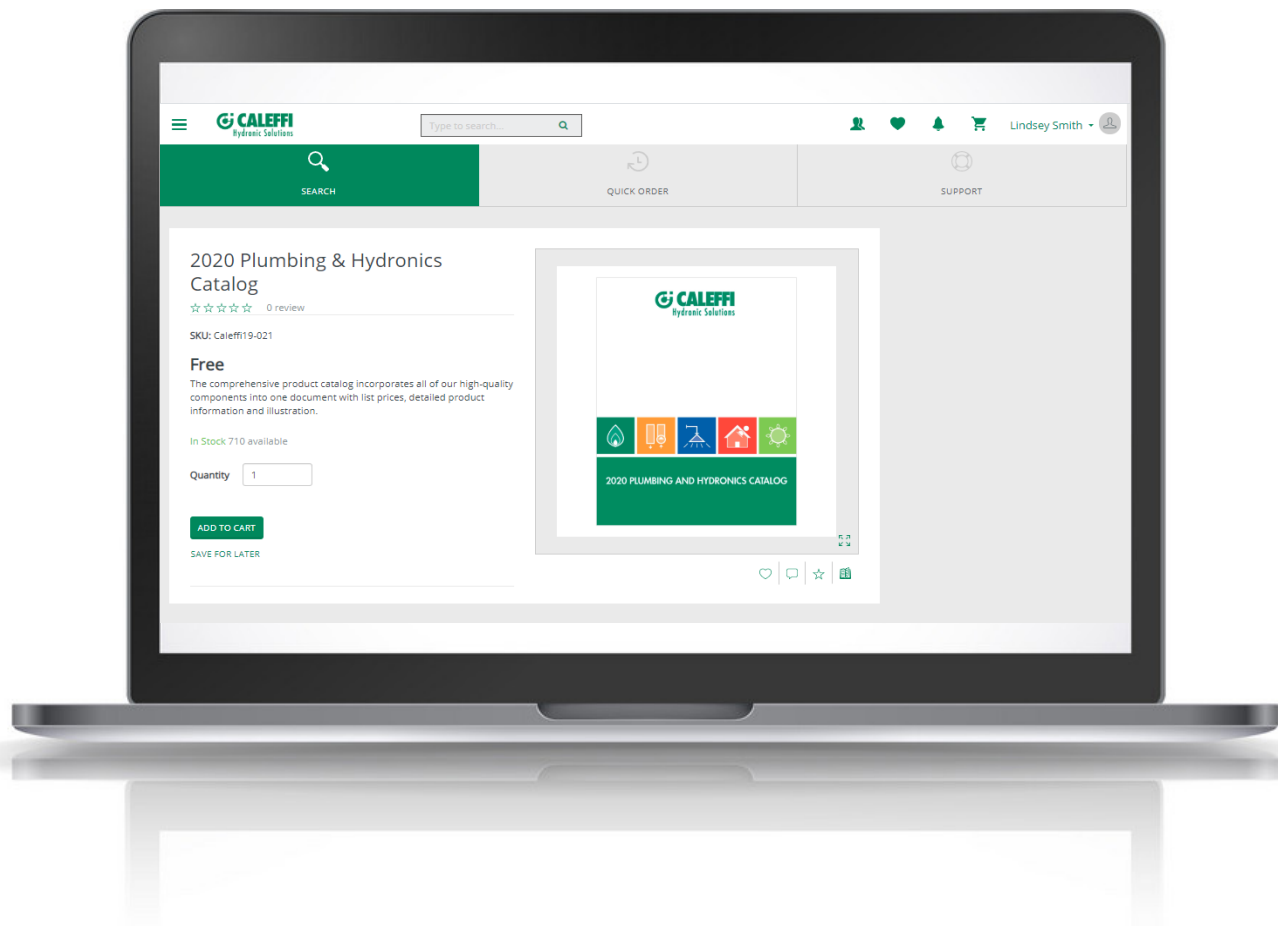


PRODUCT DETAILS

Select an item to view details.

- Item cost is displayed.
- In Stock Inventory is displayed.
- Save for Later if you wish to order at a later time.

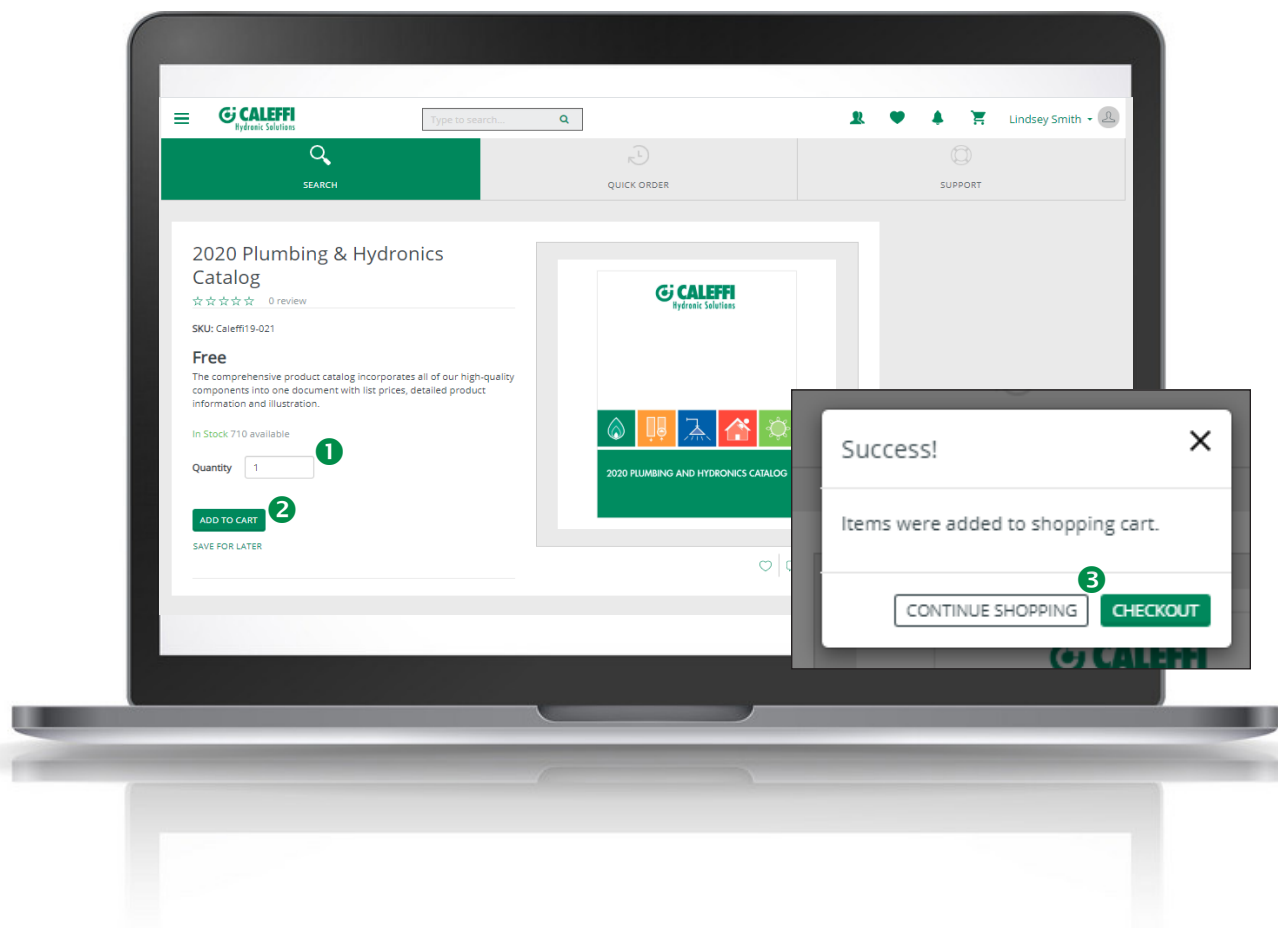
Item will be saved within your cart.



ADD TO CART

To add an item to your cart:

- 1 Modify to desired [Quantity](#).
- 2 Click [Add to Cart](#) to add item to cart.
- 3 You will receive a Success! message. Select [Continue Shopping](#) or [Checkout](#).



YOUR CART

YOUR CART

SHIPPING

PAYMENT

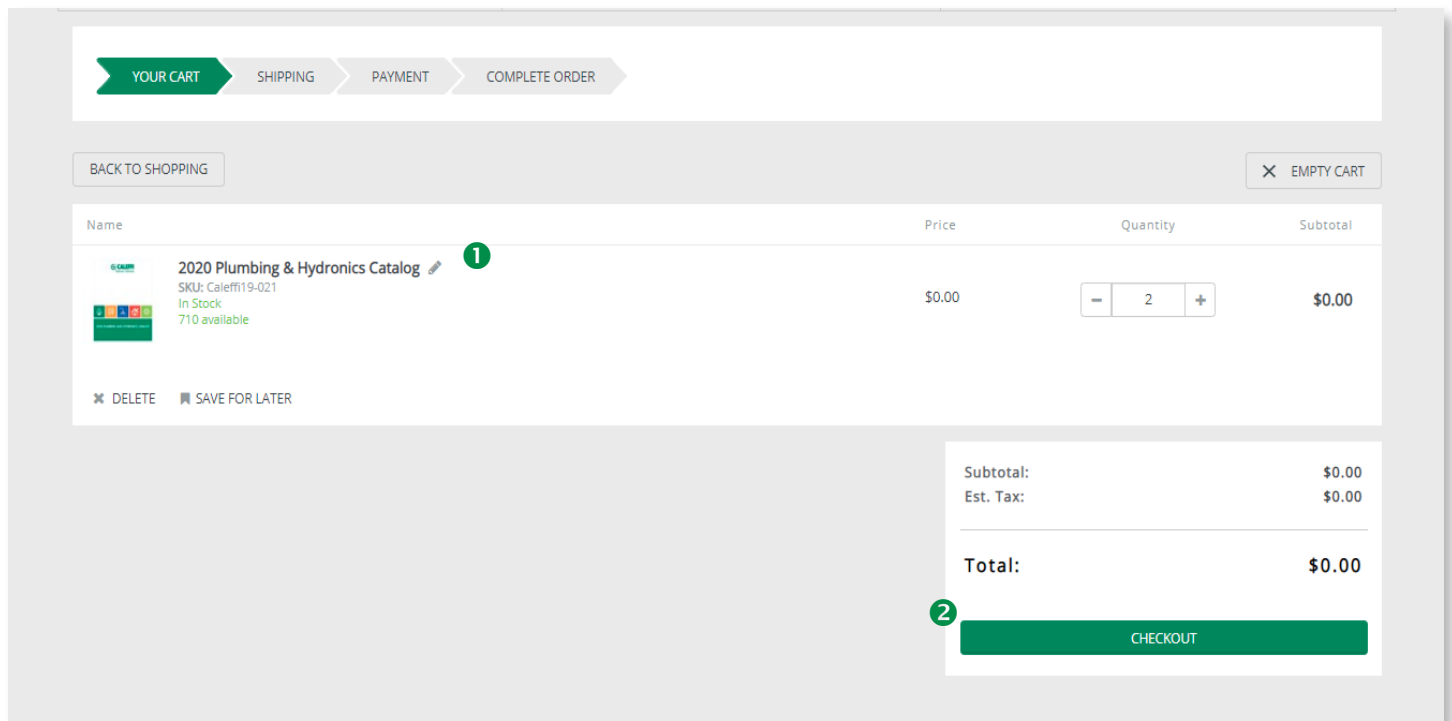
COMPLETE ORDER

1 Review all items in your cart.



Additional options on this page include:

- Delete an item
- Save an item for later
- Modify quantities

2 Select [Checkout](#) to continue to Shipping step.



The screenshot shows the CALEFFI shopping cart interface. At the top, there is a progress bar with four steps: 'YOUR CART' (active), 'SHIPPING', 'PAYMENT', and 'COMPLETE ORDER'. Below the progress bar, there are two buttons: 'BACK TO SHOPPING' and 'X EMPTY CART'. The main cart area contains a table with the following items:

Name	Price	Quantity	Subtotal
 2020 Plumbing & Hydronics Catalog  1 SKU: Caleffi19-021 In Stock 710 available	\$0.00	<input type="button" value="-"/> <input type="text" value="2"/> <input type="button" value="+"/>	\$0.00

Below the item, there are two buttons: 'X DELETE' and 'SAVE FOR LATER'.

On the right side of the cart, there is a summary section:

Subtotal:	\$0.00
Est. Tax:	\$0.00
<hr/>	
Total:	\$0.00

Below the summary, there is a green button labeled 'CHECKOUT' with a '2' next to it.

SHIPPING

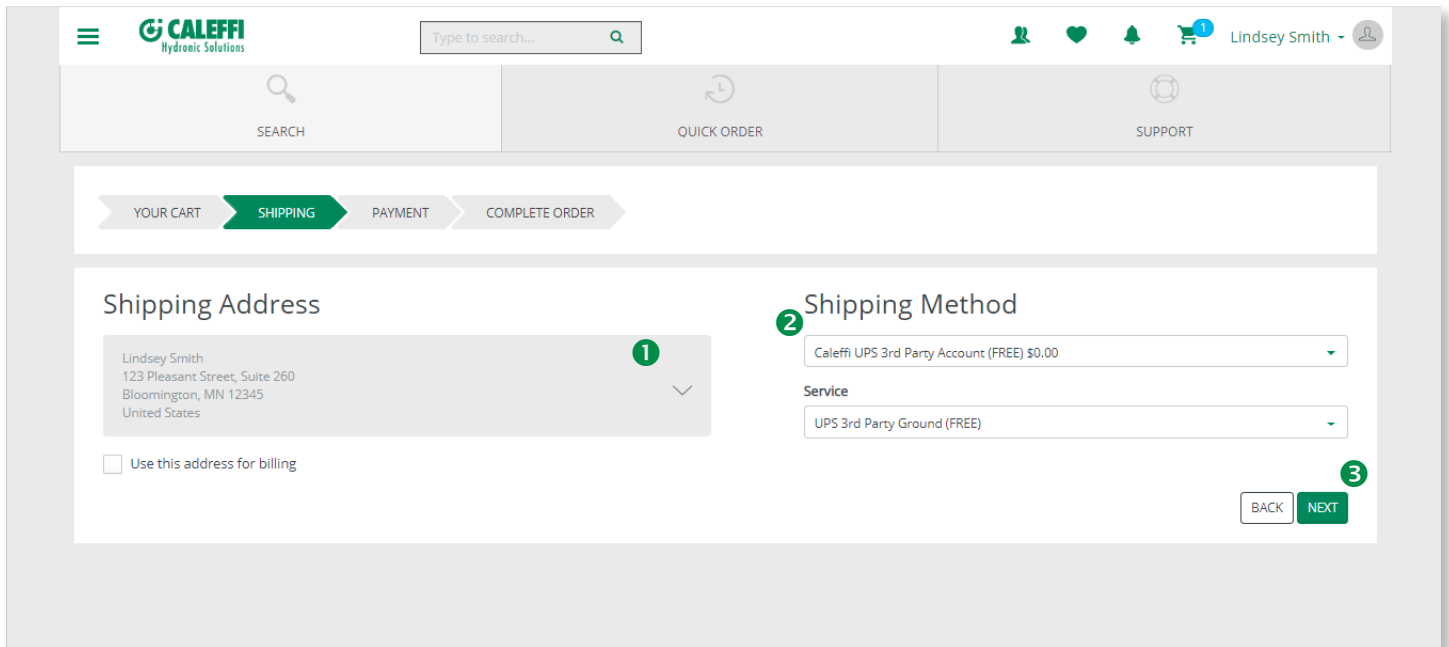
YOUR CART

SHIPPING

PAYMENT

COMPLETE ORDER

- 1 Select a **Shipping Address** or add new by selecting the arrow in the gray box.
 - 2 Select **Shipping Method**. Available options include:
 - FedEx Express Saver
 - FedEx 2nd Day
 - FedEx Standard Overnight
 - Caleffi UPS 3rd Party Account*
- *select UPS 3rd Party Ground as the service*
- 3 Select **Next** to continue to payment step.



The screenshot shows the Caleffi website's shipping checkout process. At the top, there's a navigation bar with the Caleffi logo, a search bar, and user account links. Below this is a progress bar with four steps: YOUR CART, SHIPPING (highlighted), PAYMENT, and COMPLETE ORDER. The main content area is divided into two columns. The left column, titled 'Shipping Address', shows a selected address for Lindsey Smith at 123 Pleasant Street, Suite 260, Bloomington, MN 12345, United States. A green circle with the number 1 is next to a dropdown arrow. Below the address is a checkbox labeled 'Use this address for billing'. The right column, titled 'Shipping Method', shows a selected method: 'Caleffi UPS 3rd Party Account (FREE) \$0.00'. Below this is a 'Service' dropdown menu with 'UPS 3rd Party Ground (FREE)' selected. At the bottom right, there are 'BACK' and 'NEXT' buttons. A green circle with the number 3 is next to the 'NEXT' button.

You will receive the following email notifications when:

- Order placement is confirmed
- Tracking number once your order has shipped

PAYMENT

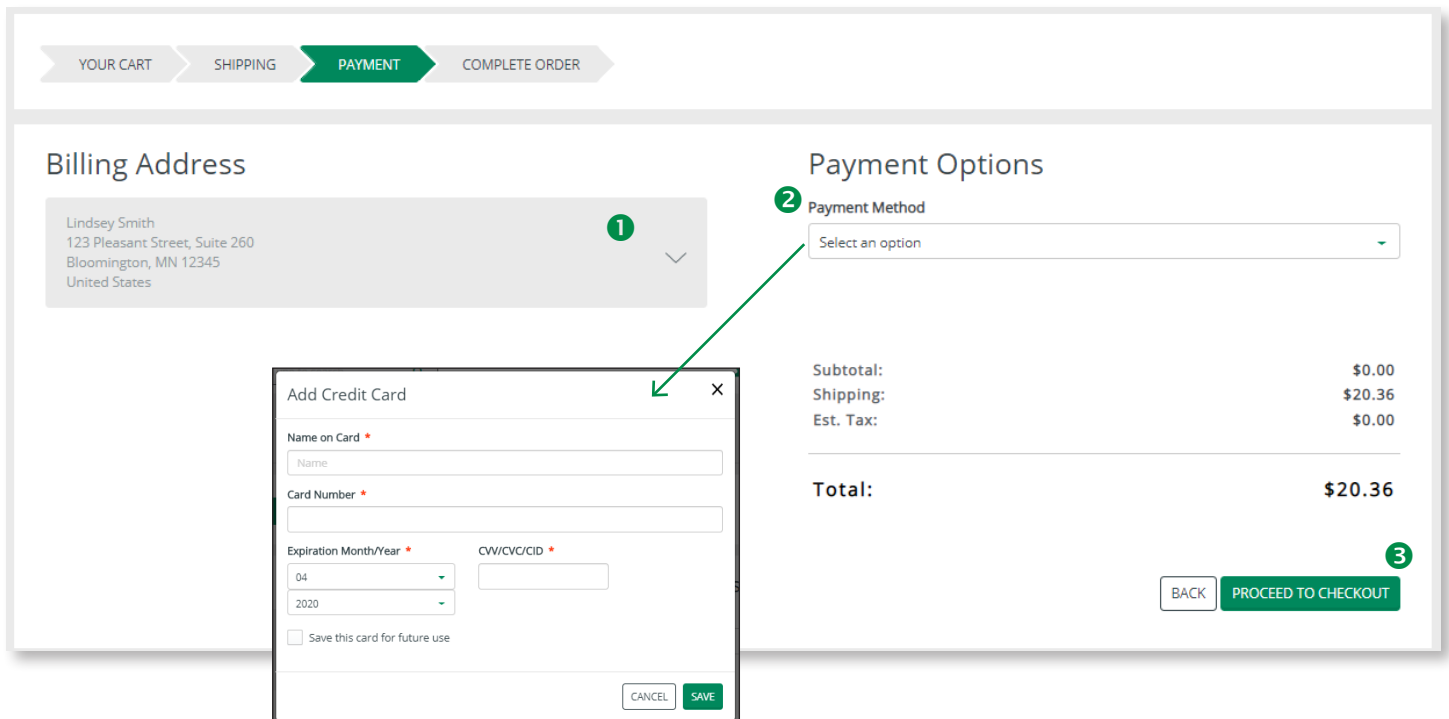
YOUR CART

SHIPPING

PAYMENT

COMPLETE ORDER

- 1 Confirm **Billing Address** or add new by selecting the arrow in the gray box.
- 2 Select **Payment Method**. Your first Marketing-On-Demand order will prompt you to add a Credit Card.
- 3 Select **Proceed to Checkout** to review and complete your order.

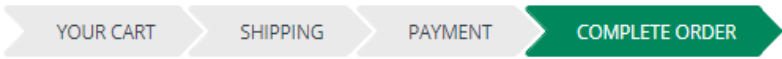


The screenshot shows the 'PAYMENT' step of the checkout process. The 'Billing Address' section displays a default address for Lindsey Smith, with a dropdown arrow (1) to select or add a new address. The 'Payment Options' section has a 'Payment Method' dropdown (2) currently set to 'Select an option'. A modal titled 'Add Credit Card' is open, prompting for card details: Name on Card, Card Number, Expiration Month/Year, and CVV/CVC/CID. It also includes a checkbox to 'Save this card for future use' and 'CANCEL'/'SAVE' buttons. To the right, a summary table shows a subtotal of \$0.00, shipping of \$20.36, and an estimated tax of \$0.00, resulting in a total of \$20.36. A 'PROCEED TO CHECKOUT' button (3) is visible at the bottom right.

Subtotal:	\$0.00
Shipping:	\$20.36
Est. Tax:	\$0.00
Total:	\$20.36

BACK PROCEED TO CHECKOUT

COMPLETE ORDER



- Prior to completing your order:
- Review Shipping Address closely.
 - Confirm items and quantity.

Select [Purchase](#) to complete your order.

YOUR CART
SHIPPING
PAYMENT
COMPLETE ORDER

Order Details

BILLING ADDRESS

Lindsey Smith
123 Pleasant Street, Suite 260
Bloomington MN 12345
United States
123-456-7890

PAYMENT METHOD


Card XXXX1111 (Exp. 05/2022)
Status: Pending

SHIPMENT ADDRESS

Lindsey Smith
123 Pleasant Street, Suite 260
Bloomington MN 12345
United States
123-456-7890

SHIPMENT METHOD

FedEx Express Saver \$20.36

Item	Subtotal
 2020 PLUMBING & HYDRONICS CATALOG Caleffi119-021 Qty.: 2	\$0.00
<div> Subtotal: \$0.00 Shipping: \$20.36 Est. Tax: \$0.00 </div>	
<div> Total: \$20.36 </div>	

PURCHASE

SUPPORT

Experiencing technical issues or need help navigating the website?
Support is available to assist.

Contact Caleffi Marketing Department

 marketingadmin@caleffi.com

 (414) 238-2360