
Magento Features List

Magento General Feature List

Features found in all Magento projects

Marketing, Promotions, and Conversion Tools

- Set related products, up-sells, and cross-sells
- Set promotional pricing for specific stores, categories, customer groups, or products
- Create flexible coupons for specific stores, customer groups, time periods, products, and categories
- Export coupon codes for offline distribution, email, newsletters, and more
- Track and report coupon usage
- Set multi-tier pricing for quantity discounts
- Get minimum advertised price (MAP) support
- Offer free shipping options
- Bundle products
- Create customizable category landing pages
- Show recently viewed and compared products
- Showcase new items with dynamic new product lists
- Save unpurchased items for the shopper's next visit with persistent shopping cart
- Create newsletters and manage their distribution
- Add Facebook, Twitter, and email links for sharing products

Search Engine Optimization

- Automatically generate a Google sitemap
- Create search engine friendly URLs
- Take full control of URLs with URL rewrites
- Create metadata for products, categories, and content pages

Site Management

- Control multiple websites and stores from one administration panel
- Define roles and permissions to control access to administrative features
- Use the content management system to create and easily edit pages and content blocks
- Choose from a wide variety of templates that are 100% customizable
- Get support for multiple languages and currencies
- Set tax rate based on location, product type, or customer group (i.e., wholesale vs. retailer)
- Use a Web Services API for easy integration between Magento and third-party applications
- Batch import and export catalog and customer information
- Add CAPTCHA functionality to help prevent automated software from attempting fake logins

Catalog Management

- Display simple, configurable (e.g., choose size, color, etc.), bundled, and grouped products
- Display virtual products
- Include downloadable/digital products with samples
- Define unlimited product attributes
- Create pre-defined attribute sets for quick product creation
- Easily manage inventory with support for backordered items
- Receive notification when inventory needs to be replenished
- Choose out-of-stock messaging and display options
- Define minimum and maximum product quantities that can be added to the cart
- Mass-assign a value to multiple products for batch updates to products
- Automatically resize images and include watermarking
- Use advanced pricing rules and get support for special prices, customer group prices, and tiered pricing
- Rewrite and redirect search results if customers are searching and receiving no results
- Moderate reviews and product tags
- Allow customer personalized products – upload images and text for monogramming, etc.

Catalog Browsing

- Filter products in categories and search results by price range, brands, color swatches, and other attributes with layered/faceted navigation
- View product category items in grid or list format
- View product comparisons with history
- Display a recently viewed products module
- Add breadcrumbs
- Define search synonyms to expand search results
- Add a popular search terms cloud

Product Browsing

- View multiple images per product
- Zoom-in on product images
- Include swatches to show colors, fabrics, and more
- Set related products, up-sell, and cross-sell
- Display stock availability
- Show pricing tiers
- Show product option selection
- Include grouped products view
- Include option to add product to wish list
- Add Facebook, Twitter, and email links for sharing products

Checkout, Payment and Shipping

- Use one-page checkout
- Use guest and registered user checkout
- Ship to multiple addresses in one order
- Add option for account creation at beginning of checkout
- Get SSL security support for orders on both front-end and back-end
- Save shopping cart
- Accept gift messages per order and per item
- Show tax and shipping estimates in the shopping cart
- Save credit card method for offline payments
- Authorize and charge upon shipment or checkout
- Integrate with multiple PayPal gateways
- Integrate with Authorize.net
- Accept checks and money orders
- Accept purchase orders
- Get additional payment extensions through Magento Connect
- Select PayPal Credit as a payment option
- Integrate shipping with label printing for all major carriers
- Receive real-time shipping rates from UPS, UPS XML (account rates), FedEx (account rates), USPS, and DHL
- Specify allowed destination countries based on shipping method
- Set flat rate shipping per order or item
- Set table rates for weight, price, destination, and number of items
- Provide free shipping
- Provide on-site order tracking from customer accounts

Order Management

- 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
- Enable customer service representatives to create orders and customer accounts, and update products and coupons in customers' shopping carts and wish lists
- Receive email notifications and RSS feeds with order status
- Create custom order status labels to track progress

Customer Accounts

- View comprehensive account dashboard
- Choose default billing and shipping addresses
- Include address book with unlimited addresses
- See order status and history
- Allow re-ordering from account
- View recently ordered items
- Include sharable wish list
- Manage newsletter subscriptions
- View product reviews submitted
- View product tags submitted
- Access downloadable/digital products

Customer Service

- Use Contact Us form
- Create and edit orders from the admin panel
- Provide feature-rich customer accounts
- See order history with status updates
- View order tracking from account
- Create customizable transactional emails for order status, account updates, password resets, and more

International Support

- Receive support for localization, multiple currencies, and local tax rates
- Receive support for accented characters and right-to-left text
- Get product with six translations (French, Dutch, German, Spanish, Portuguese, Chinese)
- All possible languages supported
- 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 validation²
- Use EU cookie notification to simplify EU Privacy and Electronic Communications Directive compliance

Analytics and Reporting

- Receive support for Google Universal Analytics
- Access the following reports through the admin dashboard:
 - 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 report
 - Total sales refunded report

Mobile Commerce

Responsive Design

- Quickly create a site optimized for any device using an included base responsive design reference theme
- The responsive design:
- Can be easily customized for a faster 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 optimize mobile sites
 - Enables customers to read notifications and promotional mailing on mobile devices through responsive emails and newsletters