Magento Apps for 2014

Apptha.com is a solution provider for e-commerce stores based on Content Management Systems (CMSs). It is a full-fledged marketplace for finding extensions on Ecommerce platforms like Magento and leading content management systems. Apptha aims at providing easy readymade solutions for businesses which will in turn provide an enhanced e-shopping experience for customers through its extension-Magento.

About Magento

Magento is an online store development CMS platform. Major companies like Nike, Rovio and Olympus etc. and many other clothing, appliances, service providers and B2B players run their online stores on the Magento platform.

From a list of its extensions, the following are just some, which they believe will be game changers in 2014:

One Step Checkout

After trying hard to convince a customer make a purchase decision, losing them out due to a bad or a cumbersome checkout process is an opportunity lost and eventually a loss in business. Apptha has come up with the One-Step Checkout

concept in which all the required fields and information are integrated into a single page. This has been built with the understanding that by asking customers to do less while paying less, can lead to an increased business and frequent customer visits to the same e-commerce site.

Social Login

Compelling visitors to register into every e-com site is another contributing factor for losing business. Customers should not be burdened by asking them to remember a separate set of login credentials for every e-store they shop at. Incorporating social logins into an online store is an effective solution in making the buying easy.

Facebook Store

While social logins are productive in multiple ways, why not sell your products directly on a social networking platform? Instead of bringing in users from Facebook to the sites, Apptha went a step ahead and came up with an extension that would push the store into Facebook. Selling on Facebook is sure to increase revenue as users find the familiar interface comfortable for shopping. Moreover, the 'Like' and 'Share' buttons will pave way for increased brand promotion.

Reviews & Ratings

A few positive reviews and good ratings can brand a product for 100% genuineness and quality. Another extension is that which serves as a platform for customers to register their views on products they buy. It has also been designed in such a way that it fetches the user ratings and exhibits them in the search result pages of products in widely used search engines.

Marketplace

Just as shopping malls have started overshadowing individual stores, online marketplaces are slowly replacing web stores of individual products or companies in the online space. Marketplaces are preferred by more shoppers as they offer multiple options and products to compare before making a decision to buy.

Apptha developed a sturdy script which will serve as a readymade launch pad for creating such online marketplaces. This script is incorporated with multiple functionalities and appropriate back-end controls to make the best use of them.

Deals

Deals or offers have become the latest trend in online space too. Coupons and deals are the best attracting points for a customer to get hooked up with the product and to make them buy. Apptha came up with an extension that would help companies to list all the ongoing deals of a store in a single page with added features like deal alert system, countdown timers etc.

Apart from the above mentioned extensions, Apptha holds an assortment of other products like social media marketing tools and extensions for improving user experience and sales of a web store.

Their product line for the future would be based on the requirements of the startups in the e-commerce space.

- Rajeshkumar