



What Is Public Storefronts?

Public Storefronts is a new feature that allows Pax8 partners to share a read-only version of their Storefronts publicly, without enabling self-service for their clients. This provides you with a simple, marketing-friendly tool to showcase your product offerings and generate new leads.

Whether hosted by Pax8 or embedded directly on your website, Public Storefronts offer a customizable, branded experience that helps you highlight your services while maintaining control and reducing the need for complex setup.

How Do Public Storefronts Work?

Public Storefronts provide a public-facing version of your curated Storefront without requiring clients to log in or place orders. Instead, potential clients can view the Storefront and submit a lead or inquiry through a "Contact Us" form.

You can direct traffic to your Storefronts using marketing campaigns, web links or embedded displays, turning it into a powerful lead-gen engine.

Key Benefits of Public Storefronts

- **Showcase your offerings:** Highlight your solutions in a clean, branded environment.
- **Generate leads:** Capture prospect information via a built-in "Contact Us" functionality.
- **No commitment to self-service:** Share your Storefront publicly without enabling client ordering or access.
- **Embed anywhere:** Add your Storefront to your website or link to a hosted version on Pax8.
- **Brand consistency:** Customize basic colors, logos and products to reflect your business identity.

Who Can Enable Public Storefronts?

The following user roles can enable and manage Public Storefronts in the Pax8 Marketplace:

- Primary Partner Admin
- Partner Admin
- Partner Billing Admin

How Do I Enable Public Storefronts?

Starting June 10, 2025 (for Beyond attendees) and globally on July 15, eligible users will see a prompt in the Storefronts tab of the Marketplace.

To enable:

1. Navigate to Marketplace > Sell > Storefronts > Storefronts Settings
2. Select "Enable Public Storefront"
3. Choose branding options and customize your products
4. Copy your Storefront link or embed code
5. Share publicly to start generating leads

Once enabled, you can manage lead submissions and Storefront updates from the same Marketplace interface.

FAQ

1. What Is a Public Storefront, and How Is It Different from My Regular Storefront?

A Public Storefront is a read-only version of your Pax8 Storefront that anyone can view without logging in. It's meant for marketing and lead generation, not ordering.

2. Can I Control Which Products Show Up in My Public Storefront?

Yes. Your Public Storefront reflects the same curated Storefront you manage in Pax8 Marketplace, so you control what's visible.

3. How Does the Lead Generation Work?

Visitors to your Public Storefront can submit a contact form, which gets routed to you as a lead within Pax8 Marketplace.

4. Why Would I Use a Public Storefront Instead of Just Enabling Self-Service?

Public Storefronts allow you to showcase your offerings without opening ordering capabilities. It's great for those who want control over the sales process but still need a marketing presence.

5. How Can I Share or Embed My Public Storefront?

Once enabled, you'll receive a direct link to share and an embed code to add to your website.

6. Can I Show Pricing and Custom Bundles?

Yes, if they are configured in your Storefront. What is shown in your curated Storefront is displayed publicly.

7. Where Do Lead Submissions Go After Someone Fills Out the Form?

They are delivered directly to your team in the Pax8 Marketplace interface, under your lead management section.

8. Can I Track Who Is Visiting My Public Storefront?

While visitor analytics are not built into the Storefront itself, external tracking tools can be used for embedded versions or to track lead submissions.

9. Is It Secure to Make My Storefront Public?

Yes. The Storefront is view-only and does not expose sensitive information or transactional capabilities.

10. Do I Need to Manage Two Storefronts Now?

No. Your Public Storefront pulls directly from your existing curated Storefront. Any changes you make there will be reflected automatically.