



ECOMMERCE

FULL FEATURES LIST



(kitchen sink included)

What We Offer

Volusion is a fully hosted, all-in-one shopping cart software that's designed to help you build, manage and grow a successful online business. Trusted by over 30,000 merchants, we provide you with your own website, tons of money-making tools and award-winning 24x7 customer support. Within this document, you'll see that our comprehensive ecommerce platform includes everything you need to succeed.

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Marketing

These built-in marketing features make it easy to attract new customers and keep them coming back for more.

Coupon and Discount System

- Product-specific option
- Category-specific option
- Start date
- End date
- Customizable coupon code
- Minimum/maximum order price for coupon use
- Minimum/maximum product quantity
- One time use option
- “Cannot be combined” option
- Span multiple products option
- Quantity discounts
- Enable/disable coupons
- Enable discounts/coupons with special pricing levels
- Customizable navigation menu promotions

Gift Certificate and Store Credit System

- Printable gift certificate
- Initial amount tracker
- “Amount remaining” indicator
- Customizable gift certificate ID
- Deactivate option
- Automatic email
- Personalizable card message
- Order tracking

Affiliate Management

- Five-tier affiliate system
- Tracking and reporting
- Product-specific affiliate commission value
- Membership system

- Configurable affiliate notification email

Email Marketing

- Advanced newsletter system
- Newsletter opt-in/opt-out capability
- Newsletter segmentation
- Abandoned cart email marketing
- “Join our mailing list” function
- “Email a friend” function

Campaign Tracking and Reporting

- ROI tracking
- ROI report generator

Search Engine Optimization

- SEO friendly site
- SEO friendly URLs
- Dynamically generated SEO friendly URLs
- Store-specific SEO settings
- Product-specific SEO settings
- Category-specific SEO settings
- Article-specific SEO settings
- Editable robots.txt
- Search engine sitemap generator
- Meta tag description definition
- Meta tag keyword definition
- Meta tag title definition
- Custom meta tag overrides
- Search term analysis
- 301 redirect management
- Custom 404 error page configuration
- Custom 500 error page configuration

Merchandising

Make your products look like a million bucks with our extensive, effective merchandising tools.

Extensive Category Management

- Category description
- Short description
- Below products description
- Picture
- Thumbnails
- Alternate image title
- Graphic placement options
- Category and subcategory graphics on category pages
- Customizable category layouts
- “Drag and drop” category management
- Customizable display mode
- Unlimited categories
- Unlimited subcategories
- Customizable display rows
- Customizable display columns
- Visible location
- Order function
- Default “sort by” function
- Category hide option
- Multi-categorization methodology
- Multiple “sort by” options
- Items per page option
- Multiple filtering options
- Alternate URL redirect

Customer Reviews

- Review filters
- Review content section
- Review title
- Star rating system
- “Was this review helpful” indicator
- Active option
- Anonymous reviews
- Optional location listing

Home Page Merchandising

- Customizable featured products showcase
- Customizable super deal showcase
- Top seller showcase
- New products showcase
- Soft add to cart pop-up window

Product Page Merchandising

- Sales price management
- Customizable related product showcase
- Customizable accessories showcase
- Accessory pricing discounts
- Automated promotional pricing
- Back in stock notification system
- Customizable pricing layouts
- Wish list function
- Dynamic recent search history
- Browse more in category ability
- Product info hide option
- Product popularity option

Built-in Social Media Tools

- Twitter integration
- YouTube video management tools
- AddThis bookmarking and sharing tool
- Mobile phone optimized storefront

Facebook Integration

- Social Store Builder for product listings on Facebook
- Facebook “Like” and “Send” buttons
- Design your Social Store with built-in themes
- Promote “Daily Deals” on Facebook page
- Add unlimited products to Facebook page
- Provide discounts based on “Likes” of your Facebook business page

Design

Create a store design that stands out from the crowd.

Customizable Storefront Design

- Customizable storefront articles
- Customizable checkout fields
- Quick article editing on storefront
- Quick image swap on storefront
- LiveEdit file editor
- Advanced HTML content editing mode
- Integrated easy editor for visual content creation
- Multiple navigation styles
- Extensive free template library
- Premium design templates
- Design preview
- Custom design gallery
- Template gallery
- Image gallery
- Template duplication option
- Horizontal navigation
- Vertical navigation
- Logo or text header
- Favicon upload tool
- WYSIWYG editor

Article System For Easy Content Editing

- Unlimited articles
- Article categories
- Article category order
- Article caption
- Article title
- Content section
- Customizable page name
- HTML enabled
- Editable store terms of use

Additional Design Features

- Syntax highlighting
- Invoice/receipt/packing slip logo
- Standard web technologies (HTML, CSS, JavaScript, AJAX, Flash, etc.)
- FTP access
- Customizable image FTP folder
- Image copyright protection

24x7 Support

Our team of in-house ecommerce experts are here to help your business succeed, 24x7.

- 24x7 live, in-house telephone support
- 24x7 CRM ticket support
- 24x7 live chat support
- Personal Onboarding Coach (Gold stores and above)
- Detailed in-product help tools, videos and FAQ
- Quick administrator tour guide
- Instant help
- Product manual
- Product support forum community
- Extensive support Knowledge Base
- Hundreds of free, detailed training videos

Product Management

Keep tabs on your products while selling them to the masses.

Product Features and Tools

- Child products
- Kit/bundle function
- Free accessories
- VZoom
- Automatic drop shipping setting
- Downloadable product capability (software, mp3s, pdfs, etc.)
- Accept donations
- Donation price rounding
- Customer editable pricing
- Multiple pricing levels
- SmartMatch inventory function
- Option swatch
- Color swatch tool
- Custom start and end for temporary product
- “New!” icon for new products
- Product price
- List price
- Setup cost
- Sale price
- “You save” functionality
- Multiple “see sales price” options
- Product weight
- Shipping weight calculation
- “Ships by itself” functionality
- Free shipping option
- Free shipping coupon
- Free shipping icon
- Customizable product descriptions
- Short product description
- Customizable product data fields
- Product price name
- Sale price name
- List price name
- Setup cost name
- Customizable price text
- Customizable short price text
- Add to cart replacement text
- Unlimited product photos
- Alternate product photos
- View larger photo
- Thumbnail picture generator
- Swatch options for multiple photo image sizes
- Quick resize tool for product photos
- Large and small photo URL option
- Manufacturer logo
- Photo subtext field
- Use same photo across multiple products
- Gift wrap
- Gift wrap additional cost option
- Gift notes
- Availability indicator
- Hide product capability
- Automatic hide out of stock products
- “Out of stock” notification
- Multiple child add to cart
- Order finished notes
- Build product keywords for product search
- Barcode creator
- ISDN for literature products
- UPC code

Flexible and Powerful Product Options

- Unlimited product options
- Unlimited product option categories
- Arrangeable product options
- Arrangeable option categories
- Apply option to multiple products
- Option based price difference
- Setup cost difference
- Recurring price difference
- Option description
- Fixed shipping cost option
- Option category description
- No value option
- Product option weight
- Quantity based options
- Required option function
- Selectable default
- Customizable display mode
- Only available with certain functionality

- Text box for customer entries
- Text box max length
- Text box rows
- Text box size
- Option category description field
- Side note description
- Hidable description
- Include category in search option
- Heading group
- Automatic product add
- “Jump to product” functionality
- Replace option functionality

Recurring Pricing and Product Management

- Recurring pricing
- Pricing duration
- Start pricing
- Start pricing duration
- Recurring price frequency
- Customizable recurring price replacement text

Shopping Feed Management Tools

- Category for Shopping.com feed
- Category for Yahoo! feed
- Product type for Google Base feed
- Product condition field
- Medium type option for Yahoo! feed
- Estimated shipping 2nd day for shopping feeds
- Estimated shipping ground for shopping feeds
- Estimated shipping overnight for shopping feeds
- Automatically generated Google Base Feed (gold stores and higher)

Purchasing

Get paid quickly and easily by utilizing these convenient payment processing features.

Credit Card Processing

- CVV2 support
- Enable/disable CVV2
- Customizable CVV2 note
- Multiple credit card capturing processes
- Payment declined indicator
- Last four digits of credit card number field
- Customizable credit card number note
- Customizable date note
- Captured credit card authorization number
- Captured credit card transaction ID

Payment Log

- Authorization code
- Authorization date
- AVS response
- CVV2 response
- Payment details
- Deleted item indicator
- Parent ID indicator
- Third party field

Phone Order System

- Multiple checkout types (anonymous, existing, new)
- Phone order sales rep tracking
- Save cart function
- Shop by website

Flexible Purchasing Options

- Google Checkout (US and UK)
- PayPal checkout
- Offline check capturing
- Electronic check processing
- Offline payment capabilities
- Purchase order processing
- Recurring payments
- Returns processing
- Payment amount authorized
- Payment amount received
- Choice of check type: savings or electronic
- Electronic check number field
- Order IP address location for fraud protection

Advanced Tax Calculation System

- Multiple tax rules
- VAT, GST, HST and PST tax options
- Default tax for VAT
- Tax by state
- Tax by Zip code
- Stackable tax option
- Tax exempt customers
- Tax exempt products
- Tax exempt override option
- Tax calculation based on shipping address
- Force tax ID in registration

Store Management

Take control of what happens behind the scenes with these powerful settings.

Customizable

Administrator Settings

- Customizable administrator access levels
- Section-specific access
- Administrator history
- Multiple administrator function
- Super administrator function
- Administrator section to do list
- Administrator section search
- Point of sales system
- Web-based administrator area

Complete Business Data Management

- Comprehensive dashboard
- Custom SQL reports
- Savable custom SQL queries
- Real time abandoned cart reporting
- Keyword search reporting
- Google Analytics support
- Third Party analytics support

Worldwide Currency Support

- Configurable currency
- Accept multiple currencies
- Configurable payment gateway currency
- Default store currency
- Definable exchange rate
- Definable symbol
- PayPal currency code

IP Access Management

- IP-based access rules
- IP range specification
- Administration area only blocking
- Allow or block option
- Limit or prevent orders per IP per day

Complete Plan Usage Monitoring

- Billing history
- Plan usage reporting
- Website statistics
- Bandwidth usage
- Disk space usage

Store Management Tools

- Enable and disable features
- Savable data exports
- Data import
- Last modified by tracking
- Last modified date tracking
- Members-only browsing
- Members-only website
- Configurable billing email
- Configurable from email
- Domain management
- Store closed maintenance messages
- Store maintenance tools
- 24-hour time format
- Multiple date formats

Order Management

Process your orders quickly and securely with our robust suite of order management tools.

Comprehensive Order Fulfillment Capabilities

- Drop shipping
- Label printing
- Live package tracking
- Integrated USPS, DHL, and FedEx label printing
- Printable packing slips
- Google Maps integration
- Automatic shipping confirmation emails and faxes
- Automatic partial shipping confirmation emails and faxes
- Quantity on back order
- Stock priority
- Quantity on hold
- Quantity on packing slip
- Quantity shipped
- Ship date
- Shipped package tracking
- Tracking number entry support
- Shipping from different locations
- Residential shipping indicator

Order Processing Tools

- Risk management Fraud Score tool
- Batch order processing
- Batch order printing
- Batch payment processing
- Guided order processing
- Partial order processing
- Automatic email notification for new orders
- Configurable order notification emails
- Apply shipping methods to certain states/countries
- Apply shipping methods to certain states
- Do not apply shipping methods to certain states/countries
- Do not apply shipping methods to certain states
- Minimum/maximum order price per shipping method

- Quick order edit
- Unlimited custom fields
- Quick order history
- Quick discounting
- Set maximum orders per customer, per day
- Minimum/maximum order quantity function
- Minimum/maximum order total function
- Automatic purchase confirmation and receipt email
- Automatic purchase digital download license email
- Automatic store credit/gift certificate email
- Manually send emails as needed
- Order filtering
- Lockable orders
- Lockable shipping and handling
- Merchant editable orders
- Enable/disable order comments
- Printable invoice/receipt
- Product stock back order processing
- Public order comments viewable by customer
- Private order comments viewable by merchant
- Order status classifications
- Order type tracking
- Address validated indicator
- Additional cost for tracking and handling
- Dimensional shipping support
- Base rate field
- Per weight field
- “Copy order to my cart” function
- Activate/deactive shipping method
- Multiple shipping classifications
- Minimum/maximum order weight per shipping method
- Backup base rate
- Backup per weight rate
- Fixed shipping configurations
- Arrangable shipping method display list
- Customizable shipping method name

Unlimited Shipping Calculation Types

- Live rate shipping calculations
- Guided carrier registration
- Separate address for shipping calculation
- Add extra shipping/handling cost
- Add extra shipping/handling cost as a percentage (%)
- Apply tax to shipping
- Pounds or kilogram weight
- Add extra weight
- Default shipping location type (residential or business)
- Allow customer to specify location type
- Force shipping address to be billing address
- Multiple delivery confirmation options
- Shipping rate tester

Inventory Management

Sell, stock and re-order products quickly and easily with our inventory management tools.

Digital Product License Management

- Prior use indicator
- Option to allow reuse
- License key type
- License key date tracking
- Automatic license email
- Email template
- Customizable email subject and content

Integrated Inventory Management

- Product inventory
- Product option inventory
- Child product inventory
- Ordering system
- Stock tracking and management
- Live stock status
- Low stock quantity alarm
- Low stock management
- Cross-product stock status sharing
- Stock history
- Stock on hold
- Back order quantity
- Queue stock for order
- Back order fulfillment

Integrated Purchase Order (PO) System

- Purchase order generation
- Automatic stock update from POs
- PO shipped confirmation
- PO quantity received tracking

Multiple products per PO Unique shipping cost per PO Integrated RMA System

- Sellable quantity received
- Damaged quantity received
- Lost value
- Deadline for RMA completion
- Administrator note section
- Quantity indicator
- Refund type
- Status indicator

Integrated Vendor Management

- Vendor inventory rules
- Active vendor indicator
- Customizable vendor PO and email templates
- Field-based content system
- Maximum reorder quantity
- Minimum reorder quantity
- Multiple PO send methods
- Drop shipping indicator
- Deactivate options
- Vendor ID
- Vendor part number

Integrated Warehouse Management

- Multiple warehouse support
- Specify exact product location in warehouse
- Ship from warehouses or fulfillment centers

Customer Relationship Management

Build customer relationships and provide stellar support with our comprehensive CRM toolbox.

CRM Ticketing System

- Phone call logging and tracking
- Customer rewards point system
- Multiple departments
- Ticket filter rules
- Sales rep management
- Interdepartmental ticket classification
- Private notes and memos
- Spam notifications
- Ticket preview
- Custom ticket URL
- Ticket solution notifications
- Batch ticket processing

Integrated Customer Management

- Customer grouping
- Custom fields
- Catalogue subscription
- Email subscription
- Customer notes
- New customer identifier
- Multiple pricing levels
- Customer-specific discounts
- Location-based tax calculation
- Tax ID
- URL Referral History
- Login attempts tracker
- “Login as customer” option

Customer Self-Management Tools

- Edit billing address
- Edit email
- Edit email preferences
- Edit password
- Edit shipping address
- Edit credit card information
- Save credit card information
- Edit recurring payment information
- Edit customer reviews
- Request “forgot password” email
- Print receipts
- Cancel orders
- Edit orders (if not locked)
- Initiate return merchandise authorizations (RMAs)
- View gift certificates/store credits
- View orders
- View wish list
- View re-download link for digital products

Integrated Knowledge Base

- Article review
- Revision tracking

Storefront Tools

Edit your storefront in real-time with these on-page tools.

Homepage

- Customizable homepage welcome text
- “Deal of the day” functionality
- Customer selectable currency
- Customizable site language settings
- Customizable new products header
- “Quick edit” toolbar on storefront

Product and Category Pages

- Customizable members-only pricing
- Customizable members-only sections
- Product search
- Product search options
- Search refinement tools
- Product comparison
- Product display in rows, grids, lists or checkbox selections
- Pop-up product options

Checkout

- One page checkout
- Anonymous checkout
- Customer registration
- Enable/disable account registration
- Enable/disable shipping address fields
- Shopping cart summary
- Customizable “continue shopping” article
- Shopping cart product link
- Quick estimate shipping cost
- Running cart total
- Add to cart from third party sites

Additional Tools

- Gift registry integration with Wishpot
- Approval structure for customer registrations
- Support for major browsers
- Navigation breadcrumb trail

Powerful Live Chat

Support your customers quickly and effectively with our award-winning online live chat software.

Basic Live Chat

- Downloadable Windows application
- Customizable chat window
- Customizable “click to chat” icons
- Customizable welcome/offline messages
- Online/offline chat indicators
- Email when offline
- System tray alerts for new chat requests
- “Other person is typing” indicator
- Visitor profile

Premium Live Chat

- Unlimited operators
- Unlimited departments
- Unlimited concurrent chats
- Assign operators to multiple departments
- Operator to operator chats
- Manage multiple chats with tabbed windows
- Editable canned responses
- Chat history
- Transfer chats
- View and assist other operators
- Proactively force customer into chat
- Proactively prompt customer for chat
- Real time traffic monitor
- Smart ACD call distribution

Hosting

Trust your business to our best-in-class hosting technology.

Identical Backup Datacenter

- Identical architecture, hardware and systems
- SAN-to-SAN data replication
- Automatic datacenter failover system
- Cross-country location with different locales
- Independent power grids
- BGP automatic network routing

Hosted Email

- StrongMail load balanced mail server for outgoing mail
- Multiple email accounts
- Web-based access (Webmail)
- POP and IMAP access

Enterprise Level IT Management

- Dedicated IT team focused solely on system monitoring
- Proven IT team with 75+ years combined experience
- Proactive checks and monitoring for system health
- Continuous IT planning to utilize industry best practices
- Guaranteed 99.99% uptime SLA
- First priority escalation and issue management
- Certifications: Microsoft Certified Systems Engineer, Microsoft Certified Professional, Six Sigma, Compellent San Certified, HP Hardware Certified

Continuous Reliability with Live Redundancy

- 100% redundancy of all network hardware, systems and data
- VMware high availability 64-bit clusters

- Dynamic server resourcing for load balancing
- Fault tolerant systems with automatic failover
- Multiple industry leading storage area networks (SAN) by Compellent
- Automatic daily data backups
- Continuous hourly data backups
- Dedicated network operations center (NOC) for round-the-clock network and systems monitoring

Scalable, Powerful, Fast

- HP Blade Servers with 3.0GHZ Quad Core Intel Xeon 64-Bit Processors and 32GB RAM
- Highly modular design for seamless scalability
- Dynamic block architecture for blazing fast disk access
- Microsoft SQL 2005 64-Bit Servers
- 64-bit processing for faster data access and management
- Volusion CDN, powered by Akamai (content distribution network)

Exceptional Security for Your Growing Business

- 100% PCI/CISP Certified
- Numerous options for 128-bit SSL security
- Dedicated web server for additional security
- Dedicated, dual firewalls
- Award-winning proactive hacker protection
- Leading proactive anti-virus management
- Secure and unmarked facility with 24x7 surveillance
- Stringent information security, privacy and change management procedures
- Independent audits of physical security

Integrations

Extend your business and expedite operation with our powerful integrations.

Powerful and Robust API

- Product and category tables
- Orders table
- Customers table
- Product option and option category tables
- Shipping API debugging and testing tools

Integrated Label Printing

- USPS (mailing only)
- FedEx
- DHL
- Generic label

Store Management Integrations

- Yahoo! Store import
- Quickbooks Web Connector
- Quickbooks export
- Endicia
- Stone Edge
- Pitney Bowes
- Dazzle
- Define different asset accounts per product in Quickbooks
- Define different COGS accounts per product in Quickbooks
- Define different item accounts per product in Quickbooks

Live Shipping Rate Integrations

- UPS
- USPS
- FedEx
- DHL
- Parcel Force
- Canada Post
- Australia Post