



## A Web Store to Suit Your Business Needs

**Reflect your brand.** Use prebuilt templates out-of-the-box or customize your own cascading style sheets (CSS) templates or HTML pages.

**Custom catalogs.** Easily create custom catalogs with the same items for different customers with real-time pricing, inventory updates and negotiated prices.

**Target.** Analyze traffic, average order value, conversion ratios and more to optimize your site and increase sales. Retarget shopping cart abandoners with automated emails.

## Self-Service Account Management

**Sign in/sign up/forgot password.** Enable account creation, returning customer sign-in and password reset.

**Order history.** Provide access into online order history and order status with tracking links; enable customers to reorder items from order history.

**Profile management.** Give customers the capabilities to manage personal information and email preferences.

**Address book management.** Shoppers can manage multiple shipping and billing addresses.

**Credit card management.** Allow customers to store and manage credit cards.

**Returns.** Enable self-service returns management that allows shoppers to initiate an online return authorization.

**Case management.** Enable customers to submit questions or support queries, directly to your support desk.

## Purchasing and Payments

**Pricing, terms and credit limits.** Set different pricing levels for the same item for different customers. Give customers their own negotiated prices, volume discounts, terms and credit limits.

**Go global.** Sell globally with support for multiple languages, currencies, taxes/VAT, subsidiaries, international shipping prices and customs documentation.

**Flexible checkout flow.** Create multiple or single-page checkout flows.

**Secure shopping.** Provide security with integration to common payment gateways for real-time credit card processing with PCI DSS compliance and multi-level fraud protection.

**Guest checkout.** Allow shoppers the flexibility to check out without registration.

**Multiple payment options.** Offer customers payment options including credit cards, coupons, gift certificates and invoicing based on balance and credit limits.

**PayPal.** Shoppers can pay via PayPal within the checkout flow.

**Saved addresses and credit cards.** Save credit cards, shipping and billing addresses to provide faster checkout experiences.

**Shipping management.** Seamless integration with UPS, FedEx and other carriers allows you to print shipping labels, generate customs documentation and automatically send out tracking numbers.