

Omnichannel PIM: Manage Products Efficiently

The integrated Omnichannel Product Information Management (PIM) enables retailers to access all of their product data - while its versatile interface helps you handle even complex catalogs with just a few clicks.

- Adding, editing and deleting product data
- Fast product search and filters
- Configurable views for product lists and product details
- Image management for product variants
- Price and inventory information for all retail channels
- Bulk update: Update several product attributes for multiple products all at once
- Search and filter categories

Create and manage discounts for products

The Merchant Center provides your team with an easy way to build complex discounts for your products.

- Receive an overview of all product discounts that are active in your stores
- Create targeted discounts for specific products
- Limit the discount to apply to specific channels, countries, and customer groups

Dashboard overview

Use the Merchant Center for a fast, clear and comprehensive overview of your sales by currency across all channels.

- Get an overview of all sales made during the past day, week and month
- Check the average order value for your store
- View the top 5 products that bring in the most revenue
- See how many new customers and carts are created

All Order Data at a Glance

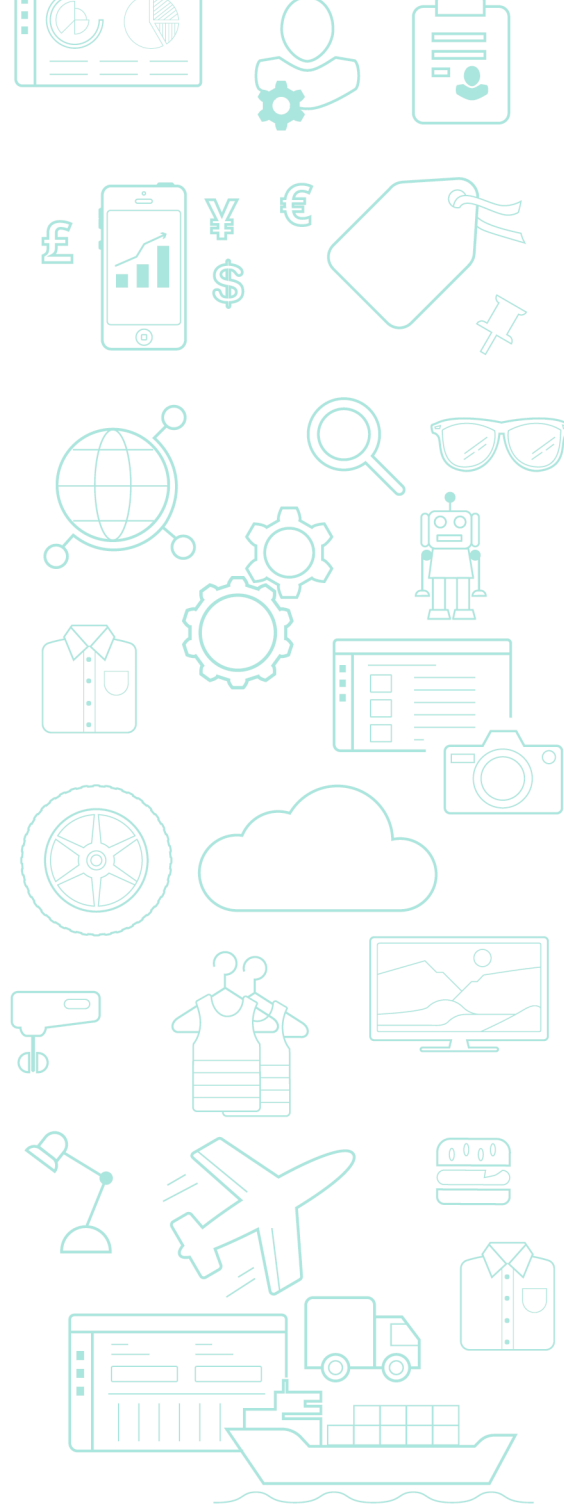
The Merchant Center enables direct access to all orders without the need of an external application - whether it comes from a webstore, a mobile app, POS, or an IoT device.

- View and sort all orders
- View all customer information
- View all item details
- Image management for product variants
- Detailed overview of the order total, taxes, and discounts applied
- Add deliveries and parcels to orders to track shipping

Central Customer Management

All customer data is available via the Merchant Center.

- Manage customer data for all retail channels
- Maintain multiple addresses
- Review all order history for each customer



About commercetools

commercetools is a next generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands.