

Effortlessly create, market, and sell courses on the CYPHER platform





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How CYPHER helps create, market, and sell courses

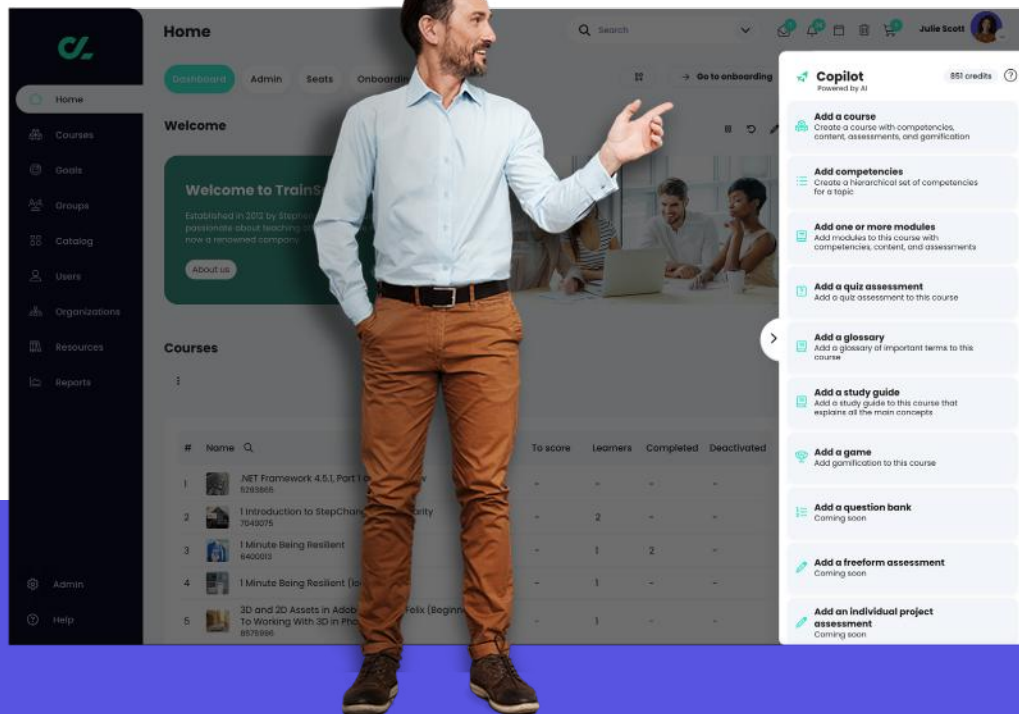
With features such as a graphical course catalog, beautiful course overview pages, marketing tools, and integrated e-commerce functionality, you will be able to create an attractive site and boost your revenue in no time.

Create courses

Unified content development and delivery

The CYPHER platform offers a united solution for developing comprehensive content. You can develop courses, assessments, gamification elements, and map competencies

to content leveraging AI 360 with Copilot. Tailoring courses to individuals is effortless with unique digital learning profiles, ensuring customized learning at scale.

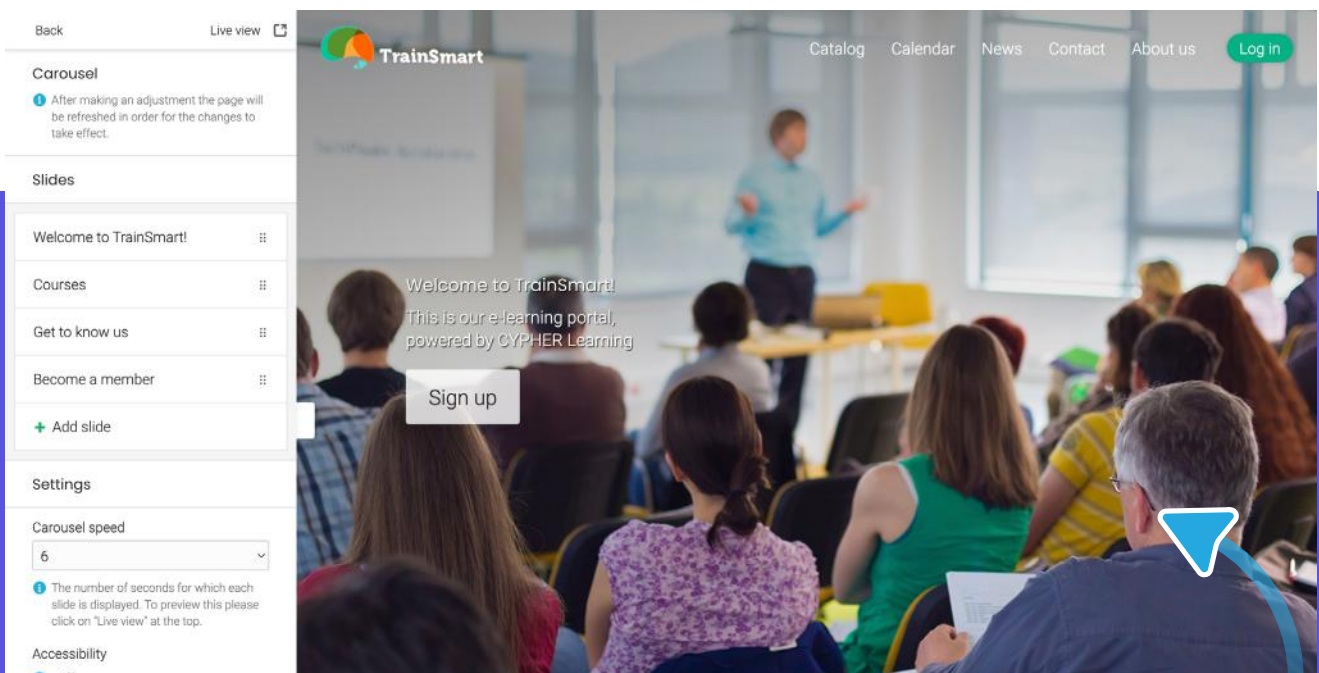


“ Tailoring courses to individuals is effortless with CYPHER AI 360.”

Customizable portals

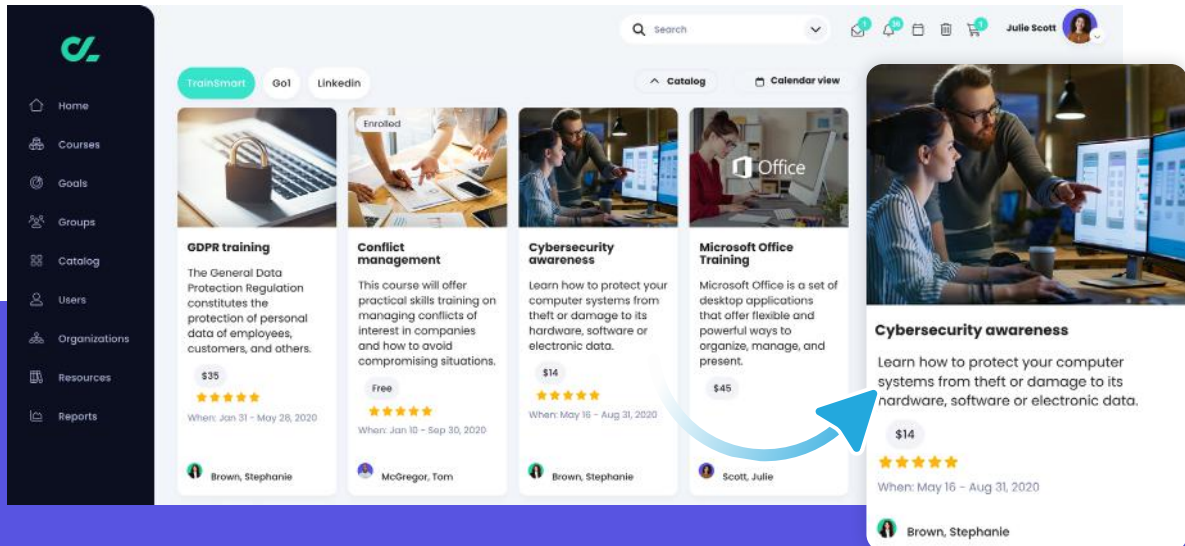
You can customize many aspects of the portal, including the URL, logo, images, menu, terminology, and more. Easily create a unique site using our built-in selection of drag and drop panels such as carousels, counters, image blocks, CTA's, and more. The visual editor provides a point-and-click interface for adding, moving, deleting, hiding panels and all changes are made live immediately. Choose from a selection of

beautiful built-in themes or create your own custom themes using the quick editor. Select the colors that match your brand and choose your preferred font. We also integrate with Google Fonts and you can add custom CSS. You can use custom HTML to transform your site completely and give it a more personalized look. Create custom pages, menus, and add custom HTML in various locations on your site.



Assignment	→	Assessment
Class	→	Course
Teacher	→	Instructor

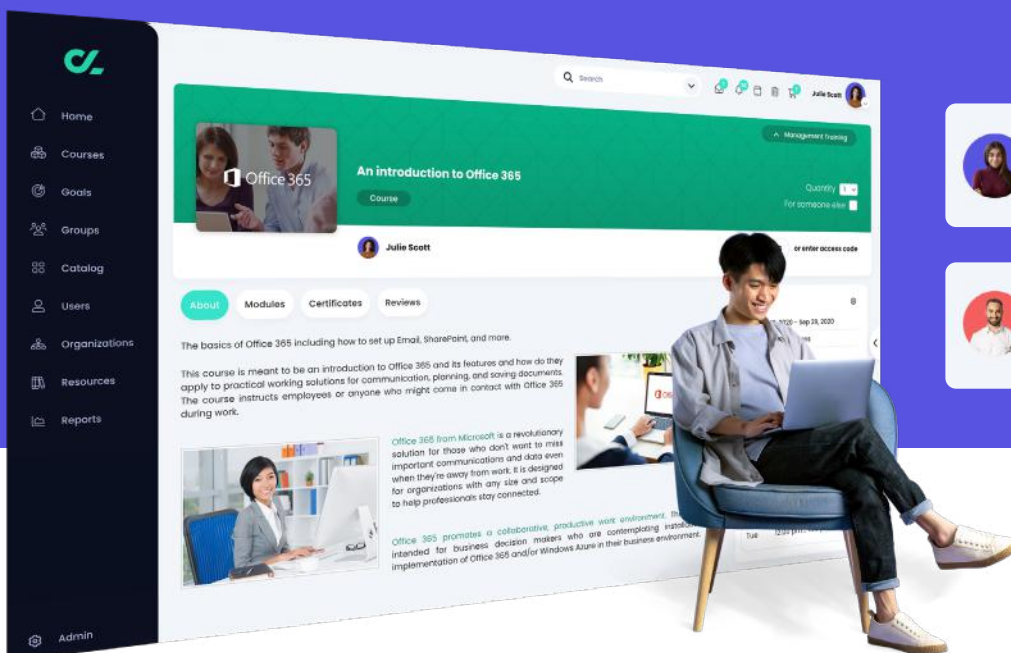




Catalog presentation

Package your courses nicely and display them in a graphical catalog where learners can purchase them. The course catalog lists all the courses and learners can purchase courses directly from the catalog. On the course tiles, learners can see the price, the instructor, a short description and the course ratings.

In addition, each course has its own overview page with important details such as the course description, a content outline, certificates, ratings, reviews, and more. Learners can leave ratings and reviews for courses which are visible in the catalog and encourage other learners to buy the courses.



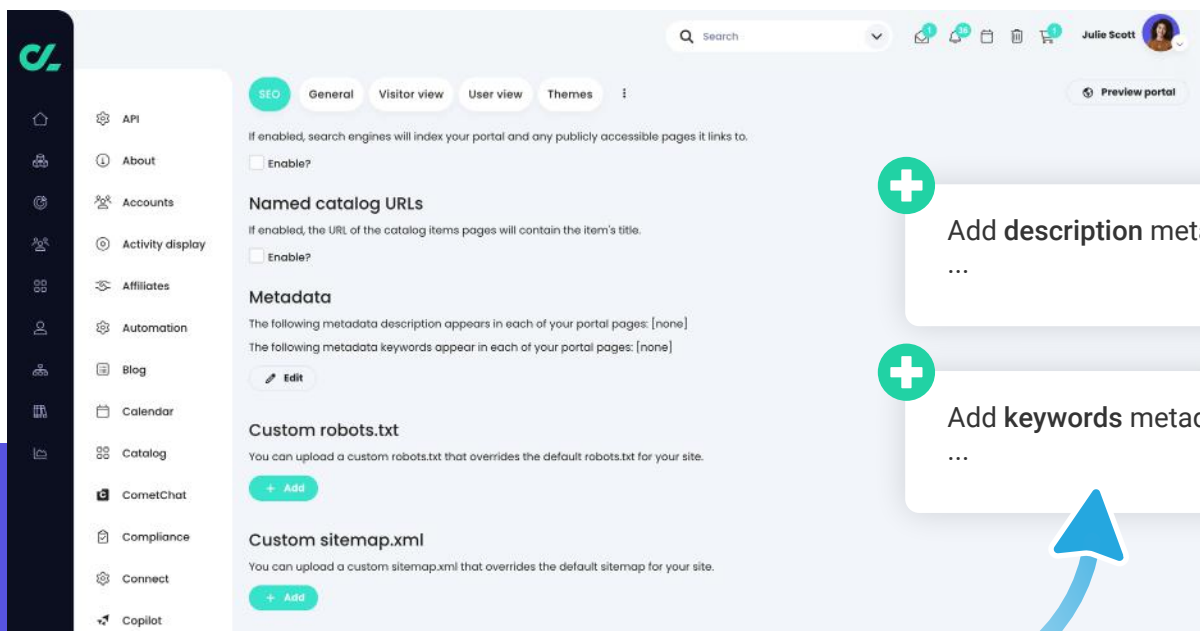
Market courses

The essential tools needed to market your courses include SEO, ratings and reviews, and Mailchimp integration.

SEO


It's important that your site and courses are easy to find by potential clients. Our SEO features allow you to optimize your site and content for search engines by setting up search engine indexing to make sure that search engines will index your portal. Then you are ready to add relevant keywords,

a meta description, and more, meta descriptions, a custom sitemap, and more. You can also configure SEO for each individual course page. You can also optimize pages for learning items such as subscriptions or digital media, as each item has its own overview page in the catalog.



Optimize your site and courses for search engine indexing.



**Meghan Cash**
★★★★★
"With this course, you can revolutionize your company"

**Aaron Thompson**
★★★★★
"Basic knowledge for every manager."



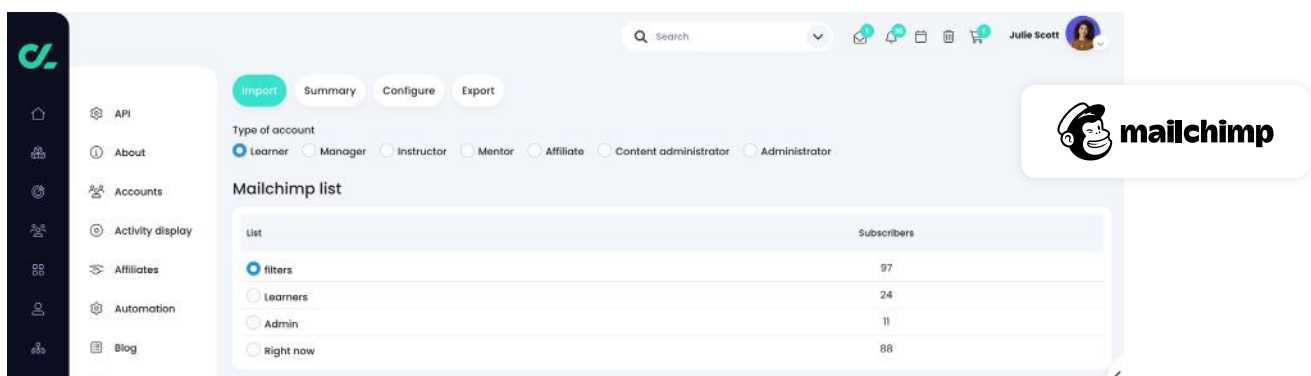
Ratings and reviews

Ratings and reviews can be enabled so that learners will see the option in the course overview. You can accept or dismiss reviews and choose whether to publish them or not. Once you have published a review, it will be visible in the course catalog for everyone to see.

Mailchimp

To help drive effective email campaigns, integration with Mailchimp is built in. Mailchimp is an email marketing tool that allows you to design and send emails to your target audience. You can kickstart your email campaign through the Mailchimp integration, which allows you to keep track

of contacts from email campaigns. You can easily import and export contacts directly from Mailchimp. When you import contacts, you can also create new learner accounts and export existing learner accounts so that they are automatically entered in your email campaign.



The screenshot shows the Mailchimp integration interface. It includes a search bar, a user profile for Julie Scott, and a sidebar with navigation options like API, About, Accounts, Activity display, Affiliates, Automation, and Blog. The main content area has tabs for Import, Summary, Configure, and Export. Under 'Import', there are radio buttons for 'Learner', 'Manager', 'Instructor', 'Mentor', 'Affiliate', 'Content administrator', and 'Administrator'. Below this is a 'Mailchimp list' table with columns for 'List' and 'Subscribers'.

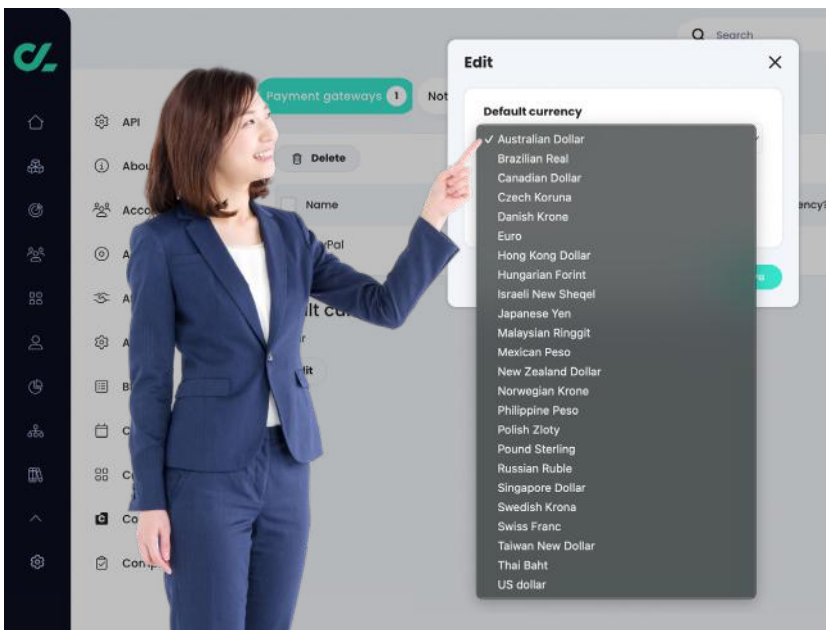
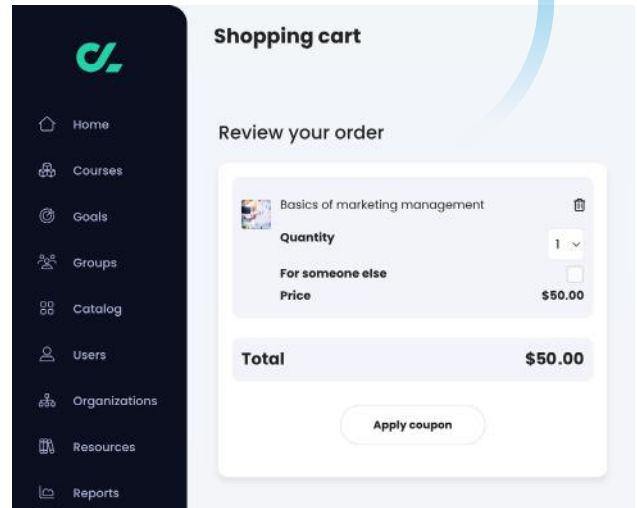
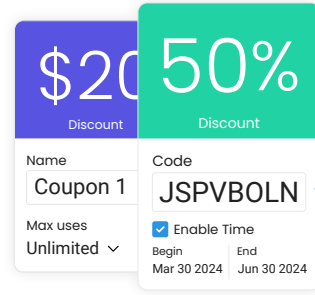
List	Subscribers
<input checked="" type="radio"/> filters	97
<input type="radio"/> Learners	24
<input type="radio"/> Admin	11
<input type="radio"/> Right now	88



Sell courses

E-commerce

Generating revenue using the e-commerce features is simple. You can sell a variety of items such as courses, subscriptions, bundles, and digital media. We also provide support for coupons, bulk discounts, bulk purchases. We support purchase orders and integrate with payment gateways such as PayPal, PayPal Payments Pro, Stripe, Authorize.net, PayUbiz, PayU Latam, Flywire, PagSeguro, YooMoney, Mercado Pago, Conekta, and Telr.



We also have support for multiple currencies, such as the US, Canadian and Australian dollar, UK pound, Euro, Indian rupee, and more.

The CYPHER platform supports all your e-commerce needs.

Affiliates

Another approach to selling courses by working with your sales partners (affiliates) that can earn commissions by advertising your courses via their unique affiliate referral link. Affiliates have their own accounts, where you can set up commissions, receive notifications on purchases, pay affiliates

using PayPal and run reports. This is a good strategy to increase awareness and attract potential clients.

The screenshot shows the 'Affiliates' management interface. At the top, there are tabs for 'Affiliates', 'Tiers', and 'Settings'. Below the tabs are action buttons: 'Pay', 'Reject', 'Message', 'Change tier', and '+ Add'. The main area contains a table with the following data:

Affiliate	Tier	Visits	Purchases	Pending	Approved	Rejected	Paid	Payment errors	Details
Jessica Smith	Default	3	2 (\$25.50)	-	2 (\$25.50)	-	-	-	@
Rudolf Clarksson	Default	16	3 (\$113.50)	1 (\$3)	1 (\$2.50)	1 (\$5.85)	-	1	@
Timothy Roberts	Influencers	7	6 (\$325.50)	-	-	6 (\$325.50)	-	-	@

Overlaid on the right is a summary card for three affiliates:

- Jessica Smith: \$51
- Rudolf Clarksson: \$113
- Timothy Roberts: \$325

The total amount shown is **\$489**.

Tax support

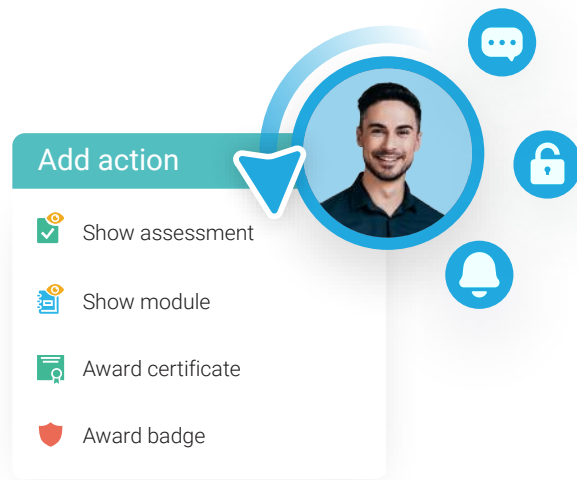
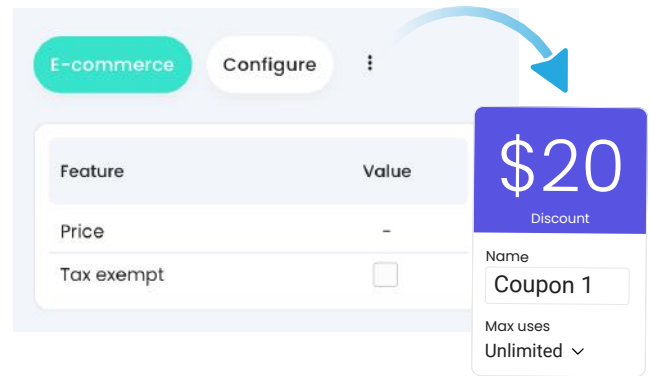
Our platform supports value added tax (VAT) for the European Union and Goods and Services Tax (GST) for Australia. We offer integration with TaxJar via our App Center, which can help calculate these taxes for you.

The screenshot shows the 'VAT' configuration settings. The 'Enable' checkbox is checked. Below it, there are fields for 'Tax payer ID: My-VAT-ID', 'Allow items to be tax exempt: Yes', and 'Display in catalog: No'. A table lists the tax rates for various countries:

Country of purchase	Tax rate %
Austria	20%
Belgium	21%
Bulgaria	20%
Croatia	25%
Czech Republic	21%
Denmark	25%
Estonia	20%
Finland	24%
France	20%
Germany	19%
Greece	24%

Setting up e-commerce for courses

You can easily set prices for each course that you want to sell from the configuration section of a course. In this section, you can also add coupons for the course.



Using automation, you can trigger actions when users purchase your courses, bundles, subscription plans, and more. For example, when a learner purchases a course you can also automatically enroll them in a group related to the topic of the course. When someone purchases a digital media item, you can automatically award them with points for a game.

Purchase actions

Add actions here that should be performed when this item is purchased.

Action	Added	Edit	Remove
Send custom notification to user (Popup)	Nov 30, 2023		—
Award 20 points for game Site-wide game (Popup)	Nov 30, 2023		—
Add to Graphic Designers Group	Nov 30, 2023		—

When someone cancels a subscription, you can send a custom notification to ask for feedback regarding why they cancelled.

Cancel actions

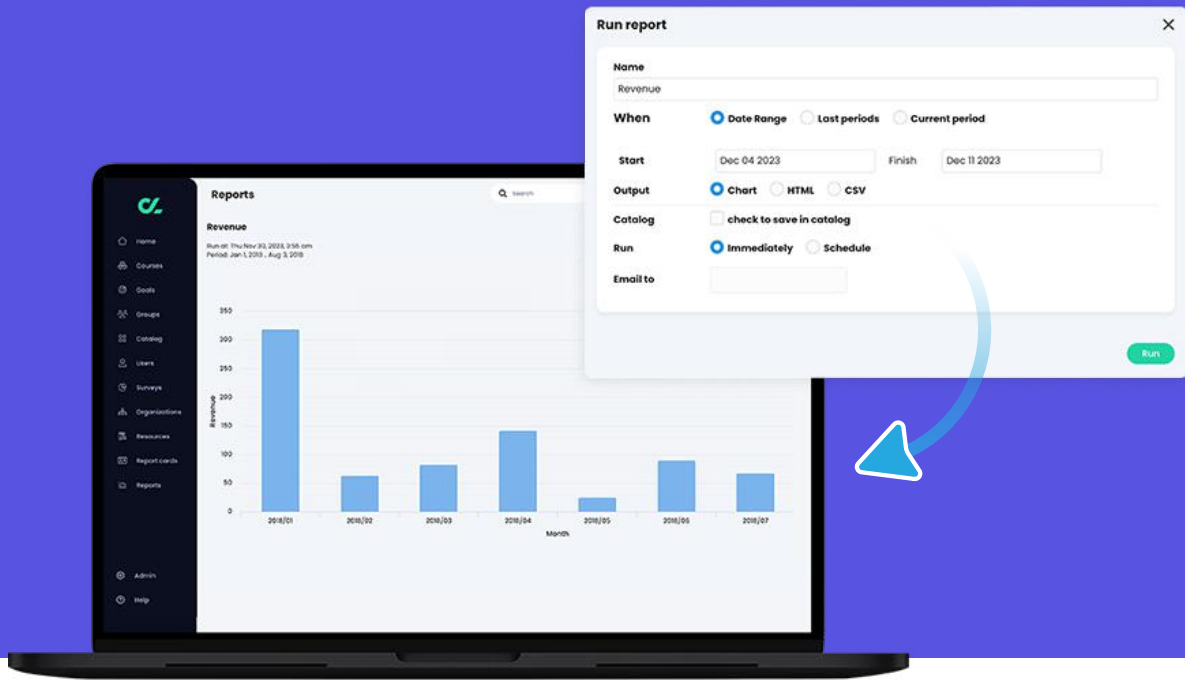
Add actions here that should be performed when this item is canceled.

Action	Added	Edit	Remove
Send custom notification to user	Jun 7, 2018		—

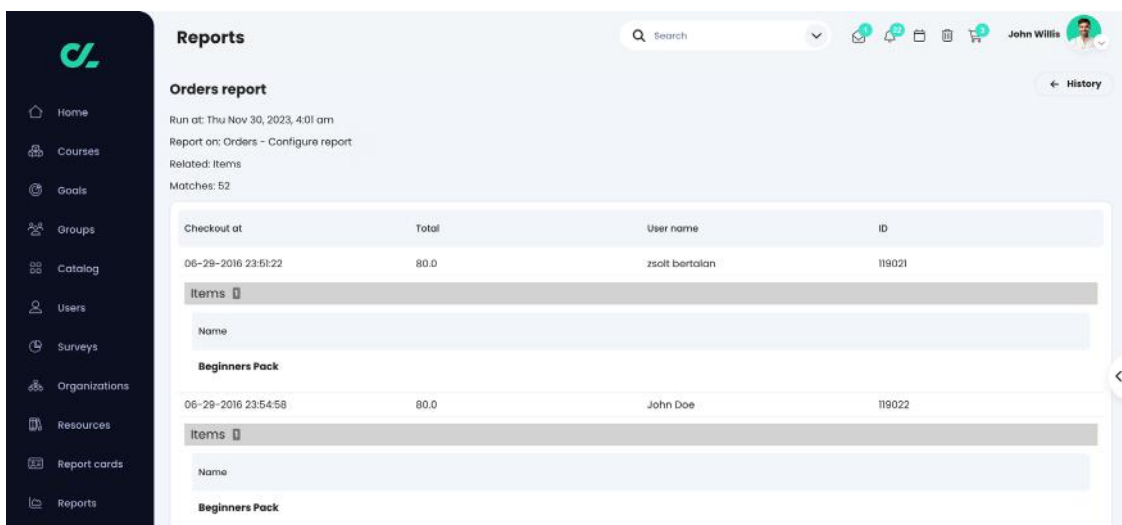


E-commerce reporting

Our platform allows you to generate reports on e-commerce revenue and custom reports when you need additional data related to sold items. You also have the option to see report results in a graphical representation.



Custom reports reports allow administrators and instructors to see customized data related to e-commerce orders.



About CYPHER Learning

CYPHER Learning is leading the necessary disruption of learning platforms to unleash human potential with modern learning.

CYPHER exists to ignite lifelong passions through personalized, engaging, and limitless learning experiences for all. We give learning and development (L&D) professionals, HR, and trainers more time to train, build human connection into everything we do, and deliver tailored learning experiences that are meaningful and measurable.

Just the way modern learners expect.

The CYPHER platform is easy-to-use, beautifully designed, and infused with AI-powered technology. Every aspect beams thoughtful innovation and engineering that puts people first. Millions of users experience their “just in time, just for me, just the way I want it” approach in 50+ languages with the CYPHER award-winning platform.



To learn more about CYPHER Learning and our modern learning platform, visit us at

www.cypherlearning.com