

The Kentico E-commerce Solution allows you to extend the scope of the available features and customize the default functionality. You can achieve this by integrating applications, utilities, website templates, etc. developed outside of Kentico by third parties. You can also enhance the system by adding your own custom code implementations, [applications](#), [web parts](#) and other items.

Note: If you are developing your on-line store as an ASP.NET MVC website, see the following chapter: [Developing your on-line store with ASP.NET MVC](#)

Integrating custom functionality

The system provides an extensive customization API that allows you to adjust, extend, personalize or override the default e-commerce functionality. For more detailed information, see [E-commerce customization model](#) and the other sub-pages in this chapter.

The system also provides tools for integrating with external applications, for example using the built-in [integration bus](#) or [REST service](#).

You can also [set up Google Analytics Enhanced Ecommerce](#) tracking on your website, which allows you to measure and analyze shopping activity (product impressions, purchases, etc.).

Integrating functionality from the Kentico Marketplace

The Kentico Marketplace, the official Kentico community feature sharing portal, offers a wide range of third-party features recommended for use with Kentico.

Typical examples of E-commerce add-ons are payment gateways, shipping providers, connectors for tax calculation services, etc. See the [E-commerce section of the Kentico Marketplace](#).

Note: Not all marketplace add-ons are available for all versions of Kentico. Before you install an add-on to your production site, check the add-on description and make sure it works with your version.