

# THE ANATOMY OF THE MAGENTO MARKETPLACE



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# WHAT IS AN ONLINE MARKETPLACE?



Marketplace is an online shopping platform where buyers and sellers come together from anywhere and anytime in the world.

# WHAT IS A MAGENTO MARKETPLACE?

An online platform which sells such Extensions and Plugins which are compatible with your Magento eCommerce store is a Magento Marketplace.



# WHY ARE MAGENTO PLUGINS AND EXTENSIONS REQUIRED?



In order for eCommerce stores to operate smoothly, and for eCommerce owners to get the most out of their online shops, they must install plugins or extensions in their shopping website.

# MAGENTO EXTENSIONS ARE AVAILABLE FOR FUNCTIONALITIES SUCH AS –

# Customer Support

# Payments & Security

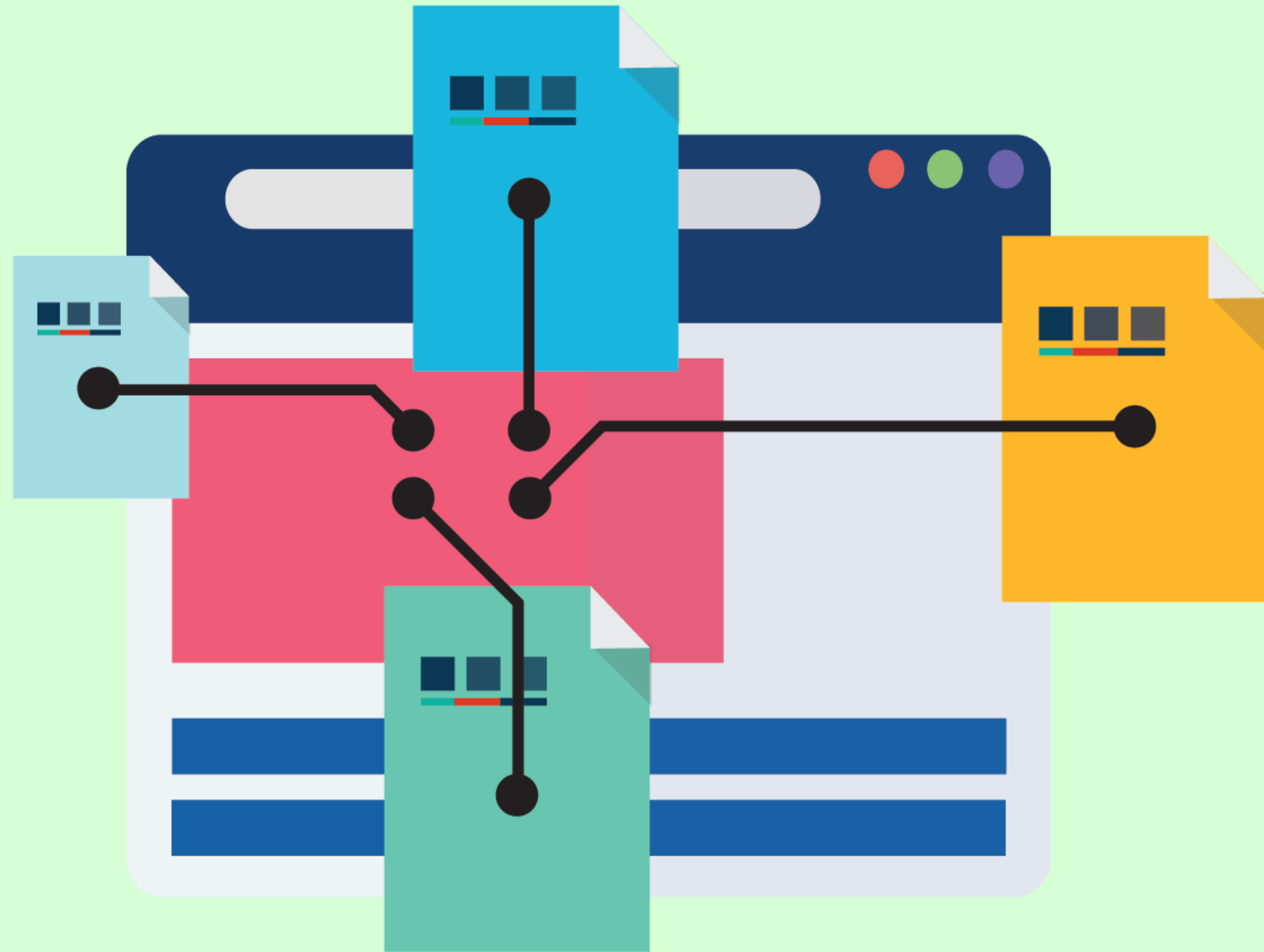
# Email Marketing / Social Media

# Accounting & Finance

# Shipping & Fulfillment

# Personalization

# Site Optimization etc.



## HOW CAN ONE CHOOSE WHICH EXTENSIONS THEY NEED FOR THEIR ONLINE STORE?

Choosing an extension from a whole list would primarily depend on the specific task you want to achieve, or a particular issue of an eCommerce store that you are looking to address.



# HOW MANY EXTENSIONS ARE AVAILABLE FOR MAGENTO?

**Magento manages more than  
7000 extensions in the  
marketplace.**

# **WHAT ARE THE FACTORS RESPONSIBLE FOR PRICING OF MAGENTO EXTENSIONS?**

**We need to consider things like the speed of growth of the industry, and the number of updates released for these extensions when we talk about pricing of these  
Magento extensions.**



# WHAT IS THE AVERAGE PRICE FOR A MAGENTO EXTENSION?



**Most commercial extensions are priced around the \$50-\$100 mark.**

## **IN A NORMAL SCENARIO, THE PRICING OF A MAGENTO EXTENSION WILL INCLUDE –**

- **Analyzing your Magento website and your needs**
- **Buying the ready plug-in (\$0-500)**
- **Integrating it to Magento**
- **Testing**
- **Implementation to the production version of the website**

# IS THERE AN EXTENSION I CAN TRY FOR FREE?



Perzonalization's Magento Plugin also offer a 15-day free trial, which you can later pay for when you see a significant boost in your sales numbers.

**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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