## Marketing

## **Overview**

The platform provides a wide range of tools to form a **marketing strategy**. From basic elements such as public branding using themes and pricing strategies to more complex such as promotions, targeted content and customer specific pricing. Each element plays crucial role in contributing to customers' overall experience.



## **Business tools**

- Regular, sale, multi-buy and seasonal price lists and taxation configuration
  Price rules SaaS for price generation automation
  Product, order and shipping promotions and customer tagging
  Product recommendations and associations
  Targeted content and seasonal themes
  Branding themes
  Multi language and multi currency support