

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