



HORSENSE

For Press

Who we are

Horsense is the new IT project for the equine industry. Our clients are horse tack retailers, wholesalers, and producers. We provide a SaaS solution which helps businesses to increase their online sales and reduce e-commerce costs.

Who we are looking for

Equestrian websites and blogs that are interested in writing about equine business trends.

What we are asking for

We would like to publish some information about our project on your website. It can be a short article or any other kind of publication you choose. The possible variant of such an article is below. As an example, you can check out some articles about us **here** and **here**.

What kind of reward we offer

We've got a profitable affiliate program - a one-time 200% commission of the first monthly payment from each client, who joined us by your affiliate link. Our service costs from 20 to 315 euros per month, so the commission amount would make from 40 to 630 euros. We also can provide you a unique promo code, which gives your visitors a 10% discount for all of our services for the first 6 months and guarantees we can identify clients affiliated by you.

Please let us know if we can cooperate this or any other way.



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IT is helping any sector to develop, and equestrian one is not an exception. So in our area, we can see quite many projects, providing demanded services to the equine business. Horsense.shop is one of those.

“With our backgrounds we know how difficult, expensive and exhausting it is to develop and support a modern and functional e-shop. And for those tack shop owners, who had no IT experience, it was much more complicated”, said Anastasiya, co-founder of Horsense.shop. One might wonder - what could be easier than selling on the Internet these days? Hundreds of free platforms, just as many offer inexpensive monthly subscription - pick, tune up, and work. But the difference between a store and a “selling” store is enormous. Platforms are universal, the set of basic marketing tools in them is primitive, whereas the sale of each group of goods has its own specifics.

“So we thought, why not to create a specialized horse tack e-commerce platform, that would meet all the needs and, at the same time, be easy?”, said Anastasiya. “And in 2017 we came up with the idea of Horsense.shop”.

Horsense.shop offers a modern e-shop with excellent functionality for 19,90 euro/month (basic package) or more (advanced packages). The client isn't paying a cent for e-shop development and forgets all the technical issues that may occur with the e-shop. Monthly fee includes hosting services, website support and upgrade. Extra services, such as content, marketing or administration are outsourced. “We cooperate with the leading European equine marketing agencies. They know the market's needs, meet all the challenges and deal with our platform's possibilities and benefits.



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And that's not all. Horsense is not just an e-shop, but a platform for interaction between all the market's members - producers, wholesalers, and retailers. "For example, any horse tack producer needs a platform to engage with retailers. They also can use our service, described above. But producer and retailer collaboration can be even more effective if both parties use our system. Retailer doesn't need to spend time on adding new items to the internet shop. Any item can be "taken" from the producer's website and published in one click. It's quick, easy and guarantees the products are presented properly, with the full description and high-quality photos, provided by producer", said Anastasiya.

"Website development is a never-ending process. Technologies advances and we must keep up to date to offer a high-quality product. So our client doesn't need to make any updates - we take care of each horse tack e-shop from start to finish", said Horsense.shop co-founder.

You can join horsense.shop platform on the **official website** of the project. Promocode XXXX gives you a 10% discount for horsense.shop subscription during the first 6 months of usage.