



Magento Commerce  
Feature List



# Experience Commerce without Limits

Magento Commerce erases the boundaries of what is possible, giving you the power to create bold and unique shopping experiences that will transform your business. Built for rapid and cost-effective innovation, the platform combines rich, out-of-the-box functionality, enterprise performance and scale, and powerful business tools to keep you ahead of increasingly complex commerce operations and growing customer demands.

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## Learn what Magento Commerce can do for your business by exploring:

### **Feature Highlights**

Describes powerful features that will help you rapidly grow your business.

### **Core Magento Commerce Features**

Shows Magento's comprehensive feature set that boosts sales, business agility, performance, and more.

# Feature Highlights



## Customer Segmentation and Personalization

Create personalized shopping experiences that boost conversion rates by dynamically displaying content, promotions, and pricing to specific customers based on properties such as their location, gender, order history, lifetime purchase value, wish list items, and more. You can also target unknown site visitors based on the products they have viewed or items in their cart.

## Dynamic Rule-Based Product Relations

Set automated rules to determine which products to present as up-sells, cross-sells, and related products to each customer segment. Rules are easily administered through a condition-based tool allowing you to effortlessly target product suggestions to increase sales and average order values.

## Instant Purchase

Boost conversion rates for returning shoppers with a new Instant Purchase checkout option. Customers can use previously-stored payment credentials and shipping information to skip checkout steps, making the process faster and easier, especially for mobile shoppers.

## Content Staging and Preview

Increase sales and productivity by enabling your business teams to easily create, preview, and schedule a wide range of content updates without involving IT. Preview all changes by date or store view to guarantee a flawless shopper experience and optimize the timing and impact of site updates by managing all changes through a timeline dashboard. Automatically deploy updates at scheduled times for greater efficiency.

## Visual Merchandising

Optimize product category pages to drive higher sales by arranging products with a simple drag-and-drop interface or sorting rules that order products by best seller, color, highest margin, or newest addition. Save time by setting rules to automatically assign products to specific categories based on their attributes, such as brand, price, or date created.

## Elasticsearch

Handle large catalogs and easily scale search capacity as queries grow with integrated Elasticsearch technology. Elasticsearch offers suggestions for customer misspellings, support for stop words and attribute weighting, and synonym management to increase relevancy and conversions.

## Responsive Design Themes

Quickly create a website optimized for any device by leveraging built-in responsive design reference themes. The responsive themes adapt and adjust how menus, images, checkout and other features are displayed to fit desktop, laptop, tablet, and mobile device screens. Themes are touch-friendly, easily customized, and offer SEO advantages.

## Integrated B2B Functionality

Transform your business buyer experience to increase loyalty, reduce costs, and drive new growth. Empower your business customers with the ability create company accounts, set up multiple buyers, and define their specific roles and responsibilities with easy self-service tools. Create custom catalogs and price lists to ensure buyers receive contract terms when purchasing online and offer payments on account to increase sales. Fast, friction-free purchasing with quick order forms, requisition lists, and a streamlined request for quote workflow encourages repeat purchases and long-term customer loyalty.

## Powerful Admin Experience

Work efficiently with a modern and intuitive user interface. A dashboard lets you monitor your business with quick access to sales, order, search term and best-selling product data. Enhanced navigation and search make it easy to find information, and management screens can be customized and saved to speed up day-to-day tasks.

## Technical and Account Support

Benefit from a team of experts dedicated to helping you succeed. Magento Technical Support is available 24x7 to help you quickly resolve technical issues and questions, and dedicated Account Managers get to know your business so that they can point you to the right resources and help you get the most out of your Magento platform.

## Managed Cloud Solution

Focus on growing your business rather than managing your IT infrastructure. The Magento Commerce cloud provides a reliable AWS-based environment designed to support any Magento store deployment. With high availability and scalability, and top performance delivered by a high-speed CDN and performance management tools, you can deliver the experience your customers demand.

# Core Magento Commerce Features

## Promotions and Pricing

- Set promotional pricing for specific stores, categories, customer segments, or products
- Create flexible coupons for specific stores, customer segments, time periods, products, and categories
- Export coupon codes for offline distribution, email, newsletters, and more
- Track and report coupon usage
- Add new attributes to customer profiles to create more sophisticated segments
- Personalize shopping experiences with advanced segmentation and targeting
- Send automated reminders and coupons to customers with abandoned carts and wish lists
- Create powerful email marketing campaigns powered by dotmailer and live store data
- Offer free shipping and percent, fixed amount, and buy X get Y free discounts
- Set multi-tier pricing for quantity discounts
- Get minimum advertised price (MAP) support

## Search Engine Optimization

- Automatically generate a Google sitemap
- Create search engine friendly URLs
- Take full control of URLs with URL rewrites
- Enable detailed search results by automatically adding structured data markup to product pages

## Site and Content Management

- Control multiple websites and stores from one Admin
- Customize and save different Admin panel views to efficiently manage daily tasks
- Define multiple roles and permissions to control access to administrative features
- Log and review all users' Admin activities
- Tailor included responsive themes for faster time to market
- Use a WYSIWYG editor to create and easily edit pages and content blocks
- Organize content pages and add pagination, navigation, and menus with a page hierarchy tool
- Track revisions and restore previous versions of content pages
- Easily stage and preview content for seamless updates
- Manage upcoming site changes with a timeline dashboard
- Set tax rates based on location, product type, or customer group (i.e., wholesale vs. retailer)
- Add CAPTCHA functionality to help prevent automated software from attempting fake logins
- Generate comprehensive system reports to quickly diagnose and resolve technical issues

## Catalog Management

- Create simple, configurable (e.g., choose size, color, etc.), bundled, and grouped products
- Offer virtual products
- Include downloadable/digital products with samples
- Allow customer-personalized products (e.g., upload images and text for monogramming)
- Create new products through a guided online process
- Define unlimited product attributes
- Create pre-defined product templates to quickly set up new products with a specific set of attributes
- Mass-assign a value to multiple products for batch updates

- Automatically assign products to specific categories based on their attributes
- Process long-running B2B shared catalog updates in the background while working on other administrative tasks
- Automatically resize images and include watermarking
- Efficiently batch import and export catalog information at scheduled times
- Easily manage inventory with support for back

## Catalog Browsing

- Filter products in categories and search results by price range, brands, color swatches, and other attributes with layered/faceted navigation
- Present product category items in grid or list format
- Customize the look and feel of categories and assigned product pages
- Arrange products on category pages with drag-and-drop merchandising and automated sorting rules

## Product Browsing

- Show multiple images per product
- Zoom-in on product images
- Display product videos from YouTube or Vimeo
- Include swatches to show colors, fabrics, and more
- Show multiple products in a grouped view
- Set related products, up-sell, and cross-sell recommendations to increase average order value

## Checkout

- Include a mini cart on store pages to summarize products in the cart
- Show tax and shipping estimates in the shopping cart
- Display an order summary with product images in checkout
- Offer guest and registered user checkout. Registered customers are automatically recognized when they enter their email addresses
- Boost conversion rates with an Instant Purchase option that uses saved payment and shipping information to speed checkout

## Payments

- Integrate with multiple payment gateways, including PayPal, Braintree, Authorize.net, CyberSource and WorldPay
- Get additional payment extensions through the Magento Marketplace

- ordered items
- Receive notification when inventory needs to be replenished
- Choose out-of-stock messaging and display options
- Define minimum and maximum product quantities that can be added to the cart
- Create Facebook ads and stores featuring your catalog with the bundled Magento Social extension<sup>1</sup>
- Moderate reviews and product tags

- Control which products and categories can be viewed by each customer group
- Show side-by-side product comparisons with two or more products
- Display recently viewed and compared products
- Increase search relevancy and scalability with Elasticsearch technology
- Set stop words, attribute weightings, and search synonyms for higher conversions
- Rewrite and redirect results if search yields no results

- Indicate stock availability
- Show pricing tiers
- Present product ratings and reviews
- Provide an option to add products to a wish list
- Add Facebook, Twitter, and email links to share products

- Enable shoppers to create a customer account with one click on the checkout thank you page
- Allow customers to save their shopping carts to complete their purchases later
- Offer gift wrapping and gift messages per order and per item
- Configure pricing and taxes for gift-wrapping options
- Improve order processing capacity with the option to defer stock updates in checkout during peak period

- Securely pass credit card information directly from the client browser to the payment gateway, bypassing the Magento application
- Qualify for the easiest level of PCI compliance (SAQ-A or SAQ A-EP), depending on payment methods used

<sup>1</sup>Magento Shopping subscription required

- Use Braintree Hosted Fields to ease PCI compliance
- Offer PayPal Credit as a payment option
- Accept checks and money orders
- Accept purchase orders and payments on account
- Accept bank transfer payments and cash on delivery
- Maximize revenue, while minimizing risk with Signifyd

## Shipping

- Receive real-time shipping rates from UPS, UPS XML (account rates), FedEx (account rates), USPS, and DHL
- Integrate shipping with label printing for all major carriers
- Set flat rate shipping fees per order or item
- Set table rates for weight, price, destination, and number of items

## Order Management and Customer Service

- View, edit, create, and fulfill orders and/or invoices from the Admin panel
- Create multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices, packing slips, and shipping labels
- Create custom order status labels to track progress
- Use return management authorization (RMA) to efficiently process returns
- Issue store credits or refund orders for store credit
- Enable customer service representatives to create orders and customer accounts

## Customer Loyalty

- Offer reward points for purchases, registration, product reviews and other actions
- Configure reward point redemption rules, caps, and expiration dates
- Enable customers to save products to multiple wish lists that can be made public
- Allow customers to create gift registries and send emails to shop the registry

## Customer Accounts

- Offer customers access to a comprehensive dashboard to manage their accounts
- Choose default billing and shipping addresses
- Store unlimited addresses in the address book
- See order status and history
- Re-order from the customer account

automated fraud detection tools<sup>2</sup>

- Increase sales with PayPal in-context checkout and saved credit cards
- Authorize and charge credit cards upon shipment or checkout

- Provide free shipping
- Provide order tracking from customer accounts or a configurable order tracking widget
- Specify allowed destination countries based on shipping method
- Ship to multiple addresses in one order

- Allow customer service to update products, prices, and coupons in customers' carts and wishlists
- See products recently viewed and purchased by customers, their wishlist items, and more to deliver better customer service
- Customize order status, account update, password reset, and other customer emails
- Build customer relationships by creating newsletters and managing their distribution
- Connect with customers with a Contact Us form

- Automatically update item counts and notify the registry owner as purchases are made
- Allow customers to purchase physical and virtual gift cards
- Offer exclusive shopping experiences with private or flash sale sites
- Streamline re-ordering by enabling shoppers to add products to the cart by SKU

- View recently ordered items
- Track available store credits, gift card totals, and reward points
- Manage newsletter subscriptions
- View submitted product reviews
- Access downloadable/digital products

<sup>2</sup>Signifyd subscription required

## Support for Global Sites

- Manage multiple country sites all from the same store or environment
- Support multiple currencies and local tax rates
- Work with any language
- Use accented characters and right-to-left text
- Configure list of allowed countries for site registration, shipping, and billing
- Support fixed product taxes, such as WEEE/DEEE in the EU
- Automatically calculate tax for transactions in the EU with VAT-ID validation<sup>3</sup>
- Use EU cookie notification to simplify EU Privacy and Electronic Communications Directive compliance

## Integrated B2B Functionality *(Not included in Starter plan)*

- Provide self-service tools for business customers to easily manage company accounts, purchases, quotes, and credit
- Enable multiple buyers per company with defined roles and permissions
- Maximize sales by accepting payments on account
- Assign custom catalogs and pricing to companies to meet contract terms
- Efficiently manage quote requests and negotiate pricing terms using a streamlined online workflow
- Enable quick ordering by entering multiple SKUs or by uploading CSV files
- Expedite restocking by allowing customers to create requisition lists of frequently purchased items
- Empower customers to quickly re-order from previous orders
- Offer exceptional support with the ability to create and troubleshoot orders for customers
- Handle large orders with up to 300 line items out-of-the-box
- Fuel growth with insights from over 25 B2B-focused reports presented in easy-to-use dashboards

## Advanced Analytics and Reporting *(Not included in Starter plan)*

- Gain actionable insights with 100 predefined reports across sales, marketing, customers, and more
- Get started fast with 9 predefined dashboards
- Access dedicated B2B dashboards for company insights and sales rep, catalog and quoting KPIs
- Easily create and edit reports with visual and SQL report building tools
- Analyze Magento and Google Analytics data
- Set up 10 user accounts with advanced permissions
- Send email summaries of key reports to team members
- Export raw underlying data to CSV and Excel

## Application Architecture and Security

- Build on a modern tech stack that uses popular frameworks and supports industry standards
- Make fine grain customizations and easily add or remove functionality with a modular code base
- Use stable service interfaces to make site upgrades and customizations easier and durable over multiple releases
- Integrate Magento with third-party applications using efficient web APIs with SOAP and REST support
- Smoothly manage interactions between extensions using plug-ins and dependency injection software design patterns
- Accelerate time-to-market and improve code quality with a fully-automated testing framework
- Leverage sample code to quickly create an Apple iOS 8+ app using Magento 2.0 APIs
- Update code with a standalone installer that checks for prerequisites before installation
- Automate certain Magento development and production tasks using the command-line interface
- Use strong data encryption based on AES-256 and hashing based on SHA-256
- Limit password guessing with strong password requirements and a secure Admin login process
- Feel confident with regular scanning, external penetration testing, and bug bounty programs that promote core platform security
- Stay informed about security issues through the Magento Security Center and mailing list

<sup>3</sup>No guarantee is offered with respect to any of the information given here. Please contact an expert before you make any decisions about tax matters.



## Layout and Theming

- Customize the responsive blank theme or the reference Luma store theme to accelerate time-to-market
- Customize an inherited base theme to easily create site variations for countries, brands, and campaigns

## Performance and Scalability

- Accelerate site performance with integrated Varnish page caching\*
- Scale high-traffic sites with multi-tier, multi-node Varnish configurations
- Implement hole punching and Edge Side Includes (ESI) to handle page elements that can't be cached
- Benefit from faster indexing and incremental index updates for fresher site content and better performance
- Minify JavaScript, CSS and HTML and compress images to reduce file size for faster loading
- Cache all JavaScript and CSS on first page viewed to minimize content that must be downloaded for subsequent pages
- Speed access to product, customer, and order management views with faster Admin rendering
- Store media files on a separate database server or content delivery network (CDN) for faster page load times

## Managed Cloud (\*\*Not included in Starter plan)

- Get enterprise grade reliability and availability with 99.99% uptime and a high availability architecture\*\*
- Benefit from Platform-as-a-service (PaaS) based production, staging, and development environments optimized for Magento
- Build on a redundant AWS-based cloud hosting infrastructure
- Accelerate your time to market with expert application and infrastructure support
- Rapidly spin up, merge, clone and tear down environments (Production, Staging, and 6 Development environments)
- Get continuous cloud integration tools with support for unlimited users

- Leverage Magento's UI and pattern library to enable faster and more consistent theme development
- Use CSS preprocessing for easier site maintenance
- Reduce frontend coding complexity with clear separation of the presentation layer and business logic

- Archive orders after a configurable time period to increase store performance
- Use the included Magento Performance Toolkit to measure and optimize site speed
- Asynchronously process tasks for enhanced performance using a Rabbit MQ job queue framework
- Efficiently manage configuration across environments and minimize production downtime for updates with pipeline deployment tooling
- Scale database operations with support for MySQL Cluster
- Use separate master databases to support checkout, order management, and product data\*
- Allow each master database to have multiple slave databases to scale read operations\*
- Enable large teams of Admin users to make concurrent order and product updates

- Manage performance with unrestricted versions of New Relic APM Pro (performance monitoring) and blackfire.io Enterprise (performance testing) tools
- Accelerate site performance and defend against DDoS attacks with Fastly's Content Delivery Network (CDN), which includes generous bandwidth allowances
- Dedicated hardware to provide even higher levels of reliability and availability\*\*
- Automatically back up your code and databases for easy restoration in case of any incident
- Easily enable and configure services like Redis, RabbitMQ, and Elasticsearch to enhance capabilities and performance
- Rest assured with 24/7 monitoring for your production environment

\*Available with the on-premises version of Magento Commerce only.

## Support

- Magento Technical Support is available 24x7 by phone or online to help diagnose and resolve core product issues
- Dedicated Magento Launch Manager and Account Managers help you successfully launch your site and get the most out of your Magento investment (Not included in Starter Plan)

## Magento Services

- Preferred Service consulting teams provides end-to-end guidance, strategic counsel, and problem-solving services
- Technical Account Manager guides you with roadmap, budget, and goal-setting decisions
- Business Analyst helps craft functional and system integration requirements
- Architectural Advisory assists with architecture planning and decision-making
- Health Check evaluates the code base, server configuration, and production environment to improve efficiency and performance
- Performance Review evaluates the production environment for ways to improve site speed, capacity, and response times
- Code Audit reviews your code and integrations to ensure optimal operation
- Technical Consulting advises and assists with executing a development plan
- Custom Extension and Module Development delivers custom code to enhance native or community-developed functionality
- Upgrade Services provide comprehensive preparation for, or actual implementation of, an upgrade to Magento Commerce 2
- Client Strategy delivers deep insight on diverse commerce challenges to maximize the return on your Magento investment
- Analytics Audit reviews your data to ensure accuracy, locate gaps, and identify optimization opportunities
- Professional Data Services provide customized, recurring data analysis utilizing the latest data science techniques

Call Now  
to learn how Magento Commerce  
can take your business to the next level

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