

Adobe Commerce 2.4

Adobe Commerce puts power in your hands to grow your business. Enjoy a rich feature set, dedicated support, and a managed cloud infrastructure to operate your business with confidence.

Boost sales & conversions

Use advanced customer segmentation tools, Product Recommendations powered by Adobe Sensei and, industry-leading search to target promotions and merchandising for improved conversion rates and increased average order value. Spend less time with back end scaling and infrastructure for site search. Live Search powered by Adobe Sensei can deliver even as traffic surges.

Build customer loyalty

Foster brand affinity and repeat purchases by enabling customers to earn reward points, create gift registries and multiple wish lists, receive store credit, and participate in exclusive private sale events.

Simplify site management

Focus on growing your business rather than managing your IT infrastructure. Adobe Commerce provides a reliable, secure, and high-performance cloud service with 24x7 support.

Benefit from dedicated support

Spend less time troubleshooting issues with help from our support team and special diagnostic tools. You'll also benefit from Account Managers who can advise you on how to get the most out of your solution.

Increase business productivity

Easily create personalized experiences without IT support, by tailoring content using dynamic blocks. Once your new page or site has been created, review and schedule changes faster using content staging and preview capabilities.

Sell to businesses

Get to market fast with native support for B2C and B2B selling on a single platform. Adobe Commerce supports company accounts, quoting, custom catalogs and pricing, quick ordering, and approval workflows to meet your business customers' needs.

Gain powerful data capabilities

Harness the power of your commerce data and integrate external data sources for a complete 360-degree view of your business. Gain insights into your customers, what they are buying, how frequent they shop, how often they abandon carts, etc.



Over 40 Reasons to Move to Adobe Commerce

Direct customer and product support

- 24x7 technical support (phone, online)
- Dedicated account management
- Access to expert Adobe Services
- Advanced feature updates as part of your subscription

Managed cloud experience

- Single contact for licensing, hosting, and support
- Reliable, secure managed hosting and CDN
- Ability to deploy globally
- PCI Certified cloud infrastructure
- AWS and Azure cloud services

Dynamic marketing & merchandising

- Product Recommendations powered by Adobe Sensei
- Live Search powered by Adobe Sensei
- Advanced segmentation and targeting
- Custom attributes for deeper customer profiles
- Drag-and-drop visual merchandising tools and sorting rules
- Rules-based related products, up-sells, and cross-sells
- Automated emails to recover abandoned shopping carts and wishlists
- Enhanced CMS with drag-and-drop capabilities

Increased customer loyalty

- Reward points with merchant-defined redemption rules
- Virtual and physical gift cards
- Store credit for returns or gift card balances
- Private sales with viral "invite-a-friend" emails
- Gift registry and multiple wishlists
- Gift wrapping options, gift receipts, and gift cards

B2B functionality

- Self-service company account management
- Multiple buyers per company with assigned roles and permissions
- Support for payments on account
- Custom catalogs and pricing per company
- Streamlined online request for quote workflow
- Quick ordering by entering SKUs or uploading CSV files
- Requisition lists to speed purchase of frequently-ordered items
- Customer-configured purchase approval workflows
- Enable new account sign ups via an online form and approval process
- Customer-specific payment and shipping options

Business user tools

- Advanced content experience capabilities
- Business Intelligence toolset and 75+ customizable reports
- Content staging and preview
- Return Management Authorization (RMA)
- Scheduled import and export of data
- Support for larger administrative teams
- Patent or copyright infringement indemnification¹

Powerful scalability & performance

- Site-Wide Analysis Tool
- Cloud elastic scalability to handle peak selling days
- Separate checkout, order management, and product databases²
- Fix code conflicts ahead of an upgrade with the Upgrade Compatibility Tool
- Support for multiple secondary databases²
- Compatibility with MySQL Cluster²
- Queuing technology to speed checkouts and shared catalog updates

¹ Indemnity capped at the amount of fees paid by the licensee for the Adobe software license in the first twelve-month period after the effective date

² Available with the on premises version of Adobe Commerce only

Find out how Adobe Commerce can grow your business.

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