



# Magento Features List

Magento is a feature-rich eCommerce platform solution that offers merchants complete flexibility and control over the functionality of their online channel. Magento's search engine optimization, catalog management, and powerful marketing tools give merchants the ability to create sites that provide an unrivaled shopping experience for their customers.

Magento's intuitive administration interface allows you to tailor your site to your unique business needs. Completely scalable and backed by an extensive support network, Magento is the ultimate eCommerce solution.

**This document provides you with an in-depth look at Magento's feature sets:**

## **Magento General Feature List**

Provides an overview of the many features found in all Magento deployed products.

## **Magento Enterprise Exclusive Features**

Describes the additional, advanced features found exclusively in Magento Enterprise.

# Magento General Feature List

## Marketing, Promotions and Conversion Tools

- Related products, up-sells and cross-sells
- Catalog promotional pricing with the ability to restrict to stores, categories or products
- Flexible coupons (pricing rules) with ability to restrict to stores, customer groups, time period, products, and categories
- Generate a set of unique coupon codes for each promotion and export the list of codes for offline distribution, email, newsletters and more. Easily manage and monitor coupon usage and generate detailed reports
- Multi-tier pricing for quantity discounts
- Minimum Advertised Price (MAP)
- Landing page for categories
- Customer groups
- Product bundles
- Recently viewed and compared products
- New items promotional tool
- Persistent shopping cart
- Free shipping options
- Polls
- Newsletter management
- Send to a friend for all visitors or registered users only
- Send wish lists by email

## Search Engine Optimization

- 100% search engine friendly
- Google Site Map
- Search engine friendly URL's
- URL rewrites give full control of URL's
- Meta-information for products, categories and content pages
- Auto-generated site map for display on site
- Auto-generated popular search terms page
- Google Content API for shopping

## Site Management

- Control multiple websites and stores from one Administration Panel with the ability to share as much or as little information as needed
- Administration permission system roles and users
- Fully 100% customizable design using templates
- Support for multiple languages and currencies. Web Services API for easy integration between Magento and third-party applications
- Batch import and export of catalog and customer information
- Content Management System for informational and landing pages
- Tax rates per location, product type or customer group (i.e. wholesale vs. retailer)
- CAPTCHA functionality to help prevent automated software from attempting fake logins. This auto-generated test ensures that the login is being attempted by a person and can be enabled in both the admin and customer login areas

## Catalog Management

- Simple, configurable (e.g. size, color, etc.), bundled and grouped products
- Create different price points for different customer groups, such as wholesalers and retailers
- Virtual products
- Downloadable/digital products with samples
- Unlimited product attributes
- Attribute sets for quick product creation of different item types
- Inventory management with backordered items, minimum and maximum quantities
- Batch updates to products in admin panel
- Automatic image resizing and watermarking
- Advanced pricing rules and support for special prices
- Search results rewrites and redirects
- Moderated product tags and reviews
- Customer personalized products – ability to upload images and text (i.e. for embroidery, monogramming, etc.)
- Customer sorting – define attributes for customer sorting on category (price, brand, etc.)
- RSS feed for low inventory alerts

## Catalog Browsing

- Layered / faceted navigation for filtering of products in categories and search results
  - Filter products by price and display a range of prices based on even increments or by a similar number of products within each range
- Static block tool to create category landing pages
- Product comparisons with history
- Configurable search with auto-suggested terms
- Breadcrumbs
- Ability to assign designs within category and product level (unique design per product/category)
- Recently viewed products
- Popular search terms cloud
- Product listing in grid or list format

## Product Browsing

- Multiple images per product
- Product image zoom-in capability
- Related products and upsell
- Stock availability
- Multi-tier pricing upsell
- Product option selection
- Grouped products view
- Add to wish list
- Send to a friend with email
- Share on Facebook

## Checkout, Payment and Shipping

- One-page checkout
- Guest checkout and checkout with account to use address book
- Shipping to multiple addresses in one order
- Option for account creation at beginning of checkout
- SSL security support for orders on both front-end and back-end
- Saved shopping cart
- Accept gift messages per order and per item
- Shopping cart with tax and shipping estimates
- Saved credit card method for offline payments
- Configurable to authorize and charge, or authorize only and charge on creation of invoices
- Integration with multiple PayPal gateways
- Integration with Authorize.net
- Accept checks/money orders
- Accept purchase orders
- Additional payment extensions available through Magento Connect
- Offer Bill Me Later as a payment option
- Shipping integration with label printing - view, edit, print labels for all major carriers
- Integrated for real-time shipping rates from:
  - UPS, UPS XML (account rates), FedEx (account rates), USPS and DHL
- Ability to specify allowed destination countries per method
- Flat rate shipping per order or item
- Free shipping
- Table rates for weight, sub-total, destination and number of items
- On-site order tracking from customer accounts

## Order Management

- View, edit, create and fulfill orders from the admin panel
- Create one or multiple invoices, shipments and credit memos per order to allow for split fulfillment
- Print invoices, packing slips and shipping labels
- Call center (phone) order creation - provides transparent control for administrators and front-end enhancements for customers during the shopping process. Changing product configurations, for all types of products, can be done by the call center sale representative on the admin side as well as by the customer throughout the shopping process. Custom product choices and configurations can be changed directly during order creation, in the wish list and the shopping cart
  - Includes the ability to create new customers, or select existing customers and view their shopping cart, wish list, last ordered items, and compared products lists, as well as select addresses, give discounts and assign custom prices
- Assisted Shopping - customer service representatives and other admin users are able to manage products and coupons in customers' shopping carts and wish lists through the administrator panel
- Customized Order Status - tracking an order is easier than ever with customizable order statuses easily assigned to order states. A pre-defined list of order states (ex. new, processing, payment review, complete) represents the order processing workflow. An order status is assigned as a sub-category of the order state (ex. cancelled, complete, decline)
- Create re-orders for customers from the administration panel
- Email notifications of orders
- RSS feed of new orders

## Customer Accounts

- Account dashboard
- Address book with unlimited addresses
- Wish list with ability to add comments
- Order status and history
- Re-orders from account
- Recently ordered items
- Default billing and shipping addresses
- Email or send RSS feed of wish list
- Newsletter subscription management
- Product reviews submitted
- Product tags submitted
- Downloadable/digital products

## Customer Service

- Contact Us form
- Create and edit orders from the admin panel
- Feature-rich customer accounts
- Order history with status updates
- Order tracking from account
- Password reset email from front-end and admin panel
- Order and account update emails
- Customizable transactional emails

## International Support

- Support for localization, multiple currencies and tax rates
  - Includes support for WEEE/DEEE in EU
- Support for accented characters and right to left text
- 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
- European Union VAT-ID validation facilitates the tax collection process by automatically applying the correct tax rules according to VAT customer groups
- EU cookie notification simplifies the EU Privacy and Electronic Communications Directive compliance process by displaying an opt-in message at the top of the storefront

## Analytics and Reporting

- Integrated with Google Analytics
- Admin dashboard for report overview
- Sales report
- Tax report
- Abandoned shopping cart report
- Best viewed products report
- Best purchased products report
- Low stock report
- Search terms report
- Product reviews report
- Tags report
- Coupon usage report
- Total sales invoiced
- Total sales refunded

## Mobile Commerce

### Mobile HTML5 (pre-integrated)

- Quickly and easily create a storefront optimized for mobile devices so customers can shop even when they're on the go. This mobile interface uses HTML5 technology and supports iPhone, Android and Mobile Opera browsers. It includes out-of-the-box features such as:
  - Device-specific media capabilities for audio and video
  - User-friendly search and results display
  - Clean display of product detail pages
  - Pinch, multi-touch and scaling images
  - Easy swipe between product images
  - Zoom capabilities
  - Cross-sell and up-sell capabilities
  - Drag-and-drop of products to the shopping cart

### Responsive Design

- Quickly create a site optimized for any device using an included responsive design reference theme
  - Can be easily customized for a fast time to market
  - Includes all major flows, product types, and features
  - Reduces long-term maintenance costs and eases site updates
  - Offers SEO benefits by using Google's preferred approach to optimizing mobile sites

## Native Device Applications

- Support available for native applications on iPhone, iPad, and Android mobile devices
  - One admin panel for multiple devices
  - Seamless integration with your current product catalog, CMS and store configurations
  - Real-time customization including updates for promotions and merchandising
  - Support for a wide range of checkout capabilities