PRESTASHOP

The Best E-Commerce Experience

PrestaShop is a FREE and Open-source software dedicated to the advancement of online merchants. With over 125,000 online stores, successful merchants are always at the forefront of every new development. PrestaShop contains over 310 features and continually growing. All features are 100% free and can be installed and uninstalled in one-click. Don't see something you want? No problem. PrestaShop can accommodate everyone. Simply contact a team member and provide some suggestions. PrestaShop is committed to providing the best shopping cart experience for both merchant and consumers.

FEATURE LIST

Catalog Management

Manage a dynamic product list through the PrestaShop back-office. Whether the shop has one product or thousands, this incredible administrative interface lets merchants manage the most complex inventory easily and update with a single click. Import and export quickly, set attributes, sort products, bulk discounts, and much more. Managing products has never been easier with PrestaShop.

• Choose product states
• Upload CSV files of products
• Create catalog mode
• Bulk uploads
• Select products unavailable
• Layered navigation
• Display unit prices on products
• UPC code management
• Inventory archives
• Restocking notices
• Minimum purchase quantity
• Unlimited categories and subcategories
• Unlimited attributes (sizes, colors, etc.)
• Unlimited product combinations
• Automatic combination generator
• Unlimited product characteristics
• Catalog reminders (empty pages, inactivated products)
• Segment product categories to specific groups.
• Product and accessory packs
• Quantity discounts in percentage
• Quantity discounts by fixed amount
• Product references (ISBN-EAN13)
• PDF invoices and delivery slips
• Upload manufactures product list
• Manufacture management
• Supplier management
• Customize products individually or in bulk
• Cross selling
• Filter product by attributes, search term, or statistical data
• Edit product tags
• Return management
• Report of products added to wishlist
• Sell downloadable products: MP3's, software, etc.
• Export orders and invoices

Product Displays

Display products in a unique way and provide customers with numerous options to view their desired products. Providing multiple views will help boost conversion rates. Merchants can reduce customer doubt by putting them at ease with zoom in features and multiple product views.

• Compare products
• Add products to a wishlist
• Send wishlist by e-mail
• "Send to a friend" option
• Unlimited pictures with automatic resizing
• Multiple pictures per product
• Zoom-in on product photos
• Watermark on product pictures
• Quick product search
• Customer comments on products
• Customer reviews
• Alias search
• Ajax search
• Double price display: with or without taxes
• Choice of number of products to display per page
• Out-of-stock e-mail notifications
• Display available quantities
• Layered navigation
• Sort products by relevance, price, etc.
• Printable product pages
• Attach documents to products (user guides, etc.)
• Display products in the same category
• Export products to major search engines
• Multi-tier pricing
• Build product attributes
• Bookmark products
• Product page stats: Last purchased date
• Display cart content
• Display product categories

Site Management

Manage a site easily using PrestaShop. Business owners can enjoy editing content, managing product displays, and changing languages all through the back office. PrestaShop has a one-click upgrade to keep a store running at the latest version.

• Control multiple stores via one back-office

- Customize the store without modifying the core
- Store locator
- Layered navigation
- Customize informational pages through a CMS
- Customize homepage pictures and content
- Turn modules on and off with one click
- Add unlimited modules to front office and back office
- Display featured products on homepage
- Insert advertisement banners
- Customize product displays
- Multiple recipient contact form
- Customer breadcrumb trail
- Display best sellers
- Highlight available payment means
- RSS feed block
- Test a new page before launching
- Quick product search
- FIA-Net certification label
- Trusted Shops label
- eKomi label
- Promotions display box
- Footer links
- RSS feed subscription
- Newsletter subscription box
- Display of complete customer account
- Display of suppliers
- Bookmark products in one click
- Display resource links
- Leal notices
- Choose currencies
- Database back-up
- Subdomain management
- Choose languages
- Disable content pages
- Maintenance mode
- Authorize specific IP addresses while in maintenance mode
- Use multiple logos
- Replace photos
- Edit a theme from the front office
- Easy customization of templates
- Module to import shops
- Compatible with all web browsers

- Customizable favicon
- Integration with a CRM or ERP (Webservice)
- Help feature in the back office
- Customize shortcuts in the back office
- Back office universal search
- Text editor
- Manage exotic type faces
- SMTP E-mails: send e-mails via a contact form, etc.

Search Engine Optimization
One of the best forms of marketing is search engine marketing. Optimize a site and ensure major search engines are indexing the store. Simply through placing high trafficked keywords in site tags, a store can be placed on the first page of Google! Discover countless possibilities with increased online traffic.
- Search engine friendly
- URL re-writes
- Dedicated URL for each product
- Google sitemap
- Auto generated site map
- Automatic robot.txt files
- Automatic .htaccess files
- Permalinks
- Edit product tags
- Title tags, meta tags, meta description, etc.
- W3C Compliant
- RSS feed
- Tag cloud
- Reduce load time of products
- Canonical URL: preventing duplicate content

Checkout
An effective checkout page will push conversion rates through the roof! PrestaShop offers a one-page checkout among other features. Merchants can customize fields to gather certain information. From design to shipping, PrestaShop checkout process makes purchasing easy for customers.
- One page checkout
- Guest checkout
- Renew an order in one click
- Customize order statuses
- Predefined order messages

- Set minimum order amount
- Order products out-of-stock
- PDF invoices and delivery slips
- Special offers
- Ajax cart
- Ability to upsell
- Gift wrap
- Billable gift wrap
- Saved shopping cart configured via expiration time
- Place sales conditions at checkout
- Automatic form filling with ReversoForm

Shipping

PrestaShop allows flexible shipping modules and is fully integrated with major carriers. Provide customers reliable shipping options and the ability to include custom messages. Control logistics such as, fees, weight, shipping restrictions and more from the back-office.

- Unlimited shipping carriers
- Unlimited destinations
- Shipping discounts
- Restrict carriers to zones or states
- Package tracking
- Email notifications of delivery statuses
- Store pick-up
- Handling charges
- Ability offer delivery fees
- Fees by price or weight
- Separate billing and shipping addresses
- Estimates for postal charges
- FedEx, USPS, UPS, Canada Post, etc.
- Carriers' prices comparison with Envoimoinscher
- Shipping with Mondial Relay
- Courier delivery with Dejala
- La Poste So-Colissimo

Payments

PrestaShop is integrated with numerous payment options and business owners can install a desired payment option with one-click. Ensure payment is received and customers are comfortable providing their information.

- Authorize.net
- PayPal pre-configured

- Moneybookers/Skrill pre-configured
- Google checkout
- DIBS
- Hipay
- Ogone
- PaysafeCard
- Allied Wallet
- Klarna
- Set pricing rules
- Taxes set by country, state, county
- Unlimited payment options, including check and bankwire
- Filter payment by country or currency
- Filter payment by customer groups
- Payment upon delivery (COD)

Marketing

PrestaShop offers a variety of marketing and promotional tools built in. A successful merchant is the key to PrestaShop's growth and guaranteeing effective marketing tools will build a path for online success.

- Videos with Treepodia
- E-mailing with Mailjet
- Retarget your visitors with Critéo
- Google Adsense
- Export product to major search engines with Shopping Flux
- Export product to Twenga
- Export product to eBay
- Automated follow-up email
- Newsletter subscriptions
- Loyalty programs
- Refer-a-friend program
- Bundle products
- Recently viewed products
- Coupons and vouchers
- Integrate Google Adwords
- Affiliate programs
- Product presentation videos
- Postage coupons
- Promotional tools
- SMTP e-mails

Customer Log-in

Customer satisfaction is key to keeping customers loyal and increasing sales all year around. Provide customers with an easy check-out through their own personal account and tailor messages to their needs.
- Customer log-in
- Customer accounts
- Ability to send messages via a customer account
- Manage returns
- Online chat with iAdvize

Translations

PrestaShop is a global community and is proud to have community members in over 150 countries. A single store can be translated in 41 languages. Offering various translations will improve user experience and overall sales.
- Numerous translations available. Over 41
- Geolocation
- Customers can choose desired languages
- Import and export language packs
- Online translation tools

Security

Make customers feel secure about shopping online. A secure connection is critical to begin accepting payments. From PCI to SSL compliance, PrestaShop comes equipped with everything a merchant needs to be secure.
- Fia-Net order analysis
- Multiple users
- Set security permissions for users
- Maintenance mode
- PCI compliant
- SSL compliant
- Secure back office
- Set password expiration
- Password and cookie encryption
- Resistance to attacks as XSS, CSRF, SQL injections, distant inclusions, path transversal
- E-mail header injections blocked
- Passwords encryption in database
- Cookies encryption
- Blocking repeated attempts to recover passwords
- Online fraud tracking with Secuvad

Localization/Taxes

PrestaShop's advanced tracking system can detect where a customer is located and calculate taxes or promotions set by the merchant. Additionally, configure exchange rates and let customers choose their preferred currency.
- Unlimited taxes
- Address format according to country
- Unlimited currencies
- Exchange rates synchronization
- Taxes per state, county, or country
- Timezone set by location
- Currency formating
- Configure Eco Tax

Analytics & Reporting

Reporting is key to tracking and optimizing performance. Merchants must monitor sales and visitor interactions to understand what efforts are working and which have room for improvement.
- Export newsletter lists
- PrestaShop update notifications in the back office
- Track visitor activity
- View customer profiles
- Order and sales reporting
- Affiliate statistics
- Newsletter statistics
- Google carts visualizations
- Integrated with Google Analytics
- Keyword reports
- "Pages not found" management
- Geolocalization
- CPC management
- Searches in the shop
- Carrier statistics
- View best suppliers
- Best performing categories, coupons, products, etc.
- Conversion rates per category
- Customer interaction statistic

NEW FEATURES IN PRESTASHOP 1.5

Multi-store management

With options for multiple currencies, multiple languages and multiple domains, multi-store management will be complete, efficient and integrated into PrestaShop. Multistore will allow any merchant, regardless of its size to manage multiple stores from a single Back Office.

- Centralized management of multiple stores in a single back-office
- Shop by catalog management and group of shops
- Shop by theme graphic
- Duplication of import shop with customizable configuration of another shop
- URL shop by taking into account the preferences (language, currency, root category...)
- Allocation of carriers by boutique
- Stock split or separate into a group of shops
- Commands and shared baskets or in a separate group of shops
- Accounts receivable divided or separated into a group of shops

Improved Back Office

With an improved, ergonomic back office and an updated graphical layout and design, it will be even more pleasant and convenient to manage your shop daily. The new Back Office also respects the MVC pattern to allow developers to quickly make customizations.

- Completely redesigned layout
- Increased functionality
- Easy customization available
- Very easy to use and navigate
- Extremely user friendly

Improved/Redesigned Front Office

The customer experience will be improved, including the order process and the most comprehensive product descriptions, as well as a more attractive basic home page.

- Complete redesigned, modern basic template
- Promotes a much more friendly user experience
- Easy theme installation
- Layered Navigation
- Updated product search tools
- Enhanced footer
- Large Graphic displays on default Home Page

New modules API

For new APIs, the structure has been revised to help you simply and efficiently manage updates to all of your modules. The API's will now automatically check to ensure you always have the latest versions of each module.

- Improved presentation and management modules and modules favorites
- New API modules for automatic notifications of updated modules and retrieval easier the modules purchased in the Add-ons store
- Improved management system allowing access rights to employees to allow access permissions to be granted for each module.

Improved After-Sales Service

The integrated customer service feature has been being greatly improved to centralize all of your messages from different sources. You will no longer struggle to find a message through multiple areas of your shop and email. They will all be combined into a single tab.

- Centralized messages
- Easy navigation
- Organized Presentation
- More personal customer experience

Cart pricing rules

With PrestaShop v1.5, merchants can offer discounts on items in your customers' cart. This is a convenient way to make promotions stand out to your customers (For example, buy two items get one free, etc…)

- Promotion rules customized by individual products and its category
- Defining the parameters of promotion, duration, method of calculation (amount or percentage)
- Product line with customizable gift
- Free shipping with cart and carriers threshold amount set
- Specific product in the basket
- Store promotion, selection of shops
- Prioritization of promotion rules Cart
- Promotion by customer, customer group
- Promotion by brand, supplier, attribute
- Promotion by country
- Combination, accumulation of rules and on / off promotion rules
- Automatic application of rules directly to the basket

Updated 1-Click from versions 1.3 and 1.4

Those already using PrestaShop to fuel your e-commerce dreams will be delighted to know how easy it is to upgrade your current store. PrestaShop's core developers have spent countless hours designing a "1-click upgrade" module that, when installed in your back office, will allow any current PrestaShop merchant to update their store to v1.5 with effective ease and efficiency.
- Backup of the database and any files
- Automatic update to the latest version of PrestaShop
- Possibility for rollback, in case errors occur during upgrade
- Recovery of customized translations is now easier than ever

Improved inventory management, supply orders, product returns and partial deliveries

For greater efficiency, PrestaShop v1.5 includes an inventory management tool allowing merchants to discern your physical stock and your available quantities. You will be able to manage your physical stock in various warehouses, generate supply orders and have a view of your inventory through clear and specific interfaces. This inventory management tool will be natively compatible with the new multi-store feature. Finally, for flexibility in managing customer orders, partial deliveries will now be available.
- Notion of physical inventory and quantity available for sale
- Inventory tracking by product and variations
- Automatic proposal of stock on the packs, the following quantities of each product pack
- Alerts in case of out of stock close (configurable)
- Inventory valuation (PMP, FIFO LIFO) for a currency

Editing commands in Back Office

The editing commands in Back Office have been optimized and relaxed. You will be able to modify shopping carts or products already ordered. You'll also be able to place orders from the Back Office, allowing you to help customers make purchases on your site (e.g. when they contact you by phone).
- Creation of client's in the Back Office allowing merchants to search by name for existing customers
- Link sent to the client for payment with all command parameters already registered
- Creation or application of discount codes
- Adding and removing products and versions (for references or names)

Improving the management of downloadable products

We have made selling downloadable products (photos, music, computer files, etc...) easier. You will be able to manage the variations of products and can even create packages of multiple downloadable products. The file upload process is also improved in order to quickly put your products online.
- Multiple downloads available
- File upload is much faster and easier to use.
- Variations management
- Customized promotional rules

New shop installer

We're making installing your PrestaShop store a breeze. Now you'll have the option to download only what you need (language, taxes, etc...). The installation process is being optimized so you can receive a performance shop specifically tailored to your needs.
- Improved installer theme
- Improved installer PrestaShop, more flexible

Rewriting of the core

Major parts of PrestaShop's core software have been rewritten to meet the MVC pattern and the object paradigm. This will make it even easier for all developers using PrestaShop.
- Refactoring MVC of the heart: Treatments moved to be more generic and usable in different contexts. The code is reusable and better placed.
- Dispatcher: All pages are now routed through a single page, to centralize the treatment and have better control over URLs, access, etc... The code now is cleaner and more readable.
- Establishment of a Registry: Global variables used are replaced by a system based on the Registry design pattern. Improves the robustness and can more easily manage the different contexts for the same treatment

Performance and technical tools

- Support APC and XCache caches (in addition to Memcache)
- Support of PDO / mysqli: improves performance and security scripts
- SQL Manager: run and save queries SQL select directly from the back office with an assistant providing the tables and fields possible, view the results and export them
- Change engine generating PDF documents: Using TCPDF which

generates PDF documents from HTML templates. Personalization of PDF documents is simplified PrestaShop

Improved localization packs and taxes: adaptation to the majority of countries and their specific laws
• Improved tax management taking into account local
• Automatic configuration of taxes to the installation of the shop
• New tax system by ZipCode for North America