

Magento is a feature-rich eCommerce platform offering complete flexibility and control over the look, content and functionality of an online store.

ANALYTICS AND REPORTING

- » Integrated with Google Analytics
- » Admin Dashboard for Report Overview
- » Sales Report
- » RSS feed for New Orders
- » Tax Report
- » Abandoned Shopping Cart Report
- » Best Viewed Products Report
- » Best Purchased Products Report
- » Low Stock Report
- » Search Terms Report
- » Product Reviews Report
- » RSS feed for New Reviews
- » Tags Report
- » RSS feed for New Tags
- » Coupon Usage Report
- » Total Sales Invoiced
- » Total Sales Refunded
- » Best Customers Report by Total and Number of Orders

CATALOG BROWSING

- » Layered / Faceted Navigation for filtering of products
- » Static Block tool to create category landing pages
- » Ability to assign designs on category and product level (unique design per product/category)
- » Configurable search with auto-suggested terms
- » Recently viewed products
- » Product comparisons
- » Recently compared products
- » Cross-sells, Up-sells and Related Items
- » Popular Search Terms Cloud
- » Filter by Product Tags
- » Product Reviews
- » Product listing in grid or list format
- » Breadcrumbs

PRODUCT BROWSING

- » Multiple Images with Zoom
- » Product Reviews
- » Related Products
- » Stock Availability
- » Multi-Tier Pricing Up-sell
- » Product Option Selection
- » Grouped Products View
- » Add to Wishlist
- » Send to a Friend with Email

CATALOG MANAGEMENT

- » Inventory Management with Backordered items, Minimum and Maximum quantities
- » Batch Import and Export of catalog
- » Batch Updates to products in admin panel
- » Simple, Configurable (e.g. size, color, etc.) and Grouped Products
- » Tax Rates per location, customer group and product type
- » Attribute Sets for quick product creation of different item types
- » Create Store-specific attributes on the fly
- » Media Manager with automatic image resizing and watermarking
- » Advanced Pricing Rules and support for Special Prices (see marketing tools)
- » Search Results rewrites and redirects
- » Approve, Edit and Delete Product Tags
- » Approve, Edit and Delete Product Reviews
- » RSS feed for Low Inventory Alerts

MOBILE COMMERCE

- » iPhone-optimized Theme

CUSTOMER ACCOUNTS

- » Order status and history
- » Re-orders from account
- » Recently ordered items
- » Address Book with unlimited addresses
- » Default Billing and Shipping addresses
- » Wishlist with ability to add comments
- » Email or Send RSS feed of Wishlist
- » Newsletter Subscription management
- » Product Reviews submitted
- » Product Tags submitted
- » Account Dashboard for overview of: recent orders, personal information, newsletter subscription status, primary billing address, primary shipping address, shopping cart, wishlist, recently ordered items, recently reviews and recent tags

ORDER MANAGEMENT

- » View, edit, create and fulfill orders from admin panel.
- » Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment
- » Print invoices and packing slips
- » Call Center (phone) order creation
 - Includes ability to create new customer, or select existing customer and view shopping cart, wishlist, last ordered items, and compared products list, as well as select addresses, give discounts and assign custom prices
- » Create re-orders for customers from administration panel.
- » Email Notifications of Orders
- » RSS feed of New Orders

SHIPPING

- » Integrated for real-time shipping rates from:
 - UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- » Shipping to multiple addresses in one order
- » On-site order tracking from customer accounts
- » Multiple shipments per order

- » Ability to specify allowed destination countries per method
- » Flat rate shipping per order
- » Flat rate shipping per item
- » Free Shipping
- » Table rates for weight and destination
- » Table rates for product sub-totals and destination
- » Table rates for number of items and destination

CUSTOMER SERVICE

- » Contact Us form
- » Feature-rich Customer Accounts
- » Order History with Status Updates
- » Order Tracking from Account
- » Forgot Password Email from front-end and administration panel
- » Order and Account Update Emails
- » Customizable Order Emails
- » Create and Edit Orders from the Admin Panel

PAYMENT

- » Configurable to authorize and charge, or authorize only and charge on creation of invoices
- » Integrated with multiple PayPal gateways
 - Website Payments Standard, Website Payments Pro (Express and Direct), Website Payments Pro UK (Express and Direct), and PayPal PayFlow Pro
- » Integrated with Authorize.net
- » Integrated with Google Checkout (Level 2)
- » Saved Credit Card method for offline payments
- » Accept Checks/Money Orders
- » Accept Purchase Orders
- » Additional Payment Extensions Available through Magento Connect

CHECKOUT

- » One-Page Checkout
- » SSL security support for orders on both front-end and back-end
- » Shipping to multiple addresses in one order
- » Checkout without account/Guest Checkout
- » Shopping Cart with tax and shipping estimates
- » Checkout with account to use address book
- » Option to create account at beginning of checkout
- » Accept gift messages per order and per item
- » Saved Shopping Carts with configurable expiration time

SEARCH ENGINE OPTIMIZATION

- » 100% Search Engine Friendly
- » Google Site Map
- » URL Rewrites give full control of URL's
- » Meta-information for products and categories
- » Auto-generated Site Map for display on site
- » Auto-Generated Popular Search Terms Page

MARKETING PROMOTIONS AND TOOLS

- » Flexible Coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories. For example: Percent Discount | Fixed Amount Discount | Free Shipping | Buy x, get y free. | Buy x, get y with percent or fixed amount discount | Buy x, get free shipping on order | Buy x, get percent discount | Buy x, get fixed amount discount.
- » Catalog Promotional Pricing by percentage or fixed amount with ability to restrict to stores, categories, products
- » Free Shipping Option
- » Multi-Tier Pricing for quantity discounts
- » Customer Group-specific pricing and group-specific tier pricing
- » Landing Page Tool for Campaigns
- » Search Engine Friendly URL's
- » URL Rewrites
- » Recently Viewed Products

- » Recently Compared Items
- » New Items Promotional Tool
- » Up-sells in Shopping Cart
- » Cross-sells on product pages
- » Send to a Friend for all visitors, or registered users only
- » Send Wishlist to a Friend by Email or RSS
- » RSS Feeds for New Products, New Specials and New Tags
- » Auto-generated Site Map
- » Google Site Map
- » Polls
- » Newsletter Management

INTERNATIONAL SUPPORT

- » Multi-Lingual
- » Support for Multiple Currencies
- » Tax rate support
- » Localization
- » Configurable List of Allowed Countries for:
 - Site Registration
 - Shipping Destination Addresses with ability to specify per shipping method
 - Billing Addresses with ability to specify per payment method

SITE MANAGEMENT

- » Control multiple websites and stores from one Administration Panel with ability to share as much or as little information as needed
- » Multi-Lingual
- » Support for localization
- » Support for multiple currencies
- » Administration Permission System Roles and Users
- » Flexible tax rate management with support for US and International markets
- » Fully 100% customizable design using templates
- » Customer Groups
- » One-Click Upgrades