



Magento®  
An Adobe Company

# Magento Commerce

# Feature List

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EXPERIENCE COMMERCE WITHOUT LIMITS

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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.



## LEARN WHAT MAGENTO COMMERCE CAN DO FOR YOUR BUSINESS BY EXPLORING:

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### Feature Highlights

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

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### Core Magento Commerce Features

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

# Feature Highlights

## PAGE BUILDER AND CONTENT STAGING

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Increase sales and productivity by enabling your business teams to easily create, preview, and schedule a content updates without involving IT. Combine text, images, video, sliders, and more in flexible layouts and an easy drag & drop interface. 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.

## CUSTOMER SEGMENTATION AND PERSONALIZATION

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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

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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

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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.

## VISUAL MERCHANDISING

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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.

## POWERFUL BUSINESS INTELLIGENCE CAPABILITIES

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Harness your data to drive growth by empowering your teams with capabilities. Easily access and analyze your Magento data and any other data source to gain a 360-degree view of your business. Evaluate marketing ROI, retention efforts, conversion rates and more, as you learn more about your customers.

## RESPONSIVE DESIGN THEMES

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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.

## **PROGRESSIVE WEB APPLICATION (PWA) STUDIO**

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Magento PWA Studio enables merchants and developers to create reliable, fast and engaging mobile experiences to boost conversion rates and increase engagement. Deliver app-like capabilities like rich visuals perfectly tailored to the small screen, usability with limited network connectivity, and access to native push notifications. Speed time to market and lower the total cost of ownership with reference themes, guided development, open web standards.

## **INTEGRATED B2B FUNCTIONALITY**

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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.

## **INVENTORY MANAGEMENT AND FULFILLMENT**

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Improve operational efficiency with integrated multi-source inventory and shipping management capabilities. Assign and track products across multiple locations and set business rules to control when to fulfill orders from each location to prevent stockouts and speed delivery. Ease shipping management, while ensuring your customers have convenient, competitively priced options, with integrated global shipping carriers, automated order fulfillment, and logistics handled directly from the Magento Admin.

## **POWERFUL ADMIN EXPERIENCE**

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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**

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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**

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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

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- 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

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- 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 MANAGEMENT

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- 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.
- Set tax rates based on location, product type, or customer group (i.e., wholesale vs. retailer).
- Generate comprehensive system reports to quickly diagnose and resolve technical issues.

## CONTENT MANAGEMENT

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- Create best-in-class shopping experiences and rapidly change content without writing a single line of code.
- Use a drag-and-drop editor to easily create and edit pages and content blocks.
- Combine text, images, video, sliders, and more in flexible layouts.
- Blend content and commerce by adding products to content pages and rich content to product pages.
- Create reusable dynamic blocks targeted to customer segments
- Easily stage and preview content for seamless updates.

- Manage upcoming site changes with a timeline dashboard.
- Organize content pages and add pagination, navigation, and menus with a page hierarchy tool.
- Track and restore previous versions of content pages.

## PWA STUDIO

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- Create next-generation Magento 2 stores with Progressive Web Applications.
- Deliver app-like mobile experiences that are fast, integrated, reliable and engaging.
- Decrease time to market using the Venia PWA reference theme.
- Build PWA experiences using open standards including React, Redux, and Webpack.
- Boost developer productivity with real-time, guided development.
- Integrate PWA experiences with Magento using GraphQL API.

## CATALOG MANAGEMENT

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- 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).
- Manage inventory across multiple locations
- 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.
- Define minimum and maximum product quantities that can be added to the cart.
- Moderate reviews and product tags.
- Efficiently batch import and export catalog information at scheduled times.
- Easily manage inventory with support for back ordered items.
- Receive notification when inventory needs to be replenished.
- Choose out-of-stock messaging and display options.

## CATALOG BROWSING

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- 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.



- 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.

## PRODUCT BROWSING

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- 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.
- 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.

## CHECKOUT

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- 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.
- 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.
- Manage complex tax calculations and prepare signature-ready returns with Vertex.
- Improve order processing capacity with the option to defer stock updates in checkout during peak period.
- Improve checkout performance with inventory reservations.

## PAYMENTS

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- Integrate with multiple payment gateways, including PayPal, Braintree, Authorize.net, CyberSource and WorldPay.
- Get additional payment extensions through the Magento Marketplace.
- 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.
- 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 automated fraud detection tools.<sup>1</sup>
- Increase sales with PayPal in-context checkout and saved credit cards.
- Enable customers to login and pay with familiar and trusted Amazon Pay.
- Increase sales by allowing customers to pay now, later or in installments with Klarna.
- Authorize and charge credit cards upon shipment or checkout.

## SHIPPING

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- 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.
- 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.
- Manage returns processing from within the Magento Admin.
- Enable Click & Collect fulfilment.
- View orders and process shipments within the Magento Admin.
- Configure fulfillment automation rules for faster order processing.
- Use dynamic rules to create relevant shipping experiences for customers.
- Shipping API enables integration with third party platforms for alignment with WMS, ERPs, etc.

## ORDER MANAGEMENT AND CUSTOMER SERVICE

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- 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.

<sup>1</sup> Signifyd subscription required



- Enable customer service representatives to create orders and customer accounts.
- 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.

## CUSTOMER LOYALTY

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- 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.
- 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.

## CUSTOMER ACCOUNTS

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- 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.
- 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.

## SUPPORT FOR GLOBAL SITES

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- 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>2</sup>.
- Use EU cookie notification to simplify EU Privacy and Electronic Communications Directive compliance.
- Integration with global shipping carriers.

<sup>2</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.

## INTEGRATED B2B FUNCTIONALITY

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- 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.

## POWERFUL DATA CAPABILITIES

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- Access and analyze your data anywhere.
- Gain complete view of your business by integrating any data source.
- Get started with up to 100 best practice commerce reports & dashboards included.
- Stay informed with automated & regularly updated reports.
- Easily build and edit reports with a single intuitive interface.
- Execute advanced analyses with our report builder.
- Export your data and visualizations outside of the platform.
- Send email summaries of key reports to team members.
- Keep your account secure by granting the appropriate permission levels.

## APPLICATION ARCHITECTURE AND SECURITY

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- 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.
- Scale and improve integration performance with Asynchronous and Bulk REST APIs.
- Integrate custom front-end experiences with GraphQL.
- Declarative database schema eases the upgrade and installation process.
- Secure your stores and prevent fake logins with Google ReCAPTCHA and Two Factor Authentication. 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.

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## 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.
- 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.

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## 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.

\* Available with the on-premises version of Magento Commerce only. \*\* Not included in Starter Plan

- 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.

## MANAGED CLOUD

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- Get enterprise grade reliability and availability with 99.99% uptime and a high availability architecture.\*\*
- Process transactions with confidence with a PCI certified cloud infrastructure.
- 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 up to 6 Development environments).
- Get continuous cloud integration tools with support for unlimited users.
- Manage performance with unrestricted versions of New Relic APM Pro (performance monitoring) and blackfire.io Enterprise (performance testing) tools.
- Accelerate site performance with Fastly's Varnishbased Content Delivery Network and Image Optimization.
- Defend against malicious traffic with built in security tools.
- 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.
- Local development using Docker environments.

## SUPPORT

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- Magento Technical Support is available 24x7 by phone or online to help diagnose and resolve core product issue.
- Dedicated Technical Account Managers and Customer Success Managers.

\* Available with the on-premises version of Magento Commerce only. \*\* Not included in Starter Plan

## MAGENTO SERVICES

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- Commerce Strategy provides a dedicated Magento Strategic Advisor to help develop data-driven strategic plans to maximize return on investment.
- Business Requirements Consulting provides an onsite Magento Business Analyst to help craft functional and system integration requirements for complex deployments.
- Data Science and Analytics Services partner Magento Data Scientists with you to review key metrics and employ cutting-edge machine intelligence techniques.
- Project Advisory and Governance provides complete, end-to-end strategic advisory, implementation design, and governance across all stages of your project.
- Architecture Advisory and a dedicated Solution Architect works side-by-side with your technical teams on complex systems architecture planning, roadmap decisions, and development.
- A Code Audit is an in-depth review of your code base, including the subset of code, analytics tracking code, integrations, and extensions.
- Migration and Implementation services is a full assessment of your current deployment to provide strategies for, or successful implementation of, a move to the latest version of Magento Commerce for existing or new B2C and B2B merchants.
- Magento Cloud Deployment Services provides a range of services, from coaching and training to project advisory, configuration, and code review, to successfully deploy Magento Commerce Cloud and Magento Business Intelligence.
- A Solution Health Check reviews your entire Magento deployment (e.g. production environment, analytics tracking, server configuration) to provide recommendations for efficiency and performance.
- Infrastructure Review is a focused evaluation of your production environment to identify bottlenecks to performance.
- Magento U Training & Certification provide comprehensive educational curriculum for every role in your business to drive organizational intelligence on how best to utilize Magento.

**CALL NOW TO LEARN HOW MAGENTO COMMERCE CAN TAKE YOUR BUSINESS TO THE NEXT LEVEL**

**1-877-574-5093 – OR – +353 1 7759 599**

(for individuals in Europe and the Middle East)



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