



How Virid Accelerates Growth for College Stores

Building Modern Retail Experiences for Modern Students

Virid drives commerce growth for leading retail brands, and we're helping college stores do the same.

We help college stores tackle their most pressing challenges:

- Rising expectations and shifting behaviors
- Competition from Amazon
- Legacy platforms that prevent retail growth
- Reduced spending on books and materials
- Stretched-thin IT teams
- Rigid platforms with no customization or support

Virid delivers the user experience your customers expect, building modern retail experiences for modern students.

Our average retail partner sees the following benefits within one year of switching to marketAgility:

48%

Faster load times

51%

Annual revenue growth

16%

Higher average order value

“From the initial concept to the final launch, they are professional, creative, and attentive to every detail. They take the time to understand our vision, ensuring that the website not only looks amazing but functions seamlessly. Thanks to them, our website is user-friendly and visually stunning, while offering many popular features.”

Shelby Abernathy | eCommerce Operations Manager | Journeys

Our unified commerce solution delivers:



Fully custom, mobile-first storefronts



Dynamic categories and rules-based merchandising



WCAG 2.1 AA – aligned development baked into the platform



Advanced promotion engine to drive cart size



Microsoft Azure-based hosting for industry-leading performance



Agency services and dedicated support so commerce runs seamlessly

Free your store from the limitations of rigid legacy platforms and start growing revenue with Virid.

Omnichannel Loyalty & Engagement

Connect your campus and online store with real-time POS inventory sync. Drive retention with BOPIIS and loyalty program integration.

Seamless Integrations

Connect directly with POSs, ERPs, CRMs, and inventory systems for frictionless operation.

Real-time Inventory Sync

Process millions of rows in under 60 seconds, keeping stock levels accurate across all channels.

Custom Checkout Experience

Enable BOPIS, curbside pickup, multi-location fulfillment, and flexible payment options.

Enterprise-Grade Performance

Built on Microsoft Azure, marketAgility offers peak performance, security, and scalability, including 99.99% uptime.

“The team at Virid and the tools in marketAgility make managing large volumes of website content easy. They are always open to our ideas, turning them into new features that keep our website current and competitive in the eCommerce space.”

Alana Savard | Web Content Manager | Lover's Lane

Ready to get started?

We can help you understand how to go from where you are to where you want to go. We look forward to talking soon.

