

# WHY MOVE TO MAGENTO 2



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PERSONALIZATION



EASY SEARCH



FAST CHECKOUT

Magento 2 is not just an upgrade. It's an entirely new eCommerce platform based on 12 years of industry experience, merchant feedback and global community input.

The latest version of Magento Commerce (formerly Enterprise) is a robust platform with a deep native feature set that is well-equipped to grow your online business.



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## Top 10 Reasons to Move to Magento 2

- 1** Personalized shopping experience that drives sales and return purchases.
- 2** Powerful search instantly serves up targeted results.
- 3** Streamlined checkout decreases checkout time and reduces cart abandonment.
- 4** Responsive design displays and performs seamlessly across any device.
- 5** One-click account creation after placing order encourages checkout and repeat visits.
- 6** Easily set up cross-sells, upsells and bundling to increase AOV.
- 7** Improved backed operations decreases reliance on developers, management time and platform training.
- 8** Full page caching loads pages in 1-2 seconds and improves overall performance.
- 9** Native B2B suite allows for custom catalogs, negotiated pricing and one-click reordering.
- 10** All new, intuitive admin interface.

Support for Magento 1 is ending June 2020 (**official statement**). Migrating to Magento 2 is no longer an option. It's a requirement to keep your site safe and secure for your customers.



# MAGENTO 2. THE LAST ECOMMERCE PLATFORM YOU WILL EVER NEED



**50%**  
FASTER  
PAGE LOADS



**38%**  
FASTER  
CHECKOUT



**135K**  
MORE ORDERS

