
Magento Features List



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Magento® software unlocks a world of possibilities for merchants looking to grow their businesses online. Its flexible, open platform empowers merchants to create innovative shopping experiences that stand out from the competition, attract new customers, and inspire them to return again and again¹.

A rich, out-of-the-box feature set, combined with thousands of off-the-shelf extensions and a global ecosystem of expert partners ready to implement solutions, gives merchants a complete solution that can adapt and grow with their needs. It's no wonder that more than 240,000 sites worldwide trust Magento to power their online stores.

In this guide, learn why Magento is the eCommerce solution of choice for businesses of all sizes.

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 Edition Exclusive Features

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

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

Magento Enterprise Exclusive Features

Advanced features found only in Magento Enterprise Edition

Dynamic Marketing and Merchandising

Customer Segmentation, Targeted Promotions & Merchandising

Create personalized shopping experiences that boost conversion rates by dynamically displaying content and promotions to specific customers based on properties such as customer address, order history, shopping cart contents, wish list items, and more. You can also target unknown site visitors based on products viewed or items in cart.

Customer Attribute Management

Personalize sales and marketing efforts with advanced attribute management. This feature allows you to quickly and easily add new customer attributes such as gender, date of birth, alternate phone numbers, etc. These can be used to create new or more sophisticated customer segments for customized marketing campaigns and content.

Visual Merchandizer

Boost conversion rates and dramatically cut the time it takes to optimize product category pages with a suite of tools to easily and visually manage product merchandising. Manually position products using a simple drag-and-drop interface, set “hero” products that are always placed at the top of a category, or use automated sorting rules to organize category pages to feature best sellers, highest-margin products, newest products, and more. Also, save time by using Visual Merchandiser to automatically assign products to categories based on pre-set rules, to clone categories, or to create dynamic categories, such as “new products” or “on sale items” based on product attributes.

Dynamic Rule-Based Product Relations

Set automated rules to determine which products to present as up-sells, cross-sells, and related products to different customer segments. Rules are easily administered through a condition-based tool. This allows you to effortlessly target specific product suggestions to encourage additional purchases and higher average order values.

Solr Search

Magento Enterprise Edition integrates with Solr, a standalone, enterprise-scale search server to provide improved search performance and relevancy. Solr can identify and offer suggestions for customer misspellings, support synonyms and stop words, and use attribute weighting in search results. It can also generate search results for layered navigation.

Automated Email Marketing Reminder

Increase sales by automating email reminders to customers with abandoned shopping carts and wish lists. Email reminder campaigns can be triggered based on a wide variety of conditions, such as time since a cart or wish list was abandoned, the total cart value, or specific items in the cart. You can also include coupon codes in the email reminders to encourage shoppers to return to your site.

Content Management System

Magento Enterprise Edition includes CMS enhancements to help you create content that distinguishes your store from your competition, increases your visibility to search engines, and provides support to your customers. The CMS includes a WYSIWYG editor and page hierarchy system to organize content pages and add pagination, navigation, and menus. Create multiple versions of a page, track the revision history of each, and restore previous versions. You can also set permissions to control who can create and publish content.

Category View and Purchase Permissions per Customer Group (Limited Catalog Access)

Manage the products and categories that can be viewed and purchased by each customer group. B2B businesses use this feature to offer custom sets of products to different accounts.

Increased Customer Loyalty

Rewards Points

Build shopper loyalty through special reward programs. Points can be awarded for purchases, registering for a customer account, newsletter signups, product review submissions, and more. Redemption rules are configurable so you can set caps on the number of reward points that can be accrued and determine when reward points expire.

Store Credits

Create store credits and tie them to customer accounts. You can also refund orders for store credit or virtual gift cards to be used toward future purchases.

Multiple Wish Lists

Customers can save products to multiple wish lists and copy or move items between lists. They can make their wish lists public so they're searchable by anyone, and you can review these lists to learn about their wants and needs.

Gift Registry

Enable customers to create gift registries for special occasions such as new babies, weddings, and birthdays. Automated emails and registry search boxes make it easy for friends and family to access the registry. You can keep track of all items purchased, view the quantities remaining, and send updates to the registry owner when new items are purchased.

Gifting Options

Allow customers to purchase physical and virtual gift certificates/cards for your store. Increase the average order value with gift-wrapping for individual products or complete orders during check out. Your administrators can easily configure applicable pricing and taxes for gift-wrapping options.

Private Sales

Offer exclusive shopping experiences for your most valuable customers with a private or flash sale site. You can control how long private sales last and who is invited to participate, as well as boost interest by allowing customers to invite their friends to join in and by displaying a countdown timer showing time remaining until the sale is over.

Add to Cart by SKU

Streamline the ordering process, especially for B2B customers, by enabling them to enter a list of SKUs without having to go into product pages. This simplifies large orders, recurring orders, and ordering based on offline catalogs.

Configurable Order Tracking Widget

Customers can track the status of existing orders and returns without logging in to their account.

Powerful Performance and Scalability

Full Page Caching

Serve all visitors complete category, product, and CMS pages directly from the cache (excludes personal information). This generally improves server response times and reduces load, which enables you to offer a faster shopping experience and handle more customers with your existing infrastructure.

Optimized Indexing

Increase the speed of indexing with little to no impact to the customer's shopping experience. This makes it easier to add and update products more frequently while ensuring that URLs, promotions, navigational menus, and product search tools are always up-to-date. Incremental indexing reduces the need to perform a full re-index as most indexing operations are automated.

Scalable Backend Systems

Increase productivity with a Magento Admin that can support more users and concurrent product updates.

Support for Alternate Media Storage – CDN and Database

Media files can be stored in a database on a database server or on a content delivery network (CDN), as opposed to storing them on the file system of the web server. This leads to quicker page load times and less activity on the server.

Order Archiving

Archive orders after a configurable time period to increase store performance and provide efficiencies in store management. Orders are still available to both admin users and customers after they're archived.

PA-DSS Certification/Payment Bridge

Magento Secure Payment Bridge is a PA-DSS certified payment application that enables you to efficiently achieve PCI compliance with minimum cost and effort. Customers are able to securely save their credit card information for future transactions³.

Extensive Management Tools

Return Management Authorization (RMA)

Use RMA to make returns more efficient for your business and your customers alike. Shoppers can request a return directly from your store, and you can process the request and authorize returns, exchanges, refunds, and store credits conveniently in your admin panel. Once a return is authorized, an email is automatically sent to the shopper with instructions for returning the product and printing the shipping label. This is fully configurable in the admin panel.

Advanced Permissions

Create multiple administrative roles to control who can view and edit product prices and promotions. You can also restrict admin access to a specific site, or set of sites, and their associated data if sites for multiple brands or business units are run on the same Magento instance.

Staging, Merging and Rollback of Content

Create a staging site to test new content, categories, product information, promotions, and more. Content can be merged to the live site after approval, either on-demand or according to a schedule.

Google Tag Manager

Use Google Tag Manager to easily add tracking tags to a Magento site for audience measurement, personalization, search engine marketing, retargeting, and other marketing programs. You can manage tags on your own with an easy-to-use web interface that accelerates time to market and enables more accurate data collection. Google Tag Manager can also be used to directly transfer data and events to Google Analytics Enhanced Ecommerce and other third-party analytics solutions for deeper business insights.

Support Tool

Generate a comprehensive system report detailing the Apache version, MySQL settings, extensions in use, database corruption status, and much more so that support teams can access information needed to quickly diagnose and resolve technical issues

Scheduled Import/Export Functionality

Import and export product catalog data either locally or from remote FTP servers. You can configure for error handling, status reporting, and backup.

Logging of Administrator Actions

Track and review all administrators' backend activities with the ability to see each action, name of the user who performed it, whether it was a success or failure, and the date.

Strong Data Encryption, Hashing and Key Management

Magento Enterprise Edition includes strong data encryption based on AES-256 and hashing based on SHA-256. It also offers a more secure admin panel login process with stronger password requirements and account lockout to limit password guessing. You can easily manage and update database keys.

Magento Mobile Software Development Kit (SDK)

Significantly reduce development effort and time to market when creating custom iOS and Android applications using the Magento Mobile SDK. The SDK includes a complete library of resources, an API to connect the app to a Magento store, and support for all key Magento features. It also offers fully functioning iOS and Android sample apps that can be customized to accelerate development.

1. Magento is a registered trademark of Magento and/or its affiliates. Other names may be trademarks of their respective owners.
2. 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.
3. The Magento Secure Payment Bridge complies with Payment Card Industry (PCI) Payment Application Data Security Standards (DSS). Magento Enterprise Edition software, out of the box, does not store or transmit unencrypted credit card data.