

Magento® Mobile

Put Your Store in the Hands of Customers

Engage your customers and extend your brand like never before with a Magento Mobile native storefront mobile app.

iPhone iPad



Integrated with the Magento eCommerce platform, Magento Mobile enables merchants to take customer relationships to an entirely new level with a branded, cost-effective, easy-to-use, mobile application that includes unique capabilities specifically tailored for a native mobile storefront. Designed to accelerate innovation, Magento also makes the Mobile source code available for those who desire a deeper level of customization.

“Our new Magento-powered mobile app has given us an enormous head start in the quickly growing mobile commerce market. Thanks to Magento, developing it was much easier than we ever anticipated and we’re very pleased with the result.”

Ben Skigen, E-Commerce Director, ToolKing

Integration with Magento eCommerce

- Seamless integration with your current product catalog
- One admin panel for multiple devices
- Support for a wide range of checkout capabilities
- Native application for iPhone, iPad and Android

Marketing Tools

- Control over product display
- Merchandising, banners, promotions
- Consumer account features
- Customer reviews and ratings

Easy and Affordable

- Low-cost way to extend your brand and sales
- Simple process to create and style an application
- Application preview capabilities prior to purchasing a subscription
- Magento manages the application submission process to the app stores with full support from our team

Source Code Availability

- Deep customization capability
- Localization of mobile apps
- Supported with all Magento products

Highlights of Magento® Enterprise

Magento Mobile Admin Panel

- Real-time customization including updates for promotions and merchandising
- Installs directly into your existing Magento Admin panel
 - Multiple devices supported from one admin panel
 - Seamless integration with your existing catalog, CMS and store configurations
- Cohesive content and order management across all stores
- Manage multiple store views from a single interface
- Integrate new mobile stores with an existing Magento store
- Customize for distinct mobile use
- Application submission is managed at the admin panel
- Pre-integrated with Urban Airship notification services (iPhone only)
- Pre-integrated with Flurry Analytics to gain insight on application usage by end customers (iPhone only)
- OS support – Supports iOS 3.x version and Android 2.x version and above
- International support for languages & currencies

Native Mobile Device Apps

- Intuitive UI takes advantage of the device touch screen
- Appealing user experience with optimized design utilizing native device features

Built to Perform

- Image resizing for product list and category icons based on device supported resolution
- Intuitive navigation of catalogs and menus
- Enhanced caching scheme

Intuitive Application Interface

- Consistency for users between eCommerce site and mobile application
- Easy customization and branding of your mobile store
- Robust shopping features including easy search and navigation capabilities
- Control over the way content and images are displayed

Merchandising Tools

- Implement themes and banners; promote sales and special offers
- Display categories and sub-categories of products
- Reviews and ratings
- In-stock or out-of-stock notice

User Account Features

- Login and registration for new and existing user account
- Order history, wish lists and address book

Checkout Integration & Payment Apps

- Integrated with best-of-breed payment applications including PayPal Mobile Checkout
- Optional integration with your existing checkout including Authorize.net, Cybersource and others

Magento Mobile Source Code

The Magento Mobile source code allows you to customize and create your own extensions and to develop a high performing mobile app with a seamless user experience.

- Customize the app with unique features to meet customer requirements
- Easily create new extensions
- Simple application architecture based on Magento core and extension modules
- Objective C source code
- Annual license on a per-customer and per-mobile-application basis

Please contact a [Magento Territory Manager](#) for more information on [Magento Mobile source code](#). Mobile applications created using the source code are submitted to the [Apple App Store](#) and supported by the developer.