



PrestaShop

PrestaShop, From ideas to success



prestashop.com



Launched as an open source solution in 2007, PrestaShop is Europe's leading **e-commerce platform**. It is available to all and allows any entrepreneur, novice or expert, to create their online store.

It now has millions of users (developer community, partner agencies, ambassadors, etc) with over **300,000 online stores** in over **190 countries** worldwide.



"PrestaShop has been our e-commerce partner from the start. Why? Because it fits our needs - a simple and powerful solution - respecting our values, as a «Made in France» company"

Dimitri Cazenave, Digital Manager



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GOOD REASONS

for choosing PrestaShop

FREEDOM

Open Source

Supported by contributions and the common sharing of knowledge, along with rich and innovative open source technologies, the PrestaShop software is in constant development.



ACCESSIBILITY

User Friendly

A genuine operational asset, PrestaShop software can be used by everyone: from novices to e-commerce experts, the ergonomic and functional interface means you can handle the interface in a fast and easy-to-use way.

PRESENCE

Community

The PrestaShop community is passionate about e-commerce, coding and open source, built on **mutual assistance**, making it one of the largest active communities in the world.



PRESTASHOP 1.7

The platform offers you the freedom to shape and implement your e-commerce to meet your ambitions.

OPENNESS

Choose an **open** solution

The software's source code is publicly accessible. This openness encourages cooperation and continuous contribution from a community of experts who are passionate about each new version.

FLEXIBILITY

Create a website with **unique** style

Freely shape your store and its appearance with help from a large range of themes and modules available from the PrestaShop marketplace.

STABILITY

A **powerful and reliable** platform

You can put your trust in software that is subject to constant verification and security updates providing you with quality code. It is also a platform capable of supporting thousands of products simultaneously and handling large traffic spikes (private sales, blog, B2B, multi-store, etc.).



GROWTH

As your activity expands, **your store adapts**

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

PRODUCTIVITY

Focus on **your activity**

Automating the most laborious tasks in your business is key. Dedicated to e-commerce, PrestaShop 1.7 has many functional tools to enhance your business performance.



"EcomiZ has been using PrestaShop for 10 years and we have deployed it on more than 450 projects to make e-sellers happy! The new 1.7 version improves on code quality, features and performance."

Johan Mizrahi, Group Director



NEW

Discover PrestaShop 1.7.6

More than 600 contributions integrated, important changes related to SEO, localization and performance: this version will have more of an impact on your success than ever before.



International trade

- Prices displayed in your customers' language
- Optimized translation system for multilingual sites



Conviviality and support

- Help cards added to the most important back-office pages
- Preview SEO elements (rendering preview on Google) for product, category and CMS pages
- Important back-office reviewed pages to simplify their use



Trend features

- New Product reviews module
- Redesign of faceted navigation (for sorting and filters) on the categories and listing pages
- New option to enable or disable price display on showcase sites



Tool performance

- New design for all your **transactional emails**
- Optimization of the theme at all stages of the checkout
- Possibility of **editing specific prices** (sales, limited time, etc.) on the Product page
- Ability to add the **location of product stock** on the Product page, to locate stock more easily in your warehouse
- Notification on your browser's favicon



Conviviality and support

- SEO optimization for products with combinations
- **Google Sitemap** module integration
- **Rich Snippets** feature added in the Product Reviews module

And of course, a range of improvements made to strengthen the potential of your store at every stage of its evolution.

ADDONS MARKETPLACE

PrestaShop's official marketplace

Optimizing your online store has never been easier: the Marketplace is the ideal place to shape and expand your business.

MODULES AND THEMES

From payment to delivery and design, choose among nearly **9,000 modules and themes** to suit your needs and market trends.



DESIGN

An e-store in your image



PAYMENT

Over 100 reliable, secure payment partners



SHIPPING

Multiple shipping solutions to choose from



CONVERSION

An optimized purchasing funnel for constantly rising revenue



TRAFFIC

Better search engine rankings



MARKETING

Optimize your promotional campaigns, increase the average cart size and boost your sales

Addons Marketplace

Discover all our modules, themes, special offers and tips on
addons.prestashop.com



PRESTASHOP SUPPORT

Whatever your profile or expertise, PrestaShop offers training and support services to provide you with technical and functional solutions that make your store more effective to use.

PRESTASHOP ACADEMY

Novice? Beginner? Or just in search of knowledge? The role of the PrestaShop Academy is to help you evolve.

Take advantage of our online platform to receive a variety of technical and user trainings, videos and tutorials that will help you optimize your store.



You can also find the PrestaShop Ads and PrestaShop ERP solutions on the PrestaShop marketplace

PrestaShop Ads

Create, manage and automate all types of advertising campaigns on Google Shopping

PrestaShop ERP

by Boost My Shop

Automate your business processes (logistics and supply flows)



Discover **PrestaShop Checkout Built with PayPal**,
the innovative payment solution launched by PrestaShop
to boost your e-commerce business!



PrestaShop Checkout

Built with **PayPal**



PrestaShop

“With e-commerce expertise developed over more than 10 years with our merchants, we designed PrestaShop Checkout Built with PayPal, to help you meet the new challenges related to the complexity and variety of online payments so that you can ultimately improve your conversions while simplifying the management of your store.”

Alexandre Eruimy, CEO



MANAGE ALL TYPES OF PAYMENT, easily and securely, from your interface.

Accept and manage all payment methods (credit cards, PayPal, local payment methods) from a single module directly from the PrestaShop back office.

Take advantage of exclusive benefits provided by PrestaShop Checkout, the new online payment solution for all merchants, regardless of your industry, size and countries in which you are selling:

Optimize your conversions

- The most popular payment methods offered in each country (cards, PayPal, ...)
- Automatic optimization of payment methods to mobile screens (responsive design)
- Perfect integration in the shopping journey

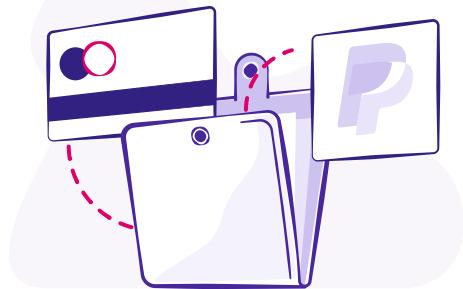
Boost your security

- 100% secure payments with PayPal expertise (including 3D Secure)
- Control of rules aimed at detecting fraud

Added simplicity

- Simple configuration of all means of payment at the same time
- A single interface in your back-office to drive your sales

All of this with some of the lowest commission rates on the market!



TEAM UP WITH THE BEST PARTNERS

around the world

With PrestaShop, you can integrate the features of major e-commerce players around the world, in just a few clicks.*



*Some of these partners are exclusively available on PrestaShop Download

BENEFIT FROM A PERSONALIZED SUPPORT

Support is crucial when you are creating or migrating an e-commerce store.



PrestaShop has selected and **certified agencies** specialized in the creation of e-commerce stores, the creation of customized modules or experts in web marketing.





Having worked for the most prestigious French companies (Yves Saint Laurent Beauté, Guerlain, etc) Daan Sins and Sébastien Guerra founded Huygens, a brand of natural and organic cosmetics in 2013.

"Since April 2019, we have been using **version 1.7 of PrestaShop** as part of a complete overhaul of the site and our e-shop. We currently have nearly **350 products**, all available from our online store on www.huygens.fr.

The brand is developing tremendously in Asia and is also planning to expand its digital distribution channels, notably through the launch of a selection of bestseller products on marketplaces such as Amazon.

**"Clean formulas, efficiency
and sensory appeal...
Huygens presents the new
Organic generation"**

Daan Sins, co-founder of HUYGENS



PrestaShop offers our customers many features to improve their **user experience** on the website, thanks to a wide choice of modules that are easy to install and configure. These also facilitate the implementation of CRM or promotional actions in a rather spontaneous way.

The «**mobile friendly**» aspect of version 1.7 is a real «game changer». It was essential for us to allow our customers to visit our e-shop from anywhere. **PrestaShop is a reliable software solution** that has allowed us to constantly develop our website over 6 years, retaining autonomy through an **intuitive back-office**."

PRESTASHOP key figures



1 new PrestaShop
store every
4 minutes



€ 15 billion
transactions per year



+ 300,000
e-shops around the world



+ 150 events
per year in the world



In
+ 190 countries



1 million
community members



JOIN these fine brands



PAPIER TIGRE



prestashop.com

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Do you want to be part of the PrestaShop adventure?
Join us by applying to: jobs@prestashop.com