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