

*a beginner's guide to*

# WooCommerce Plugins





# WHAT IS WOOCOMMERCE?

WooCommerce is an open source software assistance for WordPress used by eCommerce businesses globally.



## WHAT MAKES WOOCOMMERCE SO POPULAR?

*It is a highly simple, free and easy to customize tool thus has evolved as a hot downloadable tool for small, medium and large websites selling online products and services.*



## WHAT ARE WOOCOMMERCE PLUGINS?

**WordPress and WooCommerce plugin marketplaces host several WooCommerce plugins that are compatible with the eCommerce functionality of WooCommerce.**

# WHAT ALL DO THESE PLUGINS STRIVE TO ACHIEVE?



It makes selling of digital and physical products and services more affordable and accessible. It efficiently manages stocks and shipping, and also helps in making secure financial transactions.



# WHICH ARE THE FUNCTIONAL AREAS WHERE THEY CAN BE USED?

*They can be used in -*

- *Product Recommendations*
- *Checkout Process*
- *Payment gateways*
- *Breaking language barriers*
- *Personalization*
- *Switch Currencies*

# WHAT DOES PERZONALIZATION'S WOOCOMMERCE PLUGIN DO?

**PERZONALIZATION** 

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**This plugin by Perzonalization facilitates a host of functions – like recommending products to customers, personalizing and automating emails and tracking performance.**



## IS CODING NECESSARY TO INSTALL PERSONALIZATION'S PLUGIN?

No. Knowledge of Coding is not  
necessary to install this plugin





## WHAT OTHER BENEFIT DOES PERSONALIZATION'S PLUGIN OFFER?

- Boost sales
- Sell more products
- Increase customer loyalty
- Help visitors find the right products

# WHAT MAKES PERZONALIZATION'S PLUGIN DIFFERENT FROM THE REST?

It's easy to install and instantly **01**

It uses real time AI **02**

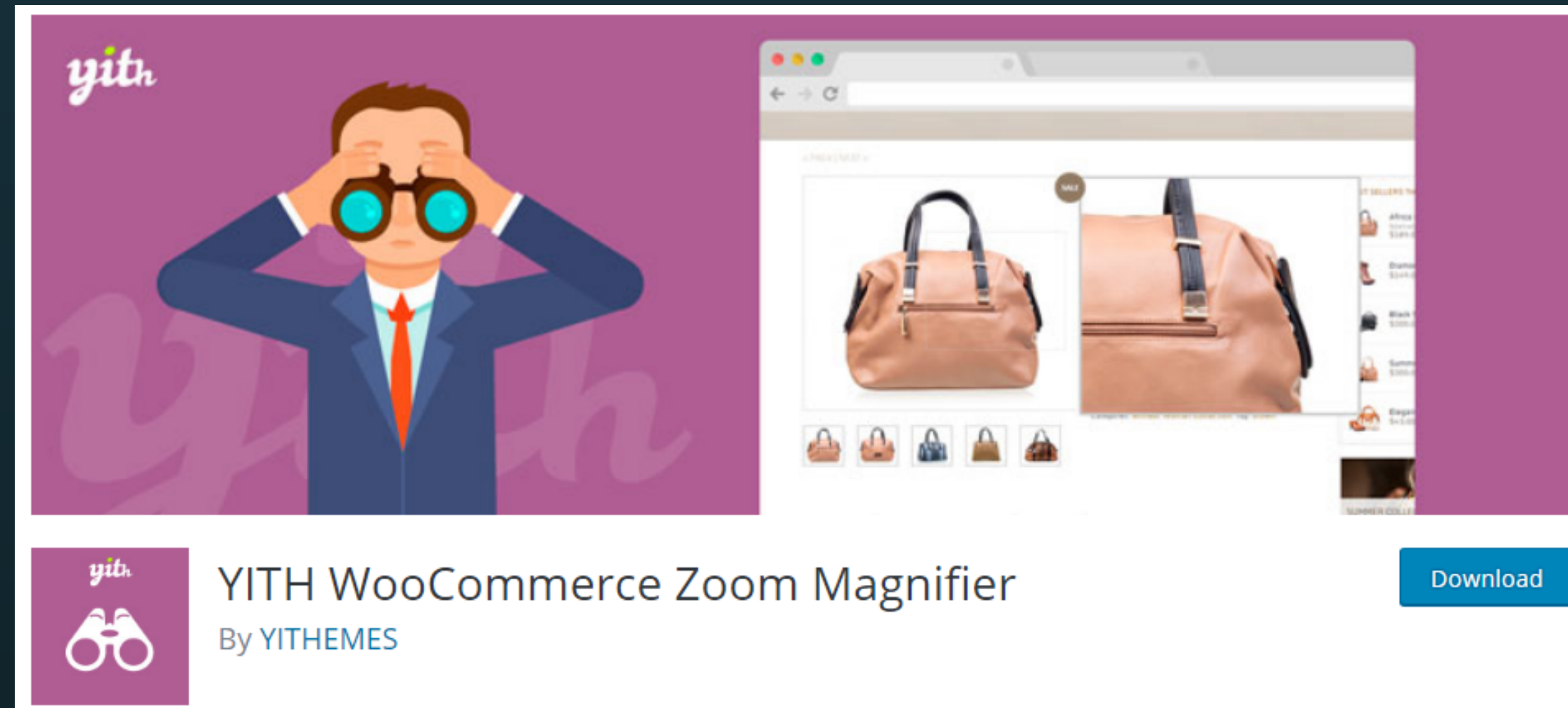
It has a flexible Styling **03**



# WHICH PAGES CAN THIS PLUGIN BE USED?

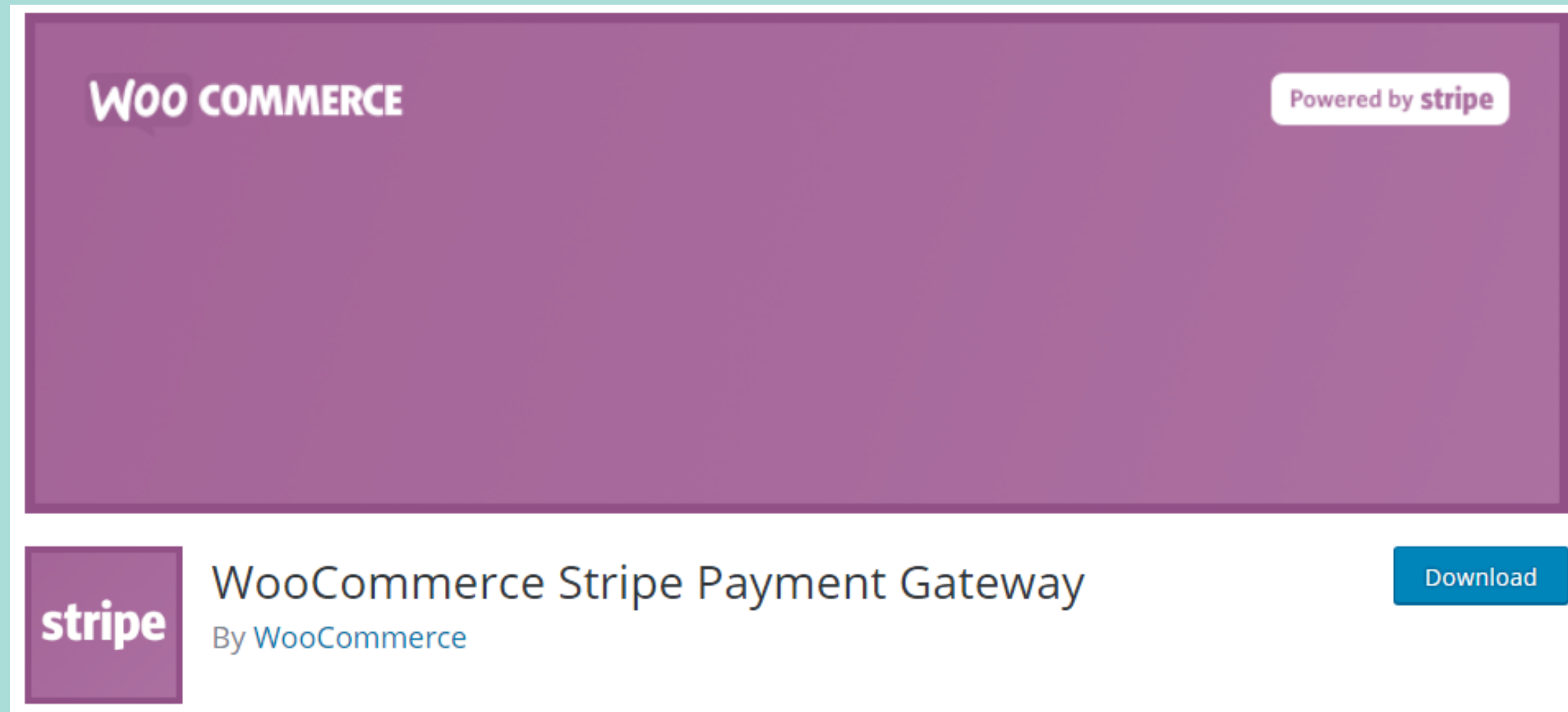
**It can be used in HomePage, Product Detail Page,  
Category Page, No Search Result page and Cart Page.**

# WHAT DOES YITH WOOCOMMERCE ZOOM MAGNIFIER DO?



In order to have a better inspection of the products and have satisfactory loud and proud view, the customers use the zooming facility. This plugin provides that and also helps in increasing convertibility of the customers.

# Stripe Payment Gateway Plugin



**The Stripe payment gateway is available with no fee charged. It is easy to install. Along with other payment gateways this payment gateway facilitates the card payment facility thus making the purchasing experience for the customers better and safer.**



# WooCommerce Multilingual

This helps the store get different languages conversion facility at the website thus targeting customers from different cultures.

# How Can WooCommerce Currency Switcher Plugin Help?



This plugin helps a user to switch to the currency desired, at the real time basis. It also provides currency aggregators facility as well as helps in the conversion of currency and payment in desired currency. Add subheading



# WooCommerce MailChimp

**It is costlier to make a new customer than to retain the existing one . One of the ways to retain them is by collecting the customer's email addresses in the email list for any further need. This plugin helps the customers to directly subscribe to the mailing list.**





**HAVING THE BEST SUPPORTIVE FEATURES,  
WOOCOMMERCE IS NOW ONE OF THE MOST  
POPULAR ECOMMERCE PLUGIN ON THE WEB**

**THANK YOU**

**L O O K I N G   F O R   M O R E   C O N T E N T  
O N   E C O M M E R C E ?**

**DISCOVER**