

6 REASONS YOU SHOULD CHOOSE MAGENTO ENTERPRISE OVER COMMUNITY



VS



WHAT'S THE BIGGEST DIFFERENCE BETWEEN THE MAGENTO 2 EE AND CE?



The biggest difference between the Magento 2 CC and EE versions is the cost. Magento 2 CE continues to remain free, whereas, Magento 2 EE pricing structure has been revised to link it to the company's annual turnover



WHAT ARE THE 2 GREATEST MARKETING CAPABILITIES OFFERED BY THE MAGENTO EE?

The Magento 2 EE optimizes personalization and customer information to better segment your audience and enhance shopping experiences.

WHAT ENABLES MAGENTO EE TO UPSELL AND CROSS-SELL?

With the help of the Enterprise Edition's advanced rule-based product-relations functionality, you can now recommend products to your customers or a certain section of them.



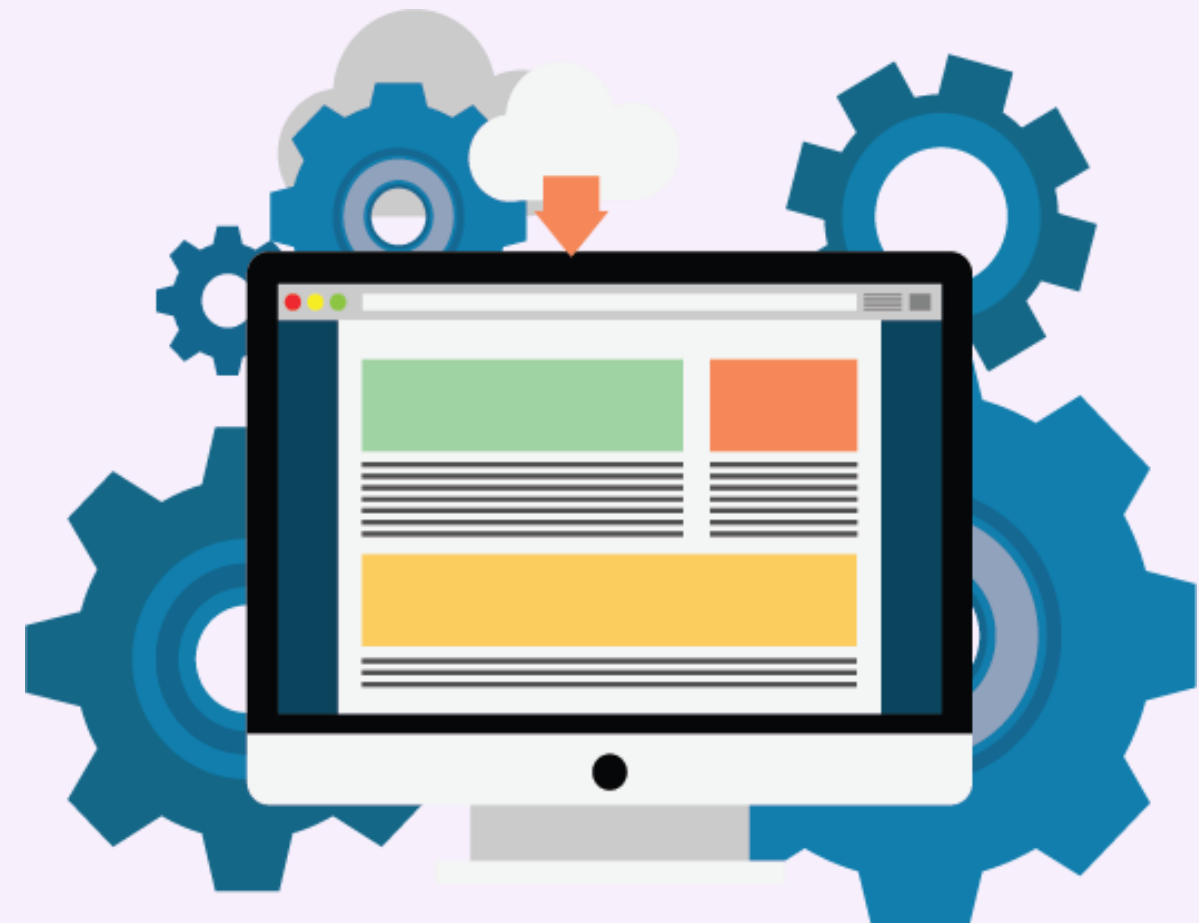
HOW CAN YOUR CUSTOMERS HAVE A SEAMLESS PURCHASE EXPERIENCE WITH MAGENTO 2 EE?

The Magento 2 EE comes with a powerful visual merchandizer tool. Its drag-and-drop interface and automated rules sorting makes it easier for you to customize the category pages – like feature best sellers, highest-margin products, newest products, etc.



THE VISUAL MERCHANDIZER TOOL ALSO –

Saves time by automatically assigning products to categories based on pre-set conditions and also help in boosting conversions.



HOW DOES THE REWARD POINTS MODULE OF THE MAGENTO 2 EE HELP THE ECOMMERCE STORES?

You can create rules into this module, to automatically reward customers for a desired action – for instance, leaving a review, for registration, signing up for newsletters etc. The store customers can also redeem these points directly on the store. This engages the customer and makes him come back to your store.

WHAT ARE THE BENEFITS OF THE ADVANCED CONTENT MANAGEMENT CAPABILITY OF THE MAGENTO 2 EE?

The Advanced CMS of the Magento EE enables page hierarchy system to organize content pages and add pagination, WYSIWYG editor, navigation, and menus, maintaining multiple versions of a page and track their revision, and also restore previous versions. You can also set permissions to control who can create and publish content.



THE MAGENTO 2 EE HELPS YOUR ECOMMERCE STORE WITH -

- Fast and easier deployment
- Better Shopping Experience
- Performance and Scalability
- Better Roles Management
- Customer Loyalty

WHY IS MAGENTO 2 EE HIGHLY RECOMMENDED FOR ECOMMERCE BUSINESSES?



**Magento is a smart eCommerce business investment
and when done right, can be extremely rewarding.**

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 ?**

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