

PrestaShop E-commerce Features

Product Management

- **Catalog Management** - Easy to manage products, categories, attributes, features, and more.
- **Product Comparison** - Allows customers to compare multiple products side-by-side.
- **Stock Management** - Advanced stock management tools, including supplier and manufacturer management.
- **Digital Products** - Supports the sale of downloadable products such as e-books, software, etc.

Sales and Marketing

- **Promotions and Discounts** - Create coupon codes, discounts, and promotional campaigns.
- **SEO Optimization** - SEO-friendly URLs, meta tags, and other tools to help improve visibility on search engines.
- **Email Marketing Integration** - Integrate with email platforms to automate marketing campaigns.
- **Affiliate Programs** - Manage affiliate programs to boost sales through partnerships.

Checkout Features

- **One-Page Checkout** - Streamlined one-page checkout process to reduce cart abandonment.
- **Guest Checkout** - Allows customers to checkout without creating an account.
- **Secure Payment Gateway Integration** - Supports numerous payment solutions including PayPal, Stripe, and local providers.
- **Multi-Currency Support** - Accept payments in multiple currencies.

Shipping and Logistics

- **Shipping Options** - Configurable shipping rules and partnerships with major carriers.
- **Geolocation** - Automatically detect customer location to manage taxes and shipping costs.
- **Carrier Comparison** - Compare different shipping carriers and prices within the dashboard.

Customer Relationship Management (CRM)

- **Customer Accounts** - Detailed customer profiles and account management options.
- **Order and Return Management** - Track orders, handle returns and exchanges efficiently.
- **Customer Service Interface** - Built-in tools for handling customer inquiries and support tickets.

Analytics and Reporting

- **Dashboard Analytics** - Comprehensive dashboard with insights into sales, customers, and inventory.
- **Sales Reporting** - Detailed reports on sales, revenue, profit margins, and customer activity.
- **Product Analytics** - Monitor product performance, stock levels, and customer preferences.
- **Marketing Effectiveness** - Evaluate the success of marketing campaigns and promotional efforts.

Security Features

- **SSL Compatibility** - Support for SSL certificates to secure checkout and user accounts.
- **Data Encryption** - Encrypted data transmission to protect sensitive customer information.
- **PCI Compliance** - Adheres to Payment Card Industry Data Security Standards when configured properly.
- **Regular Updates** - Frequent updates to address security vulnerabilities and add new features.

Mobile Optimization

- **Responsive Design** - Themes are mobile-friendly, ensuring a good shopping experience on all devices.
- **Mobile Apps** - Possibility to integrate with mobile apps for iOS and Android for better mobile accessibility.
- **Touchscreen-Friendly** - Optimized for touchscreen navigation on tablets and smartphones.

Internationalization and Localization

- **Multi-Currency and Tax Management** - Handle various currencies, automatic tax calculations, and local tax rules.
- **Localization Packs** - Pre-configured packs for different countries including taxes, languages, and currency settings.
- **International Shipping** - Set up shipping rules and fees for international destinations.

Extensions and Integrations

- **Module Marketplace** - Access to a wide range of modules and plugins that extend functionality.
- **API Access** - Robust APIs for integration with third-party services and systems.
- **CRM and ERP Integration** - Seamless integration with popular CRM and ERP systems.

Store Management and Performance

- **Multi-Store Management** - Operate multiple shops from one admin panel with shared or separate customer bases.
- **Performance Optimization** - Tools to improve loading speed and performance optimization options.
- **Backup and Data Recovery** - Options to regularly backup store data and recover from data loss situations.

User and Permissions Management

- **Access Control** - Define permissions and roles for staff to manage store operations.
- **Employee Profiles** - Create specific profiles for employees with varying levels of access.
- **Audit Trails** - Track employee actions within the backend to maintain operational security.