



**From idea
to success**

PrestaShop is the leading ecommerce platform in Europe and Latin America. It helps companies to develop their online sales in order to achieve their goals.

Based on an open source model, PrestaShop allows merchants to operate their ecommerce project anywhere in the world, benefiting from a solution that can be fully customized and adapted to each market – a solution that has already enabled all of our 300,000 stores to generate more than 22 billion euros in sales in 2020.

Today, a PrestaShop store is created every 4 minutes somewhere in the world and each of these stores tells a story.



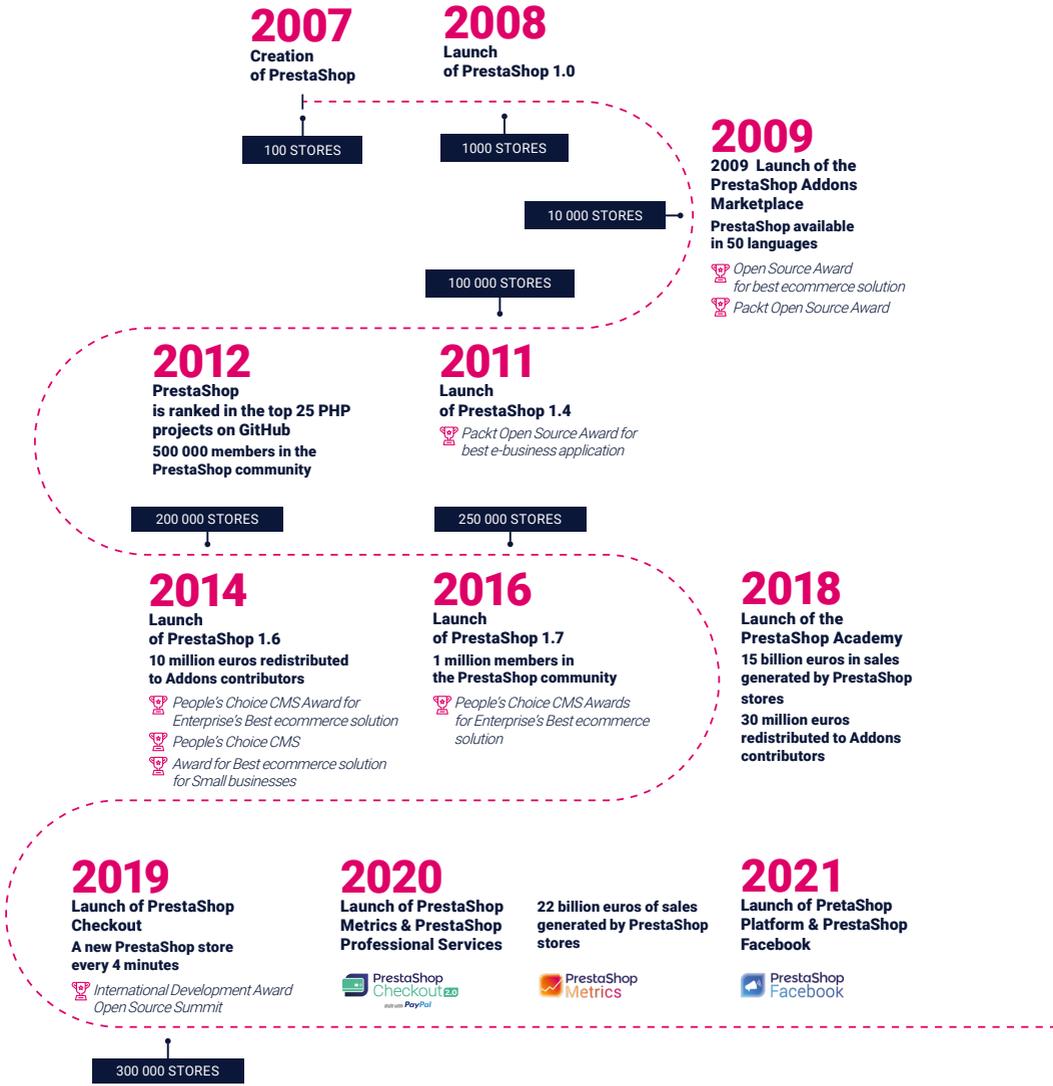
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“PrestaShop has been our ecommerce ally since the beginning. Why? Because it corresponds to our needs – flexible and powerful solution – and to our values because it is made in France”.

LABORATOIRES DE
BIARRITZ
FRANCE

Dimitri Cazenave, Digital Manager

Turn an idea into a business, a project into a success story



3 good reasons to choose PrestaShop



| FREEDOM

Open Source

Supported by **contributions**, knowledge sharing, and rich and innovative open source technologies, **PrestaShop software is constantly evolving.**

| ERGONOMICS

User Friendly

Real operational advantage, PrestaShop software is usable by all: beginners as well as experienced in ecommerce benefit from **an ergonomic and functional interface for a quick and efficient adoption.**

| SUPPORT

Community

Passionate about the web, ecommerce, code and open source, **the PrestaShop community, based on mutual aid, is one of the largest active communities in the world.**

PRESTASHOP 1.7

The platform that gives you the freedom to shape and carry your ecommerce site to the height of your ambitions.

I ROBUSTNESS

Use a powerful and reliable platform

Rely on software that is constantly checked and updated for security to provide you with quality code. It is also a platform capable of supporting thousands of products simultaneously and managing large traffic peaks (private sales, multi-store, B2B, blog, etc.).

I OPENING

Choose an open source solution

The source code of the software is publicly available. This openness fosters cooperation and continuous contribution from a community of experts and enthusiasts with each new release.

I CUSTOMIZATION

Create a site with a unique style

Define your store and its look and feel freely with a large choice of themes and modules available on the PrestaShop marketplace.



I GROWTH

Your business grows, **your store adapts**

PrestaShop software has been designed to adapt to your growth. It allows the activation or addition of useful features at each stage of your evolution: internationalization, SEO for large catalogs, ERP integration and third-party applications (Help desk, PIM, stock, CRM, etc.).

I PRODUCTIVITY

Focus on **your business**

Automating the most laborious tasks in your business is key. Dedicated to ecommerce, PrestaShop 1.7 has many functional tools to improve your business performance.



«EcomiZ has been using PrestaShop for 10 years and we have deployed it on more than 450 projects to make merchants happy! The new 1.7 version delivers improved code quality, functionality and performance.»



Johan Mizrahi, Group Manager

Discover PrestaShop 1.7.7

Boost your **productivity** and develop your **business**

For almost a year, our teams and the open source community have been working hard to make this new version a real productivity booster for merchants.

I **PRODUCTIVITY**

Enjoy a redesigned order management page for **productivity**

- **Preview of key order elements** directly from the listing.
- In one click, open **several commands in a new tab**.
- **New color categories** to identify different order statuses at a glance.
- Products and main action buttons accessible from the top of the page for **better readability** and efficiency on each order.

I **INTERNATIONAL**

A new leap for the **internationalization** of your ecommerce

- **Native creation and configuration of all types of currencies**, both official and virtual.
- **Customizable display of currency units**, to have a correct price displayed regardless of the origin of your customers' orders.
- **Includes localization packs** and tax updates for some 50 countries.
- **Includes new delivery zone** regulations for the following countries: Austria, Denmark, Netherlands, Switzerland, Thailand.
- **4 new languages integrated**: Malagasy, Uzbek, Tagalog, Khmer, and **2 new languages in the installer**: Albanian and Korean.

I CONVERSION

Boost your **conversion** by working on the reputation of your online store

- **Optimized search engine** to help customers find what they are looking for on your store more easily, even if there are typos or inaccuracies.
- **Personalization of reassurance elements** (secure payment, fast delivery and returns, rewards, etc.) in the header or footer of all your store pages.
- **New Manufacturer Part Number** (MPN) field to optimize product referencing and search.

I ROBUSTNESS

Enjoy the most **stable** PrestaShop version

- **PHP 7.3 compatibility** update.
- **New hooks** for a more flexible management of the front-office sections.
- **Automatic reporting** of back office forms.
- **Display of error pages** in the back office.
- **15 new pages migrated to Symfony**, including order pages, to reach 55% of the back office migration.
- **Over 160 technical improvements** proposed and implemented by the community (merchants, agencies, developers).

You will also find a set of new features designed to accelerate the productivity of our merchants on a daily basis and meet the real expectations of their customers.

WHY UPGRADE MY PRESTASHOP VERSION?

- More efficiency in the management of my orders
 - New parameters to internationalize my activity
 - New optimizations of the buying process
- My store is compatible with the most recent modules of the Addons Marketplace
- I'm enjoying the most stable version of PrestaShop



Addons Marketplace

The official PrestaShop marketplace

The Marketplace is the ideal place to shape and expand your online store: take advantage of the many modules created and enhanced in partnership with the major players in the digital and ecommerce sectors.

MODULES AND THEMES

From payment to delivery and design, choose from nearly **7,000 modules and themes** that can be adapted to suit your needs and market trends.



THE DESIGN

An online store with a unique style



PAYMENT

More than 50 partners to manage all payment methods (PSP, POS, BNPL...), in complete security



DELIVERY

A choice of multiple delivery solutions (local and international)



CONVERSION

An optimized customer experience to facilitate the purchase.



TRAFFIC

A better ranking for your online shop in search engines



MARKETING

Optimize your promotional campaigns, boost your KPIs, and increase the revenue of your online store

ADDONS MARKETPLACE

| PRESTASHOP PROFESSIONAL SERVICES

You want to improve your SEO and the performance of your online store? **PrestaShop Professional Services** allow you to get a personalized intervention and a complete analysis in order to **boost the performance of your ecommerce site**.

| PRESTASHOP ACADEMY

A beginner? Confirmed? Or just in search of knowledge? The PrestaShop Academy is designed to help you evolve.

Take advantage of our online platform to follow various **technical or user training courses**, but also to acquire videos and tutorials that will help you **optimize your shop**.





Manage all payments types, easily and securely

Discover **PrestaShop Checkout Built with PayPal**, the new version of our innovative payment solution!



CONVERSION

Optimized purchasing path



SIMPLICITY

Centralized management
of all transactions



SECURITY

100% secure payment

**A VERSION ENRICHED BY THE FEEDBACK OF
MORE THAN 8,000 STORES.**



«We are proud to continue to innovate with PrestaShop to support merchants throughout their development to international. With a focus on security and customer experience, PrestaShop Checkout now allows them to easily manage all payment types in a single interface.»

Caroline Thelier,
Senior Director for Southern Europe markets, PayPal

Easily set up and manage all types of payments

This **new optimized version**, compatible with the latest PrestaShop versions and other payment modules, allows you to **offer a personalized payment experience** to your customers and maximize your conversion, locally and internationally.

Take advantage of a range of **exclusive benefits**, regardless of your industry, size or the countries in which you sell.

Attention to detail for better conversion

- All payment methods available on your online store: **PayPal, Visa, Mastercard or American Express credit cards** and local and international payment solutions such as **Sofort in Germany or iDEAL in the Netherlands**
- Payments accepted in more than **190 countries and in more than 20 currencies**
- Purchase without redirection with PayPal Express Checkout:
your customer's purchase path is optimized

2.59%

+ \$0.49*
(USA)

**per transaction
on credit
cards**

*Commissions depending on your country. Fees on successful transactions only.



giropay



SOFORT



VISA



100% secure payments

- PayPal technology and expertise (including 3D Secure)
- Anti-fraud rules management tool
- Support for large transaction volumes

A user-friendly interface for more efficiency

- Centralized management of all transactions, directly from your back office.
- Easy to connect and configure
- Compatible with all PrestaShop versions from 1.6.1 to 1.7.7 and other payment modules



86%

of users recommend

**PRESTASHOP
CHECKOUT**



A global vision on your ecommerce performance

Thanks to **PrestaShop Metrics**, get easily and quickly the key insights to drive your business growth, without leaving your back office. Whether you are a new merchant or an expert in ecommerce, this data management module is made for you

Take control of your business statistics

Make informed decisions and improve your results with the integration of PrestaShop and Google Analytics data.

Save time on your analysis

Evaluate all your key indicators in a dedicated interface. It is no longer necessary to retrieve data from different platforms.

Turn your insights into action

- Make the most of your data by benefiting from the advice of our PrestaShop experts, in the form of Tips directly accessible from your dashboard.
- Choose the right optimization levers and develop action plans to accelerate the growth of your business.



«Over the past year, we have seen a growing dynamic in ecommerce. This is what inspired PrestaShop Metrics Advanced. Today, in order to stay competitive, you need to have access to all your marketing data, all in one place. These insights enable informed decision-making and therefore better results. We are very proud to introduce the latest solution in the PrestaShop Essentials suite and will continue to provide businesses with the best solutions to ensure their success.»

Alexandre Eruimy, CEO PrestaShop

Designed to help you make decisions with confidence

New dedicated interface

Spend less time understanding your data with a tabbed interface, new metric charts, and easy-to-read graphs and tables.

Access additional tabs

Gain deeper insight into your financial business, acquisition sources and improve your customer knowledge.

Greater depth of real-time data

Access up to 14 months of historical data and automatic synchronization. Customize the time periods and check your data in real time.

Tip cards and highlights

Get concrete recommendations when you need them, find expert advice to help you increase your sales and growth.

Lightweight for your server

Preserve the speed of your website, the module has been developed specifically for the PrestaShop environment.

Support provided by and for PrestaShop

Trust our team, we are here to help you, access global support 7/7, 24/24.

More than 1500 shops have embraced the solution!

PrestaShop Metrics, simple and efficient.



Choose the plan that suits you

PrestaShop Metrics offers solutions for all sizes of businesses. Choose the one that suits you best.

ADVANCED FORMULA

Access 14 months of real-time data

•

Access additional information tabs

•

Unlock the «Today» view

•

Access the «tips» and «strengths» sheets

•

Continuous synchronization

BASIC FORMULA

Get an overview of your business

•

Access key KPIs

•

Access the Tips Cards



NEW



PrestaShop Facebook

**Discover
PrestaShop Facebook,
the new module to list your products,
find buyers and optimize your ads on
Facebook and Instagram.**



VISIBILITY

Qualified audience and traffic



CONVERSION

Tracking tools and optimized shopping experience



SIMPLICITY

Centralization and synchronization of all your Facebook accounts

“



«We designed this native integration to enable our merchants to leverage the full potential of social commerce, which has accelerated very strongly in recent months, and is expected to become increasingly important in 2021. This partnership, of which we are proud, is in line with PrestaShop's commitment to bring companies the best technological solutions to help their business grow.»

Alexandre Ruimy, CEO PrestaShop

Boost the visibility of your products in a few clicks

PrestaShop Facebook has been designed to meet your needs. Effortlessly integrate the Facebook ecosystem into your store, and start activating new audiences, generating qualified traffic and increasing sales today.

Take advantage of an exclusive feature set to take full advantage of Facebook and Instagram and grow your business:

| VISIBILITY

Attract the right audience

- 1.7 billion Facebook and Instagram users ready to discover your product catalog

Increase the quality of your traffic

- **Targeted acquisition strategy** with similar audiences and dynamic Facebook ads
- **Automatic creation of impactful ads** from your catalog

| CONVERSION

Turn your visitors into buyers

- **Tracking tools and performance indicators** to measure the effectiveness of your campaigns and optimize your marketing strategy

Enhance your shopping experience

- Your customers can place **their orders on all types of devices**, directly from your ads
- **Integration of the Messenger plug-in** into your store to remove the last barriers to conversion

| SIMPLICITY

Centralize all your Facebook accounts

- **A single interface to connect all your Facebook accounts** to your PrestaShop store (Facebook Business Manager, Facebook Page, Ad Account, Instagram Business Account)

Save time by automating

- **Simplified configuration:** no need to know how to code to install and configure Facebook Pixel
- **Export your product catalog** to Facebook and Instagram in a few clicks and **automatically synchronize** your updates



KEY FEATURES

Centralization of all your Facebook accounts on a single interface

•

Automatically install Facebook Pixel and the Conversion API

•

Fast export and **automatic synchronization** of your catalog

•

Create dynamic ads with ease

•

Integrate the **Messenger plug-in** into your store

Surround yourself with the best partners around the world

PrestaShop allows you to integrate in a few clicks the features of the biggest ecommerce players, in France and abroad.

DELIVERY



PAYMENT



MARKETING



HOSTING



Benefit from a tailor-made support in France

The support on a project of creation or migration of ecommerce site is crucial.

For you, PrestaShop has selected and certified **more than 60 agencies in France** specialized in the creation of online stores, the creation of custom modules or experts in web marketing.



123  (202)



PrestaShop in numbers

A new PrestaShop
store every

4 MINUTES

22 BILLION €
of transactions per year

300,000
stores
worldwide

60,000
stores in France
(35% market share)

In over **190**
countries

Over **1 MILLION**
members
in the community

Join these beautiful brands

FASHION



Figaret
PARIS



FOOD,
DRINKS



SPORT



OTHERS





prestashop.com

Follow us!

You want to be part of the PrestaShop adventure?

Join us by applying at: jobs@prestashop.com