

# Magento Commerce 2.4

The world's leading commerce cloud platform.



## Sell more, Spend Less

Imagine what your business could achieve with an eCommerce platform that drives 3X faster growth, with the industry's lowest total cost of ownership (TCO), while supporting your B2B and B2C needs, all from the convenience of a single platform. Magento Commerce boasts a deep feature set and a global network of experts, partners, and developers. Together, you can create powerful shopping experiences that captivate customers and boost your sales. Getting to market is fast and easy, and with an all-in-one cloud solution, you never need to worry about site performance, uptime or maintenance, as we take care of it for you. And working smarter and faster has never been easier, with management and merchandising tools your team will love.

These Companies Put Their Trust in Magento Commerce



### **Gartner** A leader for third year in a row

Gartner 2019 Magic Quadrant for Digital Commerce

### **FORRESTER**

Adobe Named a Leader in The Forrester Wave™: B2C and B2B Commerce Suites

### **#1** Platform

2019 Internet Retailer U.S. Top 1000

# Key Features

## Engage customers with powerful shopping experiences

- Craft unique experiences with easy-to-use drag and drop content and merchandising capabilities.
- Deliver seamless shopping across devices with our mobile-ready, responsive themes and Progressive Web Apps.
- Engage every shopper across your storefront with A.I. powered Product Recommendations.
- Segment and target shoppers with personalized content, promotions, and pricing.
- Fulfill customer orders the way they want with pick-up-in-store.
- Build customer loyalty with reward programs, gift registries, and private sales.
- Streamline purchasing with Instant Purchase checkout and flexible payment options.
- Excite customers with engaging images from Adobe Stock without leaving your Magento Commerce instance.

## Enjoy exponential growth

- Expand your business by efficiently managing multiple B2B and B2C sites from one interface.
- Sell anywhere in the world with a global cloud platform built for multiple languages, currencies, and tax policies.
- Grow your revenue by seamlessly selling and distributing on Amazon.
- Support new business models, including subscriptions, digital goods, services, and more.

## Turn data into insights that drive value

- Uncover insights with powerful data management features including data warehouse and visualization tools.
- Gain a 360-degree view of your data with a single control panel and data repository.
- Enhance your ability to analyze KPIs like conversion rates, AOV, CLV, and Retention.
- Shared reporting and analytics with up to 100 best practice commerce reports & dashboards.

## Boost productivity with smarter, faster operations

- Easily keep your site fresh with content staging, preview, and scheduling capabilities.
- Improve operations by managing inventory across multiple physical locations.
- Optimize content and product categories with visual merchandising tools.
- Manage every aspect of your store with intuitive, customizable control panels.
- Streamline design and asset management workflows in a Media Gallery integrated with Adobe Stock.
- Help customers find the right products, troubleshoot issues or make purchases on their behalf with seller assisted shopping.
- Support B2B buying with company accounts, customer-specific pricing, approval workflows, quoting, and quick ordering options.

## Perform and scale for rapid growth

- Gain enterprise grade reliability and availability with up to 99.99% uptime.
- Accelerate site performance with Magento Commerce-optimized hosting and global CDN.
- Spin out new stores and manage peak traffic with ease with Magento Commerce cloud elastic scalability.
- Develop and launch on the world's leading clouds: AWS and Azure.
- Serve customers on all digital touchpoints with a headless architecture and GraphQL storefront APIs.

## Get to market faster

- Team up with the global Magento Commerce partner network for fast, affordable development.
- Quickly extend your capabilities with bundled extensions from dotdigital, Amazon Pay, Vertex, Klarna, Braintree, and Yotpo.
- Access virtually any capability with off-the-shelf extensions from the Magento Marketplace.
- Simplify implementation with all-in-one licensing, hosting, and support services.

## Capabilities

- |                              |   |                                |
|------------------------------|---|--------------------------------|
| • 24x7 technical support     | • Product recommendations powered by Adobe Sensei | • Order & returns processing   |
| • Visual merchandising       | • Coupons & promotions                            | • Customer accounts            |
| • Content management         | • Cross-sell & upsell                             | • Reward programs & registries |
| • Content staging & preview  | • Marketing automation                            | • Inventory management         |
| • Search engine optimization | • Mobile commerce                                 | • Business intelligence        |
| • Elasticsearch              | • Paypal, Braintree, Amazon Pay & Klarna          | • Native B2B functionality     |
| • Layered navigation         | • Local tax & currency                            | • Multi-cloud hosting          |
| • Segmentation & targeting   | • Multiple shipping options                       | • Multiple shipping options    |
|                              |   | • Headless Architecture        |

