From idea to success

prestashop.com
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.

“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”.

Dimitri Cazenave, Digital Manager
Turn an idea into a business, a project into a success story

2007
Creation of PrestaShop

2008
Launch of PrestaShop 1.0

2009
2009 Launch of the PrestaShop Addons Marketplace
PrestaShop available in 50 languages
Open Source Award for best ecommerce solution
Packt Open Source Award

2011
Launch of PrestaShop 1.4
Packt Open Source Award for best e-business application

2012
PrestaShop is ranked in the top 25 PHP projects on GitHub
500,000 members in the PrestaShop community

2014
Launch of PrestaShop 1.6
10 million euros redistributed to Addons contributors
People’s Choice CMS Award for Enterprise’s Best ecommerce solution
People’s Choice CMS Award for Best ecommerce solution for Small businesses

2016
Launch of PrestaShop 1.7
1 million members in the PrestaShop community
People’s Choice CMS Award for Enterprise’s Best ecommerce solution

2018
Launch of the PrestaShop Academy
15 billion euros in sales generated by PrestaShop stores
30 million euros redistributed to Addons contributors

2019
Launch of PrestaShop Checkout
A new PrestaShop store every 4 minutes
International Development Award
Open Source Summit

2020
Launch of PrestaShop Metrics & PrestaShop Professional Services
22 billion euros of sales generated by PrestaShop stores

2021
Launch of PrestaShop Platform & PrestaShop Facebook
3 good reasons to choose PrestaShop

<table>
<thead>
<tr>
<th>FREEDOM</th>
<th>ERGONOMICS</th>
<th>SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Source</td>
<td>User Friendly</td>
<td>Community</td>
</tr>
</tbody>
</table>

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

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.

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.

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

**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.).

**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.

**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.
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.).

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.

### 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.

### 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.
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.

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

Update to 1.7.7
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.

I 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
Find all our modules, themes, promotions and tips on addons.prestashop.com
| 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

SIMPPLICITY
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% per transaction on credit cards

+ $0.49* (USA)

*Commissions depending on your country. Fees on successful transactions only.
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
«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
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 Eruimy, 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

**Download for free**
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

colissimo
dpd
chronopost
sendcloud
dhl

PayPal
PayPlug
mollie
Klarna
stripe
Skrill
amazon pay
adyen

MARKETING

HOSTING

sendinblue
criteo
Google
facebook
CM Commerce
ebay
1&1IONOS
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.
PrestaShop in numbers

A new PrestaShop store every 4 MINUTES

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

22 BILLION € of transactions per year

In over 190 countries

300,000 stores worldwide

Over 1 MILLION members in the community

Join these beautiful brands

FASHION

FOOD, DRINKS

SPORT

OTHERS

Figaret

Finsbury

Malongo

Papier Tigre

Pylones

Slip Français

Avenue des Vins

Olympique Lyonnais

Le Chocolat des Français

Roquefort Société

Racing 92

Le Petit Vapeur

Bobbies

Prêt à Pousser
You want to be part of the PrestaShop adventure?
Join us by applying at: jobs@prestashop.com