

# Shift4Shop eCommerce Features

Shift4Shop has hundreds of features, all meant to bring together the ultimate toolset for an eCommerce business. It is a complete, all-in-one eCommerce platform with everything you need to build, manage, and grow an online store. Shift4Shop is suitable for all sizes of business, and can be used to target a wide variety of niches and industries. This means Shift4Shop can serve equally well for a brand-new startup and for a large B2B enterprise, and a business can remain on the platform throughout every stage of growth.

This document will outline the features included in Shift4Shop to help illustrate what makes it the ideal solution for success in eCommerce.

## Full-Featured eCommerce Website Builder

The online store is the backbone of eCommerce, so Shift4Shop includes a powerful yet easy-to-use online store builder. Shift4Shop store owners can quickly build a fully branded website without any technical knowledge.

**Shift4Shop's website building tools are comprehensive enough to cover every aspect of an eCommerce website, including:**

- ✓ Product pages
- ✓ Category pages
- ✓ Unlimited additional content pages
- ✓ Built-in blog
- ✓ Shopping cart and checkout

A large and growing selection of free templates makes the process even easier. Themes can be installed in moments, then customized with built-in tools. Advanced users can also edit the HTML and CSS directly. Thanks to Shift4Shop's modern template design, all pages on Shift4Shop websites are responsive, making them completely mobile-friendly. This also ensures that Google's current standards for site usability are met, which in turn improves SEO.

Next, let's take a closer look at the shopping cart functionality in Shift4Shop.

## Advanced Shopping Cart

Shift4Shop's built-in shopping cart is not only fast and secure, it also includes extra features to help **make shopping easy** for customers, and to allow store owners to customize the shopping experience they offer.

Shopping cart features include persistent and saved carts, both of which are a huge convenience for customers. Both allow customers to pick up their shopping trip where they left off, as needed:

- **Persistent carts** use cookies to preserve information about the items in the cart, in case a customer closes their browser or leaves the page.
- **Saved carts** take this a step further by allowing customers to manually save their cart to be accessed later — the saved cart is tied to their account, not their computer, so they can finish their purchase even if they're on a different device.

Shift4Shop store owners have the **option to require a login to check out** on their website, or **allow guest checkout**. Since some customers don't want to bother with making an account on an online store, guest checkout is popular — however, Shift4Shop also provides an **optional signup form at the end of the checkout process**. A customer who has gone through guest checkout can choose to make an account after all to save their information for later, which encourages reluctant shoppers to sign up.

Lastly, unlike many competing eCommerce platforms, Shift4Shop has an option for single-page checkout built in. Store owners can choose from the **single-page checkout** or use the default multi-page checkout.

## Detailed Product Management

Shift4Shop's product management tools are built to make things easier both for the business and the customer. It's easy to set up a product catalog that customers will find a pleasure to browse, boosting sales and repeat purchases.

- **Unlimited products and product options** enable a business to list its entire catalog without issues or workarounds. All products can have any number of specific options (like size, color, etc.) and each of those options can have any number of individual variants (large, blue, etc.). Compare to Shopify, which only allows 3 types of variants on any product, forcing businesses to purchase an app for extra functionality or split a complicated product into multiple product listings (which harms reporting accuracy and confuses customers).
- **Advanced Options** are product options that vary more significantly than regular variants — for example, they could have a different price or cost than the base product, need their inventory tracked separately, have different dimensions or weight that mean different shipping requirements, and more. Advanced Options are basically a way to treat a product option as if it's a whole different product without actually making it a separate product.
- **Unlimited categories** allow businesses to organize their product catalog as needed, and help shoppers navigate to their desired items. Categories can be nested into subcategories as well. Additionally, SmartCategories are automatically generated categories that will populate with items marked as On Sale, Free Shipping, etc. which helps customers immediately filter to items of interest, and saves time for the business by eliminating the need to set this up manually.
- **Related products** can be displayed on a product page, whether these are accessories or other upsells. This can increase order size without taking more than a few moments for the store owner to set up.
- **Product bundles** can be created to encourage customers to buy multiple items together for a discount, which can overall raise average order value (AOV) and also help move extra inventory.
- **Additional upselling tools** are included, such as Checkout Additional Fees (allow customers to make a selection at checkout for special service or some other bonus that incurs an additional fee), and a dedicated Gift Wrap module.

With this combination of multiple features and automation of things like "On Sale" category pages, Shift4Shop website owners can create a detailed shopping experience built to attract customers without adding too much to the business's workload.

## Product Sourcing Tools and Integrations

Every eCommerce business needs to somehow acquire the products it sells. While some businesses manufacture their own products or provide services instead, most buy their products from a distributor. Shift4Shop has several built-in features to help manage the sourcing of items.

Store owners can **set up distributor records** in their Shift4Shop dashboard. In combination with inventory control (described below), a business on Shift4Shop can set up their store's backend to **generate Purchase Orders to be sent to a distributor** when stock falls below a certain level.

### Shift4Shop also includes features for dropshipping

- Store administrators can set up any of their suppliers as a dropshipper, useful when a business has made a deal with a distributor willing to ship to customers directly.
- Integrations are also available for large dropshipping suppliers like AliExpress and Doba.
- Print-on-demand dropshipping is also available through integrations with services like Printful.

Lastly, for businesses that deal only in digital products, Shift4Shop has full support including automated solutions for emailing product keys and download links to customers immediately after their purchase.

## Order and Inventory Management

Shift4Shop makes it easy for businesses to handle any number of orders while still keeping their inventory straight.

All orders are visible in an easy-to-use dashboard built with organization in mind. Orders are separated by status, can be tagged with a color or label, and can be moved among customizable order statuses as needed. New order notifications allow store admins to take action on fulfilling those orders right away. Both customers and store admins can leave notes on orders to help clarify any important information. Overall, Shift4Shop's order management is a comprehensive solution for seamlessly processing orders.

Naturally, as orders come in, this will affect a store's available inventory. Shift4Shop's inventory management system allows for detailed inventory tracking, with the ability to track individual product variants separately by using Advanced Options (described above in Product Management). Inventory control can also be set on any product or Advanced Option, and store owners can set up automatic alerts whenever stock reaches a minimum threshold. Inventory buffers are also available, which allow a store to show a product as out of stock when it reaches the buffer amount, rather than all the way at zero.

### **Store owners also have a choice as to how to display products that have gone out of stock:**

- ✓ Simply hide the product page
- ✓ Display "Out of Stock" message
- ✓ Allow customers to place the item on Back Order
- ✓ Allow customers to sign up for a Waiting List to be informed when the item is back in stock

Back Orders will process as new orders as soon as stock is replenished, while Waiting Lists automatically notify customers.

Finally, when a store replenishes inventory through the Purchase Order system described above, the new inventory can also be received and stock updated with a few clicks.

## Shipping and Returns

Like other features, Shift4Shop's shipping tools are meant to ease the process as much as possible for both businesses and customers. Shipping is quick to set up, and costs are presented to customers as clearly and as early as possible to avoid "shipping shock," which is when a customer is unpleasantly surprised by shipping fees and may abandon their cart.

Shift4Shop has built-in integrations with major shipping carriers like USPS, UPS, and FedEx. Store owners can connect their own account with their carrier of choice to their store to access real-time shipping rates which update as the customer creates their order. Store owners can also opt for flat-rate shipping, and can offer free shipping as well (with or without a free shipping threshold — i.e. the customer's order must reach a certain minimum amount to qualify for free shipping). Connecting their store to a major carrier also allows Shift4Shop store owners to print pre-filled shipping labels from their dashboard, which saves time and eliminates mistakes that can be made when filling out a label by hand.

Businesses using Shift4Shop can also set up custom shipping methods, which can include options like local delivery or in-store/curbside pickup. There's a dedicated In-Store Pickup module to make it even more seamless. Shipping methods can also be limited to specific ZIP codes, which is useful for designating local delivery areas.

Shipping is also made easier through built-in address verification, which compares a customer's typed address to the USPS address database to correct errors. Google Address Autofill is also available, which uses Google Places to provide similar verification.

For returns, Shift4Shop includes a full RMA (Return Merchandise Authorization) system that allows store owners to request information from customers before authorizing a return. Store admins and customers can communicate through the RMA system to reach a resolution and customers can upload images of the item to be returned or refunded before a decision is made. If the return is accepted, store admins can send a return label to the customer. Refunds can be processed in moments and other options are available such as partial or full store credit.

## Customer Relationships and Loyalty

Shift4Shop includes a built-in CRM (Customer Relationship Manager) module that provides detailed records of interactions between customers and staff. This is extremely useful for tracking and nurturing long-term customer relationships and building loyalty.

Reward points are another valuable loyalty tool, with Shift4Shop's built-in Reward Points module providing a fully customizable loyalty program. Store owners can determine the value of points, choose how many are awarded and which products can be redeemed, and award points to customers for special events, promotions, or as desired.

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## Marketing and SEO

Shift4Shop is built for marketing right out of the box, with built-in tools and integrations covering every aspect of eCommerce marketing and search engine optimization:

- A flexible Promotion Manager that allows creation of many types of promotions, including placing items "on sale" or requiring a coupon. Coupons can be entered via code, or "click to apply" and sent in an email or social media post. Coupons can also be limited in use, set to expire, and more. The entire system is extremely customizable and can also be used to create other types of promotions like BOGO (buy one, get one), and more.
- A Daily Deals module that places a limited-time "Daily Deal" on the store's homepage, with a countdown timer to create a sense of urgency. The Group Deals module is similar, only it requires a certain number of orders to unlock the discounted price (comparable to Groupon). Both Daily and Group Deals are built to go viral — Group Deals especially, since customers will share the deal in hopes that more people will participate to unlock the discount.
- A Make-an-Offer module which allows customers to haggle the price of an item with the business. Store administrators can submit counteroffers until both parties agree on a price.
- Gift Cards can be easily created to help spread the word about a business and make it easier for customers to shop for their friends.
- Gift Registries and Wish Lists are available and highly customizable, can be made private or public, and shared on social media by customers who want others to purchase items for them from your store.
- Email marketing is built-in, with customizable newsletters, follow-up emails after an order, Abandoned Cart Saver campaigns, and more. Shift4Shop also integrates with AWeber, MailChimp, and other email solutions for even more functionality.
- Multichannel and social media marketing features allow store owners to connect their store to Facebook, Instagram, Google Shopping, and more, and to synchronize their inventory with Amazon and eBay.



**In addition to the above marketing features, Shift4Shop is also built with cutting-edge SEO in mind. Beyond the responsive design in Shift4Shop's store templates, the software itself is made for SEO with the following features:**

- Customizable page meta tags, including the title and description attributes
- SEO-friendly, customizable URLs for every page
- Search-friendly navigation with breadcrumbs
- Use your own domain name
- Integrated blog for fresh, high-value content
- Automated XML sitemap for faster indexing
- Schema.org rich snippets markup for more "clickable" links on search engine results
- Canonical URLs to avoid duplicate pages
- Customizable H1 headings
- Google Analytics integration
- Customizable image ALT tags
- 301 redirects
- Robots.txt editing capabilities

## Hosting and Security

As an SaaS (Software as a Service) platform, Shift4Shop requires no installation and no separate web hosting. Users only need a modern web browser and an internet connection to manage their store.

Shift4Shop includes fully managed web hosting with a 99.94% uptime guarantee, and 24/7 monitoring to ensure the best performance at all times. Plus, it includes unlimited disk space, FTP access to your files (as needed) and a free SSL certificate. Shift4Shop is PCI compliant, meaning it reaches the highest security standards as required by the Payment Card Industry – with no extra work on the part of the store owner. PCI compliance is a time- and cost-intensive endeavor, but Shift4Shop assumes responsibility and takes the burden off the business owner.

All Shift4Shop stores are also powered by Cloudflare, which provides cutting-edge DDoS attack protection, faster loading speeds, and a global content delivery network (CDN) that helps your site run smoothly no matter how much traffic rolls in.

## Support

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**By email:** [support@shift4shop.com](mailto:support@shift4shop.com)

**By phone:** 1-800-828-6650

**Through live chat:** on the [Shift4Shop.com](https://www.shift4shop.com) website