

# 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 tool for categories
- Customer groups
- Product bundles
- Recently viewed and compared products
- New items promotional tool
- Persistent shopping cart
- Google Website Optimizer integration for A/B  
and  
multivariate  
testing
- 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

products

- Create different price points for different customer groups, such as wholesalers and retailers
- Virtual products
- Downloadable/digital products with samples
- Unlimited product attributes

## 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 Main Store 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

- 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

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

## 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

- Related products
- 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
- Shipping integration with label printing - view, edit, print labels for all major carriers

## 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 Amazon Payments
- Integration with multiple PayPal gateways
- Integration with Authorize.net
- Integration with Google Checkout (Level 2)
- Accept checks/money orders
- Accept purchase orders
- Additional payment extensions available

- 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

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

## 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

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

- Customizable transactional emails

## **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

## 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
- Tags report
  - Coupon usage report
  - Total sales invoiced
  - Total sales refunded

## 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

## Mobile Commerce

- Support 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
- Mobile HTML5 - 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 shop ping cart



# Paid Exclusive Features

## Social Recommend Extension

- Social Recommend Extension
- During checkout, customers can receive discount for the order by clicking “Recommend” button to recommend your store on their Facebook.
- Viral marketing at low cost
- Customers can directly download free downloadable products by recommending.

### Features

#### **For customers**

- Get discounts by recommending your products on Facebook during checkout.
- Directly download free downloadable products by recommending.
- Values this extension brings to you

#### **For admin**

- Configure to let clients get discounts for their recommendations.
- Others
- Open source 100%.
- Check key offline using RSA encryption.
- Easy to install and configure.
- User-friendly interface.

## Group Deal Extension

Provides you the ability to create and manage group deals right on your site.

Full features of a Group deal: information, image, countdown timer...

Auto-deduct money when the number of buyers is reached

May configure to run as Hot deal, Daily deal

Why should use Group deal extension

Group deal method is seen as Group buying which is immensely popular now and brings benefits for both sides involved: customers and merchants. Until now, store owners often rely on collective group deal sites to accomplish a campaign. What do you think of setting up a group deal extension on your website and feel relaxed to fully control the operation of the deal? It is easy to install Group deal extension and you can adapt your deals to appeal to customers in the best way. Your business accordingly obtains awe-inspiring sales number and becomes more profitable.

How it works

Group deal module allows you to easily create and manage deals on your web-store. After

clicking “Buy now” on Deals page, customers’ balance has not been deducted yet though they filled in information and purchased deal. When the required number of buyers is reached, money will be subtracted from customer’s payment account, and they will receive coupon code (discount 100%) through emails. In case the deal cannot obtain enough participants though expired, deal will be canceled and customers are not deducted any money.

Values this extension brings to you

### **General features**

- Deal items will be fully shown on Deal page, allowing customers to simply recognize great deals in your web-store.
- Allow customers filter list of deals according to category.
- Enable to show Latest Deals block in the right sidebar.
- Featured Deal: customers can set 1 Deal as a featured product and let it display on List deal page.
- Each deal is provided with description, detail, time left to buy or how many people are joining; therefore, customers are able to know obviously and make the utmost decision in the earliest way.
- This group buying module integrates popular social share including Facebook, Tweet and G+ to boost sales through friends 'channel'.
- Allow customers who received coupon code of purchased deal to gain all of products listed in that deal.
- Able to run the unlimited number of deals on your web-store.
- Added feature: Countdown timer- When your deal is shown on your site, there will be displaying a timer. It counts down the time left to open or to buy during the deal. And when your deal ends, the timer counts up.
- Allow to set start and end time to run deals as you want.
- Allow to customize image of deal, ensuring impressive and professional layout.
- Enable admin to manage deals easily.
- Status automatically updated allows admin to follow deals conveniently.
- Customize email templates sent to your customers to catch information of deal progress.
- Deal Newsletter email when a new deal (or more) is created.

### **Checkout features**

- Customer must place Order one time only.
- Not prepaid requirement.
- Automatically withdraw money from customer balance when the deal met.
- Available for PayPal payment method, other methods will be supported soon.

### **Others**

- Subscribers management.
- Friend invitation.
- SEO URL.
- Bread crumbs: show clearly the origin of products of deal such as: Home/Group deal/Cell phones/Nokia N8.
- Including image slider.
- Straightforward installation and configuration are supported.
- Open source 100%.

- Check key offline using RSA encryption.
- Easy to install and configure.
- User-friendly interface.

## One Step Checkout Extension

All checkout steps appear together in a single page for customers to fill information and modify any step at once.

Auto-update latter steps when there're changes in former steps

Discount code field is added

Add gift message, comments right in checkout page

Why should use One Step Checkout

Customers easily get annoyed because of a too-many- steps checkout. Make it simple with one page checkout by using One Step Checkout extension: one step with only one click to finish an order. All checkout information such as billing address, shipping method, payment method, etc... appear together in one page so that customers do not have to click on any button to see the next steps. You will no longer miss any potential customers during checkout step!

Values this extension brings to you

- Easy installation and configuration.
- Checkout on one page.
- Checkout title and description can be changed in back-end.
- Full support checkout mode: register, guest, logged in.
- Ajax pop up for login/forgot password.
- Support logged in customer with multiple addresses.
- Ability to disable fields such as: city, region, telephone, company, fax.
- Set default shipping & payment method.
- Ability to hide shipping method if only one method is applicable.
- Enable/Disable checkbox for newsletter subscription.
- Set checkbox for newsletter subscription checked by default.
- Enable Terms and conditions.
- Allow including gift message for order.
- Allow showing discount section in checkout page.
- Allow customer to add comment for order.
- Auto-update order totals when choosing shipping/payment method.

- Auto-update shipping method when billing/shipping address is changed.
- Auto-update payment method when choosing shipping method.
- Email notification when there is a new order.
- Support multiple stores.
- Support multiple languages.
- Compatible with UK Postcode Lookup / Address Finder extension

#### **Others**

- Open source 100%.
- Check key offline using RSA encryption.
- Easy to install and configure.
- User-friendly interface.

## **Gift voucher Extension**

Creates vouchers that customers can buy to present their friends or save for their own future use.

Create unlimited vouchers with different prices

Deliver coupon codes through email or post office

Use coupon codes as discount code or payment method

Values this extension brings to you

#### **For customers**

- Gift vouchers have different prices for customers to choose at their convenience.
- Enable to purchase multi gift vouchers per one order.
- Online gift cards can be purchased as a gift or for customer himself.
- In case customer purchases for himself, he can check gift voucher code right through his account management in your store.
- Gift voucher code can be used as a discount coupon or as a payment method.
- gift certificates are delivered by email or through post office according customer's wish.
- Multi-shipping addresses are provided, allowing customers to send to various persons at the same time.

#### **For admin**

- Create gift cards to sell or for promotion, rewarding customers.
- Create unlimited gift vouchers with different prices.
- Auto-generate code for the voucher, admin just has to set the format (how many characters, numbers in the code).
- Auto-email sending gift voucher code to the recipients and customers.
- NEW- Add Weigh attribute to Gift Voucher product (convenient for voucher shipping)
- NEW- Import voucher codes from a CSV file.
- NEW- Print the voucher codes and send to customers.

- Choose to display which gift cards
- Set price of gift certificate to be in a drop down, fixed or a price range.
- Voucher status is updated automatically so admin can easily keep tracking.
- Supported for One step checkout or Step by step checkout method.

#### Others

- Open source 100%.
- Check key offline using RSA encryption.
- Easy to install and configure.
- User-friendly interface.

## Gift wrap Extension

Provides your customers an option of wrapping items and selecting gift cards before delivery.

Wrap one or many products together

Choose and review paper

Add gift card, personal message

Auto add extra fee to wrapped orders

Why should use Giftwrap

Customers sometimes buy products for someone else, such as gifts for their friends or families. And what do they think next after choosing the gifts? Of course, making the gifts to have an impressive, significant look by gift-wrapping. That's why you should try our new Gift Wrap extension. Complete your store by adding this module and see how pleased your customers feel!

Values this extension brings to you

- Useful and user-friendly for customers
- Allow wrapping one or multiple products in shopping cart.
- Ability to add gift card, personal message to each gift box.
- Allow customers to review paper style and gift card before wrapping.
- Extra fee is automatically added to orders with wrapping
- Update all orders in shopping carts automatically by Ajax.
- Easy management and configuration for administrators
- Allow admin to enable/disable gift-wrapping feature.
- Allow choosing the template for gift wrap.
- Enable to configure the maximum number of products in a gift box.
- Select products available for gift- wrapping by 2 ways: single or bulk.
- Easy to manage gift wrap style, gift card.
- Add preview images, prices to each gift wrap style, gift card.
- Review gift- wrapping information after purchasing easily
- Gift wrap allows wrapping information to be added to order, invoice and shipment, thus helping both administrators and customers review the details later. Administrators can

know exactly the wrapping style and which products are wrapped in shopping carts. It is also useful for admin to ship the order to customer.

- Others
- Open source 100%.
- Check key offline using RSA encryption.
- Easy to install and configure gift wrapping module for Magento.
- User-friendly interface.

## Membership Extension

Helps you create different membership packages with different fees and benefits. After paying the membership fee, customers may receive discounts for products assigned to each membership package they join in.

Create many membership packages

Set product, price, and duration for each package

Display "View membership price" on product page

### Features

Why should use Membership

How to encourage customers to buy more products from your store? One handy tip is to let them join a membership program which allows them to receive discounts for many products or get some for free after paying the membership fee. Membership extension adds the possibility for online stores to create partner programs. The installation is easy and administrators can manage members and packages effectively. Let's take a look at features of this extension to get further insights!

Values this extension brings to you

### Customer

- On a product page, visitors (haven't logged in) will see link "View membership price". A pop-up displayed price of the product under different packages will appear when they click on the link.
- Once purchased a membership package, customers will see products (under that package) displayed with new price
- Customers can view the information about the package they purchased and they can renew membership when it expires.
- Administrator
- Administrator can create partner programs with many packages, set price, duration for each package.
- Administrator can create groups of products which are given the same discount or free...using this Membership module.
- Administrator may view members, their packages and time they purchase a product.
- Others
- Open source 100%.
- Check key offline using RSA encryption.
- Easy to install and configure.
- User-friendly interface.

## Affiliate Plus extension

- Creates an Affiliate network to sell items for you and get commissions
  - Affiliates place and share your banners and links on their website, blog, social networks, emails...
  - Refer friends via emails, Facebook, Twitter, Google+.
  - Affiliate Coupon feature.
  - Run Multi programs with different commission rates, customer groups...
  - Pay affiliates per sales.
  - Easily manage affiliate accounts
  - Allows registering for affiliate programs.
  - Allows referrals to join in different affiliate programs.
  - Provides banners, script/code to place in referrals' websites, forum, blog post....
  - Ability to manage transactions related to their affiliate accounts.
  - Ability to manage withdrawals and sales.
  - Refer Friend feature
  - Able to send affiliate link to friends via email.
  - Allow affiliates to get contacts from Gmail, Yahoo Mail.
  - Affiliates can use social channels (Facebook, Twitter, or Google+) to share their links.
  - Affiliate Coupon feature
  - Allow affiliates to get Affiliate coupon and share it with their friends.
  - Invited customers are able to use coupon code to get discount when placing orders.
  - Administrators can easily configure coupon code.
  - Administrators are allowed to generate the coupon code pattern for affiliate accounts.
  - Administrators are allowed to edit coupon code for affiliate account.
  - Manage commission
  - Each affiliate program has its own commission (percent/ fixed/ tier commission on the referral purchase).
  - Commission is calculated based upon commission rate and sales via referral account.
  - Automatically adding commission to referral's account once a transaction is completed.
  - Ability to request withdrawal when his commission has reached the threshold of withdrawal.
  - For Admins (Click here for more information)
- 
- Enable to comfortably select which Affiliate programs are adaptable to your store Manage affiliate program
  - Ability to set different single commission/ tier commission rate for each program.
  - Allows running affiliate programs for certain products or categories and stores.
  - Allows setting affiliate program conditions by using rule-based system.
  - Manage referrals that joined the programs.
  - Manage transactions made via referrals in the programs.
  - Better welcome page with affiliate program listing.
  - Allow providing referrals Materials to introduce or explain your Affiliate program.
  - Manage banners
  - Assigns banners to affiliate programs.
  - Assigns links to banners.

- Allows using flash or images for banners.
- New layout for banner listing page: more professional and friendly.
- Manage accounts
- Sign up page for affiliates is separated from customer registration page.
- Affiliates must be approved by admin after registration.
- Allows administrators to view/edit account's information (name, email, balance, payment release level...).
- Ability to also view other information of accounts: affiliate programs which they joined, transactions and withdrawals.
- Manage Pay-Per-Lead
- Able to configure the commission paid for each action: account signup and customer subscription.
- View all leads on the system.
- View all leads of each account.
- Manage transactions & withdrawals
- View all transactions and their status.
- Update status of withdrawal once it is released.
- PayPal payment methods: Using API and Manual.
- Offer customers discounts/commissions based on % or fixed level of the purchase value of their referrals.
- View statistic
- Show statistics of the total sales number, commissions and transaction via affiliate accounts.
- Reckon the number of website traffics through affiliates and the increasing number of referral accounts.
- Provide corresponding charts with different types like pie, line...
- Build up reports of sales and clicks on referral links.
- Enable admin to select the statistic in different periods with specific information to easily track.
- Multi-store support
- Ability to manage particularly each store or commonly all stores.
- Banners may be saved for each store value and different from others in stores. Those also can be saved for all stores to utilize.

### **Others**

- Open source 100%.
- Check key offline using RSA encryption.
- Easy to install and configure.
- User-friendly interface.

## **Store Pickup Extension**

Lets customers choose a specific store from your chain of stores to pick up products during checkout

Create many stores, set addresses and opening time for each

Customers can select closet stores at appropriate time

Use Google map to locate store's address



## Why should use Store Pickup

When there is a chain of stores, customers obviously want to pick up the purchased products at the store which is closest to their location and at appropriate time. How can the store-owner make that happen? The answer is Store Pickup extension. When checking out orders, customers can select stores which are near their locations and also choose the time they want to come for pick-up. By this extension, site-owners can set up multiple stores, showing addresses and opening time of each store for the customers' ease of use. Values this extension brings to you

### **Common Features**

- Work as a standard shipping method.
- Easy installation and configuration.
- 100% open source.
- Support multiple languages.
- Professional store management
- Ability to add/edit/delete stores.
- Set addresses for each store.
- Allow to add contact information of store owners.
- Allow to add opening time of each stores so that customers can arrange time to pickup products.
- Allow to import store list from CSV file.
- Frontend features
- Locating store address using Google map: customers now can easily find the stores by Google map feature.
- Show Google map on the store-list page: customers can view all searched stores on the map.
- Show Google map on the checkout page: customers can select stores for picking-up by clicking into them on the map.
- You can add the link to the store-list page at different positions in your site: top link or footer link.
- Using store addresses for shipping addresses: when a customer selects a store for pickup, its address will be used for shipping automatically.
- Holiday management
- You can add holiday time for each store and notify customers that the store is not available for pick-up during those days.

### **Payment Association**

- You can integrate this shipping method with one or more payment methods. When a store is fixed with a payment method, only that payment method is available to customers.

### **Email Notification**

- Emails will be sent to store owners as notifications that customers want to pickup products from their stores. The emails let the store owners know the information of the orders, the products and the time of pick-up.

### **Others**

- Open source 100%.
- Check key offline using RSA encryption.
- Easy to install and configure.
- User-friendly interface.