



General Differences

	Starter	Digital	Professional	Ultimate
Product Limit	20	Unlimited	Unlimited	Unlimited
Number of Staff Logins	1	5	5	Unlimited

Inventory Control

	Starter	Digital	Professional	Ultimate
Per Product Inventory Levels		N/A	✓	✓
Per Product Option Inventory Levels		N/A	✓	✓
"Out of Stock" Messages		N/A	✓	✓
Low Stock Warning Email Notifications		N/A	✓	✓
Quick & Easy Inventory Management		N/A	✓	✓

Store Checkout and Order Management

	Starter	Digital	Professional	Ultimate
Order Messages				✓
Export Orders (CSV / XML)			✓	✓
Global Store Tax Calculation	✓	✓	✓	✓
International Orders	✓	✓	✓	✓
Configurable Per-Country & State Tax Rates	✓	✓	✓	✓
New Order Notification via Email	✓	✓	✓	✓
New Order Notification via SMS	✓	✓	✓	✓
New Order Notification via Windows Live Messenger	✓	✓	✓	✓
SSL Based Checkout	✓	✓	✓	✓
Order Status Change Emails for Customers	✓	✓	✓	✓
Courier Tracking Number Field for Orders	✓	N/A	✓	✓
Configurable Shipping Countries	✓	N/A	✓	✓
Per-Order Handling Fees	✓	N/A	✓	✓
Printable Invoice & Packing Slips	✓	✓	✓	✓

Supported Payment Methods

	Starter	Digital	Professional	Ultimate
2 Checkout	✓	✓	✓	✓
Authorize.NET	✓	✓	✓	✓
E-Way	✓	✓	✓	✓
PayMate	✓	✓	✓	✓
PayPal	✓	✓	✓	✓
Protx	✓	✓	✓	✓
WorldPay	✓	✓	✓	✓
Bank Deposit	✓	✓	✓	✓

Cheque	✓	✓	✓	✓
Cash on Delivery	✓	✓	✓	✓
Pay in Store	✓	✓	✓	✓
Money Order	✓	✓	✓	✓
+ Modular Checkout Provider Integration	✓	✓	✓	✓

Supported Shipping Methods

	Starter	Digital	Professional	Ultimate
(Real-time) Australia Post	✓	N/A	✓	✓
(Real-time) Canada Post	✓	N/A	✓	✓
(Real-time) FedEx	✓	N/A	✓	✓
(Real-time) Intershipper	✓	N/A	✓	✓
(Real-time) UPS	✓	N/A	✓	✓
(Real-time) USPS	✓	N/A	✓	✓
Flat-Rate Per Order	✓	N/A	✓	✓
Free Shipping	✓	N/A	✓	✓
Per Item Based	✓	N/A	✓	✓
+ Modular Shipping Method Integration	✓	N/A	✓	✓

Returns Management (Ultimate Only)

	Starter	Digital	Professional	Ultimate
Customers Can Submit Return Requests for Past Orders				✓
Customizable Return Instructions				✓
Configurable Return Reasons				✓
Configurable Return Actions				✓
Advanced Returns Processing and Statuses				✓
Return Email Notifications (Store Owner and Customer)				✓
Ability to Issue Store Credit for Returns				✓

Customer Management

	Starter	Digital	Professional	Ultimate
Criteria Based Customer Search	✓	✓	✓	✓
Customer Order History	✓	✓	✓	✓
Import Customers (CSV/XML)	✓	✓	✓	✓
Export Customers (CSV /XML)			✓	✓
Store Credits	✓	✓	✓	✓

Promotional and Marketing Tools

	Starter	Digital	Professional	Ultimate
Banner Management	✓	✓	✓	✓
Coupon Codes	✓	✓	✓	✓
Newsletter Subscriptions	✓	✓	✓	✓
Interspire SendStudio Integration	✓	✓	✓	✓
Newsletter Subscriber Export (CSV)	✓	✓	✓	✓
Google Base Export	✓	✓	✓	✓

Content Management

	Starter	Digital	Professional	Ultimate
Page Creation	✓	✓	✓	✓
Contact Form Creation	✓	✓	✓	✓
Syndicated Content Pages	✓	✓	✓	✓
News Management	✓	✓	✓	✓

Analytics Service Integration

	Starter	Digital	Professional	Ultimate
Google Analytics	✓	✓	✓	✓
Interspire TrackPoint	✓	✓	✓	✓
+ Modular Analytics Service Integration	✓	✓	✓	✓

Statistics and Graphs

	Starter	Digital	Professional	Ultimate
Store Overview (Revenue, Orders, Visitors)	✓	✓	✓	✓
Top Customers	✓	✓	✓	✓
Best Selling Products	✓	✓	✓	✓
Order Locations (via Google Maps)	✓	✓	✓	✓
Orders by Revenue	✓	✓	✓	✓
Orders by Items Sold	✓	✓	✓	✓
Popular Products (Rating Based)	✓	✓	✓	✓
Inventory Report	N/A	N/A	✓	✓
Customer Registrations by Date	✓	✓	✓	✓
Revenue Per Customer	✓	✓	✓	✓
Search Keywords (With and Without Results)	✓	✓	✓	✓
Best and Worst Performing Search Terms (Click thru Rates)	✓	✓	✓	✓
Search Term Corrections	✓	✓	✓	✓

Customer Features

	Starter	Digital	Professional	Ultimate
Per Customer Wish lists	✔	✔	✔	✔
Order History	✔	✔	✔	✔
Active order Tracking	✔	✔	✔	✔
Unlimited Billing and Shipping Addresses	✔	✔	✔	✔
Recently Viewed Products	✔	✔	✔	✔
Newsletter Subscriptions	✔	✔	✔	✔
Send Order Questions/Messages to Store				✔

Gift Certificates (Ultimate Only)

	Starter	Digital	Professional	Ultimate
Enable/Disable Functionality				✓
Configurable Gift Certificate Values				✓
Custom Customer Gift Certificate Values				✓
Gift Certificate Expiry Dates				✓
Customizable Gift Certificate Themes (HTML)				✓

Store Settings, Maintenance and Logging

	Starter	Digital	Professional	Ultimate
Built in Database & Product Backup System		✓	✓	✓
Remote FTP Backups		✓	✓	✓
Automatic Database Backups (via Cronjob)		✓	✓	✓
Built in System Log Files	✓	✓	✓	✓
Database Error Logging	✓	✓	✓	✓
Administrator Action Logging	✓	✓	✓	✓
Custom Per Store Administrator Permissions	✓	✓	✓	✓

Store Import and Export Wizards

	Starter	Digital	Professional	Ultimate
OsCommerce 2.2	✓	✓	✓	✓
CubeCart 4.0	✓	✓	✓	✓
X-Cart 4.1	✓	✓	✓	✓

Views (Saved Searches)

	Starter	Digital	Professional	Ultimate
Custom Order Views	✓	✓	✓	✓
Custom Customer Views	✓	✓	✓	✓
Custom Product Views	✓	✓	✓	✓
Custom Gift Certificate Views	N/A	N/A	N/A	✓
Custom Return Request Views	N/A	N/A	N/A	✓

Search Engine Optimization

	Starter	Digital	Professional	Ultimate
Search Engine Friendly URLs	✓	✓	✓	✓
Site-wide Meta Keywords and Description	✓	✓	✓	✓
Category-level Meta Keywords and Description	✓	✓	✓	✓
Product-level Meta Keywords and Description	✓	✓	✓	✓

Brand-level Meta Keywords and Description	✓	✓	✓	✓
Page-level Meta Keywords and Description	✓	✓	✓	✓
XHTML / CSS Standards Based Markup	✓	✓	✓	✓

Customization

	Starter	Digital	Professional	Ultimate
Drag and Drop Page Design	✓	✓	✓	✓
Included Customization	N/A	N/A	N/A	4 hours
Additional Customization	Paid	Paid	Paid	Paid
100% Template Driven	✓	✓	✓	✓
CSS Based Layout	✓	✓	✓	✓

Localization

	Starter	Digital	Professional	Ultimate
Fully Translatable User Interface	✓	✓	✓	✓
Configurable Currency Token & Number Formatting	✓	✓	✓	✓
Weight & Measurement Unit Settings	✓	✓	✓	✓

Miscellaneous Features

	Starter	Digital	Professional	Ultimate
Built-in Inline Help	✓	✓	✓	✓
Installation Wizard	✓	✓	✓	✓
Upgrade Wizard	✓	✓	✓	✓
HTML & Text Formatted Emails (Template Based)	✓	✓	✓	✓

Power User Features

	Starter	Digital	Professional	Ultimate
Bulk Product Editing/Updating			✓	✓