

Card Sorting

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graph TD; CS[Card Sorting] --> DP[Downloadable Products]; CS --> PG[Payment Gateways]; CS --> DC[Discounts and Coupons]; CS --> L[Licensing]; DP --> CM[Customer Management]; PG --> RA[Reports and Analytics]; DC --> CCP[Cart and Checkout Process];
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Downloadable Products

EDD allows the sale of downloadable products like software, documents, images, or any digital file.

Customer Management

Manages customer data, including purchase history and CRM tool integrations.

Payment Gateways

Integrates with multiple payment gateways like **PayPal**, **Stripe**, **Authorize.Net** and others to handle transactions.

Reports and Analytics

Provides reports on sales, downloads, earnings, and other important business metrics.

Discounts and Coupons

EDD supports applying **discounts** via coupons, offering percentage-based or fixed-amount discounts on products.

Cart and Checkout Process

Manages the shopping cart functionality and the checkout process, including payments and order completions.

Licensing

Manages software licensing for digital products to ensure proper updates, activations, and prevent unauthorized distribution.