

Configuration

Shopware provides multiple different configurations to change and alter your shop so it matches your exact wishes and needs.

In this area of the documentation we deal with those configurations and options.

Additionally it is described, how to create different elements like products, marketing options, shopping experiences and many more.

Name	Product number	Manufacturer	Status	Price	In stock	Will available
Produktname mit Beschreibung	10000000001	Hersteller 1	✓	1000 €	100	100
Produktname mit Beschreibung	10000000002	Hersteller 2	✓	2000 €	200	200
Produktname mit Beschreibung und Hersteller	10000000003	Hersteller 3	✓	3000 €	300	300
Produktname mit Beschreibung	10000000004	Hersteller 4	✓	4000 €	400	400
Produktname mit Beschreibung	10000000005	Hersteller 5	✓	5000 €	500	500
Produktname	10000000006	Hersteller 6	✓	6000 €	600	600

Edit

Click here to open the processing mask of the product. You can find further information on the individual functions of all fields in the article [Add a new product](#).

Duplicate

With this option, you can copy a complete product. So you can quickly create several similar products. You can go directly to the edit mask of the product to make changes. By default, the new product is created with the next higher product number and the word **copy** after the name.

Delete

If you no longer need the product, you can delete it by clicking here.

Please note that products that are already included in orders will continue to be listed as items in the order even after the product is deleted, but will refer to a non-existent dataset. Therefore, we recommend not to delete such products, but to deactivate them.

Bulk edit

Bulk edit offers you an easy and quick way to change multiple products at the same time.

Selected	Name	Product number	Manufacturer	Status	Price	In stock	Will available
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000001	Hersteller 1	✓	1000 €	100	100
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000002	Hersteller 2	✓	2000 €	200	200
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000003	Hersteller 3	✓	3000 €	300	300
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000004	Hersteller 4	✓	4000 €	400	400
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000005	Hersteller 5	✓	5000 €	500	500
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000006	Hersteller 6	✓	6000 €	600	600
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000007	Hersteller 7	✓	7000 €	700	700
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000008	Hersteller 8	✓	8000 €	800	800
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000009	Hersteller 9	✓	9000 €	900	900
<input checked="" type="checkbox"/>	Produktname mit Beschreibung	10000000010	Hersteller 10	✓	10000 €	1000	1000

You can select **individual products (1)** or all products that are displayed on this **page (2)**. You also have the option to select products on multiple pages. The maximum products that can be selected at once are 1000. The number of **currently selected products (3)** is displayed above the products. The option to **deselect all products (4)** is only shown if you have selected products from multiple pages. To edit the selected products click **bulk edit (5)**, to delete all selected products click **delete (6)**.

After clicking bulk edit, a pop-up window appears, showing you the selected variants.

Product Name	Manufacturer	Price	Status
Product 1	Manufacturer A	100.00	Active
Product 2	Manufacturer B	150.00	Active
Product 3	Manufacturer C	200.00	Active
Product 4	Manufacturer D	250.00	Active
Product 5	Manufacturer E	300.00	Active
Product 6	Manufacturer F	350.00	Active
Product 7	Manufacturer G	400.00	Active
Product 8	Manufacturer H	450.00	Active
Product 9	Manufacturer I	500.00	Active
Product 10	Manufacturer J	550.00	Active

In this overview, you have the option to remove products from your current selection. Once you are satisfied with your selection, click **start bulk edit**.

Bulk edit: 26 products

English Save

General information

Change: Description 591 characters

Change: Manufacturer Choose manufacturer

Change: Active Active

Change: Product promotion Product promotion

Property assignment

Change: Property assignment Overwrite

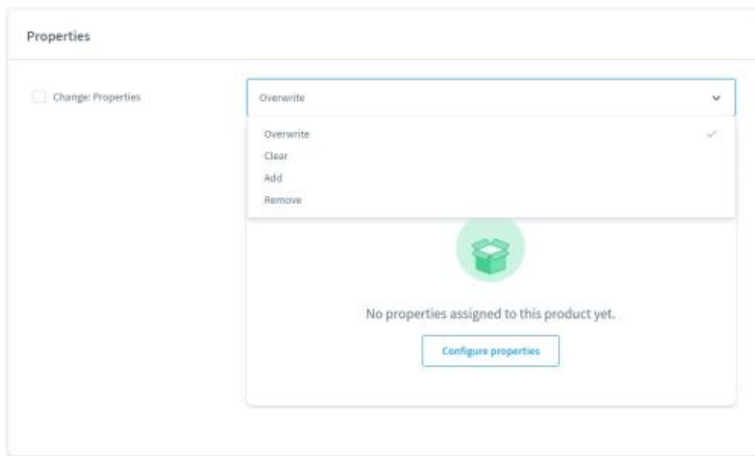
Mark the **checkbox (1)** of the information you wish to change, **update the values (2)**. Click **save (3)** to proceed.

Please note that only values for which the checkbox is ticked will be changed.

It is not possible to set the cover image by multiple change.

Updating the gross price does not change the net price.

The information to be edited is divided into blocks, such as properties or assignment, similar to the product configuration of a single variant. In some blocks, where it is reasonable, you have an additional dropdown with different options. This option decides how the changes within this block are to be handled.

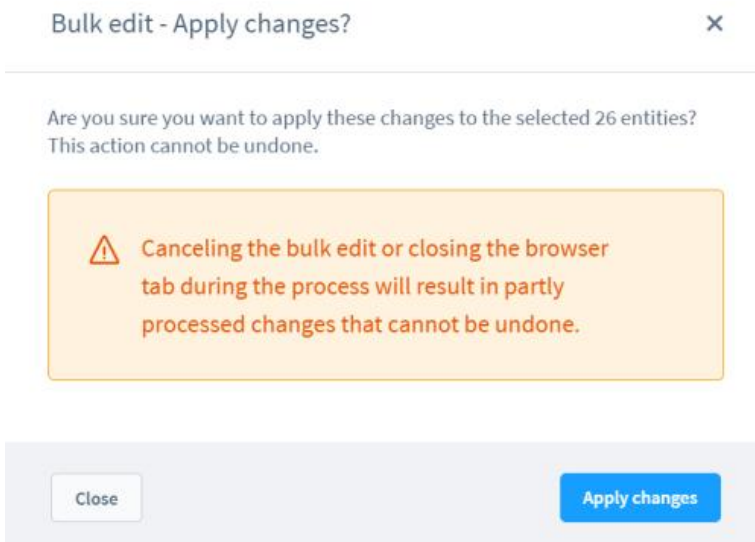


Overwrite: If you select this option, the previous information will be overwritten by the now selected information.

Clear: This option removes all settings and information from this block.

Add: With this option, only the selected settings are added to the variants. Existing settings will not be removed.

Remove: This option removes the selected settings from the variants, if they existed in the variants.




A popup will show you the number of items that are about to be changed, confirm this by clicking **apply changes**.



Depending on the number of items and the selected changes this may take a while.

Please be aware that manual changes to one of the selected entities during the bulk edit process may yield unwanted results.

 Canceling the bulk edit or closing the browser tab during the process will result in partly processed changes that cannot be undone.

Cancel

Close

Please wait while the system is updating the product information.



Bulk edit for the selected entities finished successfully!

Close

Shopware will inform you once it's done with the task. Click **close** to exit and return to the overview.

Prices & Advanced Prices

In the **Prices** block, you can define basic price-relevant configurations for several products at the same time using the bulk edit function.

Tax rate: Select the tax rate for the products here.

Price (gross): Enter the gross price including VAT.

Price (net): Enter the net price without taxes.

List price (gross): You can display the RRP in the frontend using the list price, for example. For the display to take place, the list price must be higher than the price of the product.

List price (net): You can also add a net list price.

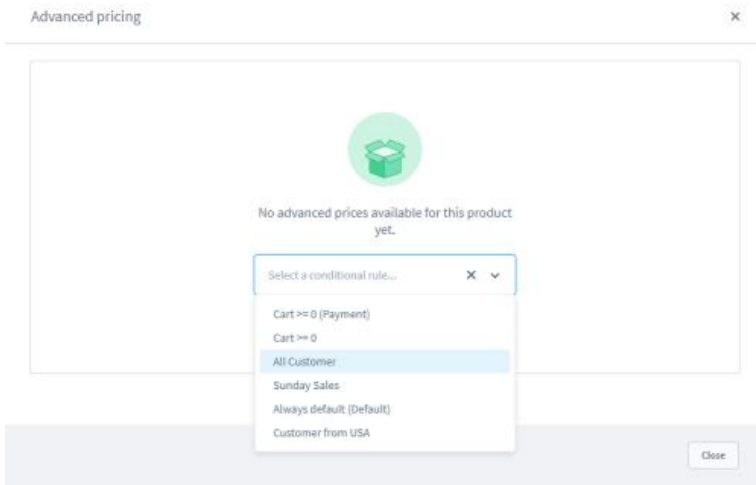
Purchase price (gross): You can enter your purchase price. But this price has only informative character. If the purchase price is entered, this can be taken into account in the evaluations (separate extension).

Purchase price (net): In addition, you can also enter a net purchase price.

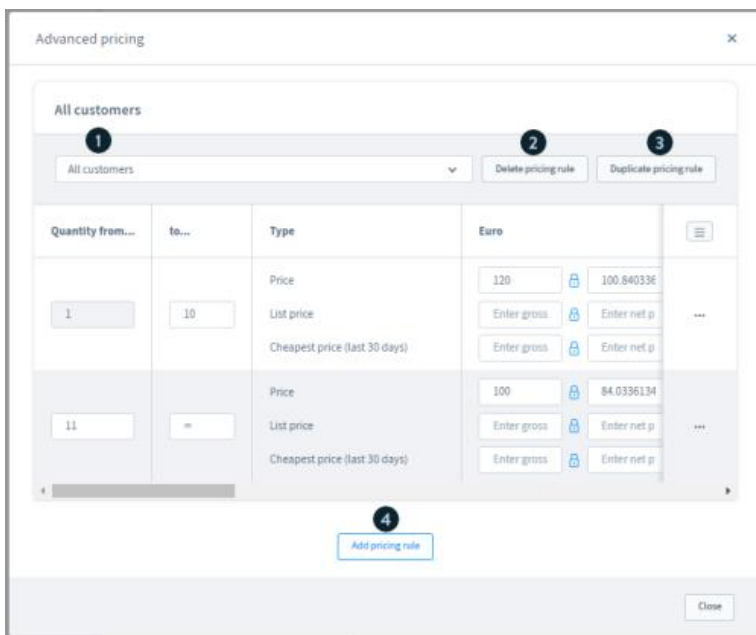
Cheapest price (last 30 days) (gross): Here you can enter the cheapest price (gross) of the last 30 days.

Cheapest price (last 30 days) (net): Here you can enter the cheapest price (net) of the last 30 days.

In the **Advanced Pricing** block, you have the option of adding price details such as scaled prices or deviating prices according to certain conditions. You must first define how the changes to this block are to be handled using the options in the dropdown. (Overwrite, Clear, Add or Remove). If you then click on **Create new advanced prices**, a modal will open.



After you have selected a condition rule, another modal opens.



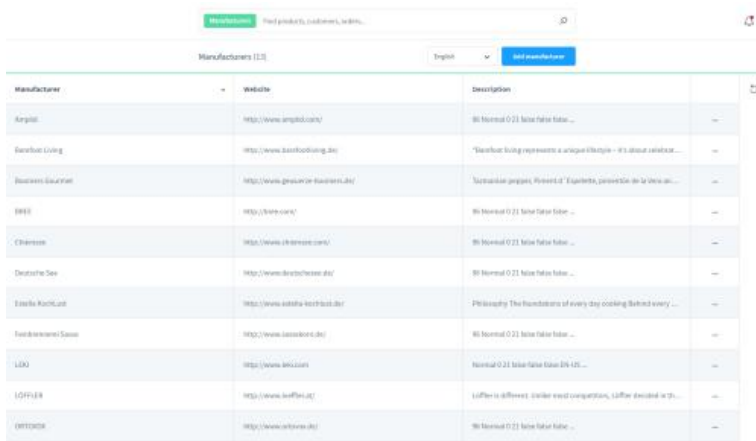
In addition to the options to set scales and define prices, list prices and currency-dependent prices (gross and net), you also have the possibility to change the previously selected condition rule using the **drop-down menu (1)**, **delete pricing rules (2)** or **duplicate pricing rules (3)**. You can also **add further pricing rules (4)** to create scales and prices for additional condition rules. When you have configured everything according to your preference, you can simply close the modal via the **Close** button and continue with the bulk edit.

Manufacturer

You will find an overview of the already created manufacturers here.

In the overview, the most important information about the individual manufacturers is displayed directly. In addition you have the possibility to adjust the sorting of the table (ascending and descending) by clicking

on the respective column heading.



Manufacturer	Website	Description
Amglat	http://www.amglat.com/	® Normal O 21, 100g Netto-Gewicht...
Bambino Living	http://www.bambinoliving.de/	"Bambino Living represents a unique lifestyle - it's about ambience...
Business Gourmet	http://www.gourmet-business.de/	Terminale gepresst, 100% Fett, 100% Eiweiß, 100% Protein...
BREI	http://www.brei.com/	® Normal O 21, 100g Netto-Gewicht...
Cherwell	http://www.cherwell.com/	® Normal O 21, 100g Netto-Gewicht...
Deutsche See	http://www.deutschee.de/	® Normal O 21, 100g Netto-Gewicht...
Edelweiss Kaffee	http://www.edelweisskaffee.de/	Philosophy: The foundations of every day cooking. Behind every...
Fachmanns Kaffee	http://www.fachmanns.de/	® Normal O 21, 100g Netto-Gewicht...
LDK	http://www.ldk.com/	Normal O 21, 100g Netto-Gewicht...
LOFFLER	http://www.loffler.de/	Kaffee in different grades and variations, Kaffee blend in 20...
ORTOXIDE	http://www.ortoxide.de/	® Normal O 21, 100g Netto-Gewicht...

On the right side of each line you can use the button "... " to open the context menu for the respective manufacturer.

This menu offers you further options:

Edit

Opens the editing view for the manufacturer..

Duplicate

Creates a copy of the manufacturer with the stored data.

Delete

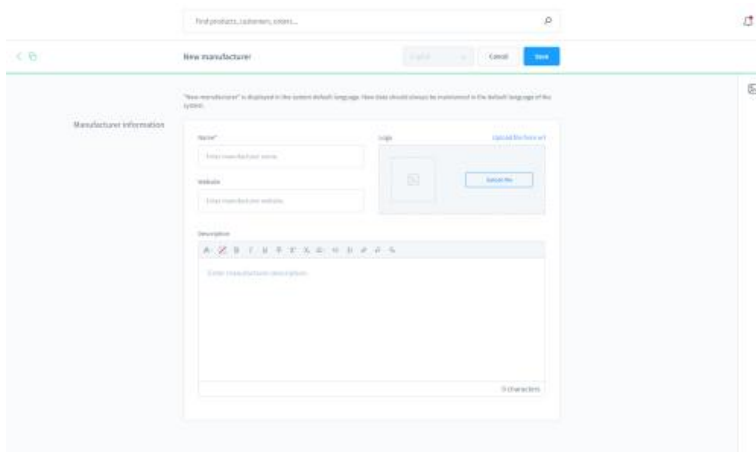
Click here to delete the manufacturer.

Note, however, that the manufacturer can only be deleted if it is not assigned to any product.

Add a new manufacturer

You can add a new manufacturer via "Add manufacturer".

A click on the button opens the corresponding mask for adding a new vendor.



The screenshot shows a 'New manufacturer' form with the following fields:

- Name:** A text input field with a 'Required' label.
- Website:** A text input field with a 'Required' label.
- Description:** A rich text editor area with a 'Required' label and a character count of 0/255.

Buttons for 'Cancel' and 'Save' are visible at the top right of the form.

The only mandatory information for the creation of a manufacturer is the name.

In addition, you can link to the website and store the company logo.

It is also possible to add a description text for the manufacturer's page to provide customers with additional information about the manufacturer.

The description can also be output via twig variables in the storefront. You can find more information on this in [this article](#).

Manufacturer search in storefront

If you have created one or more manufacturers in the admin and maintained them with the corresponding information, you can see them in the top right-hand corner of the product detail page for the products for which you have entered a manufacturer. There you can see the name of the manufacturer, or alternatively the logo, provided you have uploaded this to the manufacturer in the admin.

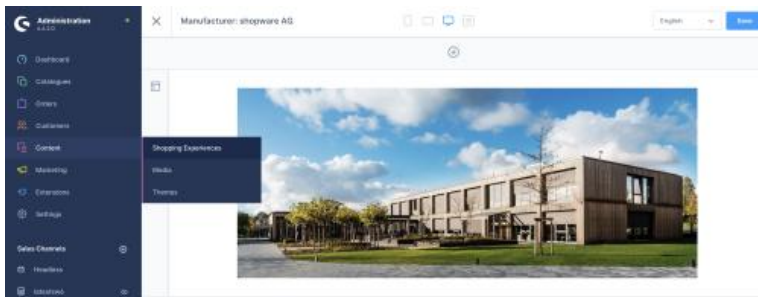
If the manufacturer has a website (link), the name or logo can be clicked on the product detail page.



Create manufacturer page

There is no manufacturer page as in Shopware 5 in the classic sense. However, an alternative way to realize this is as follows.

First, a landing page is required in the experience worlds, which can be created as desired. You can find more information on this in [this article](#).



In order to be able to use the created experience world, a landing page is now created under **Catalogs > Categories**. You can find more information on this in [this article](#).

The screenshot shows the 'Categories' configuration page with the 'SEO' section expanded. The 'Meta title' field contains 'Enter meta title...', the 'Meta description' field contains 'Enter a meta description...', the 'SEO keywords' field contains 'Enter one or more keywords...', and the 'SEO URL' field contains 'shopwareag'. The 'Language' dropdown is set to 'English', and 'Cancel' and 'Save' buttons are visible at the top right.

In the landing page, the corresponding mandatory fields must be filled in, especially for the SEO URL, note that this will be the URL under which the manufacturer's page can be reached. In the example, **shopwareag** is entered as the SEO URL. Preview: <https://www.dein-shop.de/shopwareag>

The previously created experience world for the manufacturer is then added in the second Layout tab.

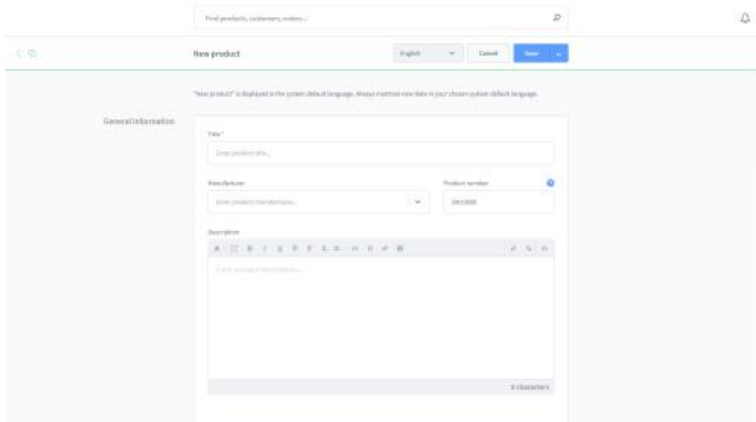
The screenshot shows the 'Categories' configuration page with the 'Layout' tab selected. The 'Layout assignment' section is visible, showing a preview of the landing page and a list of layout assignments including 'Manufacturer-shopware...'. The 'Language' dropdown is set to 'English', and 'Cancel' and 'Save' buttons are visible at the top right.

Once the framework is in place, the previously defined SEO URL must be saved as a website for the desired manufacturer under **Catalogs > Manufacturers**. It is important to put a slash in front of it. Example: /shopwareag

The screenshot shows the 'shopware AG' manufacturer configuration page. The 'Manufacturer information' section is visible, showing fields for 'Name' (shopware AG), 'Website' (/shopwareag), and 'Description'. The 'Logo' field is also visible with 'Open media' and 'Upload file' buttons. The 'Language' dropdown is set to 'English', and 'Cancel' and 'Save' buttons are visible at the top right.

Create products

The mask for creating a new product is thematically divided into different areas. In this article you will learn everything about how to create a new product and what you should think about.

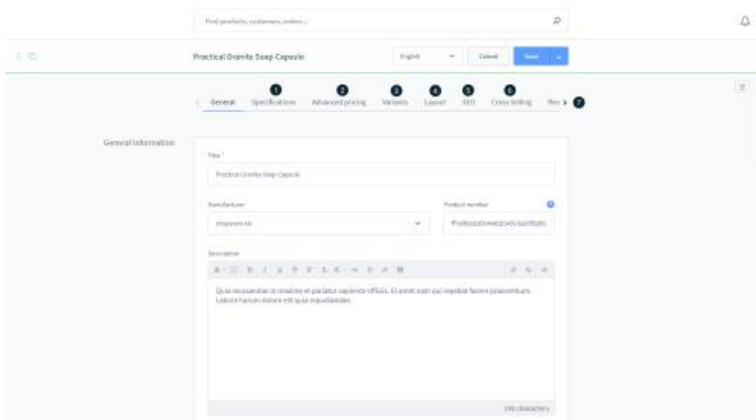


Please note that some features are only available after you have saved the product for the first time.

The following fields are required to be populated prior to saving:

- Title
- Product number
- Tax rate
- Price (gross and net)
- Stock

View after saving

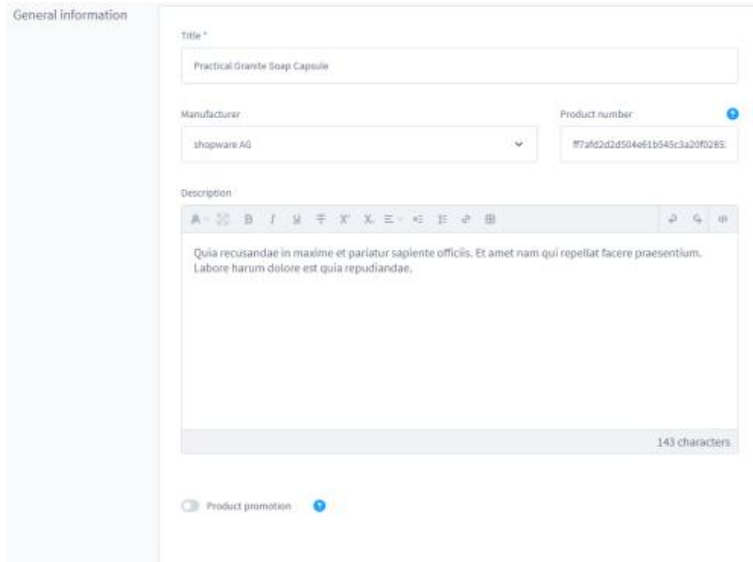


After the product has been saved with the required mandatory information, the other options **Specifications (1)**, **Extended Prices (2)**, **Variants (3)**, **Layout (4)**, **SEO (5)** and **Cross Selling (6)** are available and can be called up through the upper navigation tabs. Using the **arrow navigation (7)**, you

can scroll through the area navigation and thus reach areas that are not directly visible, such as ratings.

General

General information



The screenshot shows a 'General information' form. It includes a 'Title' field with the value 'Practical Granite Soap Capsule'. Below it are 'Manufacturer' and 'Product number' fields. The 'Manufacturer' dropdown is set to 'shopware AG'. The 'Product number' field contains a long alphanumeric string. A rich text editor for 'Description' is visible, containing placeholder text. At the bottom, there is a 'Product promotion' toggle switch.

Title

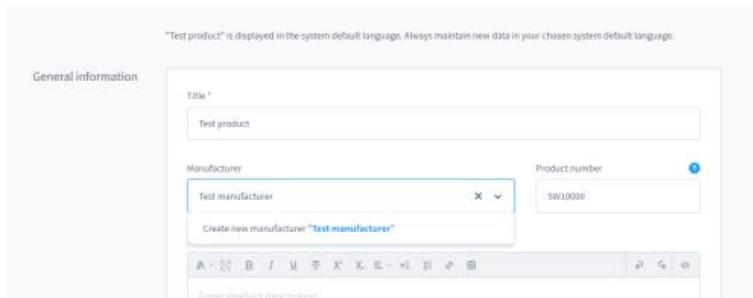
You can e.g. enter the product name. This name will be displayed among others in the product listing and used as a heading on the product detail page.

Manufacturer

Here you can choose one of the already stored manufacturers from the list.

If the desired manufacturer is not listed here, you can add it under **Catalogues > Manufacturer > Add manufacturer**.

In parallel, it is also possible to create the manufacturer directly when you creating a product. This saves you one step and you don't have to jump not have to jump back and forth between different menu items.



This screenshot shows the 'General information' form with a tooltip that reads: '*Test product*' is displayed in the system default language. Always maintain new data in your chosen system default language. The 'Title' field contains 'Test product'. The 'Manufacturer' dropdown is open, showing 'Test manufacturer' and a 'Create new manufacturer "Test manufacturer"' option. The 'Product number' field contains 'SR10000'. The description field is empty.

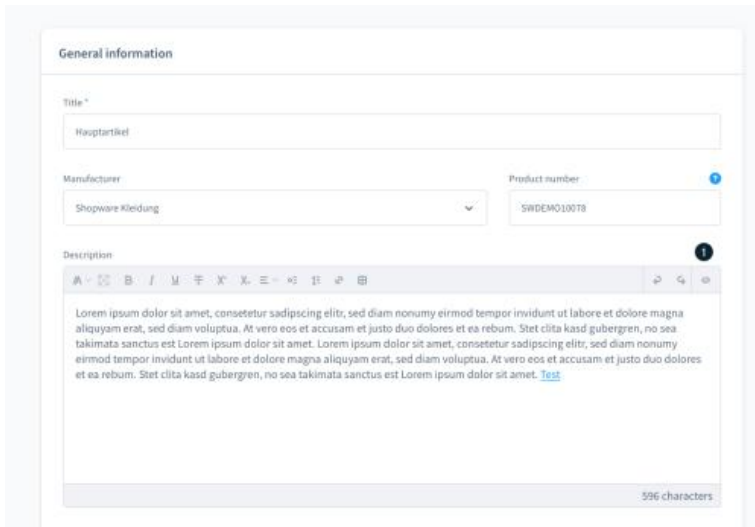
Productnumber

Here you have the possibility to assign an individual product number to your product. As a rule, this is done automatically according to your number ranges.

Description

In the description you have the possibility to offer the customer an overview of the product.

The data stored here is displayed on the product detail page, for example.

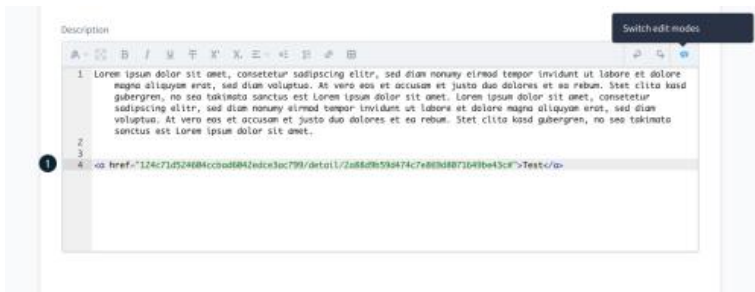


The screenshot shows a 'General information' form. It includes a 'Title' field with the value 'Hauptartikel'. Below it are 'Manufacturer' (Shopware Kleidung) and 'Product number' (SWDEMO10078) fields. A 'Description' field contains a rich text editor with a toolbar and a text area containing placeholder text. A character count '596 characters' is visible at the bottom right of the description field.

In the module you also have the possibility to edit the description via WYSIWYG editor **(1)**.

If you paste copied text into the editor using Copy & Paste, the formatting is automatically applied. To get around this, you can use the shortcut **Ctrl + Shift + V** to paste the copied text without formatting it. For MacOS, the keyboard shortcut is **Command + Shift + V**.

You can link an internal SEO url, for example of a category or a product.



The screenshot shows a WYSIWYG editor with a toolbar and a text area. A code block is highlighted, containing the following HTML: `Test`. A 'Switch edit modes' button is visible in the top right corner of the editor.

You can do this using the magic placeholder "**124c71d524604ccbad6042edce3ac799**" and the **UUID** of the product, category, etc. **(1)**.

The url is then automatically converted in the storefront.

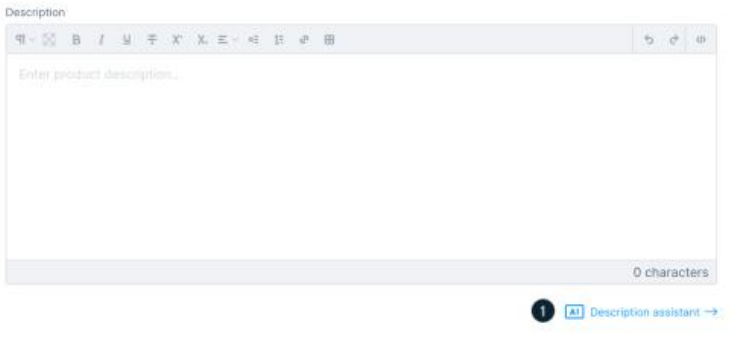
Product promotion

This can be used to provide the product with a badge in the listing, for example, so that it is displayed more conspicuously for customers.

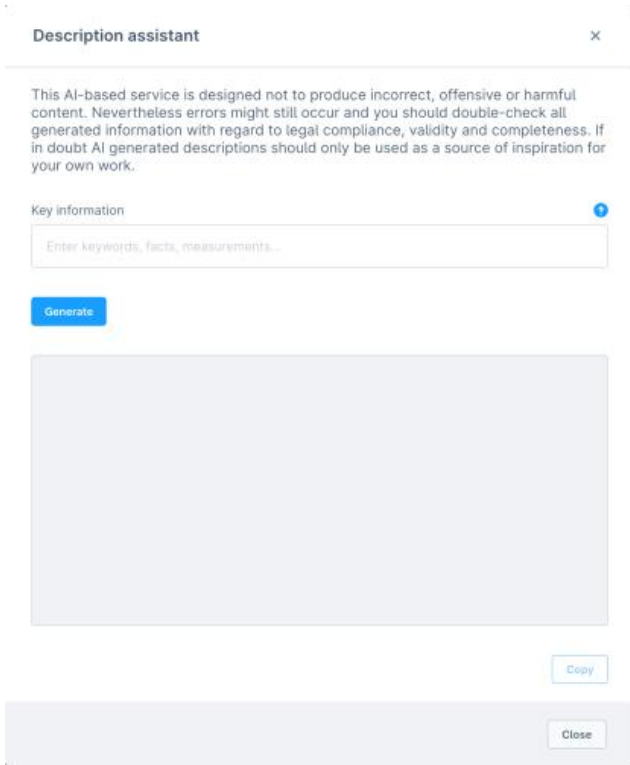
AI description assistant

With the description assistant you can create a text suggestion for the product description with the help of an artificial intelligence.

This feature is available to you from a booked [Rise plan](#).



You will find the description assistant below the product description **(1)**. By clicking on it you will get to the description assistant.



In the assistant you will first find important information about legal conformity, validity and completeness. To generate a text, the AI must first be fed with data.

Key information ?

couch cozy interior design **1**

Generate **2**

This couch is the perfect addition to any interior design. It is incredibly cozy and comfortable, making it the ideal spot to relax and unwind. The couch is made from high-quality materials, ensuring it is durable and long-lasting. Its classic design will fit in with any interior, making it a timeless piece of furniture. Whether you're looking for a place to curl up with a good book or a spot to watch your favourite movie, this couch is the perfect choice. **3**

4 **Copy**

To do this, enter **Key information (1)** on the basis of which the AI generates a text. You can enter keywords, such as special features that match the product, as terms. The terms are separated by a comma or a space. As soon as you have entered the desired key information, you can click on **Generate (2)**. The AI will now generate a formulated text that contains your key information **(3)**. You can then copy the finished text proposal for further use **(4)**.

Be aware that the AI feature is an assistant. The generated text is only a suggestion and does not claim to be error-free and 100% (legal) complete. You should check all generated texts for legal compliance, validity and completeness.

Prices

Prices

Tax rate*	Price (gross) *	Price (net) *
Super-reduced rate	550.45 €	550.45 €
	Purchase price (gross)	Purchase price (net)
	337.00 €	337.00 €
	List price (gross)	List price (net)
	Enter gross price... €	Enter net price... €
	Cheapest price (last 30 days, gross)	Cheapest price (last 30 days, net)
	Enter gross price... €	Enter net price... €

[Advanced pricing →](#)

[Currency dependent pricing →](#)

Here you can define basic information and set a standard price. You can add further price details like e.g. scaled prices or deviating prices according to certain conditions under Advanced pricing.

Tax rate

If you create new products, the standard tax rate is automatically stored here as a preselection. Adjust the

applicable tax rate. One standard tax rate and up to two reduced tax rates are predefined for most countries. You can see the exact tax rates in the [settings](#). There you can also adjust the pre-filled tax rates for this input field or tax rates in general, create additional ones and assign countries.

Within the [customer groups](#), you can define if the prices are calculated gross or net. If it is set to net, the taxes are calculated in the order.

Price (gross)

Enter the gross price incl. the VAT.

Price (net)

Enter the net price without taxes.

Purchase price (gross)

If the purchase price is stored, this can be taken into account in the evaluations.

Purchase price (net)

You can also enter the net purchase price.

List price (gross)

You can display the RRP in the frontend via the list price, for example.

For the display to take place, it is necessary that the list price is higher than the price of the product.

List price (net)

In addition to the gross list price, you can also maintain the net list price.

The gross and net prices can be linked with the lock symbol.

When locked, if you change one price, the other price is automatically calculated using the stored tax rate.

Cheapest price (last 30 days, gross)

You must fill in this field if you want to advertise price reductions in your store in the EU. Such information should be verifiable by customers in the EU. Therefore, in the case of price reductions, in addition to the price reduction on the current price, the lowest price of the goods in the last 30 days before the price reduction must also be indicated. This is prescribed in Art. 6 a of Directive 98/6/EC.

Cheapest price (last 30 days, net)

You can also enter the cheapest net price for the last 30 days.

Currency dependent pricing

Currency dependent pricing						
	Prices (gross / net)		List prices (gross / net)		Cheapest price (last 30 days, gross / net)	
€ Euro	990.45	402.5690252100	Enter gross price	Enter net price...	Enter gross price	Enter net price...
dk Dänische Krone	4111.8615	8425.345798125	Enter gross price	Enter net price...	Enter gross price	Enter net price...
no Norwegische Krone	54.4945930000	43.7937845579	Enter gross price	Enter net price...	Enter gross price	Enter net price...
£ Pfund	490.744700000	412.4073163805	Enter gross price	Enter net price...	Enter gross price	Enter net price...
se Schwedische Krone	5785.2295	4861.537384857	Enter gross price	Enter net price...	Enter gross price	Enter net price...
ch Schweizer Franken	605.495090000	508.8191277310	Enter gross price	Enter net price...	Enter gross price	Enter net price...
pl Tschechische Krone	14716.28075000	32986.62247899	Enter gross price	Enter net price...	Enter gross price	Enter net price...
us US-Dollar	644.434325	541.5919180872	Enter gross price	Enter net price...	Enter gross price	Enter net price...
ru Rubel	2383.44830000	2002.897891259	Enter gross price	Enter net price...	Enter gross price	Enter net price...

With the currency dependent prices you have the possibility to store your own prices for the individual currencies. In the standard system, the prices for the currency are linked to the standard price and are automatically converted using the stored factor. If you want to maintain your own prices for the currencies, you can remove the link by clicking on the chain symbol for the respective currency. Then you can fill in the fields for price, list price and cheapest price for the last 30 days.

Deliverability

Deliverability		
Stock *	Available stock	<input type="checkbox"/> Clearance sale
10	10	<input checked="" type="checkbox"/>
Delivery time	Restock time in days	<input type="checkbox"/> Free shipping
Enter a delivery time...	3	<input checked="" type="checkbox"/>
Min. order quantity	Purchase steps	Max. order quantity
1	1	Max. amount purchasable...

Stock

The stock level is adjusted in real time in the event of changes. For example, if an order is received, the value is reduced.

Available stock

The field mirrors the current stock, so both values are always the same.

Before Shopware 6.6.0.0 a different stock management was used. If you are using an older version, select your version at the top right so that you get the appropriate article.

As soon as a customer wants to add a product to the cart for which the **clearance sale** option is activated, Shopware checks the **stock** level. When an order is placed, the stock level is reduced. If you change the status of the order to **Completed**, the number of sales increases. You will find the corresponding column in the product or variant overview.

If desired, this stock calculation logic can be disabled: [Disable stock calculation](#)

When the customer completes the order, it is deducted from the **available stock**, but the **stock** remains. After changing the order status to **completed**, the order is deducted from the **stock**.

On the other hand, if the order is cancelled, it is added back to the **stock**.

Clearance sale

If an product is marked as clearance sale here, it cannot be sold beyond the available stock.

Delivery time

In the delivery time you indicate, how long it approximately takes for the product to reach the customer. If a delivery time is defined in the product, it overwrites the delivery time of a shipping method.

Restock time in days

The restock time in days indicates how long it will take until a sold out item is back in stock. For items not in stock, this time is added to the delivery time.

Free shipping

If checked, the product will be shipped free of charge. That means, that the product is free of shipping costs on its own and does not affect any shipping calculations that may follow.

Min. order quantity

The product can't be placed in the shopping cart if the minimum order quantity is not reached.

Purchase steps

Here you can specify the scales in which the item is to be offered.

For example, a scale of 2 means that your customers can purchase 2, 4, 6 products, etc., but not 1, 3 or 5.

Max. order quantity

Set a maximum order quantity for a product. This will limit the amount a customer can order of the given product per order.

Warehouses and warehouse groups

This function is available with version 6.4.19.0 in combination with the Beyond Plan.

If warehouses are defined in the settings, you can choose them in the dropdown-list.

Stock & Deliverability

Warehouse groups + •

Select warehouse groups...

Stock: 500

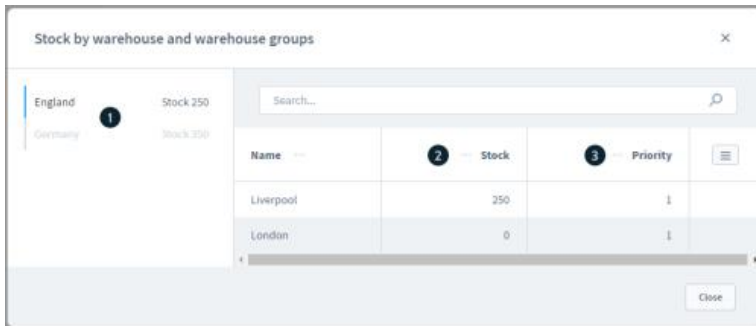
Available stock: 500

Clearance sale •

If a warehouse group(1) is selected and the product is saved afterwards, the fields regarding the regular stock disappear, and a **link to a detailed view for the warehouses(2)** is placed instead.



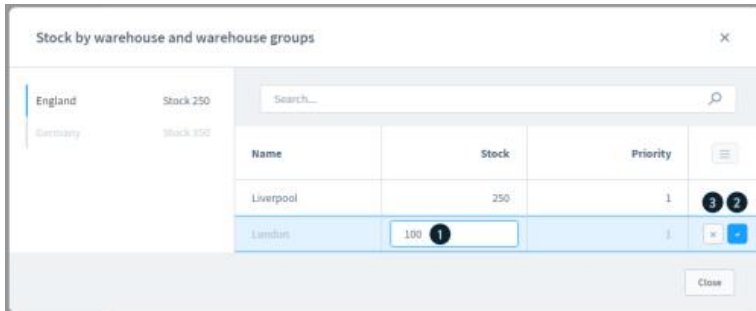
If you click on the link a pop mask appears, where the warehouse groups and warehouses are listed. Here you can enter the stock for every warehouse.



The left column shows the combined stock for every **warehouse group(1)**.

In the column **Priority(3)** you'll find the prioritization of warehouses within the warehouse group.

Warehouses with a high number is preferred in the orders. The **Stock(2)** is entered for every warehouse in this column. To enter a stock double click in the field Stock in the line of the warehouse.



Enter the **Stock(1)**, and save the entry by clicking the **Check-Button(2)**. To cancel the entry, click on the **X-Button(3)**.

Visibility & structure

Visibility & structure

Sales Channels

Add Sales channels where the product should be displayed. You're also able to further define the visibility of the product for each Storefront Sales Channel via the link below.

Sales Channels

Storefront Headless

Active for all selected Sales Channels [Advanced assignment options →](#)

Categories and tags

Add categories so that the product can be found via the Storefront main menu or by API connections. Make sure you select categories that are available and active in the selected Sales Channel.

Tags help you find products faster. They make it easier to group products and can be utilised to automate tasks with the Rule Builder.

Categories

.../Shoes & Electronics Select category...

Tags

Enter a tag...

Search keywords

Enter keywords that find this product...

Sales channel

Here you assign the product to the desired sales channels. This allows you to determine where the products are available.

Active for all selected sales channels

Here you can define whether the product is displayed in the storefront and can be purchased.

Categories

Assign the product to one or more of the categories here.

In the storefront, the product can then be found in the corresponding categories, e.g. using the category tree.

Configure extended visibility

In the extended visibility you can configure when exactly this product should be visible in your storefront. Visible is selected by default, the product will be visible in both the search and the product listing. If you select hide in listing, the product will be hidden in the product listing. However, you can still find the product over the search. If you select hide in listing and search, the product is hidden from the product listing and can't be found by the search. The product can then only be found using the exact URL of the product.

Product display modes per Sales Channel ×

"Hide in listing" will exclude the product from product overview listings but also from product sliders and cross selling lists. Selecting the option "Hide in listing and search" will also exclude the product from search actions. Products can still be reached via URL.

Visible Hide in Listings Hide in Listings and search

My sales channel

Apply

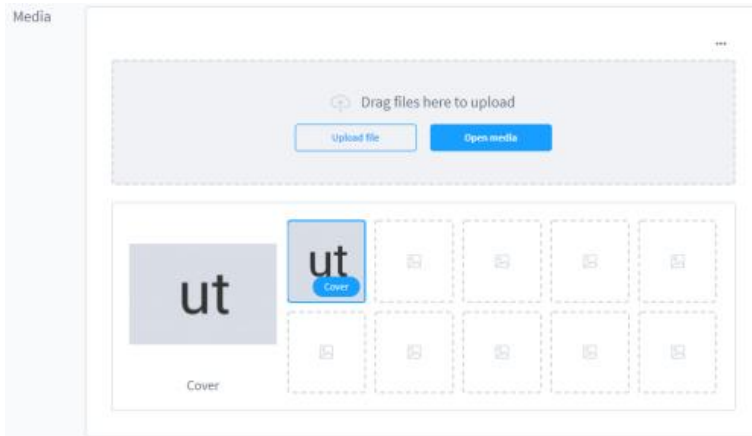
Tags

The tags allow you to store keywords for your product. These keywords can then be used, for example, within the rules. If you click in the field, the keywords already stored for other products but also for media or customers are displayed. To add a new word, you can simply write it in the field and confirm with Enter.

Search keywords

Words that you enter here will be added to the search index of the product. The product can also be found using these words. Confirm each word entered with the Enter key.

Media



In the Media section you assign the desired media to the product, e.g. product photos. You can also define which image is to be used as a preview image, e.g. for the product listing. You can also add new files from your computer or from the Internet (through the "..." menu).

To ensure a good performance you should not use too large images here. In the Standard Responsive Theme we recommend using **square** product images with a resolution of **600x600** for optimal display. In general, other resolutions are also possible.

If it is important to you that the uploaded images are also zoomed in, we recommend a higher resolution. As an example you can use the resolution **1920x1920**. Please note, however, that loading times can also increase with a higher resolution.

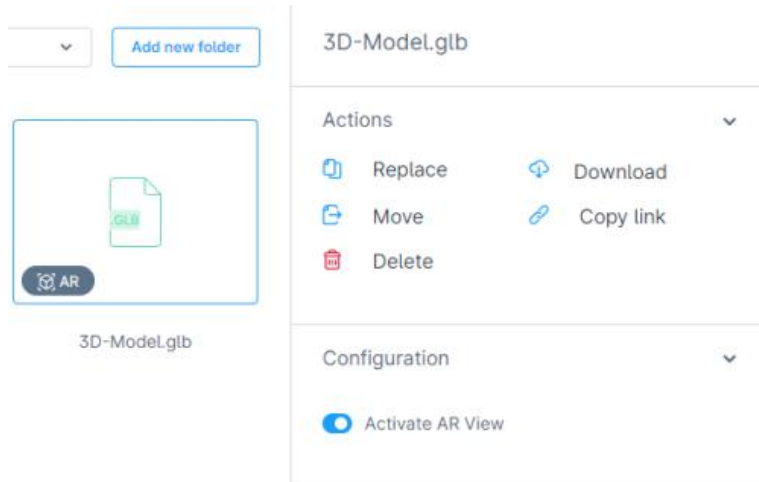
3D Models

You can also upload 3D models there. The functions are the same as for conventional media, but a 3D model cannot be used as a cover for a product or within the shopping experiences. The ThreeJS library was used for the 3D models.

Only media with the 'glb' format for 3D models are supported.

The 3D model is then displayed in the storefront as a 3D product image, as with conventional media. Under Content and then Media, you can activate the AR view by clicking on the 3D file using the button of the same name under Configuration. The size of the product in AR must be defined beforehand, as the size of the product is not normalized in Shopware. This could otherwise lead to a poor AR experience.

3D files currently are not automatically optimized for storefront rendering and shows there in original quality and size. We recommend uploading already optimized 3D files to avoid performance damage



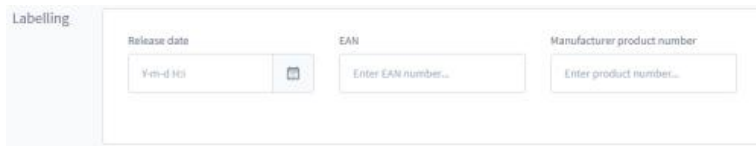
A QR code can then be opened by clicking on the 3D symbol at the bottom right of the product image to open the augmented reality view on a mobile device.



The "Augmented Reality" experience is supported on the following devices: iOS11+, Android 8.0+ with ARCore 1.9 support.

The function is compatible with the latest versions of most popular browsers, but performance or compatibility may be affected with older versions.

Labelling



Labelling

Release date: Feb-14-15

EAN: Enter EAN number...

Manufacturer product number: Enter product number...

Release date

You can use the release date to define when a product can be purchased in the shop. If the time you have set is not yet reached, a corresponding message will be displayed on the product detail page to inform the customer when the product can be purchased.

This date only serves as an indication for the customer, from when the product will be available. However, the product can still be purchased before that date.

EAN

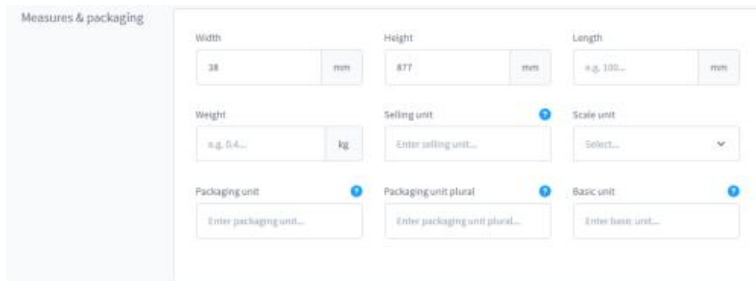
Enter the EAN of the product.

Manufacturer number

A manufacturer-specific number can be entered here. The manufacturer number is not displayed to the customer in the shop.

Specifications

Measures & Packaging



Measures & packaging

Width: 38 mm

Height: 877 mm

Length: e.g. 100 mm

Weight: e.g. 5.4 kg

Selling unit: Enter selling unit...

Scale unit: Select...

Packaging unit: Enter packaging unit...

Packaging unit plural: Enter packaging unit plural...

Basic unit: Enter basic unit...

Width/height/length and weight

Here you can enter the measurements and weight of the product. The information can be displayed on the product detail page, and can be used to calculate the shipping costs.

Selling unit

The selling unit is the quantity of the product, for example 700 ml or 500 gr.

Scale unit

Select the unit of the product here. This can be piece or bottle. You can store the available units in the administration under **Settings > Shop > Scale units**.

Packing unit

The packaging unit indicates how the product is delivered, e.g. in a carton or bottle. This information appears in the quantity selection field of the product.

Packing unit plural

If the plural of the packaging unit differs from the singular, you can enter this additionally here. For the packaging unit "bottle" e.g. bottles. This information will be displayed in the quantity selection field at quantity >1.

Basic unit

With the basic unit you define the reference specification, e.g. price per 100 gr or per litre.

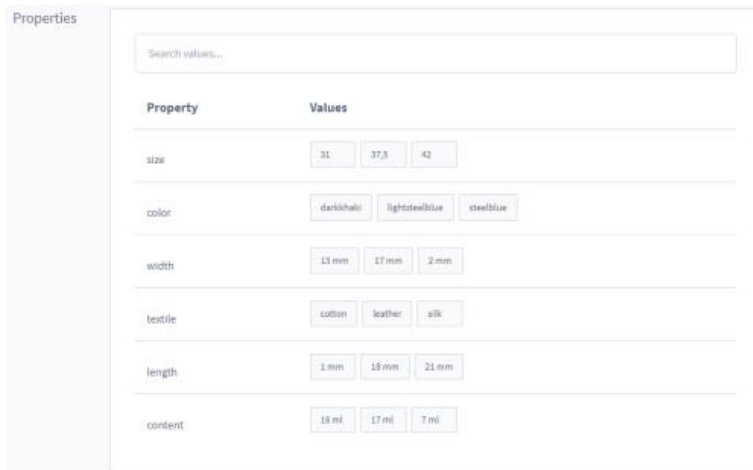
To calculate the basic price of a product, the selling unit, scale unit and basic unit are required. Please note that the basic price is only displayed separately if the basic unit differs from the sales unit.

The basic price calculation in Shopware 6 is solved in a simple way:

The basic units are predefined under **Settings > Shop > Scale units** with one litre and one kilogram. If I sell a product with a quarter litre content, I enter the **scale unit** "litre", the **basic unit** "1" and the **selling unit** with 0.25 litre in the product. This provides all the information for calculating the basic price.

The same applies if you want to sell a product with a pack content of 100 g. The basic unit is 1 kilogram, so you enter the scale unit "kilogram" in the product. The basic price refers to one kilogram, so the basic unit is "1" and the sales unit is "0.1".

Properties



Property	Values
size	31 37,5 42
color	darkchalk lightsteelblue steelblue
width	13 mm 17 mm 2 mm
textile	cotton leather silk
length	1 mm 15 mm 21 mm
content	15 ml 17 ml 7 ml

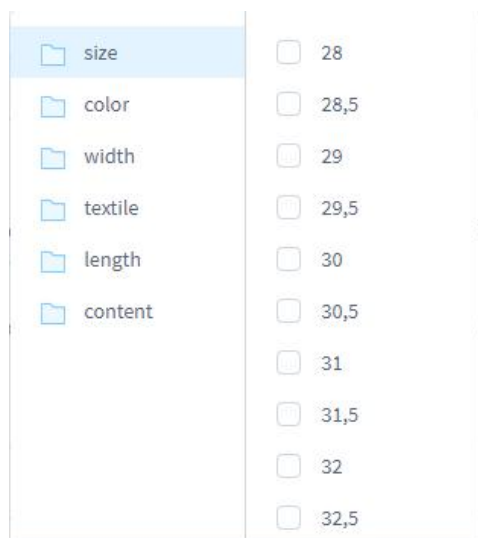
You can use the properties to assign filterable information to the product, such as size or colour.

This information can then be used in the product listing to limit the selection and offer the customer a better overview.

In the properties overview of the product you can select the desired entries from the property groups created under Catalogues > Properties and assign them to the product. Several entries can be added to the product from the individual groups.

More information about the properties can be found [here](#).

To add properties to the product, first click on **search values**, this will open a menu with the available data sets.



In this menu, all available properties are displayed on the left-hand side. By clicking on one of the properties, the corresponding options are displayed on the right-hand side, which you can assign to the product by clicking on the respective checkbox of the options.

Alternatively, you can search for the desired property or option in the search bar and then activate it by using the checkbox.

The following feature is available to all customers with a [commercial plan](#). Please note that the settings are only visible after you have created the product.

To save time and get inspiration, you can use **AI Copilot** to configure properties based on a product description. Here you can use your existing product description for or specify a completely new text.

The search function of the **AI Copilot** can be used to search for individual values, should a large text be given and the AI generate many different properties.

With a double click on the **property** the name of this can be changed. Hovering over the **property values** allows you to remove individual suggestions and the three dots next to the properties can be used to remove entire lines.

With a click on **Save** you can take over the selected suggestions for your product.

Properties AI Copilot ×

Use the existing product description, or add your own text, to automatically generate suggestions for properties and property values.

Product description

The yellow jeans are an absolute eye-catcher! With its vibrant color, it brings a fresh breeze to your wardrobe. The high-quality craftsmanship and comfortable denim ensure a pleasant wearing experience. Whether paired casually with a t-shirt or stylishly with a blouse, this jeans is versatile. Add a pop of color to your outfit and turn heads with this trendy yellow jeans!

375/4000

Generate new suggestions Restore product description

Search values...

Property	Property value
Color New	Yellow New ...
Material	Denim New ...
Quality New	High-Quality New ...
Style New	Casual New Stylish New ...

Cancel Save

Essential Characteristics

Essential Characteristics

Essential Characteristics

Essential Characteristics help you to define what is important about your products. These characteristics are shown prominently in your customers' shopping carts and during checkout.

Create [Essential Characteristics](#) templates first and assign them to each of your products by using the dropdown below.

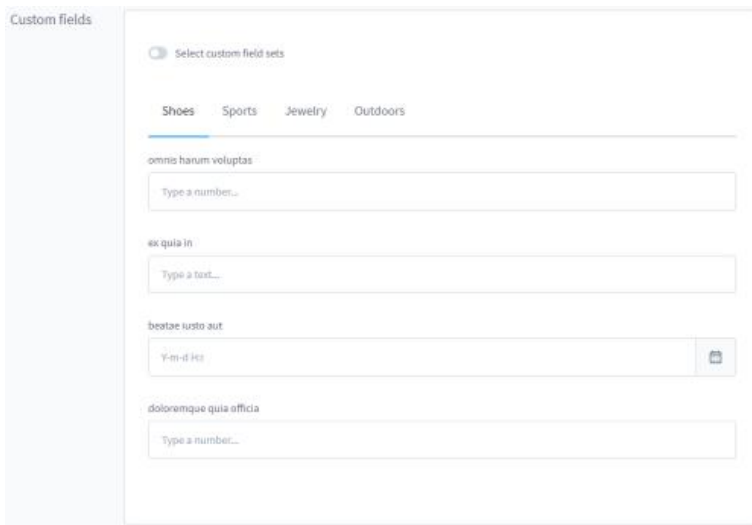
Template

Select a template...

Under the item Essential characteristics you can select a template you have previously created, which displays relevant characteristics of the product in the shopping basket and checkout.

[Essential characteristics](#) can be properties, additional fields, product information or the basic price.

Custom fields



In the custom fields area, the custom field sets assigned for products are displayed.

Please note that this area is only displayed if at least one custom field set is assigned for products.

The custom fields offer you the possibility to create various additional data sets, e.g. a simple checkbox, but also the possibility to store an image or select a colour. This data can then be included in the template using variables, for example.

Further information can be found in the article [Custom fields](#)

Advanced pricing

Quantity/item...	Qty.	Type	Item	Dinische Kressen	Rorwengliche Kressen
1	20	Price	185.86 11.730048	30427.22 87.02372	148.2911 1.1
		List price	Enter gross Enter net	Enter gross Enter net	Enter gross Enter net
		Cheapest price (last 30 days)	Enter gross Enter net	Enter gross Enter net	Enter gross Enter net
11	20	Price	2060.87 8.81457394	7504.689 66.39413	205.4261 6
		List price	Enter gross Enter net	Enter gross Enter net	Enter gross Enter net
		Cheapest price (last 30 days)	Enter gross Enter net	Enter gross Enter net	Enter gross Enter net

In the tab **advanced pricing** you can define different prices based on [Rule Builder](#) rules. You can maintain the sales price, the list price and the cheapest price within the last 30 days in gross and net, as well as define scaled prices.

Scaled prices can be represented here via an individual allocation of quantities and prices.

Quantity from...	To...	Type	Base	Bücherei-Kosten	Merkmal-Kosten
1	10	Price	1395.88 € 11.730840	16027.22 € 87.62072	138.2021 € 1.1
		List price	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps
		Cheapest price (last 30 days)	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps
11	20	Price	1060.87 € 8.948794	7924.99 € 46.39421	105.4091 € 0.9
		List price	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps
		Cheapest price (last 30 days)	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps
21	30	Price	860.92 € 7.25402184	5431.872 € 3494.282	85.23188 € 0.8
		List price	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps
		Cheapest price (last 30 days)	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps
31	=	Price	650.75 € 546.040729	4801.203 € 4084.260	64.42422 € 0.6
		List price	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps
		Cheapest price (last 30 days)	Enter gross Enter net ps	Enter gross Enter net ps	Enter gross Enter net ps

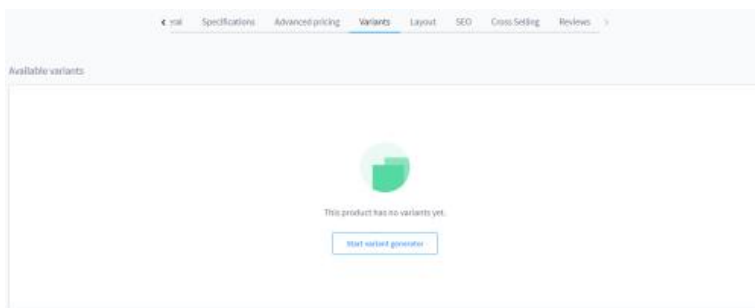
For the customer, the scaled price is then as follows:

Quantity	Unit price
To 10	€1,395.88*
To 20	€1,060.87*
To 30	€860.92*
From 31	€650.75*

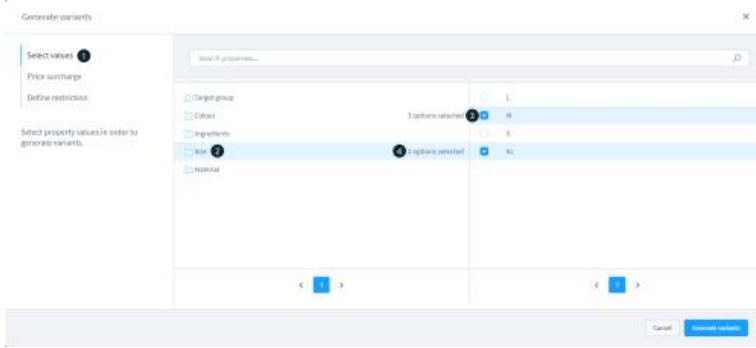
Variants

The properties serve as the basis for creating the variants. Please note that these do not have to be the same properties as those assigned to the product for the filters.

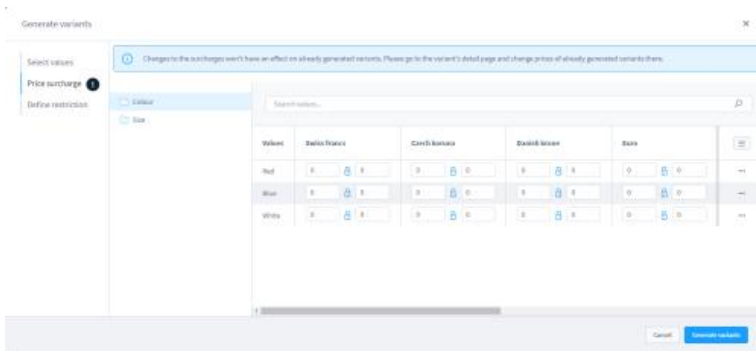
You can open the variant module by clicking on Variants in the upper navigation bar.



To create variants open the Variant Generator



In the first step choose under **Select values (1)** the property you want to use as a basis for the variants with a click on **(2)** and now the available options appear on the right side. You can now activate the options using the checkboxes for use in **variant generation (3)**. On the left side, the number of **active options (4)** is displayed in the properties after assigning the options.



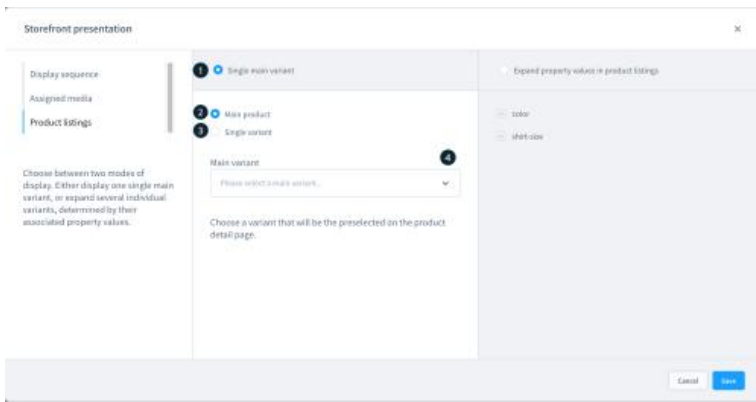
Before you run the generation, you can define **price surcharges (1)** for individual options, which are taken into account during the generation.



You have the option of excluding certain combinations of options from the generation of variants. This makes it possible, for example, not to offer a T-shirt in size L in the colour blue.

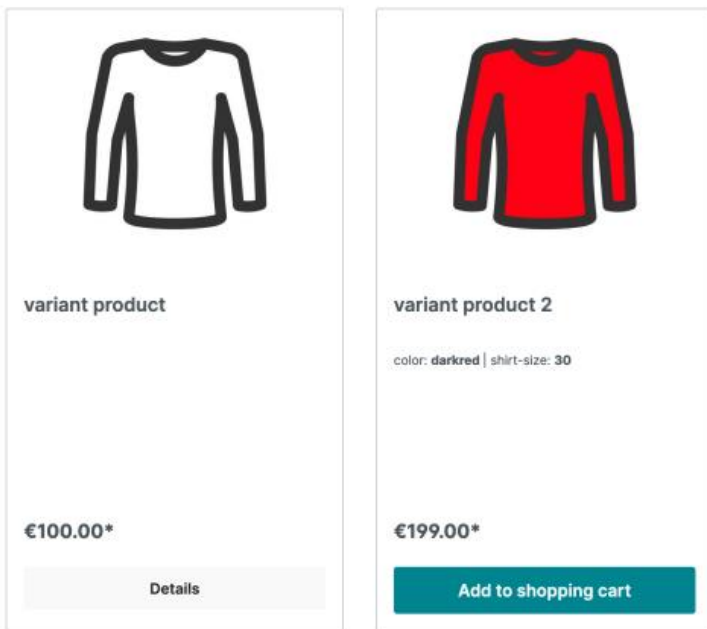
After you have made the settings, you can generate the variants by using the button **Generate variants**. After the variants have been created, the variant window closes automatically and the created variants are displayed in a clear table.

If required, you can also display the variants sorted. For example, you can sort all variants in ascending or descending order by price. Or you can have all the variants displayed in alphabetical order. To do this, simply click in the respective column in the area where the heading appears. In this example, the sorting options are: Variant (name), Euro (price), Stock, Product number and Active.



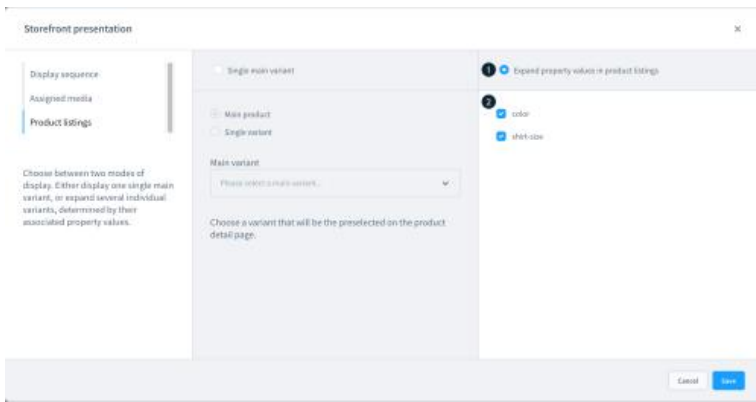
Under the item Product list you can select different display modes. If you click on **Single main variant (1)**, you will be offered two setting options:

Via **Main product (2)** you can set that the product is displayed without preselected variants. In the listing, the product is basically indistinguishable from a product without variants. When the product is called up, the variant configurations are displayed as usual. Via **Single Variant (3)** you define that a variant configuration is preselected in the listing. The variants are displayed by means of a **drop-down list (4)**. With this option, the preset variant can already be placed in the shopping cart from the listing.



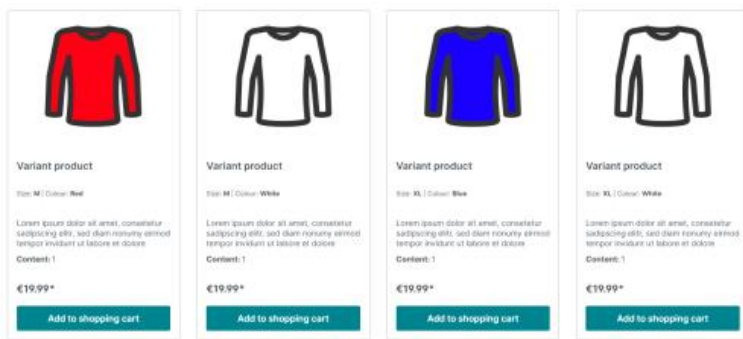
In the storefront, the two options differ as follows. The left side shows the variant with the **Main product** setting.

On the right side the variant with a preselected variant is shown using the **Single variant** setting.



With the option **Fan out properties in product list (1)** you have the option to extend the display to several individual variants, depending on the associated property values **(2)**. This means that the products with the property values selected here can be seen individually in the storefront in the listing.

Storefront view.

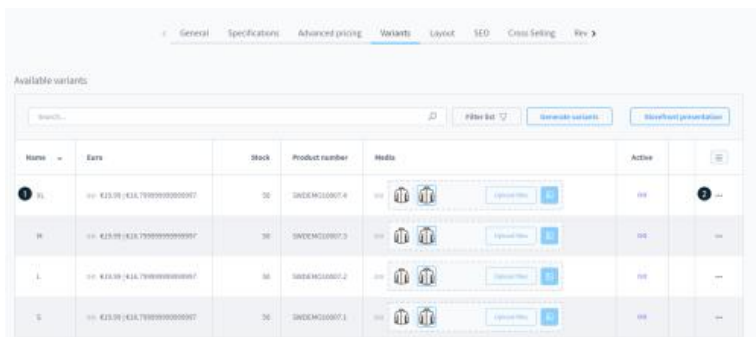


If all property values are fanned out, this information is additionally displayed in the listing below the product name.

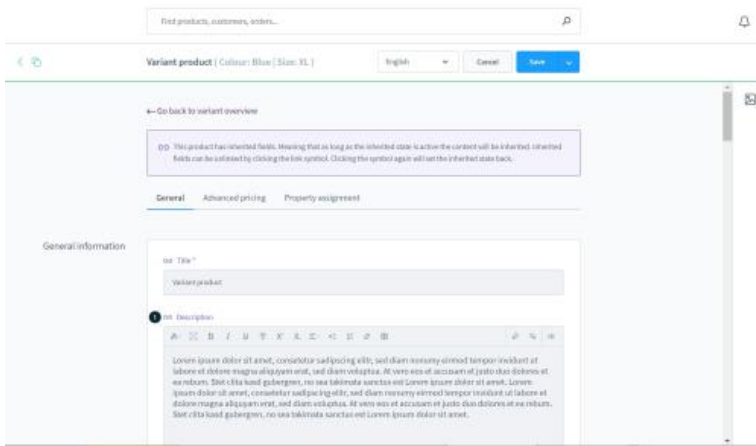
Edit a single variant

information such as name, description, etc.

To change data for a single variant, you can remove the inheritance for individual areas and then define the content on a variant level.



First open the variant from the variant list. You can do this by clicking on the variant **name (1)** or the **"..." (2)** menu. In the **"..."** menu you can delete a variant.



Inheritance is represented by the **chain symbol (1)**. To maintain your own content for a variant, remove the inheritance by clicking on the symbol. You can now edit this section.

Quick changes

In the variant overview you have the option to quickly change some information of the variants without calling up the respective variant detail page. To do this, double-click on the line you want to change. Now you can change all the displayed information directly.

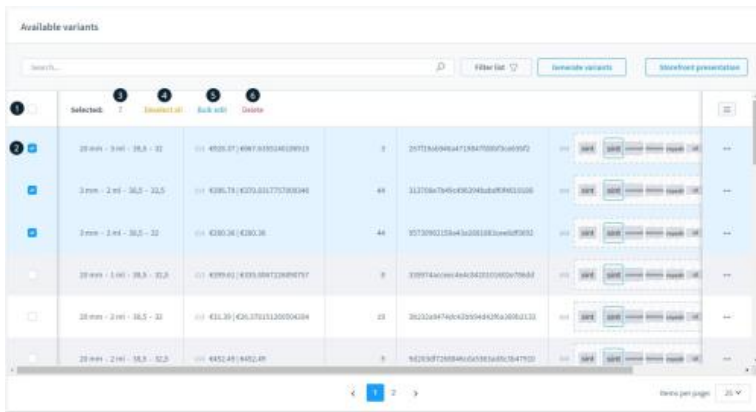
Name	Price	Stock	Product number	Media	Active
XL	15,99	50	SWEDENC0001		<input type="checkbox"/>

In some columns, a purple chain symbol is displayed. These columns inherit their information from the main product. By clicking on the chain symbol, you can cancel this inheritance and then edit the respective information. You can then change the prices, the stock or the product number for each variant. In the Media column, a small preview is shown on the left, which product image is the preview image of this variant. If you click on one of the images on the right, you can either remove the respective product image or select it as the preview image. You can also upload a new image directly here or add an image from the media management to the variant.

In the Active column, you can also activate or deactivate the variant completely.

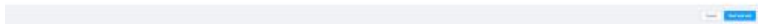
Bulk edit

Bulk edit offers you a easy and quick way to change multiple variants at the same time.



You can select **individual variants (2)** or all variants that are displayed on this **page (1)**. You also have the option to select variants on multiple pages. The maximum of variants that can be selected at once are 1000. The number of **currently selected products (3)** is displayed above the variants. The option to **deselect all products (4)** is only shown if you have selected variants from multiple pages. To edit the selected variants click **bulk edit (5)**, to delete all selected products click **delete (6)**.

After clicking bulk edit, a pop-up window appears showing you the selected variants.



In this overview you have the option to remove variants from your current selection. Once you are satisfied with your selection, click **start bulk edit**.

Bulk edit: 3 variants English ▼ Apply changes

[?](#) These variants have inherited fields. The contents of inherited fields are drawn from the respective parent product. You can activate and deactivate inheritances by clicking on the chain symbol.

General information

1 Change: Description

2 ⛓ ⛓ ⛓

Odit pariatur beatae maxime quod nostrum quibusdam praesentium. Sint voluptates et explicabo qui reprehenderit. Dicta ut durimus et qui.

137 characters

Change: Manufacturer ⛓ ⛓ Wisock-Durgan ▼

Change: Active ⛓ ⛓ Active

Change: Product promotion ⛓ ⛓ Product promotion

Mark the **checkbox (1)** of the informations you wish to change, **update the values (3)**. Before this, the inheritance to the main product must be removed via the **chain (2)**, if it is still active. Click **apply changes** to proceed.

Please note that only values for which the checkbox is ticked will be changed.

It is not possible to set the cover image by multiple change.
Updating the gross price does not change the net price.

The information to be edited is divided into blocks, such as properties or assignment, similar to the product configuration of a single variant. In some blocks, where it is reasonable, you have an additional dropdown with different options. This option decides how the changes within this block are to be handled.

Properties

Change: Properties

⛓ ⛓ ⛓

Overwrite ▼

Overwrite ✓

Clear

Add

Remove

No properties assigned to this product yet.

Configure properties

Overwrite: If you select this option, the previous information will be overwritten by the now selected information.

Clear: This option removes all settings and information from this block.

Add: With this option, only the selected settings are added to the variants. Existing settings will not be removed.

Remove: This option removes the selected settings from the variants, if they existed in the variants.

Bulk edit - Apply?



Apply changes to 3 selected items? This action cannot be undone.



Please wait for the bulk edit to complete. This may take a while. If you close the browser tab or cancel the process prematurely, not all changes will be applied. You can run the bulk edit again at any time.

Close

Apply changes

A pop-up will show you the number of variants that will be changed. You must confirm this by clicking on **Apply changes**.

Bulk edit - In process



Depending on the amount of changes, this may take a while.

Please be aware that manual changes to one of the selected items during the bulk edit process may yield unwanted results.



Please wait for the bulk edit to complete. This may take a while. If you close the browser tab or cancel the process prematurely, not all changes will be applied. You can run the bulk edit again at any time.

Cancel

Close

Please wait until the system has updated the product information.



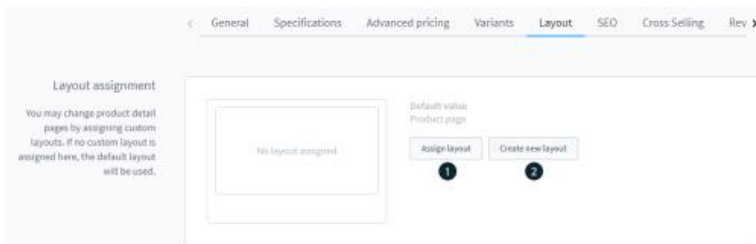
Bulk edit finished.

Close

Shopware will notify you when this task has been completed. Now you can click **Close** to finish the process and return to the overview.

Layout

In the Layout tab, you can assign a product page from the shopping Experience to the product. This gives you the opportunity to design the structure of the product page yourself.



At this point you can either **assign an already created layout (1)** to the product or switch directly to the shopping experience and **create a new layout (2)**. You can find out exactly how to create the worlds of experience [here](#).

After selecting a layout, all segments of the selected shopping experience are displayed in the Layout area. Initially, the content of the layout is presented grouped by blocks, so the type and number of blocks varies depending on the layout. Here you have the option to change the shown content without having to switch to the shopping experience and create a separate product page for each product.

SEO

SEO

SEO

Meta title
Enter meta title...

Meta description
Enter meta description...

SEO keywords
Enter one or more keywords...

Use single canonical URL for all variants

Variant for canonical URL
Select a variant...

Meta-Titles

The meta title should currently not exceed approx. 70 characters, otherwise it could be truncated in the listing of search engines and similar.

Meta description

Currently, the length of the meta description should be about 130 to 160 characters. If the description is longer than 160 characters, it may be truncated on the search results page, for example.

SEO Keywords

Additionally you can define keywords. These currently don't influence the ranking calculation.

Use single canonical URL for all variants This option is only visible if the product has variants. If this is the case, you can specify that all variants use the same Canonical URL. Once you enable this option, you can select which variant should be used for the URL under **Variant for Canonical URL**.

SEO Urls

SEO URLs

Sales Channel
All Sales Channels

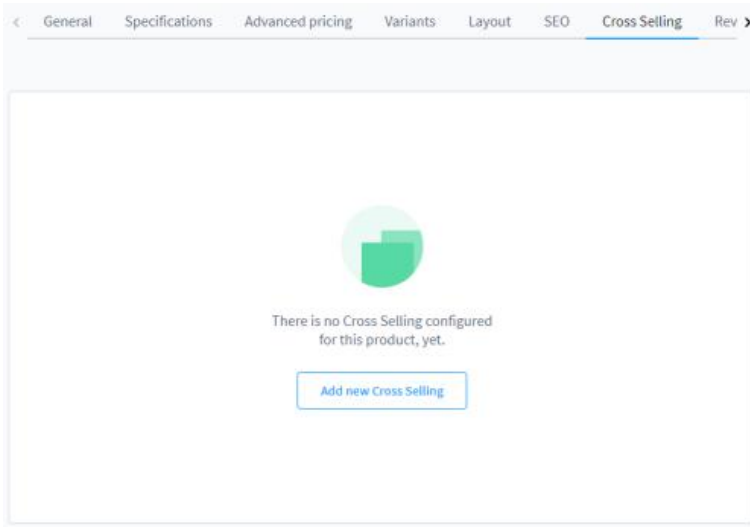
SEO path

Main category
Choose a main category...

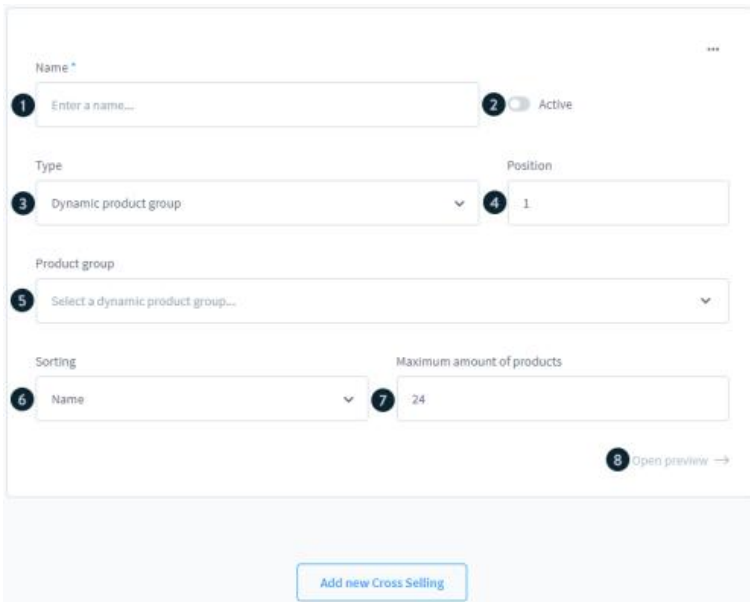
In the SEO Urls section, you can define a separate Canonical Url for each sales channel. To do this, you first select a sales channel. Afterwards the SEO Path field will show the SEO path valid for the product, which is generated according to the SEO settings. If the product is assigned to several categories, you can also define the main category.

Cross-Selling

You can configure an article recommendation for your article using Cross-Selling, e.g. to display the matching accessories directly on the article detail page.



To enable cross-selling of an item, you must add a new cross-selling product.

A screenshot of a configuration form for a cross-selling product. The form is enclosed in a light gray border. It contains several fields and controls, each with a numbered callout: 1. A text input field labeled "Name" with a placeholder "Enter a name...". 2. A toggle switch labeled "Active". 3. A dropdown menu labeled "Type" with the selected option "Dynamic product group". 4. A text input field labeled "Position" with the value "1". 5. A dropdown menu labeled "Product group" with the placeholder "Select a dynamic product group...". 6. A dropdown menu labeled "Sorting" with the selected option "Name". 7. A text input field labeled "Maximum amount of products" with the value "24". 8. A button labeled "Open preview" with a right-pointing arrow. At the bottom of the form is a blue button labeled "Add new Cross Selling".

In the overview you can first enter the **Title (1)** of your cross-selling, which will be displayed in the storefront.

Use the **Active (2)** button to determine whether the cross-selling should be displayed for the product or not.

In the drop-down list **Type (3)** you can choose between **Dynamic product group** and **Manual assignment**. With manual assignment it is possible to select a single product for cross-selling.

Since there are differences in the configuration between the two options, we will show you both ways below.

Dynamic product group (3):

By flipping the switch at **Active (2)** you can either enable or disable cross-selling.

Under **Position (4)** you can determine the order of the tabs of your cross-selling actions in the storefront by entering numerical values like 1,2,3, etc.

The positioning of the tabs is only visible if you have activated more than one cross-selling action for a product.

In the next step you have to enter the desired **product group (5)** so that you can determine an article for cross-selling.

Here you can find all your [product groups](#), which you have already stored in the admin.

Click on **Sorting (6)** and you will have the possibility to sort the display of products by name, price or publication (descending, ascending) date.

The **maximum number of products (7)** defines the maximum number of products to be displayed in cross-selling on the item detail page of your item. You can freely determine and enter this value.

Afterwards you have the possibility to see a preview of all applicable articles by clicking on

Open preview (8).

Manual selection (3):

The screenshot shows a configuration form for manual selection. It includes a 'Name' field with a placeholder 'Enter a name...' (1), an 'Active' toggle switch (2), a 'Type' dropdown menu set to 'Manual selection' (3), and a 'Position' input field set to '1' (4). Below these is a 'Product assignment' dropdown menu (9). At the bottom, there is a table with columns for 'Name', 'Product number', and 'Position'. The table contains one row with the product 'Synergistic Iron Endicil', its product number '358206f71f4f46729a38462d790f59cb', and its position '1'. A button 'Add new Cross Selling' is located below the table.

Name	Product number	Position
Synergistic Iron Endicil	358206f71f4f46729a38462d790f59cb	1

After selecting manual assignment, the view of the window changes. The options **Title (1)**, **Active (2)** and **Position (4)** remain the same, but other options, such as **Sort**, **Maximum number of products** and **Open preview**, are completely omitted for manual selection.

In the new drop-down list **Product assignment (9)** you have the possibility to select one or more products of your shop to be added to the cross-selling. As soon as you have selected at least one product, it will appear further down in the **view (10)**.

Appearance in the storefront


As soon as the cross-selling of an item is activated, the products from your selected product group will be displayed.

Product Information "Variant product"

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam iaculis enim tempus vivamus et laoreet et donec magna aliquam erat. Sed diam iaculis et odio eros et accipiam et pulvinar donec et ne sit. Sed cibus laoreet pellentesque. No sea deturto suscipit et Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam iaculis enim tempus vivamus et laoreet et donec magna aliquam erat. Sed diam iaculis. At vero eos et accusam et justo duo dolores et ea rebum. Sit cibus laoreet pellentesque. No sea deturto suscipit et Lorem ipsum dolor sit amet.

Material:	Cotton
Size:	M, XL
Target group:	Women


Zuletzt



Main product with advanced prices
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam iaculis enim tempus vivamus et laoreet et donec magna aliquam erat. Sed diam iaculis. At vero eos et accusam et justo duo dolores et ea rebum. Sit cibus laoreet pellentesque. No sea deturto suscipit et Lorem ipsum dolor sit amet.

€750.00 - €800.00*

[Add to shopping cart](#)



Main product, free shipping with highlighting
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed diam iaculis enim tempus vivamus et laoreet et donec magna aliquam erat. Sed diam iaculis. At vero eos et accusam et justo duo dolores et ea rebum. Sit cibus laoreet pellentesque. No sea deturto suscipit et Lorem ipsum dolor sit amet.

€20.00*


[Add to shopping cart](#)

Reviews

Stars	Visible	Created at	Title	
★★★★☆	X	23/03/20, 15:28:05	Review 2	...
★★★★★	X	23/03/20, 15:27:10	Review 1	...

In the Reviews section you will get an overview of the reviews given for this product. Reviews are only displayed in the storefront if you have marked them as visible. You can edit them via the context menu, which you can call up by clicking the "... " button.

< [Initial](#) [Specifications](#) [Advanced pricing](#) [Variants](#) [Layout](#) [SEO](#) [Cross Selling](#) [Reviews](#) >



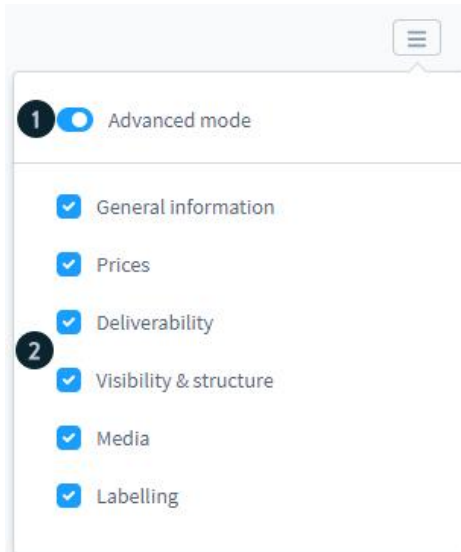
Product not reviewed yet
You can search the reviews of other products.

[Open other reviews](#)

If your product has no reviews yet you can also open other reviews from other products. You can find further information on the detailed editing of reviews [here](#).

Advanced/simple editing mode

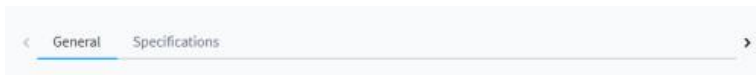
If you only want to edit the basic data of the product, you can adjust the displayed data in the general and specifications sections using the icon in the upper right corner.



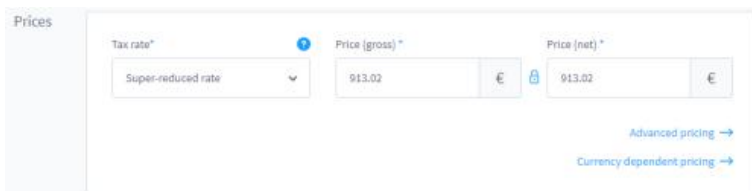
Deactivating the **advanced mode (1)** hides all areas and fields within a section that are not absolutely necessary. You can completely hide individual sections in the area using the **check boxes (2)**.

If you deactivate the advanced mode, this looks like this

Section navigation



Section



Bulk edit

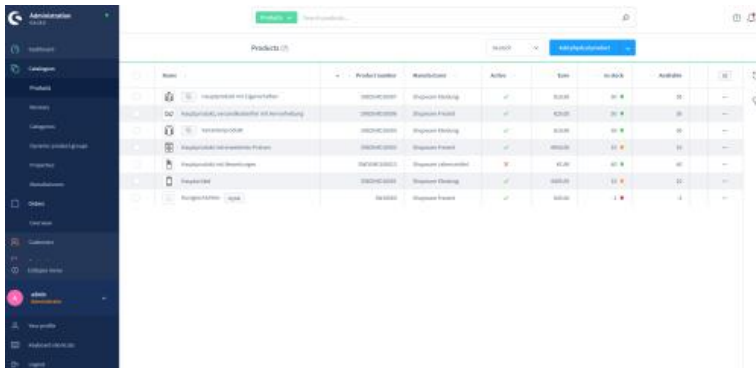
The bulk edit of products is explained in the article on the [product overview](#). Here we also show you how to change prices and extended prices using the bulk edit function.

Digital Products

Many retailers sell not only physical products but also or even only digital products. Examples of such

digital products are many: eBooks, music downloads, movies and series, games, software and software extensions, online courses, fonts, graphics, and more.

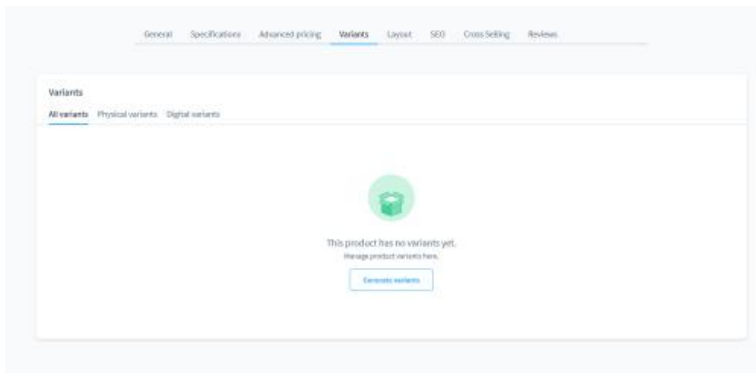
Do you also want to offer digital products? With Shopware this is now possible without any hassle. Under products, you can create a digital product in the administration and upload the product as a file.



The screenshot shows the Shopware administration interface. On the left is a dark sidebar with navigation options like 'Administration', 'Products', 'Orders', and 'Users'. The main area displays a table of products with columns for Name, Product number, Restrictions, Active, Price, and Available. The table contains several rows of product data.

Name	Product number	Restrictions	Active	Price	Available
... (unreadable)
...
...
...
...
...

It is also possible to offer different variants for one product, for example, a book in physical and digital form.



All digital products are batched in the backend so that they are immediately recognizable. In order for your digital product to be saved, the file must be bound to the product so that it can later be sent to your customer.

Digital products behave almost exactly like physical products in the storefront. When the product is ordered, an additional checkbox is automatically displayed that indicates the legal basis of digital products.

Complete order

Terms and conditions and cancellation policy

Please note our cancellation policy.

- I have read and accepted the general terms and conditions.
- I want immediate access to the digital content and I acknowledge that thereby I waive my right to cancel.

Billing address

Mr. Tester Shopware
Musterstraße 8
48529 Nordhorn
Germany

[Change billing address](#)

Payment method

Invoice

Payment by invoice. Shopware provides automatic invoicing for all customers on orders after the first. This is to avoid defaults on payment.

After the purchase, customers will be notified by email as usual. And will receive another email with the file attached upon successful receipt of payment. In addition, the customer can now download the file again in his account under "Orders".

Orders


Your recent orders:

Order: 30/01/2023 Open

Order number: 10005

Payment status	Payment method
Paid	Invoice

Hide

Product	Quantity	Unit price	Subtotal
 Short Stories	1	€45.00*	€45.00*

Screenshot.PNG Download

Order date: 30/01/2023 Total (gross): €45.00
Order number: 10005
Payment method: Invoice

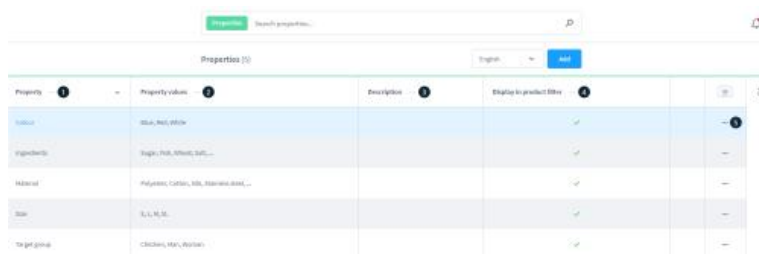
Properties

The properties offer you the possibility to provide your products with filterable information. Furthermore, the properties are used as a basis for the generation of [variants](#).

For this purpose, you can create various properties and assign corresponding options to them, e.g. the property size with the options *XS, S, M, L, XL* and *XXL*.

Overview

Under **Catalogues > Properties**, you will first find an overview of the already available **properties (1)** with the corresponding **property values (2)** and an (optional) **description (3)**. It is also shown here whether the properties are **displayed in the product filter (4)** or not.



Property	Property values	Description	Display in product filter	
Color	Blue, Red, Green		<input checked="" type="checkbox"/>	+
Ingredients	Sugar, Fat, Milk, Salt, ...		<input checked="" type="checkbox"/>	—
Material	Polycotton, Cotton, Silk, Bamboo, Wool, ...		<input checked="" type="checkbox"/>	—
Size	S, L, M, XL		<input checked="" type="checkbox"/>	—
Target group	Children, Men, Women		<input checked="" type="checkbox"/>	—

On the right side of each line you can use the **"..." button (5)** to open the context menu for the corresponding property. Here you can open, edit or delete this property.
By clicking the button **Add**, you can open the mask for creating a new property.

When deleting a property, please note that the property with all options will be removed from all products to which it is assigned.

Since the editing mask is identical to the mask for the new creation of a property and the characteristics, we show the individual points using the example of a new property.

Creating a new property

Property

In the basic information you first enter the **name (1)** of the property.

The name will then be displayed later, e.g. for the products on the detail page in the product description or in the filters in the product listing.

Optionally, you can enter a **description (2)** and specify whether the property should be displayed in the **product filter of product lists (3)**.

Four different **views (4)** are available for the display in the front end:

- Image: An image can be stored for the individual options, which is then displayed in the filters
- Text: The options are displayed as text in the filters
- Dropdown: Selected property values of a variant product are displayed in a dropdown menu on the product detail page. The options are displayed as text in the filters
-

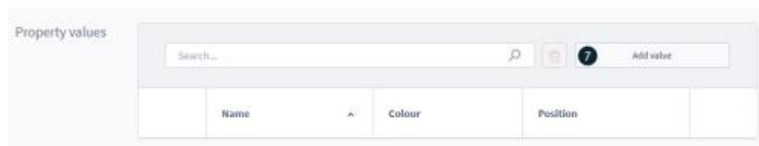
Colour: If a colour is highlighted in the options, it will be displayed in the filters

You can also choose from two **sorting options (5)**:

- Alphanumeric: letters are sorted in the order a, b, c, etc., numbers 1, 10, 11, ... 2, 20, 21, ... 3, etc.
- Individual: With the individual sorting, you can determine the order by using the position field in the individual options. The option with the position 1 is at the top of the list.

In the field **Position (6)**, you can specify the position of the property. This position determines the order in which the properties are listed on product detail pages.

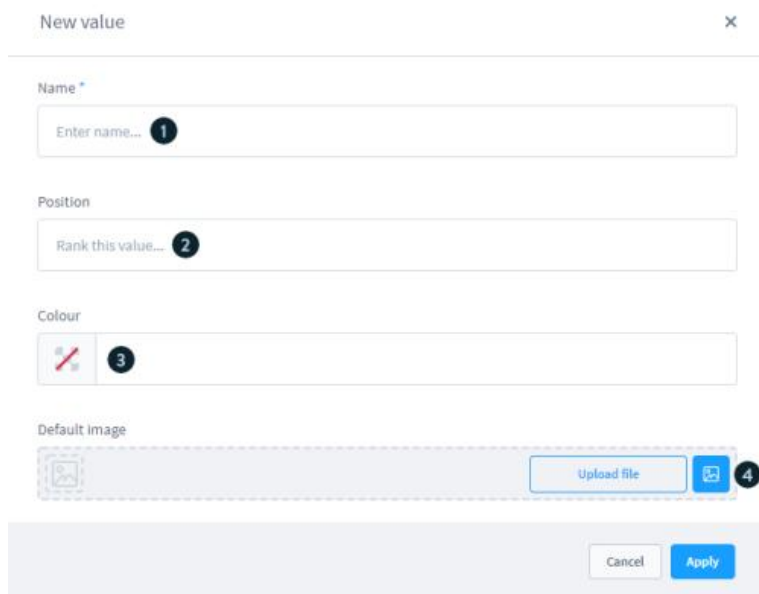
Now, after you have entered and saved the basic information, you can add an option using the button **Add value (7)**.



Name	Colour	Position
------	--------	----------

After clicking on the button a new input mask opens.

Values




New value ×

Name *
Enter name... 1

Position
Rank this value... 2

Colour
3

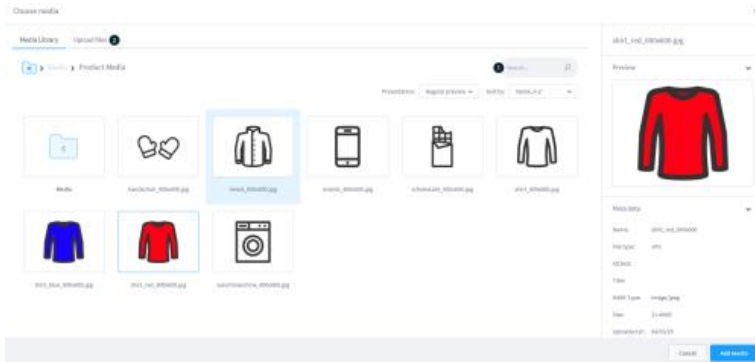
Default image
Upload file  4

Cancel Apply

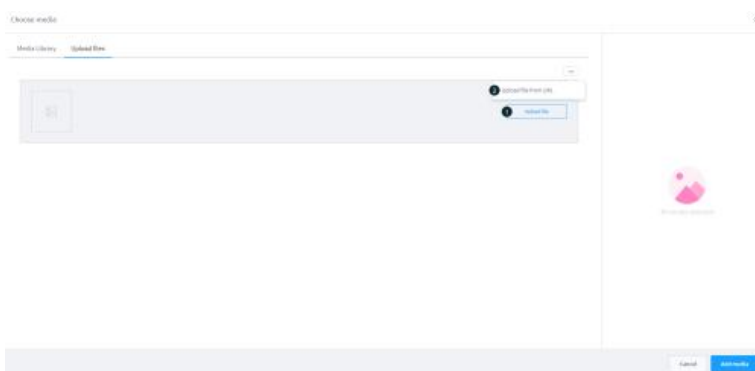
First you assign a **name (1)** to the option, which will be displayed when using the *text* view. The **position (2)** is used for the individual sorting to determine the order. The lower the value, the higher up the entry is in the list. If **colour** was chosen as representation, the HEX colour value stored in the field **colour (3)** is used,

alternatively you can choose a colour from the colour palette. The colour will then be displayed e.g. in the filters in the product listing.

If you want to use a picture as display, you can select a picture in the field **Default image (4)**, which will then be displayed in the storefront.

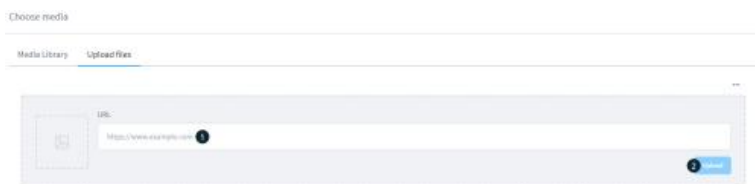


Here you have the direct possibility to **upload already existing pictures (1)**. If the desired picture is not yet available, you can directly **upload it as a file (2)**. For adding media the following view will then open.



The button **Upload files (1)** opens a window where you can select and upload local files.

With the "..." **button** you can **upload a file via URL (2)** and after clicking on it you will switch to the view to add a file directly via URL.



In the field **URL (1)** you enter the URL to the desired image, then use the button **Upload (2)** to add the image.

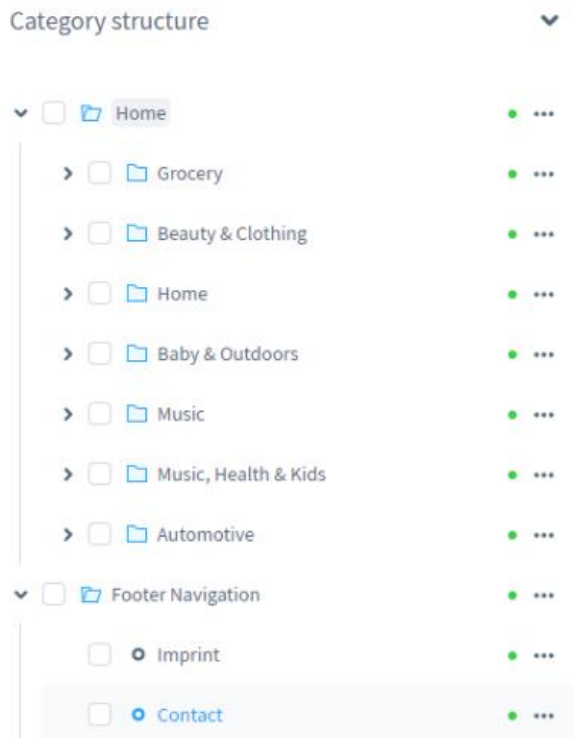
After you have entered all the desired data for the option, you can add it by clicking the **Apply button**. Now this option is available for selection in the products.

Categories

In the category management you administrate the category structure of your shop, and in Shopware 6 the categories are also used to organize [the shop pages and the service menu](#). You can find the module under **Catalogues > Categories**.

Category overview

Categories are the menu items in the main navigation but also in the service navigation or the footer navigation.

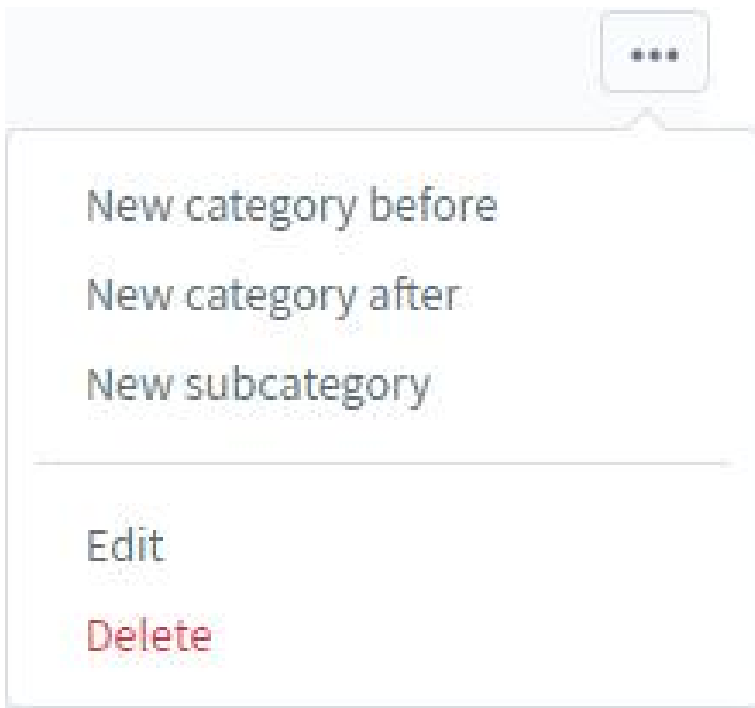


On the left side you will find the category structure displayed as a fold-out menu. There you have the possibility to change the sorting by **drag & drop** - this is possible on every category level and you can also move a category into another category as a subcategory.

As mentioned at the beginning, the categories are also used for footer navigation and the service menu. For a clear administration it can be useful to work with two or three category trees, as you can see on the screenshot above.

Context menu

For each category, the context menu can be opened with the "..." button, which can be used to execute further functions.



- **New category before:** Creates a new category on the same level before the selected category
- **New category after:** Creates a new category on the same level after the selected category
- **New subcategory:** Creates a new category a level below the selected category
- **Edit:** Opens the display on the right side for editing the selected category
- **Delete:** Deletes the selected category including all subordinate categories

In the [examples section for creating new categories](#), we explain the differences between the category options from the context menu.

Create category

To create a new category, open the [context menu](#) of an existing category and select one of the menu items *New category before*, *New category after* or *New subcategory*.

Afterwards a mask will be displayed in the menu at the appropriate place, in which you enter the name of the new category and confirm with the check mark.



Please note that a newly created category is inactive and is not displayed in the frontend.

You define the content of the category in the editing menu, here you can also activate the category. You will find more information in the next section *Edit category*.

Edit Category

To open the editing view of a category, you can either click directly on the name of the category in the list on the left or open the [context menu](#) of the category and select *Edit*.

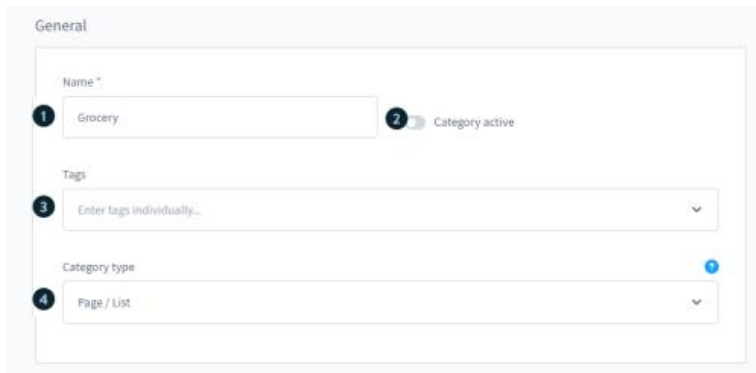
The editing area is split into four tabs. General, Products, Layout and SEO. However, these are only required in the default category type Page/List. For the other category types, only the General tab is needed.

General

The General tab is divided into several items for better clarity. Please note that the available configuration options depend on the selected category type

General

In the General section, you define the type of category you want to use.



The screenshot shows the 'General' configuration form for a category. It includes the following fields and controls:

- Name ***: A text input field containing 'Grocery', marked with a circled '1'.
- Category active**: A toggle switch, currently turned on, marked with a circled '2'.
- Tags**: A dropdown menu with the placeholder text 'Enter tags individually...', marked with a circled '3'.
- Category type**: A dropdown menu with 'Page / List' selected, marked with a circled '4'.

Name (1): The name of the category that's given when creating the category, although it can still be changed here later.

Category is active (2): This switch toggles the category active and inactive. The active category is shown in the frontend and is used, if switched to inactive it's not in use and won't be shown in the frontend.

Tags (3): Here you can store keywords these can be used in other programs areas (e.g. products, customers).

Category type (4): Select the category type here, this has an effect on the behavior of the category.

Page / List: A standard page that is used, for example, for a product listing or a shop page.

Structuring element/entry point: A sorting element is used to structure the category tree, such a category cannot be called up, but only provides a menu entry with further sub-items.

Link: Enables direct linking to an entity of the shop or a freely definable page. You can find more information below in the Link section.

Customisable link

If you have selected Link as the category type, these options available to specify where link should go.

Link type (1): Select you if you want the link to link to an external page or to an entity within your shop.

Entity/link target (2): If you select External as the link type, you can enter the URL to the target. If you select Internal as the link type, you can select the entity to be linked to here. This can be a category, a product or a landing page, for example.

Open in new tab (3): Activate this checkbox if the link should open in a new tab instead of in the same window.

Entry point

If you have selected *Page/List* or *Structure Element/Entry Point* as the category type, these options are available to you.

Entry point (1): Here you define the point in the navigation where this category is to be reached. The category with its subcategories can be displayed in three different forms on the storefront: Main Navigation, Footer Navigation and Service Navigation. The entry point is therefore important because your category as well as the subcategories determine how the respective navigation is structured.

Main navigation: This is always the best choice if you want to display a classic category structure with products or shopping experiences. By default, the navigation is located in the upper area of the storefront, below the shop logo. So if you have your category with the respective subcategories with products and content, choose this navigation.

Footer navigation: With this navigation you can determine the structure in the lower area of the storefront (footer). This navigation is useful if you want to include pages such as your imprint or privacy policy. The footer navigation is structured and ordered according to your category and subcategories.

Service navigation: This is located at the top right of the storefront and, like the footer navigation, are again displayed on the basis of a category with the respective subcategories.

Sales channels (2): Select the sales channels for which the category should be available. You may select multiple sales channels.

Configure home (3): If additional the category functions as the home page for another sales channel, you can configure this here. These configurations only take effect if the category is opened as the start page in the selected sales channel.

As a sub-category, the settings made here continue to apply.

Menu settings

In the menu settings, you can enter further information on the category. For example, this information can be used in an Shopping experience page using the data assignment function.

The screenshot shows the 'Menu settings' interface. At the top, there is a toggle switch labeled 'Hide in navigation' with a circled '1' next to it. Below this is a 'Display image' section with a circled '2' next to it, showing a placeholder image with the text 'molestias' and a file name '692a3090a74ccaaba4c6b51f0c6da59c.jpg'. The 'Description' section has a circled '3' next to it and contains a rich text editor with the text: 'Et animi pariatur et temporibus neque. Consectetur sed corrupti minima iste dolorum sed. Quasi sint maiores porro autem et. Animi quae laudantium quam adipisci rerum ut.' A character count at the bottom right indicates '169 characters'.

Hide in navigation (1): If you activate this switch, the category is hidden from the navigation bar.

Display image (2): The display image is shown in the drop-down menu, for example, but can also be automatically integrated into an shopping experience page using the data assignment function.

Description (3): Enter a useful category description to provide your customers with information about the category. The description can also be integrated into the into an Shopping experience page using the data assignment function without having to manually maintain the text there again.

Products

You can assign products to the category by using the product assignment.

Product assignment

Type *
 1 Manual selection

Products
 2 Search and assign products...

Name	Manufacturer	
Small Silk KidZone Chatterbox	Jacobi Inc	...
Heavy Duty Leather Gumby's Choice	Abbott, Koepf and Terry	...
Intelligent Wool Ouch Pouch	Leannon, Kuhn and Kunze	...

< 1 > Items per page: 10

Type (1): You can either fill the category manually or have it filled by a dynamic product Group. You can find out how to create a dynamic product group [here](#).

If you have already assigned articles manually, but then subsequently set the type to Dynamic product group, the articles are no longer displayed in this category. However, they will still be displayed in the categories above.

Products / Dynamic product group (2): If you have selected *manual selection* as the type, you can assign the products manually here. If you have selected Dynamic product group as the type, select the dynamic product group you want to assign here.

Product list (3): Here you see a list of the currently assigned products.

Layout

Here you define the appearance of the category. To do this, you assign a layout created in the shopping experiences under **assign layout**. You can also use the **create new layout** button to switch directly shopping experiences editor and create a completely new layout there. (information on how to use the editor in the shopping experiences can be found in this [article](#)).

Layout assignment

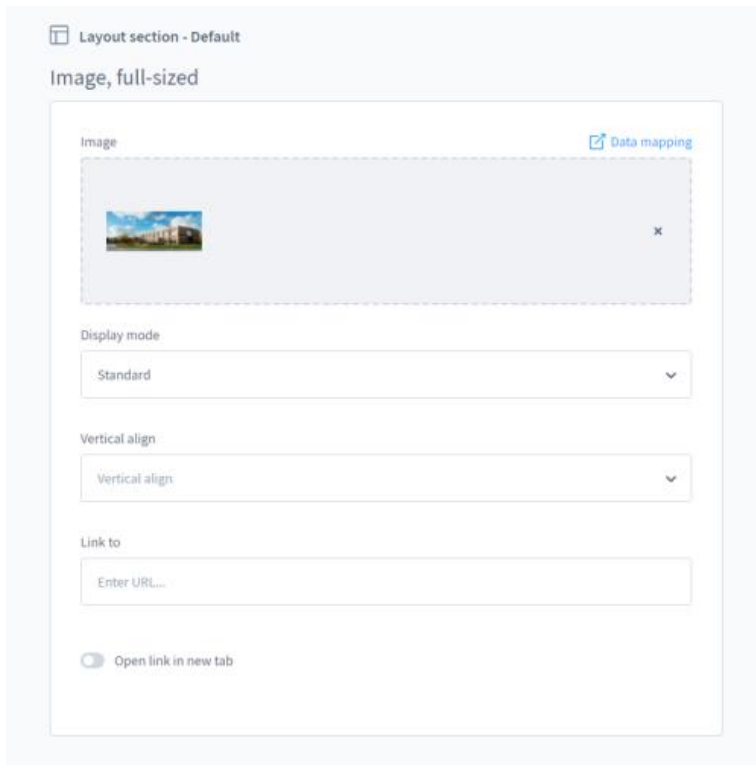
No layout assigned

Default layout: Category page

Assign layout Create new layout

After selecting a layout, all segments of the selected shopping experience are displayed in the Layout area. Initially, the content of the layout is presented grouped by blocks, so the type and number of blocks varies depending on the layout. Here you have the option to change the shown content without having to switch to the shopping experience and create a separate category page for each category.

Please note that the settings in the layout selection can overwrite your shopping experience configuration.



Visibility

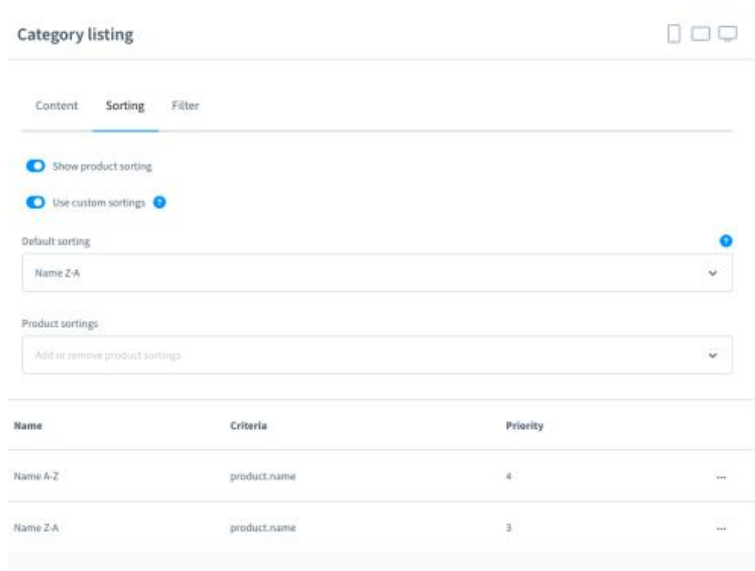


If you have added a layout, you can see in which viewport the layout is visible **(1)**. Below that you can see if the respective block element is visible **(2)**. In this case the block will be hidden in the mobile viewport. You define whether a layout or a block should be shown or hidden in a specific viewport directly in the configuration of the [Shopping Experiences](#).

Sorting

Here you have the option to assign a sorting order to the products in the listing under Category listing. If you enable the "Show Product Sorting" option, a drop-down menu will be created in the frontend, providing customers with sorting options.

If you enable the "Use Custom Sorting" option, two new options will be unlocked. In the Default Sorting, you can specify which sorting should always be used as a fallback and be pre-selected for the user. Through the Product Sorting option, you can add custom sorting orders that will also be available in the frontend. You can set the order of priority to determine the sequence.



SEO

In the SEO section, here you enter search engine relevant meta data for this category. In addition to an SEO title and an SEO description, you can enter additional keywords that are taken into account in search engine searches.

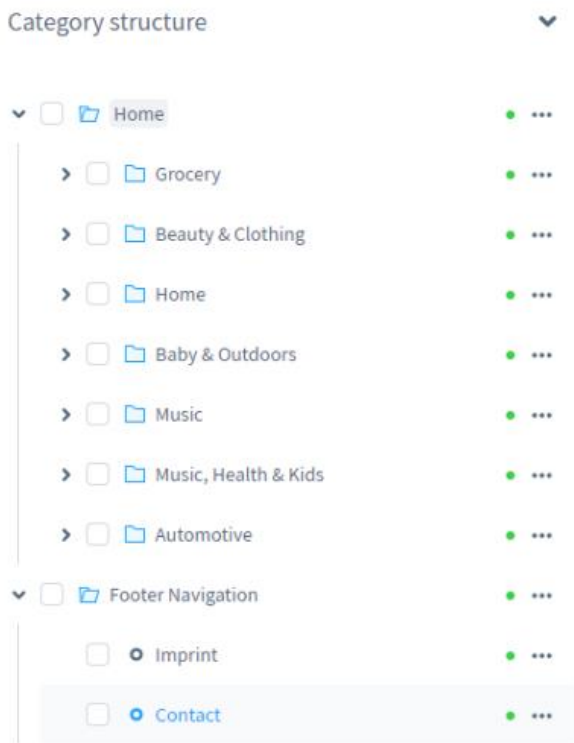
Under the heading SEO URLs you can define an SEO URL category for every sales channel. These are based on the SEO settings you have made.

Examples of how to create new categories

We are going to show you some examples on how to correctly create new categories for your shop.

Example 1:

You want to add more categories (Food, Clothing, Leisure & Electrical) for your products to your top category "Home", which is already assigned to your sales channel.



In this case, you must add new subcategories to the top category "Home" using the context menu so that the categories are created at the lower level of your previous category. The subcategories will then be displayed in your shop as categories for your products.

Demostore

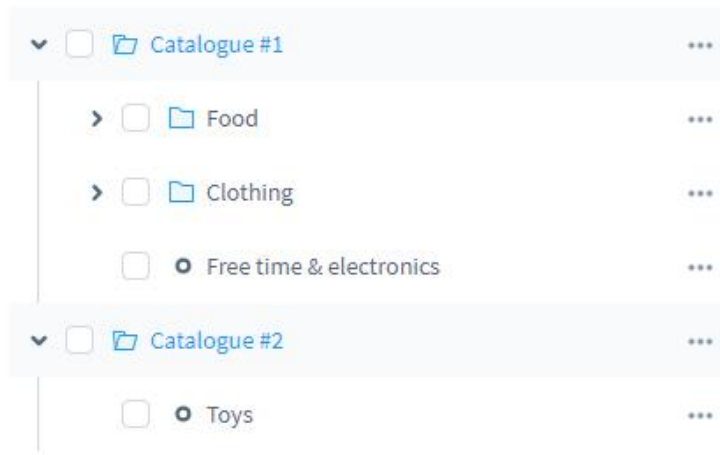
[Home](#) [Food](#) [Clothing](#) [Free time & electronics](#)

Example 1:

You want to create your own categories for your subshop.

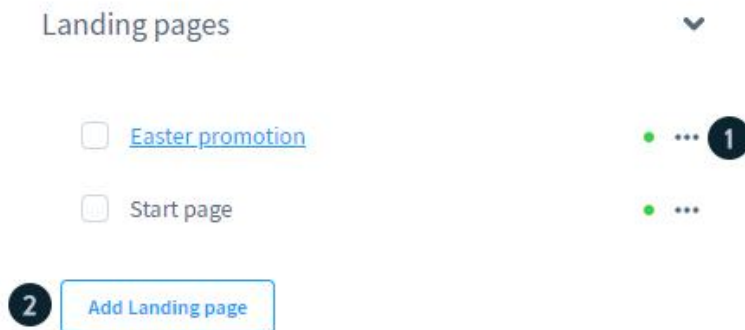
The best way to create a new category is to open the context menu of your previous category "Catalogue #1" and then click on New category after. This will create a new category at the same level, which you can call "Catalogue #2", for example. Next you need to create new subcategories - as explained in example 1.

Category structure



Landingpages

Landing pages are pages that do not appear in the shop's navigation. They can be reached externally under the URL of the sales channel + the individual URL of the landing page.



Below the category overview you will find the overview of the landing pages that have been created. Unlike the categories, the order is not important here. You can remove, duplicate or edit the corresponding landing page via the **context menu (1)** on the right-hand side.

You can create a completely new landing page using the **add landing page (2)** button.

General

In the general area, you must first configure the basic settings.

Name (1): The name of the landing page is used in the overview and is used as the title of the landing page.

Landing page is active (2): Only if this tick is active, the landing page can be reached under its URL.

Sales channels (3): Select the sales channels here in which the landing page is to be embedded. The landing page is only accessible in combination with the URL of the selected sales channels.

Tags (4): Here you can assign tags to the sales channel to make it easier to find in the admin.

SEO

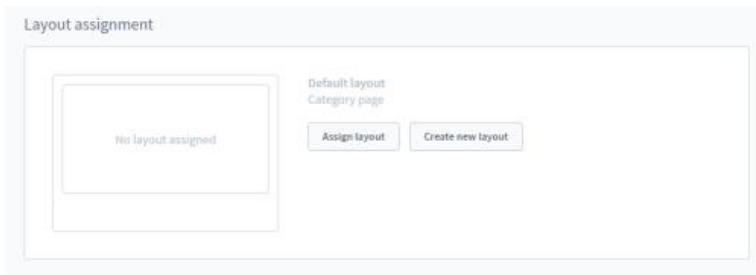
In the SEO section, here you enter search engine relevant meta data for this landing page. In addition to an SEO title and an SEO description, you can enter additional keywords that are taken into account in search engine searches.

The **SEO URL** is a mandatory field. This is the URL under which the landing page can be called up directly. If you enter the value **start** here, for example, as in the screenshot, the URL of the landing page is **www.mysaleschannel.co.uk/start**, depending on the sales channel.

Please enter only the name of the landing page, like on the image **start**. The URL will be generated **automatically**.

Layout

Here you define the appearance of the landingpage To do this, you assign a layout created in the shopping experiences under **assign layout**. You can also use the **create new layout** button to switch directly shopping experiences editor and create a completely new layout there. (information on how to use the editor in the shopping experiences can be found in this [article](#)).



After selecting a layout, all segments of the selected shopping experience are displayed in the Layout area. Initially, the content of the layout is presented grouped by blocks, so the type and number of blocks varies depending on the layout. Here you have the option to change the shown content without having to switch to the shopping experience and create a separate category page for each category.

Dynamic product groups

The dynamic product groups can be found in the **admin** under **Catalogues > Dynamic product groups**. Dynamic product groups are groups of products that are formed by dynamic rules and can be played at different locations in your shop.

Overview

Dynamic product groups (2)		English	Add product group
Name	Description	Last updated	Status
Article > 100 Euro	Items that are more expensive than 100 Euro	21.05.2019	Valid
Article > 100 Euro	Items cheaper than 100 Euro	21.05.2019	Valid

In the overview, all already created product groups are listed with their **name** and **description**. The **date of the last change** and the **status** of the product group are also shown. The status indicates whether a product group uses valid rules and can therefore be used. A product group can be invalid, for example, if it uses rules of a plugin that is deactivated.

Using the context menu in the last column of each product group, it can be **edited**, **duplicated** or completely **deleted**. With the button **create product group** you add a new product group to the overview.

Creating product groups

General information

To create a new dynamic product group, first enter a meaningful **name** and **description** in the **general information** section. Both are displayed in the overview for better orientation. You can then save your settings via the **Save** button and, if necessary, create a duplicate of the dynamic product group directly via **Save and duplicate**.

Filter

In the Filter area, you define rules through the corresponding module in order to determine which items belong to this product group.

In this module, you first select a **property (1)** and a corresponding **condition (2)** that must be met.

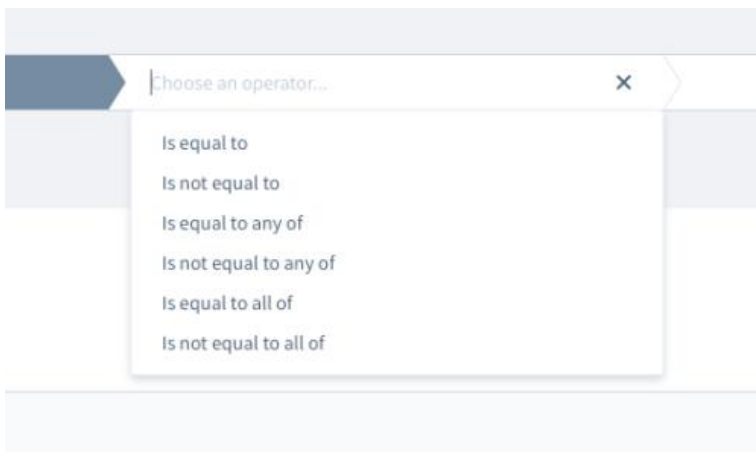
Use the **AND (3)** button to create a further condition that an item must meet in order to belong to this group. In addition to an AND link, you can also create a further condition as an **OR (4)** link. In this case, one **or** the other condition must be met for the item to belong to the group.

You can also nest the conditions by using the **SUB-CONDITION (5)** button. In this case, an item is part of the product group if it meets the **main condition** and the **sub-condition**. The sub-condition can consist of one or more conditions. In the sub condition, you have the option of creating another sub condition. This can be continued indefinitely.

Using the **context menu (6)** behind the condition, you can create a new condition directly **before** or **after** the respective condition.

The **Preview (7)** button shows you all products that would belong to the dynamic product group with the currently selected conditions.

Operator



You can choose one of the these operators:

Is equal to, Is not equal to, Is equal to any of, Is not equal to any of, Is equal to all of, Is not equal to all of.

Examples

Below we list some examples of how a product group can look like. In general, the conditions of a dynamic product group are based on rules of the Rule Builder. You can learn how to use the rule builder [here](#).

Product condition



In this case, the dynamic product group consists of the selected products.

Category condition



In this case, the product group contains all products that are assigned to the selected categories. Individual categories can be identified by the displayed category path.

Property condition



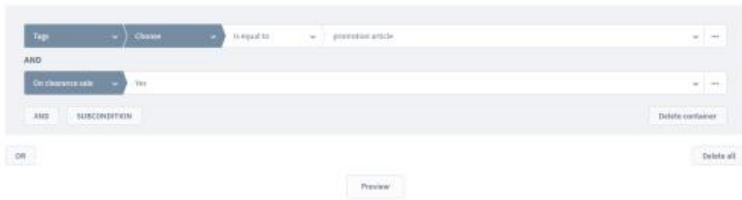
In this example, all products that have a certain property are included.

Property value



This condition contains the property expression of a property.

Tag and sale condition



In this example, all products are part of the product group if you have set **promotional items** as the tag **AND** if they are sales items.

Price condition



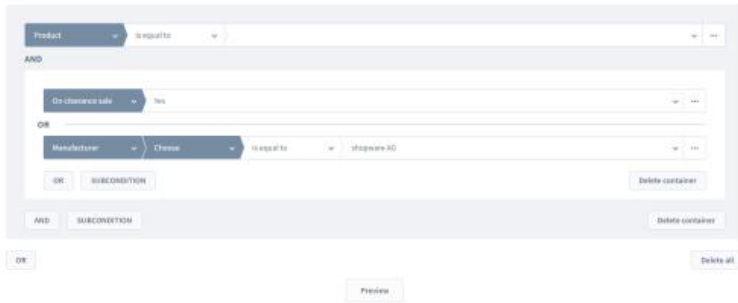
In this example, all products that cost more than 100 euros are part of the product group. The value 100 refers to the currency, which has a factor of 1.

Stock condition



In this example, all products with a stock larger than 20 are part of the product group.

Multiple conditions



In this example, two conditions must be met for an item to belong to this product group. Firstly, the article must be tagged as a **promotional article**.

The second condition is considered to be fulfilled if the article is either a sale article or an article from a specific **manufacturer**.



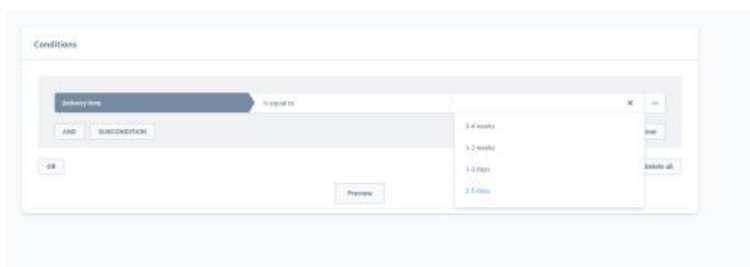
If you want to use several conditions and include just the operator **AND**, you should work with the operators **Is equal to all of/ Is not equal to all of**.

Custom field



In addition to the standard properties that are available in the drop-down menu, you can also use custom fields that you have configured yourself. In this example, an individual custom field of the type "Checkbox" is used, which was created beforehand. You can find more information about the additional fields [here](#).

Delivery time



The 'delivery time' defined in a product can be used as a criterion for dynamic product groups.

When selecting the available delivery times, the display and sorting of the available options is based on the delivery times freely defined by the merchant in the settings of the admin and already selectable in each product.

If an existing delivery time is removed, the delivery time within the dynamic product group condition will also be removed, and it will no longer function correctly.

Assign dynamic product groups

Categories

You have the option to fill the content of a category dynamically. This is useful, for example, for sales or manufacturer-specific categories. You can find information on the administration of categories [here](#).

Product comparison

In the product comparison, the dynamic product groups are needed to fill the feed with content. [Here](#) you can find more details about the product comparisons.

Shopping Experiences

In the shopping experiences, you can use dynamic product groups to fill product sliders. You will find the product slider element in the **Commerce** block category. You can find more information about the shopping experiences [here](#).

Reviews

In Shopware 6 your customers have the possibility to rate your products. The reviews then end up in the administration, where you can check, approve and comment on them.

Administration

You can find the reviews in the administration under **Catalogues > Reviews**.

Overview

	Review Title	Stars	Product	Customer	Created at	IP-Adress	Commented	
	Leinen-Lappen	★★★★	Abwaschlappen	Shop-Admin	2022-10-05 10:28:45	W	W	---
	Leinen-Lappen-0001	★★★★	Abwaschlappen-0001 (in Entwicklung Phase)	Shop-Admin	2022-10-05 11:36	W	W	---

All relevant information regarding the overview, is shown here. The title, the stars awarded, the product which was rated, the customer who wrote the rating and the date and time of the rating. The overview shows you if it's currently displayed and whether it has been commented by the shop operator. Use the context menu on the right side, to get the details of the rating or delete the corresponding rating.

Details

Review

Lorem ipsum

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonummy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

★★★★☆ Good

Created at	Customer
18.11.19, 09:26:48	Shop Ware
Sales channel	E-Mail
DemoShop	test@shopware.com
Product	
Hauptartikel	

The rating details will show you a summary with all important information of the rating. In addition to the information that has already been displayed in the overview, the complete evaluation text is now also displayed here.

Properties

Language*

English

Visible

Comment

Comment

Under **Properties** you can show or hide the rating and pick for which language the rating should be displayed in the frontend. In all other languages, this rating is only displayed if the customer explicitly wants to display the ratings for all languages.

Finally, you can add a **comment**. If you wrote a comment for a rating, it will be displayed in the frontend below the rating.

Disable reviews

If you do not want your customers to be able to rate your products, you can deactivate the rating function for each sales channel. In this case, the rating tab on the product detail page will be completely hidden, so that no previous ratings will be displayed.

This is possible in the settings under **Shop > Products > Show reviews**. You can find more information about the product settings in [this documentation](#).

In the frontend

Main product



In the frontend with our Responsive Theme, the customer will find the ratings on the product detail page next to the product description. Here all current reviews that are active and set for the language are displayed.

Note that the ratings may show up on a different location depending on the theme that you use. The theme creator should be able to tell you where they are displayed.



In the ratings, the customer first sees an **overall rating (1)** in the form of 1 to 5 stars. Below this, the customer can see how other customers have rated this item in percentage and absolute terms **(2)**. Using the checkbox on the left he can limit the listing to ratings of a certain number of stars.

On the right side you see the **listing of the ratings (3)**. Here you can either see all ratings or only those the customer has selected under **(2)**.

With the button **Show ratings in other languages (4)** you can display ratings from other languages in addition to the ratings for the current language and under **Sort by (5)** you can change the sorting of the listed ratings.

By clicking the button **Write a rating (6)** the customer can write his own rating. A rating must contain at least 40 characters.

Your rating*

★★★★☆ Good

Title*

Lorem ipsum

Your review*

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Slet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Slet citta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Fields marked with asterisks (*) are required

Cancel Send

AI-generated review translation

With Shopware AI Copilot, your customers have the option to see reviews translated into their language.

Settings > Reviews Save

Reviews

Sales Channel

All Sales Channels

Review translation AI Copilot

You can activate the function in the **settings** under **reviews**. There you can also define for which sales channel the translation function should be available.

Display reviews in current language only. Sort by Most recent

May 15, 2023 17:10

★★★★★ **Übertrifft meine Erwartungen!**

Das Produkt übertrifft meine Erwartungen in Bezug auf Qualität, Funktionalität und Benutzerfreundlichkeit. Es ist langlebig und hält dem täglichen Gebrauch stand.

[Translate review to English](#) **1**

The function is now available in the storefront in the reviews of the product detail page. By clicking **Translate review to English (1)**, the review is translated into English with the help of the AI.

Display reviews in current language only. Sort by Most recent

May 15, 2023 17:10

★★★★★ **Exceeds my expectations!**

The product exceeds my expectations in terms of quality, functionality, and ease of use. It is durable and can withstand daily use.

[Translated from German](#)

[See original](#) **1**

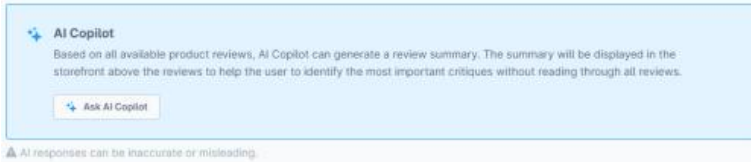
The translated review can also be displayed again in the original language in which the review was written.

To do this, simply click on **See original (1)**.

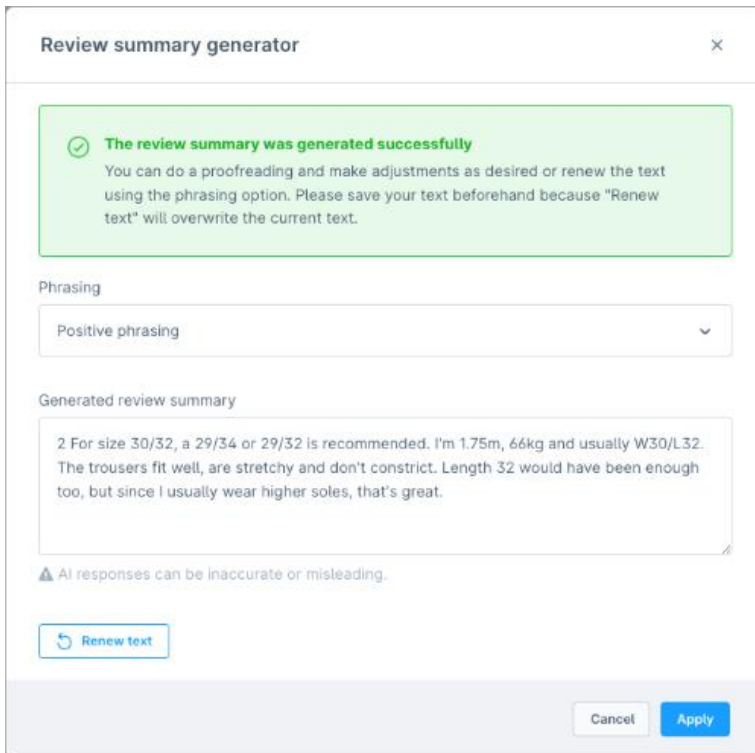
AI-generated summary of ratings

The AI-generated summary of ratings is available to you from the Shopware Rise plan.

For each product that has already received reviews, you have the option to display a summary of all reviews in the storefront. To do so, open the corresponding product and switch to the Ratings tab. Under the ratings you will find the AI Copilot, which you can use to summarize the ratings.



Based on all available product reviews, AI Copilot can create a summary of the reviews.



After you have opened the AI Copilot, you can first choose a phrasing and select whether the summary should be neutral or positive.

If you then click on Renew text, the summary of the ratings will be generated. Note that this was generated by an AI. The summary can therefore be inaccurate or misleading. In this case, you have the option to customize the AI-generated summary yourself. Once you are satisfied with the generated and customized text, you can apply it by clicking the **Apply button**.

In the overview, you can now finally decide whether this summary should also be displayed in the storefront. The summary can be regenerated or edited at any time via the context menu.

Review summary AI Copilot Show in Storefront

As a customer, I am thoroughly impressed with the main product. It provides exceptional comfort and supports my back health in a remarkable way. The brown color blends perfectly into any setting and catches everyone's eye. The generous padding allows for a soft and comfortable seat, while the ergonomically shaped backrest effectively counteracts tension and back pain. The quality of the armchair is top-notch, and the durable upholstery fabrics are both easy to care for and comfortable on the skin. The Ergo chair offers not only comfort, but also a worthwhile investment in my back health. I can recommend it without reservation for style, comfort and well-being.

The summary is displayed in the storefront above the reviews so that the user can identify the most important reviews without having to read through all the reviews.

Description **Reviews**

What our customers say
This is a great product! It's fun to use and the display is very large - thank you for this great product!

2 of 2 reviews 5 out of 5 stars Display reviews in current language only Sort by Most recent

<input type="checkbox"/> Excellent (2)	100%
<input type="checkbox"/> Very good (0)	0%
<input type="checkbox"/> Good (0)	0%
<input type="checkbox"/> Average (0)	0%
<input type="checkbox"/> Satisfactory (0)	0%

May 24, 2023 00:38
5 out of 5 stars **Great product, fits perfect**
 As a customer, I am thoroughly impressed with the main product. It provides exceptional comfort and supports my back health in a remarkable way. The brown color blends perfectly into any setting and catches everyone's eye. The generous padding allows for a soft and comfortable seat, while the ergonomically shaped backrest effectively counteracts tension and back pain. The quality of the armchair is top-notch, and the durable upholstery fabrics are both easy to care for and comfortable on the skin. The Ergo chair offers not only comfort, but also a worthwhile investment in my back health. I can recommend it without reservation for style, comfort and well-being.

May 23, 2023 10:38
5 out of 5 stars **Perfect Product**

Leave a review!

Orders

In this area you can find out everything about orders within the administration.

We go here into the overview, as well as the configuration to the orders of your customers and explain to you in detail what there is to be considered here.

Create an order in admin

There may be situations where you may want to enter an order manually for the customer. For this there is a module in the administration where you can create orders.

General

In the order overview you can use the button **Add order (1)** to open the mask for creating a new order.

Order number	Sales channel	Customer name	Billing address	Order value	Order status	Payment status	Billing status	Order date
1000	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1001	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1002	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1003	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1004	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1005	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1006	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1007	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1008	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1009	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1010	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1011	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1012	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1013	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1014	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00
1015	Headline	John Whitey	123 Main St, 10000	15,000.00	Open	Open	Open	2023-04-10T10:00:00

Create order

Select customer

New order

Customer Products Options

Search...

	Name	Customer number	Sales Channel	Email address	
<input type="radio"/>	Max Mustermann	10001	Storefront	max@mustermann.de	...
<input checked="" type="radio"/>	Test Test	10000	Storefront	test@test.com	...

When you create a new order, you must first select an entry from the customer list **(3)** in the **Customers area (1)**. In addition to the name, the customer number, the sales channel and the e-mail address are displayed in the customer list. Alternatively, you can create a new customer directly from the menu **(2)**. You can also call up the customer directly via the edit icon **(4)**.


Products

In the section **Products (1)** you can add items or products for the order. Please note that the search field only searches the items of this order. You will learn how to add items in the next sections.

New order

Customer **1** Products Options

Search items... **2**



No items added yet
Manage received orders here.

Add product

New order

Customer Products Options

Search items...

	Quantity	Item	Price (gross)	VAT	Subtotal	
<input type="checkbox"/>	<input type="text" value="1"/> 1	<input type="text" value="product 02"/> 2	<input type="text" value=""/>	<input type="text" value="19"/> 3	<input type="text" value=""/>	<input type="button" value="x"/> <input checked="" type="checkbox"/> 4

To add a product to the order, it is first necessary to add a new order item. This is possible via the **Add product** button.

After the line has been added, you can select the desired product **(2)**. To do this, double-click on the line and editing is now possible. The price of the product will be determined automatically at first, but can be changed later. Whether the price column is displayed in gross or net depends on the customer group to which the customer is assigned. Based on the price and the quantity **(1)**, the total price is calculated. The default tax rate of the product is entered as the tax rate **(4)** after the line item is created. After

creating the item it is possible to change the tax rate.

By clicking the button with the checkmark **(4)** you can confirm your entries and the record will be saved.

Add custom line

An empty position is used to add a product that does not exist in the shop. This allows you to quickly add an item without having to create a product in the shop first.

The screenshot shows the 'New order' interface with the 'Products' tab selected. A search bar is at the top with an 'Add product' button (1). Below it is a table with columns: Quantity, Item, Price (gross), VAT, and Subtotal. A dropdown menu (2) is open next to the 'Add product' button, showing 'Add custom item' and 'Add credit'. The table has one row with '1' in the Quantity column (3), 'Name' in the Item column (4), '0' in the Price (gross) column (5), and '0' in the VAT column (6). A checkmark button (7) is at the end of the row. At the bottom, there are 'Cancel' and 'Preview order' buttons.

You can add an empty position in the **drop-down menu next to the "Add Product" button (1)** by clicking on the item **Add empty position (2)**. You can then edit the added row by double-clicking on it. As **name (4)** enter a name for the item, this name will later be displayed in the order confirmation and on the order documents.

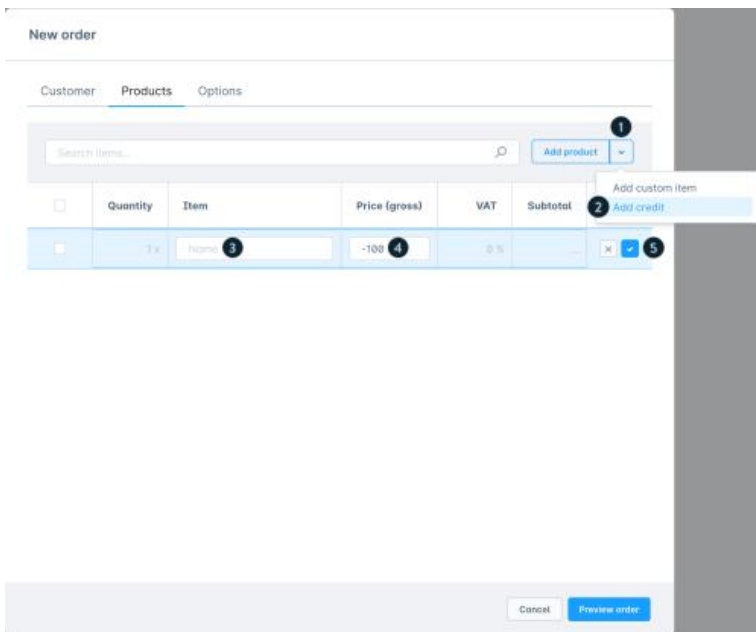
To ensure that the **gross price (5)** is displayed correctly, you must first define **the tax rate (6)** for the item.

After you have added the **quantity (3)**, you can save your entries by clicking the **button with the check mark (7)**.

The total price will then be calculated automatically.

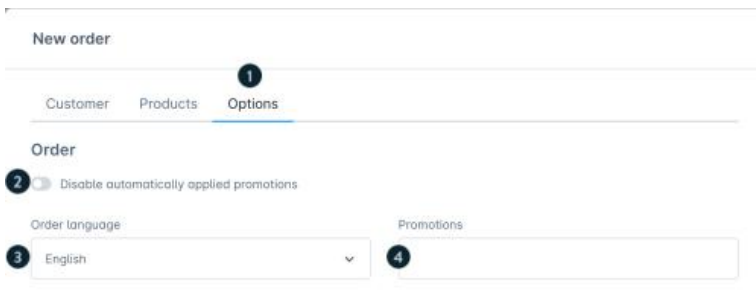
Add credit note

You can create an item with this function, which you can use to store a manual credit note (independent of a possible existing discount campaign) for the order.



You can add a credit note in the **drop-down menu next to the "Add Product" button (1)** by clicking on the item **Add credit (2)**. You can then edit the added row by double-clicking on it. In the column **Name (3)** you enter a name for the credit note. If possible, this should be meaningful, as it will be printed on the documents for the order later. The last information required is the value that the credit memo should have. This is stored in the column **gross price (4)**. The tax rate is determined automatically on the basis of the product items stored in the purchase order. It is therefore not possible to adjust the tax rate manually. Finally, you save your entry by clicking on the **tick button (5)**.

Options



Options (1): There you can configure the order, payment and shipping.

Automatic discounts (2): Specify whether discounts should be applied automatically.

Order language (3): Here you can define in which language the emails and documents should be created.

Discount (4): If you want to grant a discount to the order, you can store the discount code here.

The screenshot shows a form with two main sections: "Payment" and "Shipment".

Payment section:

- 5** Payment method: Invoice
- 6** Billing address: Teststreet, 12345, test, Germany
- 7** Currency: Euro

Shipment section:

- 8** Shipping method: Standard
- 9** Shipping costs: 3.99 €
- 10** Shipping address is same as billing address:
- 11** Shipping address: Same as billing address

12 Preview order button

Payment method (5): Define the payment method to be used. You can choose from the payment types available for the sales channel

If a payment method is not listed, please check that the payment method "Allow as subsequent payment method" is marked and assigned to the sales channel.

A PayPal payment can be called up in the customer account after the customer has created the order. You can find further details in the section [Paying for orders with PayPal](#)

Billing address (6): Type in the billing address.

Currency (7): Select from the currencies released for the sales channel.

Shipping method (8): Select a shipping method from the settings available for the sales channel.

Shipping costs (9): Here you can enter an individual shipping cost amount. The currency will be adjusted automatically once you have selected a currency.

Shipping address is the same as billing address (10): Activate this option if you want to use the billing address.

Shipping address (11): If you check the previous option, the billing address will be used automatically. If you have not activated the previous option, you can select a different delivery address here.

When you have entered all the information, click on **Preview (12)**.

Note: The order is not yet saved!

Save order

New order English Cancel Save order

General Details

Info

Test Test (test@test.com) €103.99
with Standard and Invoice

Payment status: Draft Delivery status: Draft Order status: Draft

Add tags ...

Items

Search items... Add product

Quantity	Item	Price (gross)	VAT	Subtotal
1 x	product 02	€100.00	19 %	€100.00

Subtotal	€100.00
plus shipping costs	€3.99
Total excluding VAT	€87.38
plus 19% VAT	€16.61
Total including VAT	€103.99

To finally create the order, click on the button **Save order (1)**. After the order has been saved, the order confirmation e-mail will be sent to the e-mail address stored in the customer account.

Manually change shipping costs

In the upper section Details you can choose which shipping method should be used for the order. The corresponding shipping costs are automatically stored. However, in some cases it may be necessary to calculate shipping costs that differ from the standard. For this purpose you have the ability to change the shipping costs for this order.

Items

Search items... Add product

Quantity	Item	Price (gross)	VAT	Subtotal
1 x	product 02	€100.00	19 %	€100.00

Subtotal	€100.00
plus shipping costs	3.99
Total excluding VAT	€87.38
plus 19% VAT	€16.61
Total including VAT	€103.99

To adjust the shipping costs, double click on the entry with the **shipping costs (1)** below the order items. This will open the edit mode where you can enter the desired shipping costs.

Details

In the upper area Details you first enter the general information about the customer and the order.

New order

English Cancel Save order

General Details

Payment 2

Billing address - Teststreet, 12345, Test, Germany

Payment method - Invoice

Currency - Euro

Shipping 3

Shipping address - Same as billing address

Shipping method - Standard

Shipping costs - 2.99 €

Delivery date - 2022-02-09

Order 4

Email address - test@test.com

Phone number - 01234 567890

Sales Channel - Standard

Order language - English

Add promotion

Disable automatically applied promotions

Once you have saved the order, in the **details section (1)** you will find all the important information about **payment (2)**, **shipping (3)** and general information about the **order (4)**.

Further functions

Create customers

If you want to create an order for a person who is not yet a customer, you do not have to switch to the customer overview first. You can directly call up a modal with all necessary functions by clicking on the button **Create customer**.

In the tab **Details (1)** you enter the general information about the customer. Here you can determine whether the customer should only be stored as a guest. In this case it is not necessary to assign a password. However, the customer will not be able to log in to the account on the web store.

Under **billing address (2)** you can enter all necessary details about the billing address. The same applies to the **delivery address (3)**. If this is the same as the billing address, you can confirm this by clicking the button corresponds to billing address. In this case you do not need to enter the details a second time.

Delete position

The option to delete an item from the order is displayed as soon as you click the checkbox at the beginning of the desired item.

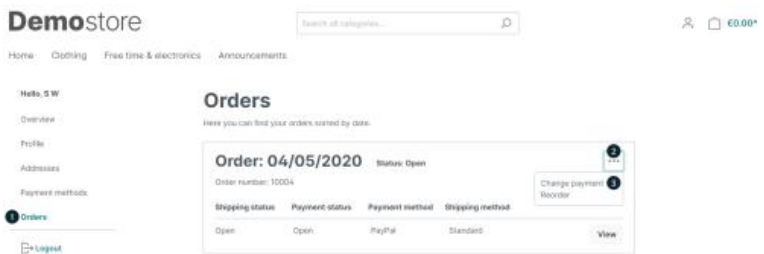
The checkbox in the header line allows you to select all items.

Paying for orders with PayPal

If you create an order for a customer in the admin and the customer wants to pay with PayPal, the payment process has to be done after the customer has created the order.

For this purpose the customer has the possibility to access the PayPal payment process through his shop account.

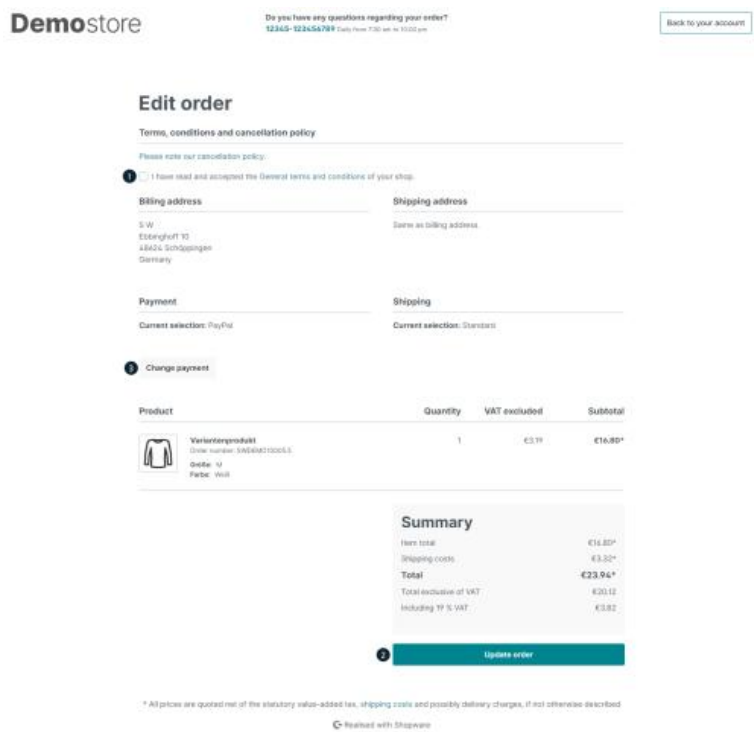
How this is possible is described below.



The first step is for the customer to call up the order in his customer account through the menu **Orders (1)**. In the order, he then clicks on the **"..." menu (2)** in the top right-hand corner and selects **Change payment method (3)**. This opens the view for editing the order.

The name for the menu item "Change payment method" can be adapted using the text module "account.orderContextMenuChangePayment"

Alternatively, the order can be opened for processing through the link in the order confirmation e-mail.

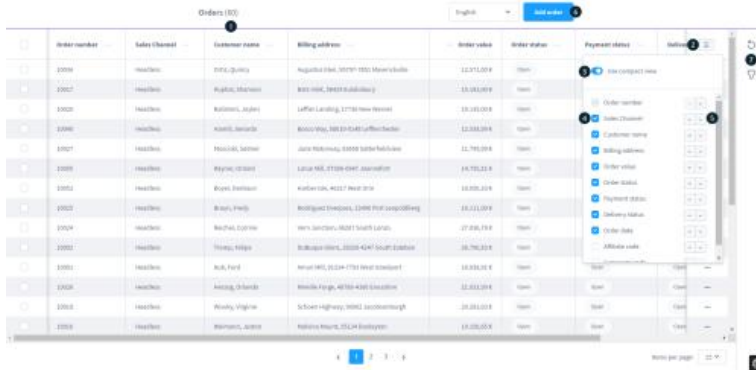


Should PayPal already be selected as payment method, it is sufficient to **accept the terms and conditions (1)** and then click on the button **Confirm change (2)** to call up the PayPal payment window.

If PayPal is not yet selected as payment method, this can be changed by clicking on the button **Change payment method (3)**.

Orders

Overview



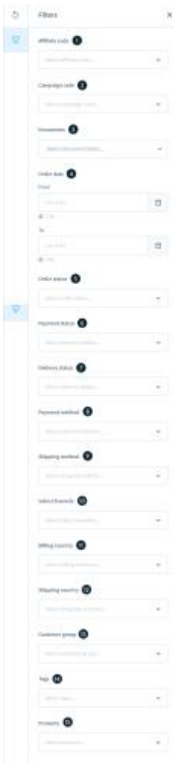
The screenshot shows an 'Orders (10)' overview table. The table has columns for Order number, Sales Channel, Customer name, Billing address, Order value, Order status, and Payment status. A 'Filter' button is visible at the top right. A 'Compact mode' button is also present. A dropdown menu is open, showing options for 'Order number', 'Sales Channel', 'Customer name', 'Billing address', 'Order value', 'Order status', 'Payment status', 'Delivery status', and 'Order date'. A 'Tools' button is located at the bottom right of the table.

Order number	Sales Channel	Customer name	Billing address	Order value	Order status	Payment status
2006	Headless	ITFC, Quincy	Aggildale Blvd, 20771 1001 Mooreville	12,371,018	Open	Open
2007	Headless	Alghis, Marwan	Box 104, 29010 Abbeville	19,183,018	Open	Open
2008	Headless	Kidman, John	LaFite Landing, 27150 New Market	19,183,018	Open	Open
2009	Headless	Ward, Jordan	Box 104, 29010 Abbeville	12,371,018	Open	Open
2010	Headless	Michael, James	John McKinley, 29100 Lakeview	11,799,018	Open	Open
2011	Headless	Wynn, Daniel	Lotus Hill, 27099 Cary, Johnston	16,752,018	Open	Open
2012	Headless	Wynn, Daniel	Karlan Ln, 41217 West 31st	16,055,018	Open	Open
2013	Headless	Wynn, Daniel	Redwood Dr, 29100 Lakeview	16,055,018	Open	Open
2014	Headless	Wynn, Daniel	Wynne, 29100 Lakeview	16,055,018	Open	Open
2015	Headless	Wynn, Daniel	Wynne, 29100 Lakeview	16,055,018	Open	Open
2016	Headless	Wynn, Daniel	Wynne, 29100 Lakeview	16,055,018	Open	Open
2017	Headless	Wynn, Daniel	Wynne, 29100 Lakeview	16,055,018	Open	Open
2018	Headless	Wynn, Daniel	Wynne, 29100 Lakeview	16,055,018	Open	Open
2019	Headless	Wynn, Daniel	Wynne, 29100 Lakeview	16,055,018	Open	Open
2020	Headless	Wynn, Daniel	Wynne, 29100 Lakeview	16,055,018	Open	Open

The order **overview (1)** provides you with a list of all orders placed by your customers. With the button **Add order (6)** you can call up the module for creating an order. More information about creating an order can be found [here](#). In the overview, you have the option to **hide/show individual columns (4)** using the **drop down menu (2)** or to use a **compact mode (3)**, which summarizes the displayed table a bit more. You can also manually define the **sorting of the individual columns (5)** to adjust them according to your wishes. To the right of the overview, you will find **tools (7)** to update the displayed orders or to filter them further and thus narrow them down more precisely.

Filters

If you click on the Filter Button, the following list of options appears.



You can combine options within the filter to reduce the list of results. The filter-options add up, so every additional entry reduces the list.

Filter options

Option	Beschreibung
Affiliate code (1)	The Option Affiliate Code filters the List of Orders to those in which the code was used. <i>The List of Options only appears if there are Affiliate Codes defined.</i>
Campaign code (2)	Here, you can choose a Code to filter the Orders upon a Campaign. <i>The List of Options only appears if there are Campaign Codes defined..</i>
Documents (3)	Choose, if you want to see Orders with or without Documents attached.
Order date From and To (4)	Choose a timeframe in which an order was placed. If you click on the calendar symbol on the right a date picker appears.
Order status (5)	Filters the status of an order. (Open / In progress / Cancelled / Done) <i>A multiple selection is possible.</i>

Option	Beschreibung
Payment status (6)	Searches orders upon payment status. (Cancelled / Chargeback / In progress / Unconfirmed / Refunded / Reminded / Authorised / Open / Paid (partially) / Failed / Paid /Refunded (partially)) <i>A multiple selection is possible.</i>
Deliverystatus (7)	Searches orders on the state of delivery. (Returned / Returned (partially) / Shipped / Canceled / Open / Shipped (partially)) <i>A multiple selection is possible.</i>
Payment method (8)	Set a filter on the payment method. <i>You can choose between payment methodes. What is selectable depends on installed payment plugins such as PayPal, Amazon-Pay.</i> <i>A multiple selection is possible.</i>
Shipping method (9)	Searches orders on the selected shipping methodes. <i>You can select between shipping methodes that are defined in the settings of your shop.</i> <i>A multiple selection is possible.</i>
Sales Channels (10)	Sets a filter on the sales channel(s) that are available in your shop. <i>A multiple selection is possible.</i>
Billing Country (11)	Searches orders on the billing country(s). <i>A multiple selection is possible.</i>
Shipping country (12)	Select orders on countries the deliveries are shipped. <i>A multiple selection is possible.</i>
Customer group (13)	Filters orders on customer groups. <i>A multiple selection is possible.</i>
Tags (14)	Filters order on given Tags. <i>A multiple selection is possible.</i>
Products (15)	Select orders on products. <i>A multiple selection is possible.</i>

Order details

Order number	Sales channel	Customer name	Billing address	Order value	Order status	Payment status	Delivery status	Order date
10000	Shopify	test@gm.com		€495,95	Open	Open	Open	21/12/2023
10001	Shopify			20,00€	Open	Open	Open	21/12/2023
10002	Shopify			€50,00	Open	Open	Open	21/12/2023
10003	Shopify			20,00€	Open	Open	Open	21/12/2023
10004	Shopify			€50,00	Open	Open	Open	21/12/2023
10005	Shopify			20,00€	Open	Open	Open	21/12/2023
10006	Shopify			20,00€	Open	Open	Open	21/12/2023
10007	Shopify			20,00€	Open	Open	Open	21/12/2023
10008	Shopify			20,00€	Open	Open	Open	21/12/2023
10009	Shopify			20,00€	Open	Open	Open	21/12/2023

The order details can be opened by clicking on the **order number (1)** or the item **View** and **deleted (3)** within the **context menu (2)** of the order.

Here, you can view the selected order in detail and manage the items and the accounting or delete the order.

However, once an invoice has been created, the option Delete can no longer be selected.

General

In the General tab, you will find the most important information and the order items.

Info

In the info area, you will find the most important information about the order as well as the current payment, delivery and order status.

You can cancel the respective order there if necessary.

Info

1 10000 - shop-gm.com (test@gm.com) €495,95
 on 21/12/2023, 14:55 with Cash on delivery and Express Last changed: 21/12/2023, 14:55

2

3 Payment status: Open Delivery status: Open Order status: Open

4 Add tags ...

Summary (1): Here, you can see a summary of the order number, the customer, the exact order time and the selected payment and delivery method.

Order total (2): Here you can see the current order total and when it was last changed.

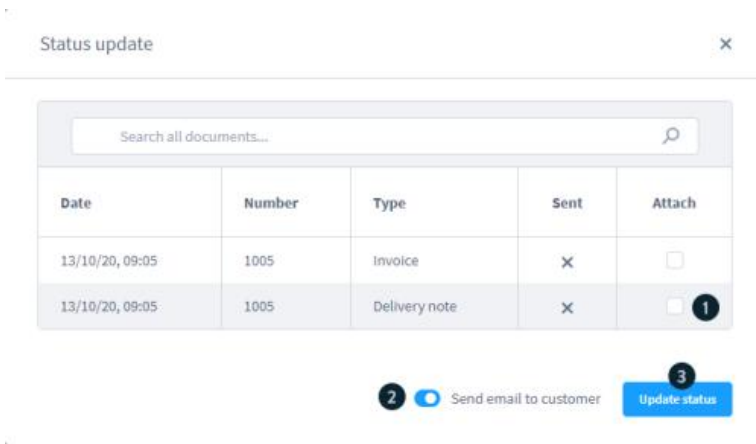
Status (3): Here, you can view and change the status of the payment, delivery and order.

Tags (4): The tags allow you to store keywords for your product. These keywords can then be used within the rules, for example. If you click in the field, the keywords already stored for other products, media or customers will be displayed. To add a new word, you can simply write it in the field and confirm with Enter.

Status

If you change a status via the respective drop-down menu, a modal opens which you can use to send an email to the customer about the new status.

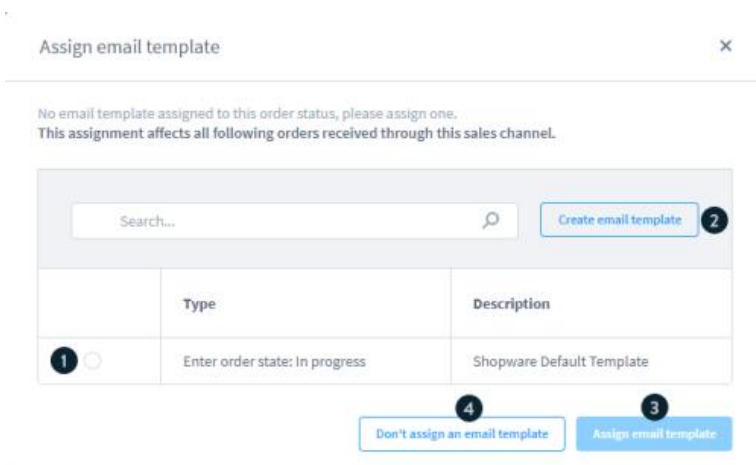
You can also attach documents already generated for the order (e.g. delivery bill or invoice) to the email.



You can select the documents to be sent from the **list (1)**. If you do not want to send an email, set the **Send email to customer (2)** switch to inactive before **updating the status (3)**.

The email is filled with a template of the corresponding type. If no corresponding template has yet been assigned to the sales channel in which the order was placed, you will first receive a selection window in which you can then assign the template.

An X means that the receipt has not yet been sent. With a ✓, the receipt has already been sent.



In the overview, you can select from **existing templates (1)**. If no or no suitable template is available, you can directly open the editor to **create a template (2)**. You can confirm your selection by clicking the **Assign email template button (3)**, after which the new status is set.

If you want to change the status without assigning an email template, you can do this by clicking the **Don't assign an email template button (4)**.

In Flowbuilder, you can specify which email template is to be used for which status. You can find out how to use the Flowbuilder [here](#).

Cancelation

As mentioned above, you can cancel an order via the order status.

This is done by setting the order status to “Canceled”. You can also set the delivery status and the payment status to “Canceled”, but only setting the order status will reset the stock level and thus effectively cancel the order.

Items

Here you have the possibility to see the individual items of this order, as well as the calculation of the sum of the items.

You can also add new products as positions, edit existing ones or remove them. The price, the quantity and the tax rate can be customized.

Quantity	Name	Price (gross)	VAT	Subtotal
1 x	Main product	€495.95	19 %	€495.95
1 x	Credit	-€20.00	19 %	-€20.00

Subtotal	€475.95
plus shipping costs	€0.00
Total excluding VAT	€399.95
plus 19% VAT	€76.00
Total including VAT	€475.95

Delete (1): To remove items, select on the left-hand side. A Delete button will then appear above the table to remove the selected items.

Add product (2): Here, you have the option of adding an existing product via a drop-down menu.

Add empty item (3): Here, you can add an item. Instead of the drop-down menu, you can enter a name for the item yourself and then enter your own price and tax rate.

Add credit note (4): Here, you also add an empty item and give it a name yourself. However, you enter a negative amount as the gross price. The tax rate is initially automatically based on the tax rates that already exist in the order. If there are products with different tax rates in the order, auto is entered here and the tax rate is taken from the product that was added first.

Show product (5): This takes you to the configuration page of the respective product.

Depending on your configurations, the items in the order can also have different taxes and are calculated here individually to form a total price.

This allows you to offer mixed baskets for your customers.

Details

In the tab Details you will find detailed information about the order, payment and delivery.

Payment

In the payment section you will see all the payment information for your order.

The screenshot shows the 'Payment' section of a customer account. At the top, there is a 'Payment status' dropdown menu currently set to 'Open', with a 'Show status history' link to its right. Below this, there are two dropdown menus: 'Billing address' set to 'shoppingstreet 1, 12345 Shoppingen' and 'Payment method' set to 'Invoice'. The interface is clean and uses a light grey color scheme.

Payment status (1): Here, you can see the current payment status of the order. If there have already been changes to the history, you can display the complete history via the "Show status history" link. Some statuses are interdependent and can only be selected if the order already has a certain status. For example, the payment status Refunded, Partially refunded or Chargeback can only be assigned if the order previously had the payment status Paid or Partially paid.

Billing address (2): Here, you can change the billing address of this order. This does not change the customer's standard billing address.

Payment method (3): Here you can see the shipping method selected by the customer.

Shipping

Here you will be given all the details for the delivery of the order.

These include the shipping method, the delivery date, the shipping costs and the address to which the order is to be delivered.

The screenshot shows the 'Shipping' section of a customer account. At the top, there is a 'Delivery status' dropdown menu currently set to 'Open', with a 'Show status history' link to its right. Below this, there are two dropdown menus: 'Shipping address' set to 'shoppingstreet 1, 12345 Shoppingen' and 'Shipping method' set to 'Express'. Underneath, there are two input fields: 'Shipping costs' showing '0.00 €' and 'Delivery date' showing '2023-12-23'. At the bottom, there is a 'Track and trace codes' field with a placeholder 'Add tracking codes...'. The interface is clean and uses a light grey color scheme.

Delivery status (1): Here, you can see the current delivery status of the order. If there have already been changes to the history, you can display the complete history via the "Show status history" link. Some statuses are interdependent and can only be selected if the order already has a certain status. For example, the delivery status can only be set to *Returned* or *Partially returned* if the order previously had the delivery status Shipped or Partially shipped.

Delivery details (2): Here you will find all delivery details such as the delivery address, the selected shipping method, the shipping costs and the planned delivery date. Here you can change the delivery address of this order. The customer's standard delivery address and billing address will not be changed.

Shipment number(s) (3): Here, you can enter any tracking codes of the shipping service provider. The customer will see this number in their customer account in the details of the respective order.

Order

In the shipping section, you will find all general information about your order.

The screenshot displays the 'Order' management interface. At the top, the title 'Order' is shown. Below it, the 'Order status' is set to 'Open' (1), with a 'Show status history' link. The 'Email' field (2) contains 'testing@shopware.com', and the 'Phone number' field is empty. The 'Sales channel' is 'Berlin6500' and the 'Order language' is 'English'. The 'Affiliate code' (3) and 'Campaign code' fields are empty. The 'Additional information' (4) field is empty. The 'Promotions' field (5) contains 'Enter promotion code ...'. At the bottom, there is a checkbox (6) labeled 'Disable automatically applied promotions' which is currently checked.

Order status (1): Here, you can see the current delivery status of the order. If there have already been changes to the history, you can display the complete history via the "Show status history" link. Some statuses are interdependent and can only be selected if the order already has a certain status. The order status can only be set to Completed if the status has already been set to In progress. To change it back to Open, the order status must first be set to Completed or Canceled.

Order details (2): The customer's e-mail address and telephone number are displayed here, as well as the sales channel through which the order came in and the order language. You can subsequently change the e-mail address and telephone number. All status mails will then use the new e-mail address for the delivery of e-mails. The default e-mail address of the customer account will not be changed.

Affiliate code and campaign code (3): If the customer has ordered something via an affiliate code or campaign code, these are displayed here. These can also be changed at a later date.

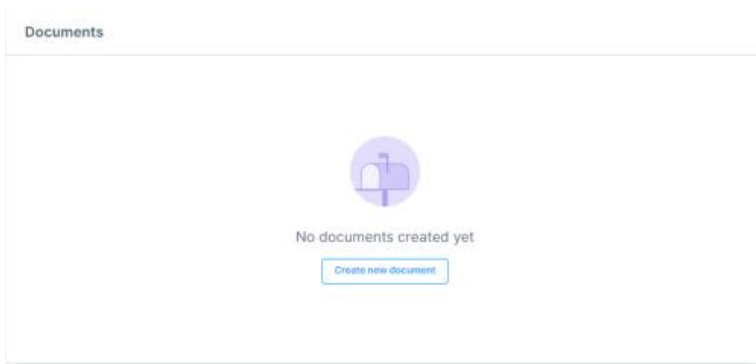
Additional information (4): If the customer has left a comment on the checkout page, this is displayed here and can be changed.

Discount promotions (5): Any discount promotions used for this order are displayed here.

Deactivate automatically added promotions (6): This setting prevents promotions from being automatically added to the order when creating or editing an order. These can be currently active discounts, for example.

Documents

The document templates are managed within the [document module](#), in your settings.



After you have clicked on **Create New** you can select which type of document you want to create for this order. To create the document you have to make the following settings:

A screenshot of a 'Create document - Invoice' form. The form has a title bar with a close button. It contains several fields: 1. A 'Number' input field with the value '1000' and a 'Date' input field with the value '2023-12-22'. 2. A toggle switch labeled 'Upload custom document' which is currently turned off. 3. A large text area labeled 'Comment'. 4. At the bottom, there are three buttons: 'Preview', 'Close', and 'Create' (with a dropdown arrow).

Number and date (1): Enter here the number of the document and the date, which should be entered on the document. This information is necessary if you create the documents with Shopware. By default, the next number from the respective number range is selected as the number.

Upload custom document (2): If you don't want to create the documents like invoices or delivery bills with Shopware but the documents are already available as PDF, activate this option. In a further step you have the possibility to upload this PDF. In this case, the input number and date will not be reproduced on the document.

Comment (3): The comment is noted in the standard at the bottom of the document.

Preview (4): With this button you can see in the browser how the document created by Shopware would look like. Own documents are not considered here.

Bulk edit

Bulk edit offers you an easy and quick way to change multiple orders at the same time.

The screenshot shows a table with 10 columns: Order ID, Customer, Order Date, Order Amount, Order Status, Order Type, Order Category, Order Sub-Category, Order Date, and Order Status. The table contains 10 rows of order data. Above the table, there are buttons for 'Bulk edit' and 'Apply changes'. A counter above the table indicates '3 orders selected'.

You can select **individual orders (1)** or all orders that are displayed on this **page (2)**, you have the option to select orders on multiple pages. The maximum orders that can be selected at once are 1000. The number of **currently selected orders (3)** is displayed in above the orders. The option to **deselect all orders (4)** is only shown if you have selected products from multiple pages. To edit the selected orders click bulk **edit (5)**.

After clicking bulk edit, a modal will popup will show you the orders you have selected.

The screenshot shows a 'Bulk edit' modal with a table of 10 selected orders. The table has columns for Order ID, Customer, Order Date, Order Amount, Order Status, Order Type, Order Category, Order Sub-Category, Order Date, and Order Status. The table contains 10 rows of order data. Below the table, there is a 'Bulk edit' button.

In this overview, you have the option to remove orders from your current selection. Once you are satisfied with your selection click **start bulk edit**.

Status

The screenshot shows a 'Status' modal for bulk editing 3 orders. The modal has a title 'Status' and a 'Bulk edit: 3 orders' label. There are five sections for editing the status of the selected orders:

- Change: Payment status. Select payment status...
- Change: Delivery status. Select Delivery status...
- Change: Order status. Select order status...
- Send: Status emails.
- Send: Documents.
 - Cancellation invoice
 - Credit note
 - Delivery note
 - Invoice
 - Skip already sent documents

At the bottom right, there is an 'Apply changes' button.

- (1) Payment status:** Select this option to change the payment status of the orders.
- (2) Delivery status:** Select this option to change the delivery status of the orders.
- (3) Order status:** Select this option to change the order status of the orders.
- (4) Send: status emails:** as soon as you change at least one status (payment, delivery or order status), you can decide whether the customer should receive an email about the status change.

If this option is deactivated, no more emails will be sent. This is relevant if you have defined a **flow** that sends emails and is triggered, for example, by the bulk edit of a status. In general: If the option is deactivated, no more emails will be sent via the flow, even if it can still be executed.

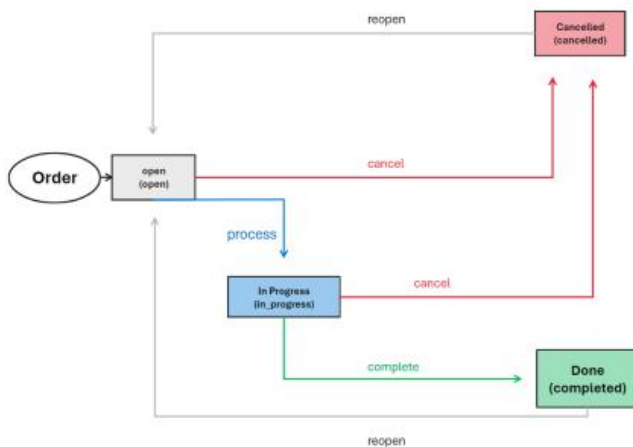
(5) Send: Documents: This option is available as soon as the previous option (4) is activated. Here you can now select whether the customer should also receive a document in addition to the status e-mail. If documents already exist, they are automatically sent to the customer as an attachment in the status e-mail. However, it is important that only the most recent receipt is used. So, if you create a receipt by changing the Merfach, this is the one that will be sent. Regardless of whether there is already another receipt.

You can use the checkbox "Skip already sent documents" to prevent the customer from receiving a duplicate document.

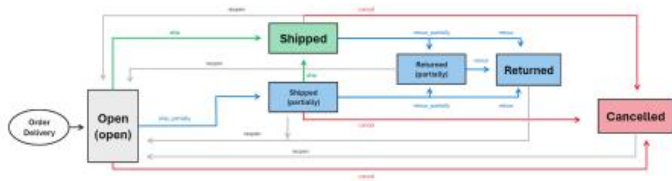
Please note that you can only change the order status to a status that is valid for all selected orders. e.g. An order with the status open can be changed to in progress and cancelled, an order with the status in progress can be changed to done and cancelled. If you select an open and in progress order you can only change these to cancelled since this is the only status that is valid for both orders.

Status Transitions

Order Status



Delivery Status



Generate documents

With the bulk edit you can create documents for the selected orders. It is also possible to create several documents at once. However, if a document already exists, it will not be created again using the bulk edit function.

Invoice

Documents

Generate: Invoice +

Date: 2022-07-22 ✕ 📅

Comment:

To create an invoice, you must select a date. Optionally, you can also enter a comment. In addition, the value of the corresponding number range is increased when the invoice is created. This happens automatically, so you do not have to make any further entries here.

Storno bill

Generate: Storno bill +

The latest reference invoice number will be used.

Date: 2022-07-22 ✕ 📅

Comment:

In the case of a cancellation invoice, the value of the corresponding number range is also automatically increased. Here, too, you do not have to enter a manual invoice number because the last reference invoice number is always used.

You can also enter a date and a comment.

Delivery note

Generate: Delivery note ⓘ

Date
2022-07-22

Delivery date
2022-07-22

Comment

For the delivery note, the value of the corresponding number range is also automatically increased. You can also enter a date and a comment.

Credit note

Generate: Credit note ⓘ

This document is generated only if a credit position exists in the order.

Date
2022-07-22

Comment

This document is only created if there is a credit note item in the order. Similar to the other documents, the value of the corresponding number range is increased for the credit note. You can also enter a date and a comment.

Download

Download: Documents ⓘ

Credit note

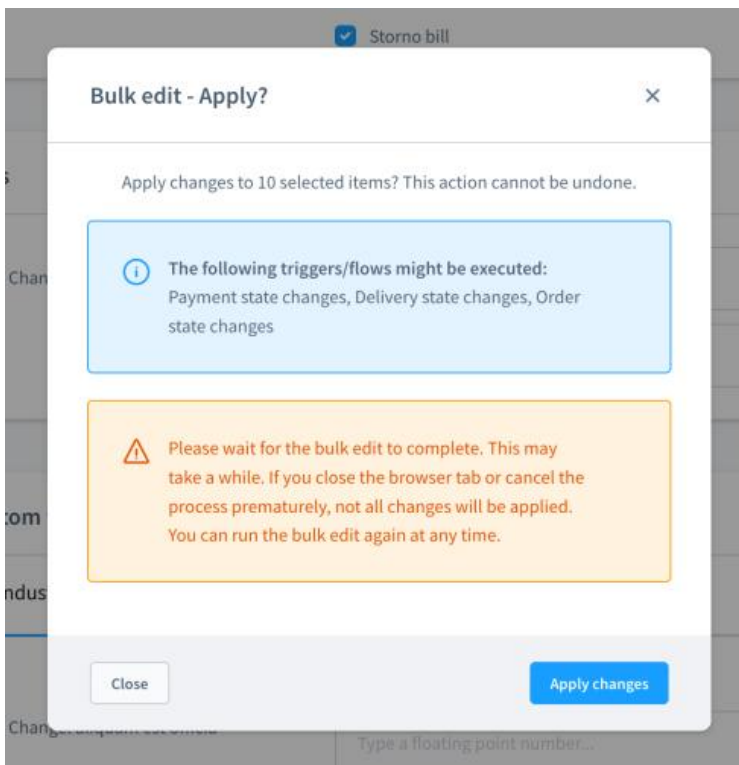
Delivery note

Invoice

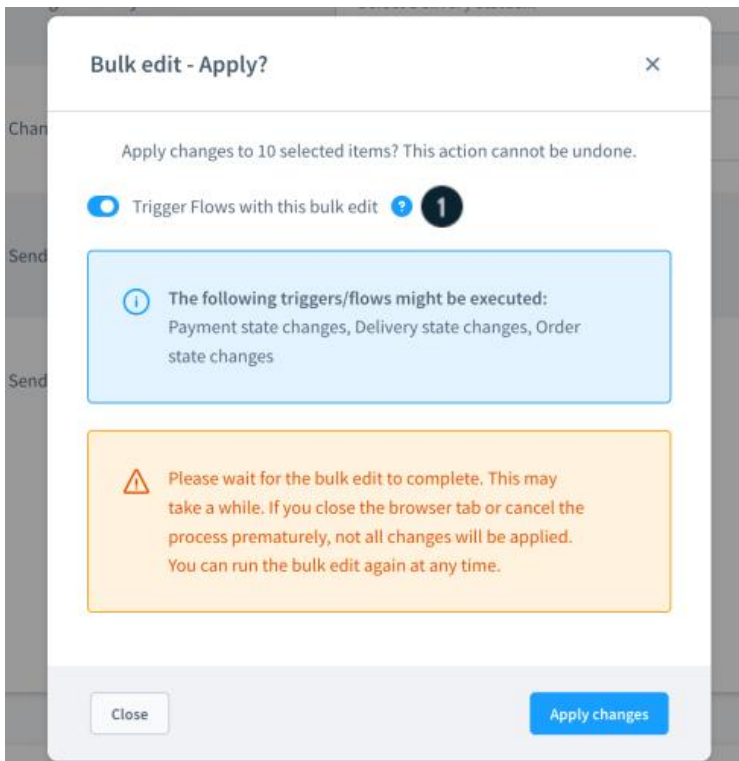
Storno bill

You can download the documents via this option. It is not even necessary to create new documents via bulk edit. In this case, the most current documents of the order are always used. You can download the documents after you have made the bulk edit. The individual documents are provided in a merged PDF file.

Apply changes

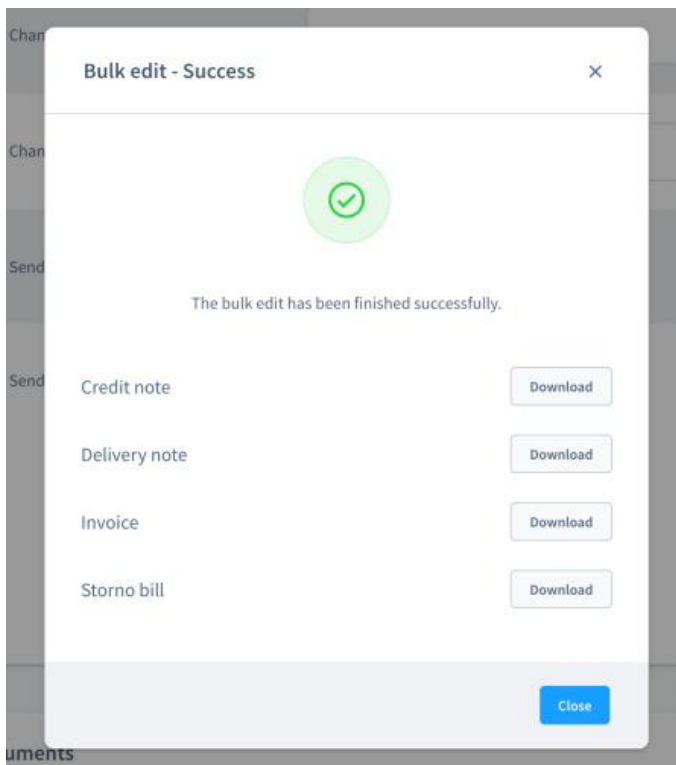


A popup will show you the number of items that are about to be changed, confirm this by clicking apply changes.



Trigger Flows with this bulk edit

If you send status emails with your multiple changes, it can happen that all triggers created in the Flow Builder are executed for all changes of this multiple change. Under certain circumstances, this can lead to flows being executed twice. You can prevent this with the **Trigger Flows option (1)**.



After successfully making bulk edit, the following message appears. If you have activated the download function before, you can download the documents as PDF as described.

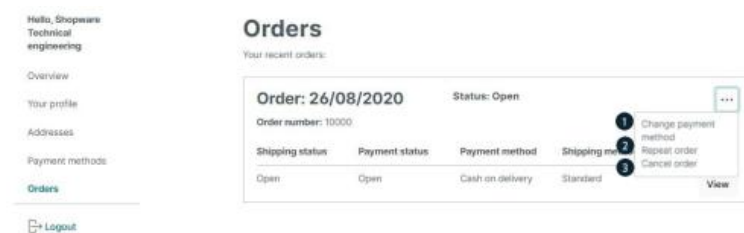
The payment process in Shopware 6

In Shopware 6 the payment and the order are completely separated from each other. This means that, unlike in Shopware 5, an order is triggered as soon as the customer clicks on **Send order**.

The payment status then remains open for the time being. As soon as the customer has made the payment, the payment status changes to Paid. Usually, the customer makes this payment (for example, if he is redirected to PayPal) immediately after the order process.

Should the payment process be aborted by the customer or an error occur, the customer can also initiate the payment again in his customer account at a later date or change the payment method.

The customer can see his order, including the delivery status and the payment status in the order overview of his account.



Change payment method (1): This option takes the customer back to the checkout page of the order, where he can update the payment method and carry out the payment process again.

Repeat order (2): Here, the customer can place the order again. When this option is clicked, a new shopping cart will be created with the products in the corresponding order. The shopping cart can also be edited afterwards (e.g. payment or shipping method). In the end, the order must be placed manually as usual by clicking on the order button.

Cancel order (3): The customer can cancel the order completely. To allow the customer to cancel an order, it is necessary to activate this option in the admin under Settings > Cart settings > Enable refunds.

Orders without customer account

In the checkout, a customer may also choose to place an order without creating a customer account by ticking the checkbox. Registered customers have the option to view and edit their orders in their customer account under the item Orders.

Unlike orders placed by a registered customer, customers who place a guest order without registering cannot log in to their customer account and thus have no way to view their order again. Therefore, in the order confirmation email, they will receive a link to view their order.



The screenshot shows the 'Demostore' checkout page. At the top, there is a search bar with the text 'What are you looking for?' and a shopping cart icon showing '€0.00'. Below the search bar, there are navigation links for 'Home', 'Clothing', and 'Free time & electronics'. The main section is titled 'Authentication' and contains the instruction: 'To place your order, please enter your email address and the postal code given with your billing address.' There are two input fields: 'Email address*' and 'Postal code*'. A blue 'Continue' button is located at the bottom of the form.

After the customer has authenticated himself with his e-mail address and postal code, he has access to his placed order and can make changes there.

After Order Payment Process

In Shopware 6, payment and ordering are completely separate. This means that, unlike in Shopware 5, an order is triggered as soon as the customer clicks on **Submit payment** in the checkout.

Settings

In the settings of your administration you have the possibility to configure the event actions, which for example should occur after an order without payment and the display in the shopping cart.

Flow Builder

To configure individual settings for the different actions/business processes, you have the possibility to combine **triggers** (e.g. certain order/payment state) with **rules** (e.g. payment methods) and e.g. **email templates** to so-called **flows**, which are then triggered by these triggers. You can find them in the administration at **Settings > Flow Builder**. In the overview you will see a list with the predefined flows.



Active (1)	Name (2)	Trigger (3)	Description (4)	Flow-Options (5)
<input checked="" type="checkbox"/>	Order placed	Order placed	Order placed	
<input checked="" type="checkbox"/>	Customer group registration request declined	Customer group registration request declined	Customer group registration request declined	
<input checked="" type="checkbox"/>	Payment enters status partially paid	Payment enters status partially paid	Payment enters status partially paid	
<input checked="" type="checkbox"/>	Order enters status cancelled	Order enters status cancelled	Order enters status cancelled	
<input checked="" type="checkbox"/>	Invoice is signed confirmed	Invoice is signed confirmed	Invoice is signed confirmed	
<input checked="" type="checkbox"/>	Payment enters status partially received	Payment enters status partially received	Payment enters status partially received	
<input checked="" type="checkbox"/>	Payment enters status partially received	Payment enters status partially received	Payment enters status partially received	
<input checked="" type="checkbox"/>	Payment enters status received	Payment enters status received	Payment enters status received	
<input checked="" type="checkbox"/>	Payment enters status paid	Payment enters status paid	Payment enters status paid	
<input checked="" type="checkbox"/>	Customer group registration request accepted	Customer group registration request accepted	Customer group registration request accepted	
<input checked="" type="checkbox"/>	Good account registered with double opt in	Good account registered with double opt in	Good account registered with double opt in	

Active (1): In this column you can see which flows are enabled or disabled.

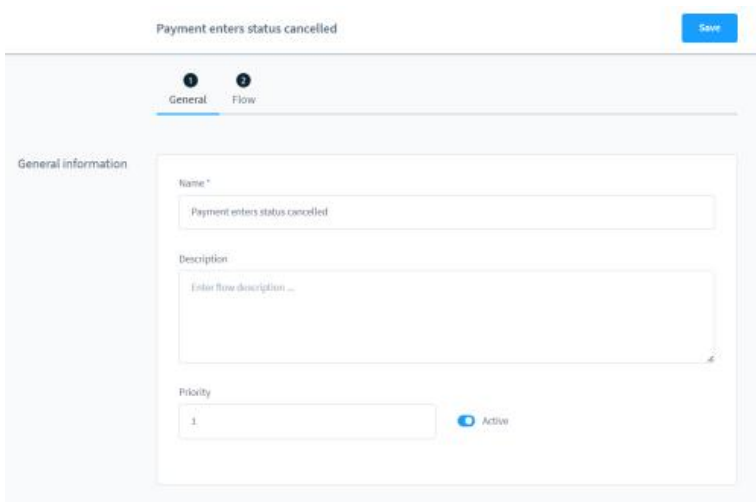
Name (2): In the Name column you will find the corresponding flow, which will be triggered after activation and if the trigger applies. This is a required field if you create a new flow using the **Add Flow (6)** button.

Trigger (3): This column shows which trigger is used for the flow. This field is also required when you add a new flow.

Description (4): For each flow, you can specify a description in addition to the name if you would like to differentiate more easily between the flows.

Flow-Options (5): Using the three-point menu, you can edit or delete an existing flow.

Add Flow (6): Using this button you can add new flows.



Payment enters status cancelled Save

1 2
General Flow

General information

Name *

Payment enters status cancelled

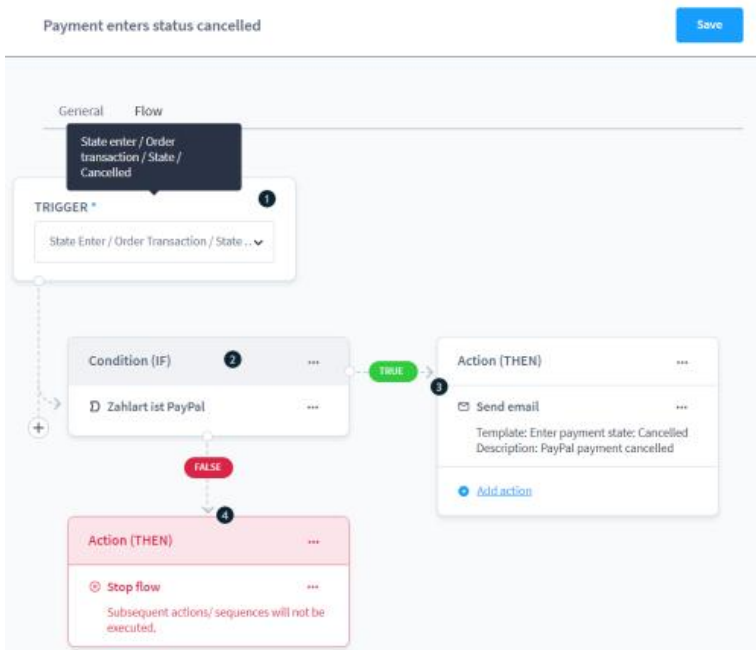
Description

Enter flow description ...

Priority

1 Active

When you edit or create new flows, you can specify a name, description and the priority in the **General** tab **(1)**. You can also activate or deactivate the flow here. You can then configure the flow itself by switching to the tab **Flow (2)**.



First you have to select the **trigger (1)** of the flow. This can be, for example, reaching a specific state. Then you can add a **condition (2)** based on a rule from the Rule Builder, which triggers one or more actions if the condition is **true** or if the condition is **false**. The condition can also be skipped, so that the trigger directly executes an action.

The screenshot shows the 'Send mail' configuration dialog. It has a close button (X) in the top right. The 'Recipient' field is set to 'Admin'. The 'Email template *' field is set to 'Select email template...'. The 'Add (latest) documents' field is set to 'Add documents...'. A light blue information box at the bottom contains the text: 'If the selected document doesn't exist you'll have to generate it first. Otherwise no documents will be sent.' At the bottom of the dialog are 'Cancel' and 'Save action' buttons.

For actions where a mail template is to be sent, you can also specify who the recipient of this mail should be. Here you have the choice between the following options:

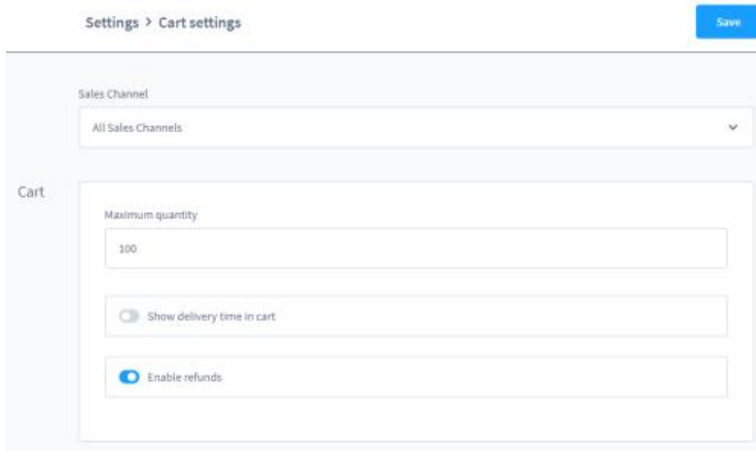
Standard: The recipients provided by the system (customer or shop owner).

Admin: All users marked as administrator

Custom: Any email addresses

Shopping cart

If you want to allow your customers to cancel their order afterwards, for example after a payment cancellation, you can configure this function in the **Settings > Cart settings**. Activate the option **Enable refunds**.



Settings > Cart settings Save

Sales Channel
All Sales Channels

Cart

Maximum quantity
100

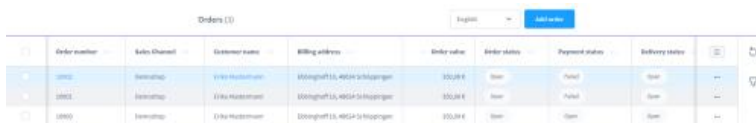
Show delivery time in cart

Enable refunds

The payment process

Order overview

As soon as an unpaid order with a payment method such as PayPal is available, you will see it in the order overview with the payment status "failed". This does not mean that there is a technical problem with the PayPal extension, but that the customer has not yet made the payment. This can be the case if the customer deliberately cancels the payment or there is a discrepancy with the customer's PayPal account.

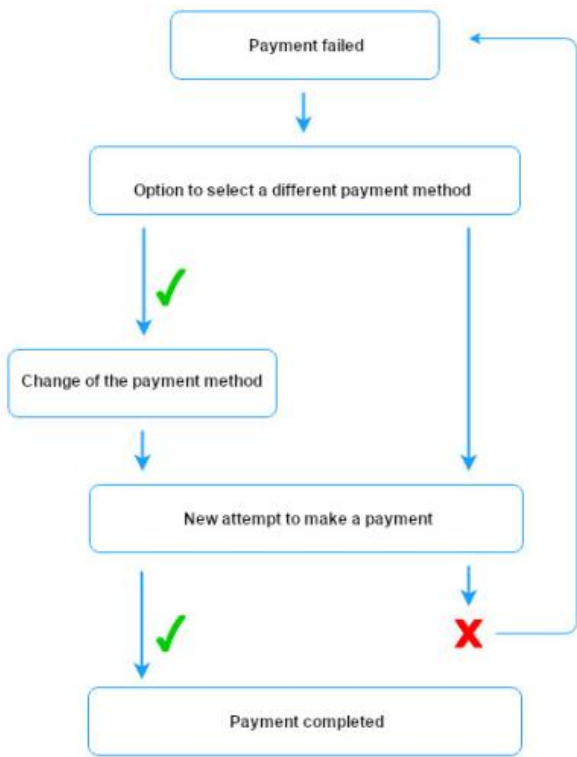


Order number	Sales Channel	Customer name	Billing address	Order value	Order status	Payment status	Delivery status	
1001	Standard	John Mustermann	123456789, 456789, 123456789	10,00 €	Open	Failed	Open	...
1002	Standard	John Mustermann	123456789, 456789, 123456789	10,00 €	Open	Failed	Open	...
1003	Standard	John Mustermann	123456789, 456789, 123456789	10,00 €	Open	Open	Open	...

After Order Payment Process in case of cancelled payment

This occurs when a payment fails. As soon as this is the case, the customer is again given the option to complete his payment with another payment method. The background to this is that the order and the payment are detached from each other. The order is therefore received by the system despite the failed payment. Only the payment status remains "Open". The customer can continue with the selection of another payment method and does not have to worry that the entire order has been canceled.

To make this process more transparent, here is a simplified diagram of the technical process.



View in the Storefront

If an order has been placed but not paid for, the customer will first receive a notification that the payment process has failed. If the customer now clicks on the link **Change payment**, the order will be made available again in the checkout process. Here, the customer has the option of using the same payment method again or changing it to another payment method.

Demostore Questions regarding your order?
02345-023456789 Daily from 9:00 am to 18:00 pm Back to shop

⚠ Unfortunately, the payment process went wrong. Please change your payment method to finish your order. [Change payment method](#)

Thank you for your order with Demoshop!

Your order number: #10003
Order confirmation email has been sent.


Billing address	Shipping address	Information
0164 Mustermann 48624 Schöppingen Germany	0164 Mustermann 48624 Schöppingen Germany	Payment method: PayPal, direct debit or credit card Shipping method: Express

Product	Quantity	Incl. VAT	Subtotal
Smartphone <small>Product number: SW0005</small>	1	€0.00	€390.00

Summary

Total	€350.00*
Shipping costs	€0.00*
Grand total	€350.00*

In this overview, the customer not only has the possibility to complete the order but also to cancel it. However, the option to cancel the order is only available if you have activated this option in the administration under **Settings > Cart settings > Enable refunds**.

Product	Quantity	incl. VAT	Subtotal
 Smartphone <small>Product number: SW10000</small>	1	€0.00	€350.00*

Summary

Total	€350.00*
Shipping costs	€0.00*
Grand total	€350.00*
Net total	€350.00
plus 0% VAT	€0.00

Complete payment
Cancel order

The customer has another possibility to restart the payment process within his account.

Orders

Your recent orders:

Order: 22/10/2020 Complete payment >			
Order number: 10003			
Shipping status	Payment status	Payment method	Shipping method
Open	Failed	PayPal	Express
			<div style="border: 1px solid #ccc; padding: 5px; width: fit-content;"> Complete payment Repeat order Cancel order </div>
			View

The customer can either repeat the order by clicking on the red button **Complete payment** or by clicking on **Repeat order** in the context menu. The payment method can also be changed again by clicking on this button.

If the option to cancel is activated in the settings, the customer can also cancel his order at this point.

As long as the order has not been set to the status "paid", a change of payment method can still take place or the payment can still be completed. Once the status "paid" has been reached, the order can only be cancelled by the customer.

Returns management

General

With the returns management you can process returns that you receive from your customers directly in the admin. As a merchant, you can create a new return based on an existing order.

The returns management is available to you as of the Shopware Rise plan via the Shopware Commercial extension.

Create a return

To create a return, you must open an existing order. In the next step, under the **General** tab, select the items of the order that you have received as a return and then select the new item **Return items**.

The screenshot shows the 'General' tab of an order in Shopware. The order is for '10000 - Shopware Shopware (testing@shopware.com)' with a total value of €29.00. The payment status is 'Paid', and both delivery and order statuses are 'Open'. Below this, there is a table of items with one item selected: 'Product #1' with a quantity of 1, a return status of 'Return requested', and a value of €29.00. A summary table at the bottom shows the subtotal, shipping costs, and VAT calculations.

Item	Quantity	Product #1	Return requested	€29.00	19 %	€29.00	...
		Subtotal		€29.00			
		plus shipping costs		€0.00			
		Total excluding VAT		€24.37			
		plus 19% VAT		€4.63			
		Total including VAT		€29.00			

A window will open with an overview of the items you have selected. Here you can specify the **Return quantity** and enter an additional **Comment**. The return is triggered by clicking the **Add to return** button.

The 'Return items' dialog box shows a table with columns for Name, Order quantity, Return quantity, and Comment. One item, 'Product #1', is listed with an order quantity of 1. The return quantity field is empty. A comment is entered: 'This item is already part of the return or its status is Canceled, Returned, or Returned partially.' There are 'Cancel' and 'Add to return' buttons at the bottom.

Name	Order quantity	Return quantity	Comment
Product #1	1		This item is already part of the return or its status is Canceled, Returned, or Returned partially.

Within the order, a new **Returns** tab has appeared in which you can find all the details of the return you have just created and can also edit it further. For example, you can now assign a **Return status**, remove items from the return or view the **Status history**.

General Details Documents ● Returns

Return #10006 Delete

Return created on 08/02/2023, 19:56 by admin

General information Positions Status history

Return status
Open

Comment
Enter a comment...

Number of products	1 (1 item)
Total	€29.00
plus shipping costs	€0.00
Total refund excluding VAT	€24.37
plus 19% VAT	€4.63
Total refund including VAT	€29.00

Please note that currently only one return can be created per order. In addition, there is currently no automatic stock calculation. This must be done manually.

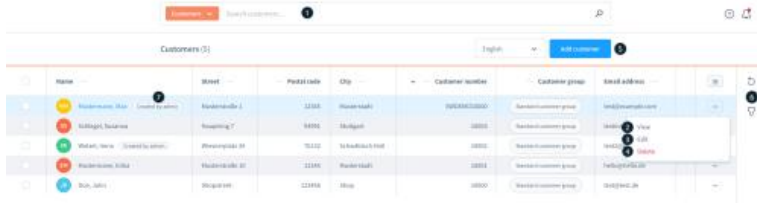
A new document, the so-called **Partial cancellation**, can then be created under the tab **Documents**. This type of document is only available if an invoice has already been created.

From the time a return is created, your customers can view it in the customer account within the order overview. The return status you have assigned is displayed there for the customer.

Customers

Customer Overview

The customer module allows you a comfortable administration of your customer base. Here you get a view on all relevant data of your customers and various possibilities to edit them.



The screenshot shows a web interface for managing customers. At the top, there is a search bar labeled 'Search Customers...' and a '+ Add Customer' button. Below the search bar is a table with columns: Name, Street, Postal code, City, Customer number, Customer group, and Email address. The table contains five rows of customer data. A context menu is open over the first row, showing options like 'View', 'Edit', 'Delete', and 'Add badge'. A badge labeled 'Created by admin' is visible on the first row.

Name	Street	Postal code	City	Customer number	Customer group	Email address
Heinrichs, Dirk	Kaiserstraße 1	22304	Hamburg	000000000	Standard customer group	dirk@heinrichs.com
Heinrichs, Susanne	Kaiserstraße 1	22304	Hamburg	000000001	Standard customer group	susanne@heinrichs.com
Heinrichs, Maria	Kaiserstraße 1	22304	Hamburg	000000002	Standard customer group	maria@heinrichs.com
Heinrichs, Julia	Kaiserstraße 1	22304	Hamburg	000000003	Standard customer group	julia@heinrichs.com
Heinrichs, John	Kaiserstraße 1	22304	Hamburg	000000004	Standard customer group	john@heinrichs.com

Within the customer overview you can manage your customer base.

You also have a direct view of all your customers, can **search for them (1)**, **view them in detail (2)**, **edit them (3)** and **delete them (4)**.

You can also add a new customer to your system via the button **Add customer (5)**. On the right side you will find **tools (6)** to update the overview and to narrow it down further by filter settings. The **Created by admin (7)** badge tells you that the customer is a manually created customer. This can be the case, for example, when customers want to order by phone.

Customer ID:

The internally assigned customer number of your customer.

Name, address, email:

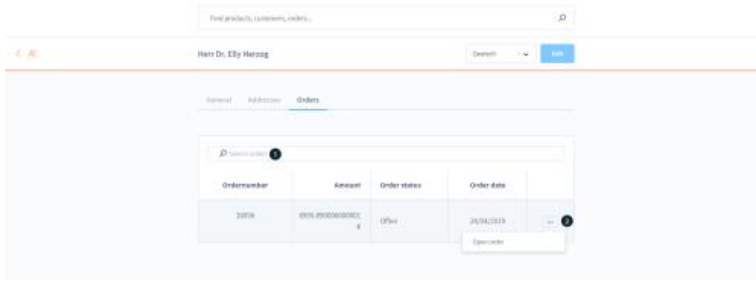
Here it concerns deposited address data, as well as the name of your customer. These can be found in many steps concerning this customer.

The address always displays the currently assigned standard billing address of the customer.

View a customer

A click within the context menu on **View (1)** to the right of the customer opens a detailed overview. You will find all data of your customer in a structured overview in this mask.

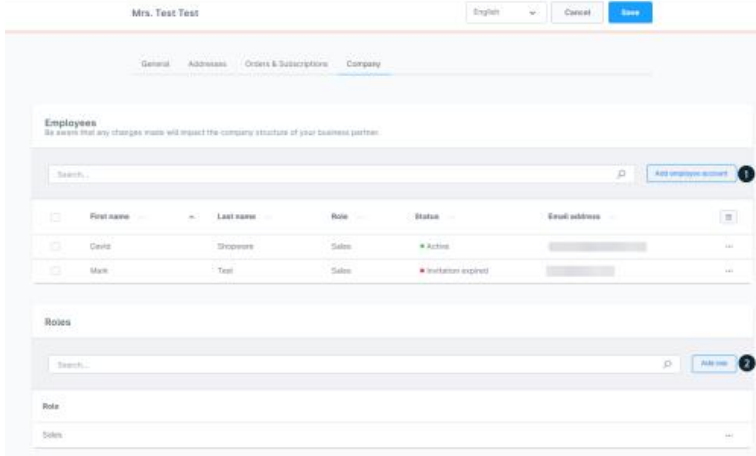
date. We also offer a **search function (1)**.



By clicking on the field (2) you have the possibility to open the corresponding order and land in the [order details](#).

Company

From Shopware version 6.5.6.0 and the Evolve plan, it is possible to use the employee management. This allows you to create employees and assign roles to them. In order for the **Company** tab to be available for the respective customer, the employee management must be activated in the customer's edit mode.

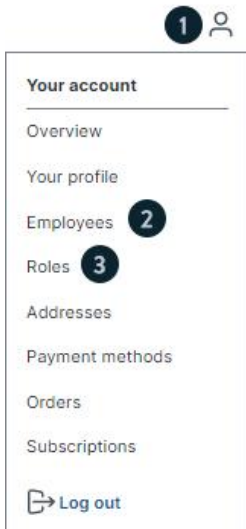


You can invite a new employee to the company by

clicking the **Add employee account button (1)**. For this purpose, the first name, last name and e-mail address must be entered. The role is optional. In the overview, you can check the status of each employee. After the invitation has been accepted within 2 hours, the employee is part of the organization. Via the three points, you can deactivate it if necessary.

You can create a role via the button **Add role (2)**.

First, you enter the **name (1)** for the role. You can also decide whether this role should be used as the **default role for new employees (2)**. Furthermore, you can set the **permissions (3)** for the employee here. These are limited to the areas of employee management, role management and orders.



In the frontend, the respective employee can also create roles and manage employees. To do this, first log in and go to the **your account icon (1)**. Here you can then go to the respective **employee management (2)** or to the **role management (3)**. The configurations here are the same as in the admin.

Edit a customer

The edit mode lets you configure the General tab.

Mr. Max Mustermann

Cancel Save

General Addresses Orders

Account

Salutation * Title

Mr. Title

First name * Last name *

Max Mustermann

Company

Company

VAT Reg.No.

Enter VAT Reg.No...

Email *

This includes all the information you could already see within the General tab. You can also configure a standard delivery address and a standard billing address in this mode. You can find the option here in the General tab below under **Addresses**.

Addresses

Default shipping address [edit](#)

Herr Dr. Max Mustermann
Berliner Str. 123
10115 Berlin

Default billing address [edit](#)

Herr Dr. Max Mustermann
Berliner Str. 123
10115 Berlin

Create a new customer

Within the customer module you have the option to create a new customer.

Find products, customers, orders...

New Customer

Cancel Save

Account

Salutation * Title First name

Last name Email

Customer group ¹ Sales Channel ²

Please select a customer group Please select a sales channel

Payment method Customer number

Please select a payment method

Date of birth

Tax ³

Type in your tax type

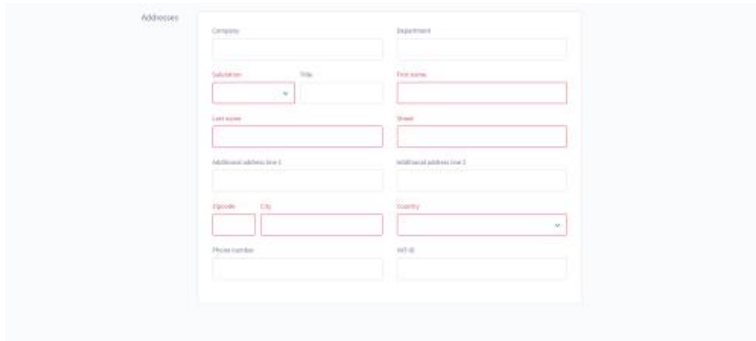
The module allows you to enter common entries for the newly created customer (name, address, etc.). It is possible to **assign a customer group directly to the customer (1)**. This applies e.g. given settings of this customer group to this customer.

The field **Sales channel (2)** lets you assign the customer to one of your sales channels and thus

determines how far he sees your storefront and which products he gets, for example, played out. The field **Tags (3)** allows you to assign various keywords to the customer, which you can use in listings, product streams or rulebuilder to allow further nesting within a customer group.

Further you have the possibility to assign an address directly to the customer in advance in the submenu **Addresses** here.

The red marked fields are mandatory fields, which have to be filled in by you, so that you can create this customer.



Quick order function

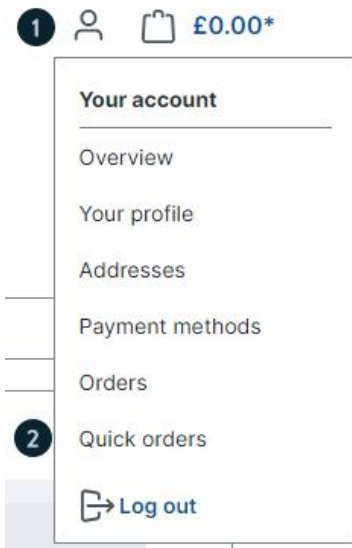
Starting with Shopware version 6.5.4.0 and the Shopware Evolve plan, it is possible to use the quick order function.

This allows your customers to speed up the ordering process by adding items to the shopping cart via item number or CSV file.

Activation

The function can be activated per customer by first entering the edit mode and then setting the "Quick order" function to active.

Frontend view



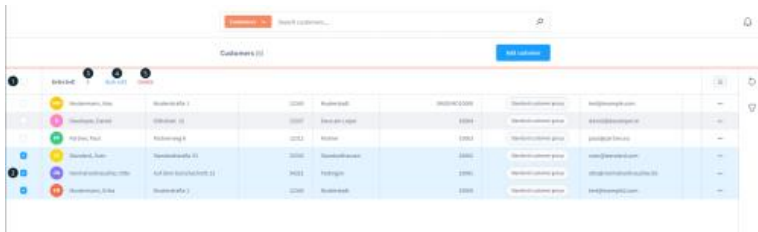
In the frontend, you can access the feature by clicking on the **account icon (1)** and then selecting **Quick Orders (2)**.



To speed up the general ordering process, you can search for products by **name or number (1)** and adjust the **quantity (2)** directly. Alternatively, you can upload a **CSV file (3)**. After clicking on the button a window will open where you can upload your file. The file must contain the columns "product_number" and "quantity". You can also download a sample file there. As soon as all products are selected, you can **add them to the shopping cart (4)**. If you want to delete the list, you can do this with the **button "Clear list" (5)**.

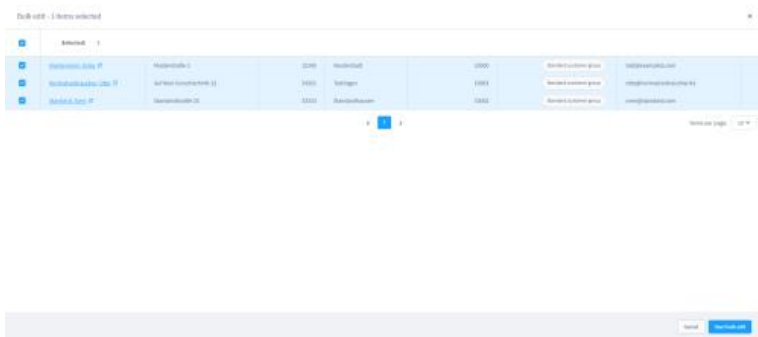
Bulk edit

Bulk edit offers you a quick and easy way to change multiple customer records at the same time.



You can select **individual customers (2)** or **all customers (1)** displayed on this page. You can also select customers on several pages. The number of **currently selected customers (3)** is displayed above the customer overview. To edit the selected customers click on **Bulk edit (4)**, to delete all selected customers click on **Delete (5)**.

After clicking on **Bulk edit**, a modal will pop up and the selected customers will be shown.



In this overview you have the option to remove customers from your current selection. Once you are satisfied with your selection click on **Start bulk edit**.

Bulk edit: 3 customers English Apply changes

Account

Change: Customer group Select customer group...

Change: Default payment method

Change: Account status Steady-Customers

Change: Language Select language...

Reply to: Customer group request Select customer group request reply...

Tags

Remove: Tags

Mark the **checkbox (1)** of the items you want to change and update the **values (2)**. Click **Apply changes (3)** to proceed. Please note that only values will be changed where the checkbox is ticked.

The data to be edited is divided into blocks, e.g. account, tags, etc., as in the individual configuration of a customer.

In some blocks in which it is reasonable an additional dropdown with different options is available. This option defines the way in which the changes in this block are to be handled.

Tags

Change: Tags Overwrite

Custom fields

Tags

Change: Tags Add "docs"

Custom fields

Overwrite: If you select this option, the previous data/settings will be overwritten by the selection you have now made..

Clear: This option removes all data/settings from this block.

Add: This option only adds the data/settings entered here to the customers. Existing settings will not be removed.t.

Remove: This option removes the data/settings entered here from the customers, if they were already applied to the customer records.

Bulk edit - Apply?



Apply changes to 3 selected items? This action cannot be undone.



Please wait for the bulk edit to complete. This may take a while. If you close the browser tab or cancel the process prematurely, not all changes will be applied. You can run the bulk edit again at any time.

Close

Apply changes

A modal will show you the number of customers which are to be changed. You have to confirm this by clicking on **Apply changes**.

Bulk edit - In process



Depending on the amount of changes, this may take a while.

Please be aware that manual changes to one of the selected items during the bulk edit process may yield unwanted results.

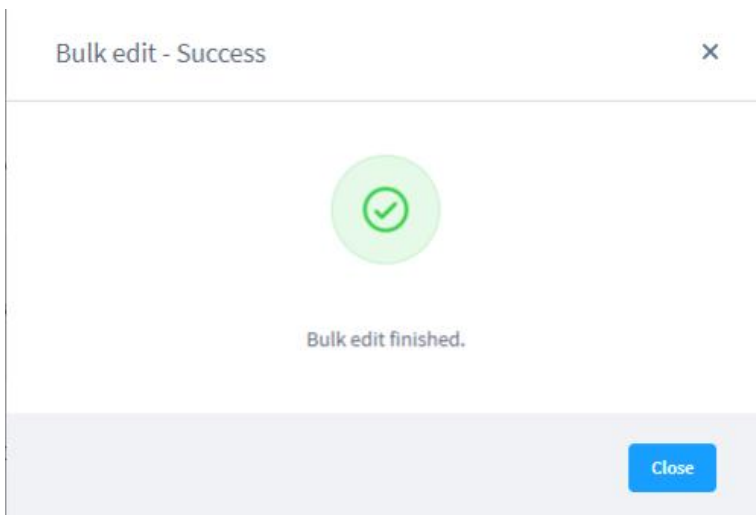


Please wait for the bulk edit to complete. This may take a while. If you close the browser tab or cancel the process prematurely, not all changes will be applied. You can run the bulk edit again at any time.

Cancel

Close

Please wait while the system is updating the customer data/settings.



Shopware will inform you once it's done with the task. Click **Close** to exit and return to the overview.

AI-generated Customer Classification

AI-generated customer classification is available to you from the Shopware Rise plan.

With this function you have the possibility to create an automatic AI supported classification of customers, which you can use in a further step for example for mailings or other marketing actions. The classifications are saved as tags on the customer and can also be used for other functions within Shopware.

Customers (6)		English	Add customer			
Selected: 6	Bulk edit	Delete	Classify			
<input checked="" type="checkbox"/>	Garcia, Carlo	Shoppingstreet 1	12345	Shoppingen	10013	Standard customer gn
<input checked="" type="checkbox"/>	Patel, Emma	Blazinghof 10	48123	Schoppingen	10012	Standard customer gn
<input checked="" type="checkbox"/>	Singh, Alok	Heidenhofstrasse 1	123456	Winterswijk	99011	Standard customer gn
<input checked="" type="checkbox"/>	Rossi, Sophia <small>Guest account</small>	Schulterstr. 1	48712	Geosche	10010	Standard customer gn
<input checked="" type="checkbox"/>	Smith, Mohammed	Schulterstr. 1	48712	Geosche	10007	Standard customer gn
<input checked="" type="checkbox"/>	Müller, Jan	Schulterstr. 1	48712	Geosche	10000	Standard customer gn

To start the classification of customers, first select all customers in the customer overview that are to be included in the automatic classification and then click on **Classify (1)**.

Create classifications of customers based on their order data and add these to the customers as tags.

General information

Generate content ?

Group customer lifetime value in the last 3 months

Number of tags

3

Generate tags

AI responses can be inaccurate or misleading.

Afterwards a window opens, with which you can carry out the classification.

In the field **Generate content (1)** you can optionally add further information to your classification. This can be the purpose of the classification, the marketing campaign for which it is to be used or the evaluation reason. The AI will then create automatic classifications based on this field and the selected customer data. You can also optionally leave this field completely blank. Then the AI works only with the data from the customer accounts.

In the field **Number of tags (2)** you specify how many classifications and therefore tags should be created.

With the **Generate tags button (3)** you start the classification.

Tags

Keep in mind that the specific conditions for each tag may vary depending on your business and industry, so it's important to adjust the conditions accordingly to ensure accurate classification.

<input type="checkbox"/>	1 Tag name	2 Description	3 Condition	4 ...
<input type="checkbox"/>	High Value Customers	Kunden, die in den letzten 3 Monaten hochwertige Einkäufe getätigt haben und einen hohen Customer Lifetime Value haben	order_total_amount >= 500 AND customer_lifetime_value >= 1000	...
<input type="checkbox"/>	Loyal Customers	Kunden, die mehrere Bestellungen getätigt haben und in letzter Zeit aktiv waren	order_count >= 3 AND last_order_date >= 90 AND last_login >= 30 AND first_login <= 365	...
<input type="checkbox"/>	Inactive Customers	Kunden, die in letzter Zeit keine Einkäufe getätigt haben und nicht auf der Website aktiv waren	last_order_date <= 180 AND last_login <= 90	...

5 Start

After generation, the generated tags with generated **names (1)** are displayed in a list. For each tag, a **description (2)** is also created that roughly explains which customers are considered by this classification and a **condition (3)** that breaks down in detail according to which conditions the tags are assigned.

With the **context menu (4)** you can manually adjust the tags.

To assign the tags to the customers, select the tags you want to assign and click **Start (5)**.

The selected tags will then be assigned to the customers that match the respective conditions. Of course, it can happen that not all initially selected customers will be assigned the tag, but only those that meet the

corresponding conditions.

If you perform a new classification at a later time, all AI-generated tags from previous classifications will be removed from the customers and the tags themselves will be deleted.

Customeraccount

Customer Account

Overview

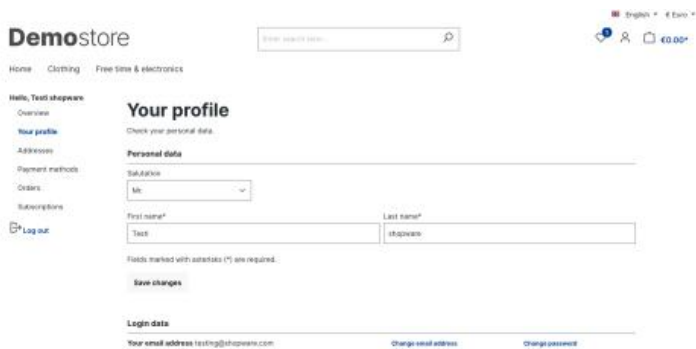
This section provides customers with a general overview of their data. Similar to a dashboard, it offers a quick and brief summary of orders, addresses, and other relevant information. In the form, customers can also sign up for the newsletter. You can find more information about the newsletter [here](#).

The screenshot shows the 'Overview' page of a customer account on 'Demostore'. The page includes a navigation menu on the left with options like 'Home', 'Clothing', and 'Free time & electronics'. The main content area is titled 'Overview' and contains several sections: 'Personal data' (Name: Mr. Test shopware, Email: test@shopware.com), 'Default payment method' (Cash on delivery), 'Newsletter subscription' (with a checkbox for 'Yes, I would like to subscribe...'), 'Default billing address' (Test shopware, Musterstraße 12, 48529 Nordhorn, Germany), and 'Default shipping address' (Same as billing address). At the bottom, there is a 'Last order' section showing an order date of 01/09/2024 and a table with columns for Order number, Shipping status, Payment status, Payment method, and Shipping method.

Order number	Shipping status	Payment status	Payment method	Shipping method
10004	Open	Open	Paid in advance	Standard

Personal Profile

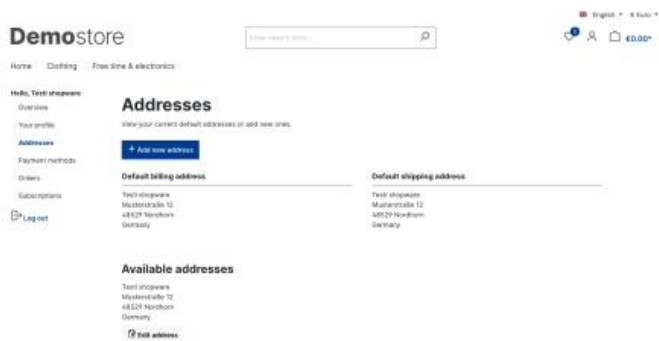
In the "Personal Profile" section, you can change your login details such as email address and password. This way, you have control over your login information and can adjust it as needed.



[Service hotline](#)
Support and counselling via

Addresses

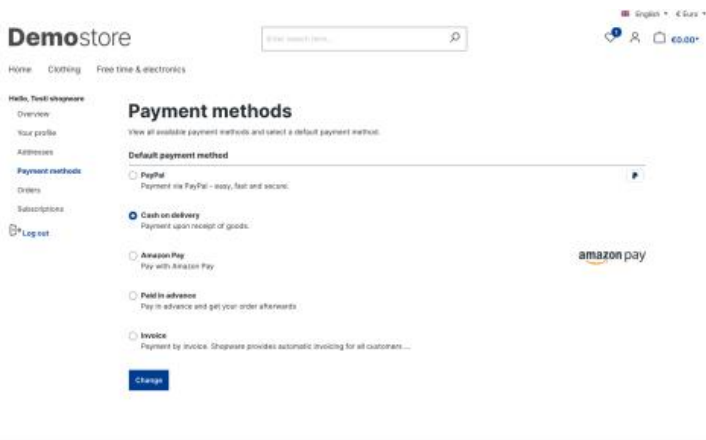
Under "Addresses," you can manage your saved addresses. Here, you can edit, delete, or add new addresses. This ensures that your deliveries always go to the correct address.



[Service hotline](#)
Support and counselling via

Payment Methods

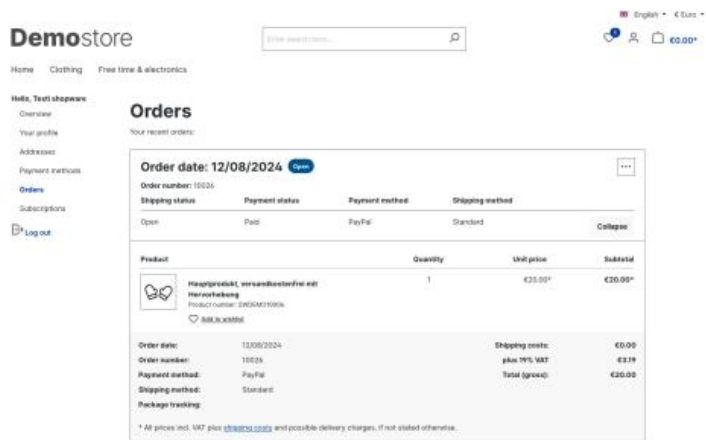
As a customer, you can select your default payment method here. This will be preselected for every purchase, making the ordering process easier and saving you time. How you can add additional payment methods and make them available to customers on the frontend can be found [here](#).



Service hotline
Support and counselling via:

Orders

In the "Orders" section, you can view all your placed orders and check their current processing status. Through the three-dot option, you can repeat orders or, if the payment is still pending, change the payment status. This makes it easy for you to keep track of your purchases and make adjustments if necessary.



Subscriptions

In this section, you can create subscriptions with recurring orders and configurable intervals. "Subscriptions" is a versatile tool that allows merchants to leverage the growing trend of subscription models in e-commerce.

For more information, click [here](#).

The subscription feature is available from version 6.5.4.0. It is available as a commercial feature starting from the Beyond plan.


Subscriptions

Here you can find your subscriptions sorted by date.

Next Execution: 01/10/2024 Cancel

1 orders remaining until the end of the current subscription period.

Frequency: one order each Month
Subscription number: 10000

Name	Quantity	Price	Total
 Hauptartikel Product number: 10000000001 €649.95	1	€649.95*	€649.95*
Item:	04/16/2024	Shipping costs:	€0.00
Payment method:	Paid in advance	Recurring total (gross):	€649.95
Shipping method:	Standard		

Content

CMS extensions for Shopware 6

The CMS Extensions for Shopware 6 is a extension that is part of Shopware Evolve and provides extended functions for the shopping experiences.

Installation

If at least the Shopware Evolve plan is stored for the store domain in the Shopware account, you can download and install the extension under **Extensions > My Extensions**.

It is important that you have previously logged in with your account in the Shopware Account tab.

After the extension has been installed, you can activate it using the button to the left of the extension.

Functions

The following functions are provided by the extension:

Quickview

This function enables a product view directly in the listing.

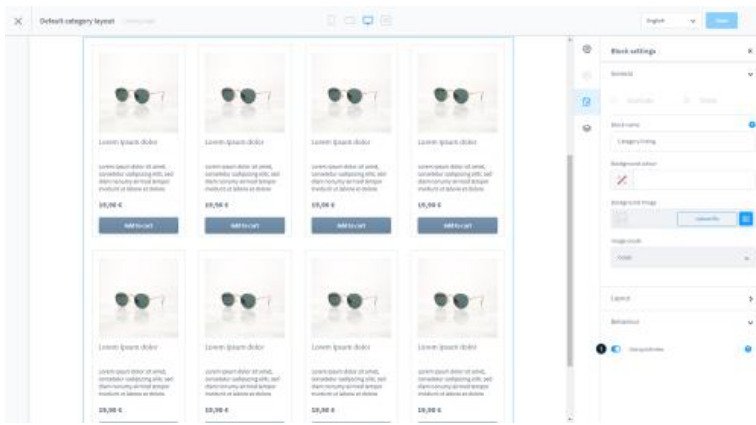
This means that the customer does not have to leave the Listing to get a more detailed overview of the product.

Activation

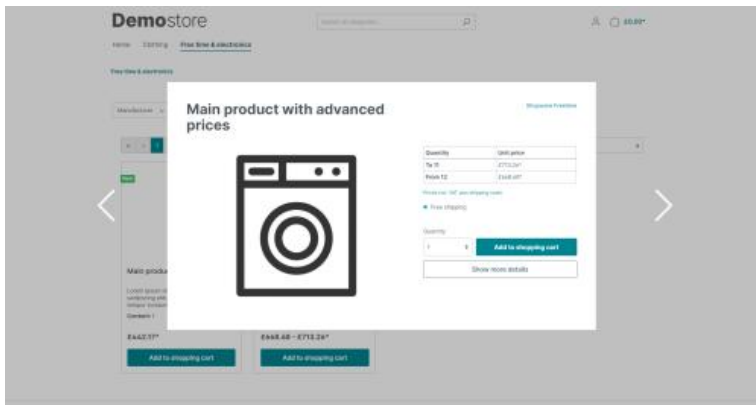
The activation of the function is possible in the respective shopping experience and is available for the following elements of the commerce type: "Three Columns, Product Boxes", "Product Slider" and "Cross Selling".

If you have selected a corresponding element in the shopping experience editor, you can activate **quickview (1)** under item behavior.

This will then be used in all categories to which this shopping experience is assigned.



Frontend view

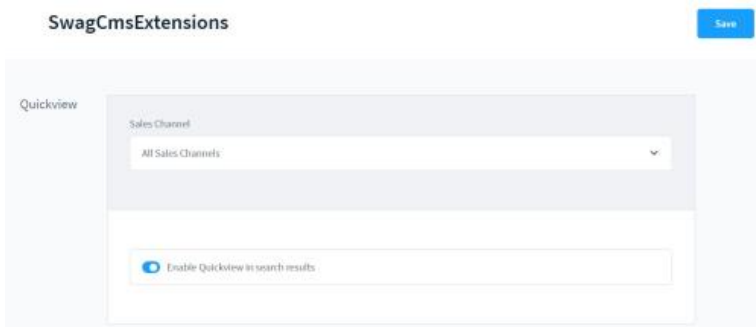


Quickview in search results

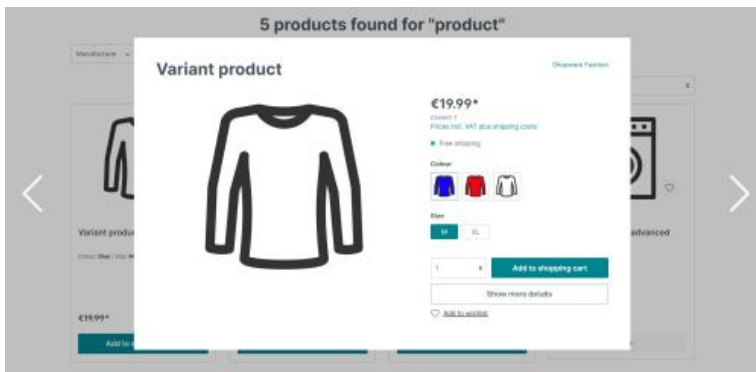
You can also activate this product view for the search results.

Activation

This function can be activated directly in the configuration of the extension. To do this, go to your extensions in the administration and open the configuration of the CMS extension using the three dots on the right-hand side. You can then activate and save the function.



Frontend view



Scroll-Navigation

The scroll navigation provides you with the opportunity to set navigation points in an shopping experience. Based on these navigation points, a navigation menu is displayed on the left side, which allows you to jump directly to the individual sections. In addition, the sections can be accessed directly by using the URL parameters.

Activation

A navigation point can be created for each section in the shopping experience. For this purpose the extension provides a new section Scroll Navigation in the section settings.

To assign a navigation point, first open the section settings using the **symbol on the left side of the section (1)**. On the right side you can now unfold the configuration of the **Scroll-Navigation (2)**. There you can **activate the navigation point (3)** and **assign a name (4)**. If the navigation point is activated, an additional **symbol is shown on the left side (5)**. This allows you to see directly whether the navigation point is active for a section.

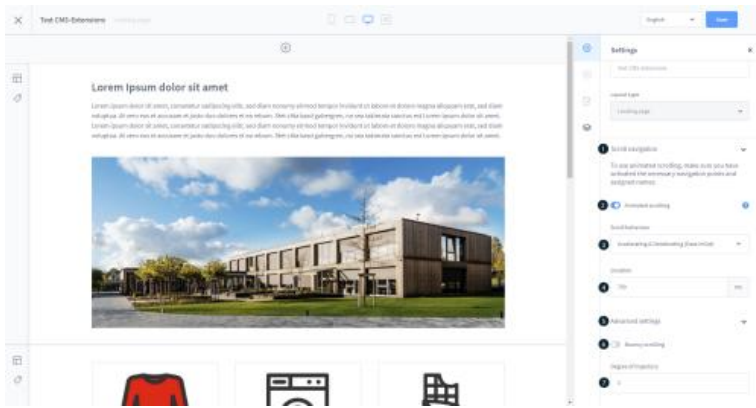


We recommend that the individual section should at least fill the screen, using a smaller section could lead to inaccurate jumping to the desired section.

Animated scrolling

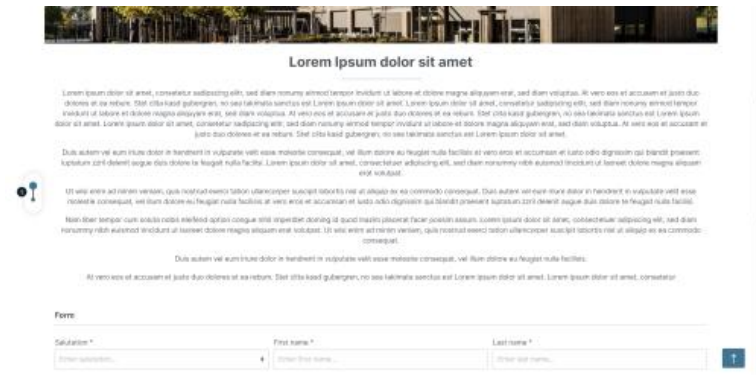
This function will enable animated scrolling when jumping to a navigation point.

If at least one navigation point is set in an shopping experiences, **animated scrolling (2)** can be activated in the settings of the shopping experiences (accessible through the gearwheel symbol) in the item **Scroll navigation (1)**.



For individualisation you can choose from different **scroll behaviours (3)** and set an **animation duration (4)**. Besides the scroll behaviour constant (linear) there are **other settings (5)** available. The **elastic scrolling (6)** is an animation, which lets the picture "jump" a little bit before and after the scrolling process. Alternatively you can adjust the degree of the **course curve (7)**. This value controls the acceleration or deceleration of the scrolling (not with constant (linear) or active elastic scrolling).

Frontend view - desktop



The **navigation bar (1)** is located on the left side to get to the individual navigation points. If you use the mouse pointer to hover over one of the navigation points, the name of the section will be displayed.

Frontend view - Mobile



Lorem Ipsum dolor sit amet

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In the mobile view, the navigation menu is located at the bottom right. With the **arrow button (1)** you can jump between the individual navigation points. Use the button with the **3 dashes (2)** to expand the menu.



Lorem Ipsum dolor sit amet

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In the **expanded overview (1)**, the individual sections are now listed with their respective names.

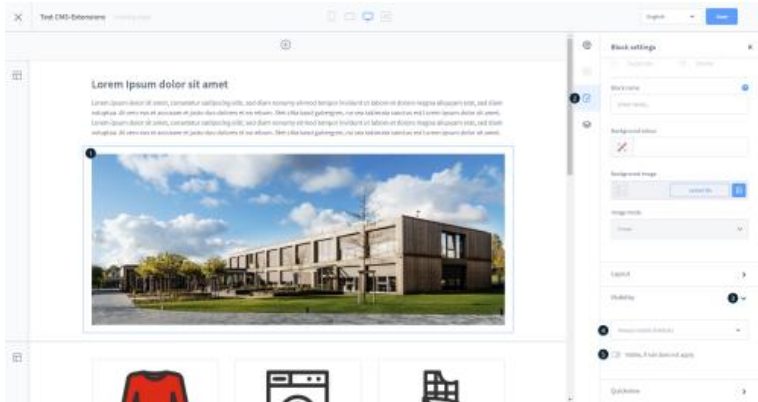
Call by URL parameter

It is possible to call up a navigation point directly from a URL parameter. The name of the navigation point is used for this.

In our example, the name of the navigation point is "Lorem Ipsum". The call is made using the URL <https://your-shop.com/Test-Landingpage/#lorem%20ipsum>

Define visibility of individual blocks

The extension provides a function to control the visibility of individual blocks of a CMS page using the [rule builder rules](#).



Block (1): To change the settings select the desired block.

Block settings (2): This opens the block settings on the right side.

Visibility (3): define the visibility of the block.

Rule builder rule (4): By default the block is always visible, Select a rule to define when the block will be hidden.

Visible, if rule does not apply (5): If this is active the set rule will be reversed.

Individual forms

In addition to the default form, you can also add your own individual forms to the shopping experience with the CMS extension for Shopware 6.

To add a form to your shopping experience, click on **Content > shopping experience** and select the shopping experience to which the form is to be added. Then click on the **+** symbol to add a new block and select **form** as the block category. In addition to the default form, e.g. for the contact, you can now also drag your own form into your shopping experience.

Create form

Template

Own template

[Edit templates ->](#)

Cancel Create

A pop-up window opens, this gives you the option to use a previously created template or to create a new form.

Even if you use a template, you can still edit it completely afterwards.

Options

When you create a new form or edit an existing one, the **form settings** window opens with the tabs **options** and **fields**. The basic settings for the form are made in the options tab.

Form settings

Options Fields

Name (internal) *

1 Own Template

Headline

2

Confirmation text

3

Receiver addresses

4 john@doe.com

Email template *

5 Shopware Default Template - Custom Form

Save as template Done

Name (internal) (1): Enter the internal name of the form. For example, if you save the form in the templates, this name will be used.

Headline (2): The headline is used in the shopping experience, i.e. in the frontend, as the headline for the form.

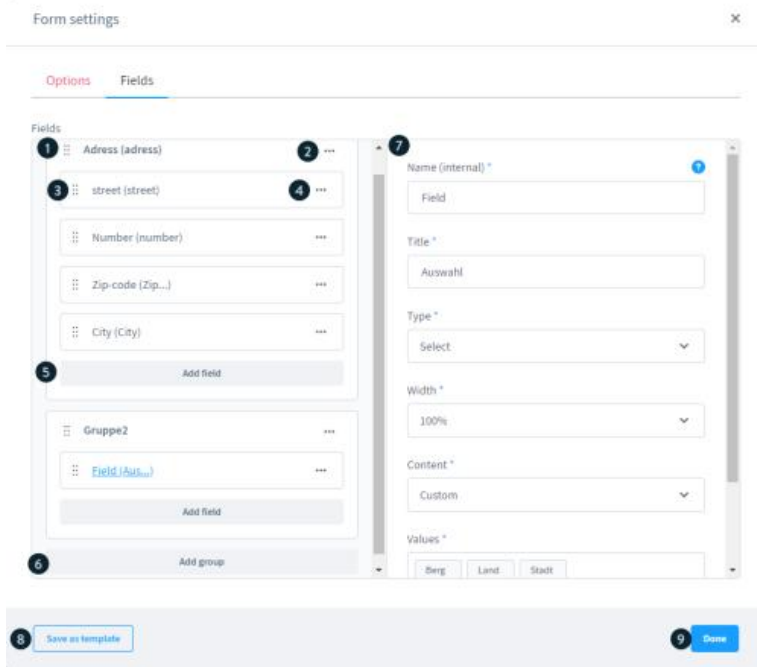
Confirmation text (3): The confirmation text is displayed to the user as soon as he has filled in the form.

Recipient address (4): Enter all e-mail addresses to which the filled out form should be sent. Multiple addresses can be entered simply by pressing the Enter key once after each address.

E-mail template (5): Select the e-mail template to be used for sending the form content to the recipient addresses.

Fields

In the Fields tab you can specify which fields can or must be filled in by the user. To do this, you can create groups that contain one or more fields.



Group (1): On the left side you see the groups of the form. You can use the dots on the left to change the order of the groups by drag and drop.

Group context menu (2): On the right side of each group you can rearrange its position, delete it or duplicate it. You can also edit the group so that further options for the group are displayed on the right-hand side of the screen. Here you can enter the internal name of the group and you can change the heading of the group. The heading is also displayed in the frontend.

Field (3): The fields are located within a group. You can change the order of the fields within the group by drag and drop using the dots on the left.

field context menu (4) on the right side of the field, you can rearrange its position of the field, move the field to another group, duplicate it or delete it. You can also edit the field there so that further options for the field are displayed on the right side of the screen.

Add field (5): Adds a new field within the respective group.

Add group (6): Use this button to add a new group including a field.

Options (7): Depending on whether you are currently editing a group or a field, you will find further options for the respective group or field on the right-hand side.

If you are editing a group, you will see the information Name (Internal) and Heading. The heading is visible in the frontend, while the internal name serves as an internal identification. E.g. as a variable in e-mail templates.

You can see which options are displayed here when you edit a field.

Save as template (8): With this button you can save the form you have just created as a template. These templates can be edited and selected in your shopping experience.

Done (9): To save all changes in the current form, click on **done**.

Field options

When you edit fields, you will see the options you can edit on the right hand side. The possible options differ depending on the type of field you are editing. However, the following options are always available for each type.

The image shows a configuration panel for a field. It contains the following elements:

- 1**: A text input field labeled "Name (internal) *" with a blue question mark icon to its right. The field contains the text "Zip-code".
- 2**: A text input field labeled "Title *". The field contains the text "Zip-code".
- 3**: A dropdown menu labeled "Type *". The selected option is "Number".
- 4**: A dropdown menu labeled "Width *". The selected option is "92%".
- 5**: A toggle switch labeled "Required field". The switch is turned on (blue).
- 6**: A text input field labeled "Error message". The field is currently empty.

Name (1): The Internal Name serves as a unique identification for the use of this field as a variable. E.g. in e-mail templates.

Title (2): This name is displayed on the form in the frontend.

Type (3): Select the type that the field should have. This type determines which values can be entered in the field and how they should look. We have listed the available types below.

Width (4): Here you define how wide a field should be. If two subsequent fields together use a maximum of 100% of the width, they are displayed next to each other in the form. This is useful, for example, if information is to be entered in two fields, but the content belongs together. E.g. street name and house number.

Required field (5): Indicates whether the field is mandatory or not.

Error message (6): This message is displayed to the user in the frontend if a mandatory has not been filled in.

Text field & email field

Placeholder

For the field type Text or E-mail, you can specify a placeholder text to be displayed if the field has not yet been filled in.

Number field

Min.

Max.

Step *

For fields with the type number, you can optionally specify whether there should be a minimum or maximum limit. You can also specify the steps in which the user can enter numbers. If you enter a 3 here, for example, the user can only select numbers 3, 6, 9, 12, 15, etc....

Selection field

Default value *

The selection field is a checkbox that the user can activate or deactivate. In the default value you can specify whether the field should already be activated by default or not.

Selection

Content *

Entity *

The selection type offers the user a predefined **selection** to choose from. Using **content = entity**, lets you select in the second step, from which shop entity the user can make a selection. Using **content = user-defined**, lets you enter values in the second step, from which the user can then choose. Type the values into the field values and press the enter key.

Text area

Height

Scalable

Placeholder

The text area is used to enter a longer text. In addition to the placeholder text, you can also specify how many lines the user may use and whether the user may change the size of the text area.

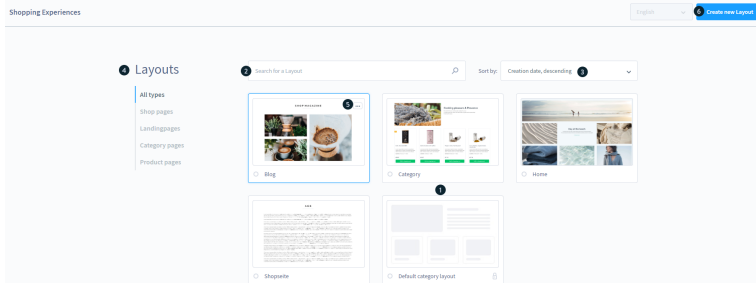
Shopping Experiences

The Shopping Experiences are found under **Content**. With Shopping Experiences you can create content pages such as landing pages, shop pages and category layouts and manage them centrally. The created layouts consist of **sections** in which individual **blocks** are added, which in turn consist of one

or more **elements** such as text or images.
You can find a tutorial for designing your store [here](#).

Further functions for the Shopping experience are provided by the [CMS extension](#), that is available from Shopware Evolve onwards.

Overview



The overview **lists (1)** all layouts already created. In the **search box (2)** you can search for a created layout. You can use the drop down menu **Sort by: (3)** to sort the list by creation date or editing date. In the menu called **Layouts (4)** on the left side, you can filter the layouts thematically. For example, here you can limit the display to all shop pages or all landing pages. Using the **context menu (5)** in each entry, you can **delete, duplicate** or **preview** the respective layout. This preview only has the purpose to make it easier to distinguish between the layouts in this overview. With the button **Create new Layout (6)** you can create a new layout. To **edit** a layout, just click on the corresponding entry.

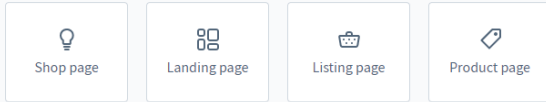
Creating a New Layout

When creating a new layout, some points for the configuration are first defined by means of a step-by-step query.

Layout Type

After you click on **Create new layout**, you must define the page type for which you want to create a layout. On the one hand, this serves to better sort your layouts in the **overview**. Furthermore you can choose between different blocks depending on the type. Currently you can create **shop pages, landing pages** and **category pages**.

What kind of page would you like to create?



These different layout types will help you find existing layouts faster. You may change the layout type afterwards at any time via the layout settings.

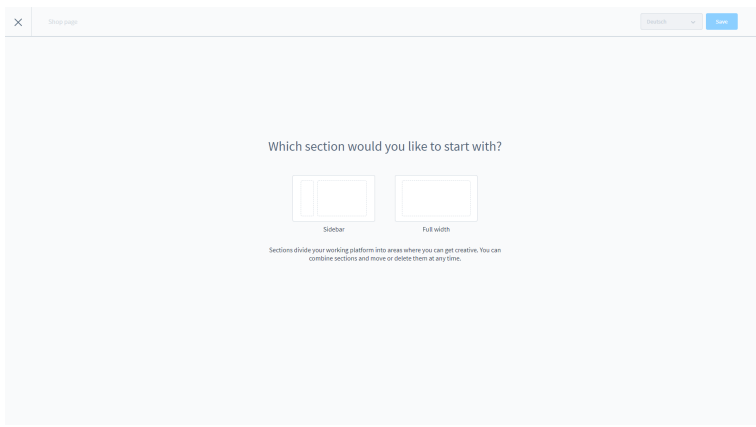
- **Shop page:**
 - All service pages of your shop are to be understood as shop pages. These include, for example, the general terms and conditions page, the shipping conditions or the contact form.
- **Landingpage:**
 - Landing pages offer you a wide range of design and marketing options in your shop. These can be theme pages, in which marketing can be done or other pages, on which your customers can land during their visit to your shop.
- **Category page:**

The category page automatically includes a product listing. Furthermore, you have the possibility to dynamically display texts from the corresponding category on a category page. In the top right of the text element editor use the **Data mapping** to choose the dynamically display text.
- **Product page:**

Each product has its own product page on which all information about this product can be found and on which the product can be placed in the shopping basket. Some blocks such as the product description or the buybox including the product image gallery are already available as standard. However, the page can also be designed completely by yourself.

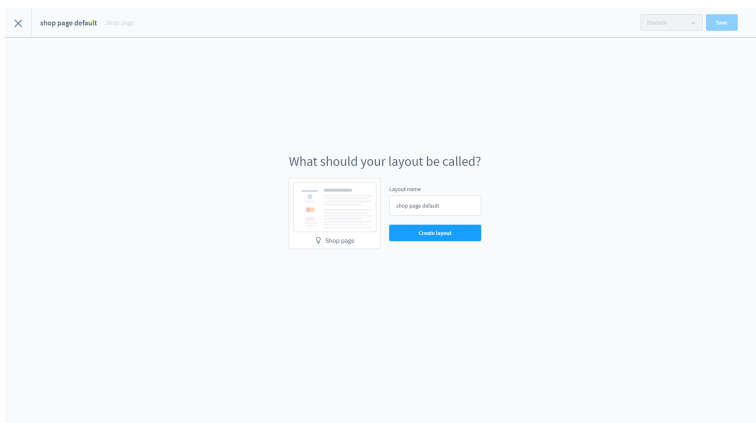
Section

Once you have decided on a type, you can choose how the section of the layout should be structured. You can use a layout with a **sidebar** or alternatively the **full page width**. The sidebar can be used to display the category navigation, filters or both. During later editing you can add further sections, these may differ from the layout type that was initially chosen. Once you have decided on a type, you can select how the section of the layout is to be constructed. You can choose a layout with a **sidebar** or alternatively the **full page width**.



Name

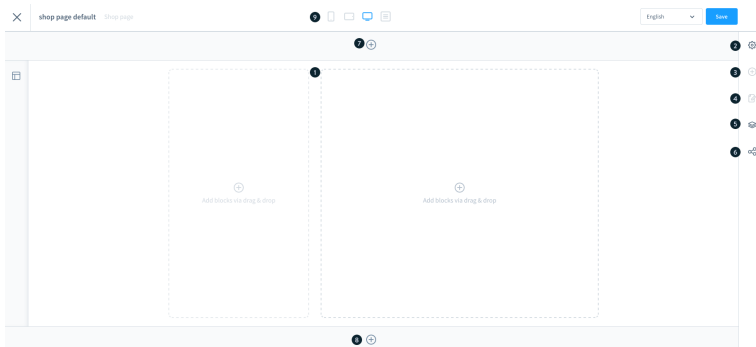
On the following page you must assign a name for the layout that you are creating. Chose a name in a way that it will reflect the purpose.



After completing the basic configuration steps, the layout editor opens.

Layout Editor

You create new layouts and change existing layouts in the layout editor.

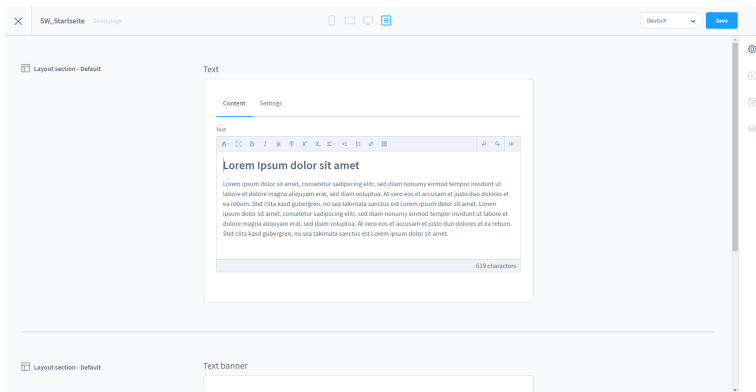


The **central editing area (1)** is used for editing your layout.

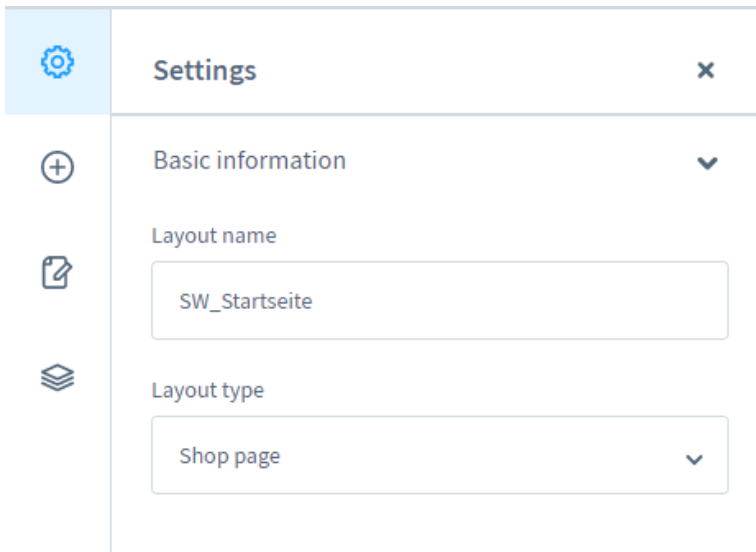
On the right side is the menu bar, which you can use to call up the individual functions for editing. These are divided into the areas **Settings (2)**, **Blocks (3)** and **Navigator (5)**. Depending on whether you have clicked on a specific block or the entire **section (9)**, you can access the block settings or the section settings **(4)**. Via **Layout Assignment (6)** you can set which category or landing page the layout will be assigned to. The assignment can also be found in the settings of the respective category.

Detailed information can be found in the respective section below.

Using the **+ button (7) and (8)** in the editor, you have the option to add another section. This section does not have to use the same structure (with or without sidebar) as the already existing section. Using the icons (9) in the bar at the top of the screen, you can switch between the individual viewports and thus see how the layout is displayed in the different views. You can also switch to the list view of the existing elements to fill the content of the elements more quickly without having to open each element individually.



Settings



In the settings you can change the layout name assigned during creation and subsequently the **Layout type**.

Blocks

In the menu item Blocks, various predefined blocks are available, grouped according to categories, which you can select using the drop-down menu. The blocks consist of one or more elements that can be individually filled with content.

⚙️ **Blocks** ✕

⊕


Block category

Text & images ▾

📄

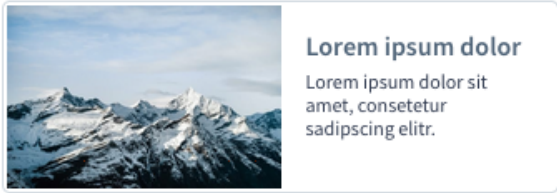
📁

🔗




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Two columns, boxed image & text



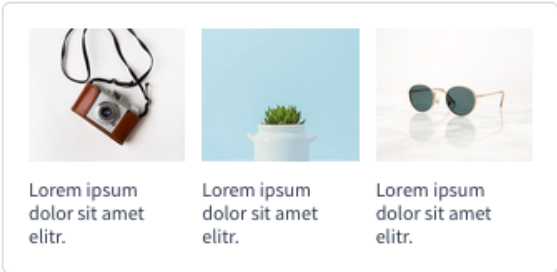
Lorem ipsum dolor
Lorem ipsum dolor sit amet, consetetur sadipscing elitr.

Two columns, full-sized image & text



Lorem ipsum
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt.

Three columns, boxed images & text



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elit.

Three columns, captioned images

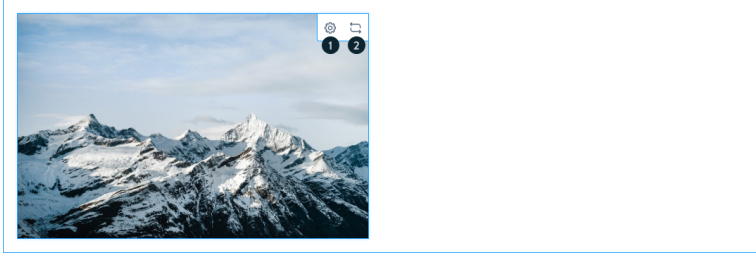
Add Blocks

You can drag and drop them into the editor and place them in the desired position.

Populate an element with content

To adjust the content of an element within a block, move the mouse over the element in the preview. This will display 2 symbols in the upper right corner of the element. The **gear symbol (1)** opens a new window where you can define the content of the element.

You can use the symbol with the **2 arrows (2)** to change the element, e.g. a text element with an image.



There are different settings depending on the block you want to edit

Text

Text blocks are blocks that contain only text. These are available in different formats.

Element settings ×

Text content

Lorem Ipsum dolor sit amet

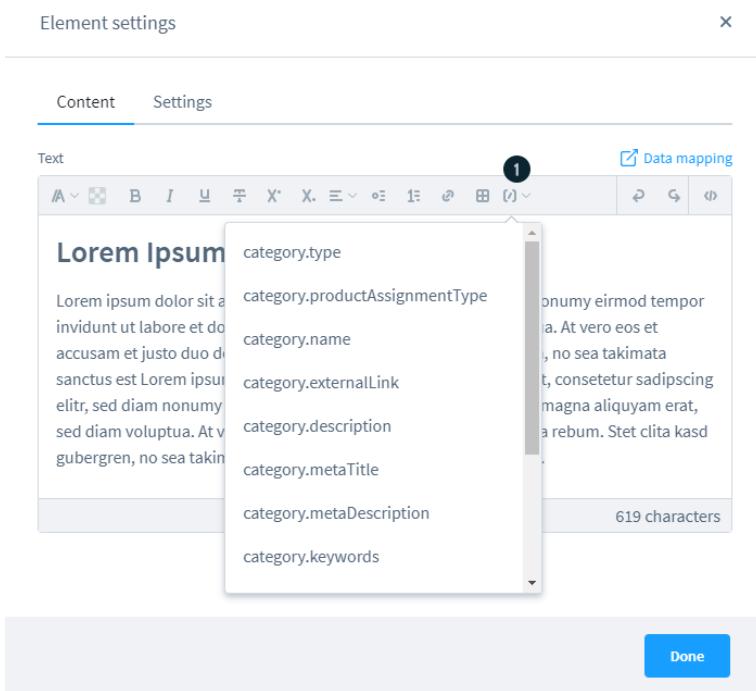
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

619 characters

Done

A text editor is available to customise the text in the settings of a text element. If you have chosen Category Page as **layout type**, the **data mapping** is available on the right side above the editor. Here you can select dynamic category texts, such as the category description, which are then displayed in this element.

For category and product pages, you also have the option of including **variables (1)**. This allows you to access category or product information and integrate it directly into the text.



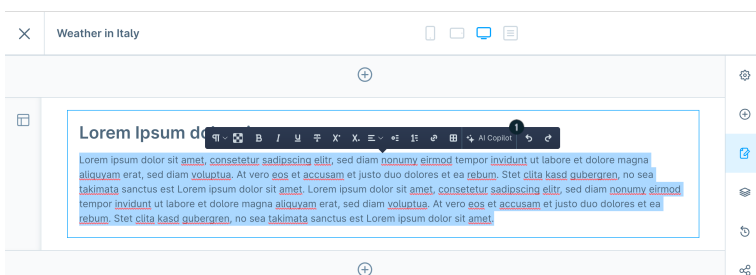
You can format the variables using the editor functions (e.g. bold). Note, however, that the formatting is done for the complete variable including the curly brackets "`{{ variable }}`". Otherwise the variable will no longer be correctly stored in the source code and cannot be replaced by the actual content.

The following feature is available to all customers with a [commercial plan](#)

AI Copilot

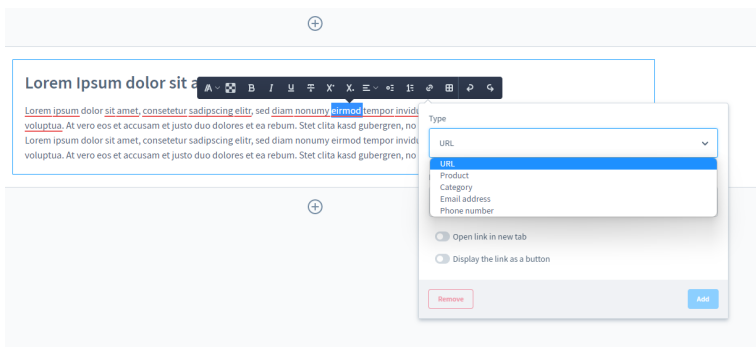
If you are looking for inspiration, you can have an artificial intelligence prescribe texts to you. You can then either use these texts or adapt them to your needs.

If no text is available, you can open the **AI Copilot (1)** with the space bar. If there is already text, you can select the desired text and replace it with the **AI Copilot (1)** via the bar.



Insert link

Links can be inserted within a text block. As of version 6.4.10.0, it is possible for these links to point not only to a fixed URL, but also to a product, a category, an e-mail address or a phone number.



When linking to a product or category, the content page must be associated with the same sales channel as the linked product or category. If you want to link to a product or category that is in a different sales channel, you must use the "URL" linking type.

It is also important to note that adding a link only works if you write the text/word, select it and then add the link.

Image

Image blocks contain only pictures. These blocks are available in different formats as well.

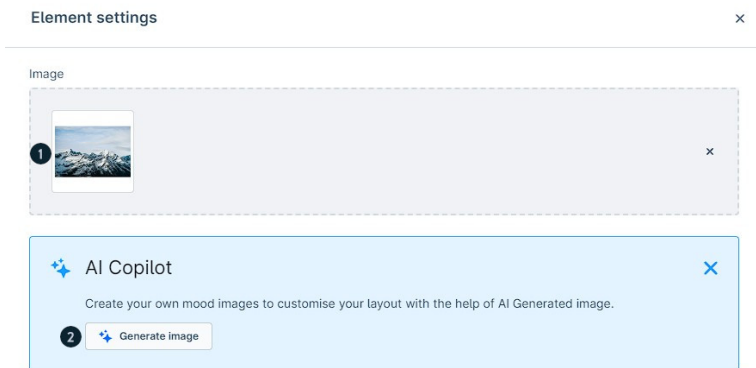


Image (1): First, you can change the image that is to be displayed. You can have the content of the image filled automatically with the item Data assignment. For instance, on a product page you can display the preview image of the product or the manufacturer. On a category page, you can use the data assignment to display the category image of the assigned category.

Generate image (2): Here you can access the AI-Copilot feature text to image. This button is only a shortcut and will open the image generation in a new tab.

You can find more information about the text to image feature [here](#).

The image shows a configuration panel for an image element. It contains the following elements:

- 3** Display mode: A dropdown menu with 'Standard' selected.
- 4** Vertical align: A dropdown menu with 'Vertical align' selected.
- 5** Horizontal align: A dropdown menu with 'Horizontal align' selected.
- 6** Link-Type: A dropdown menu with 'URL' selected.
- 7** Link to: A text input field containing 'Enter URL...'. Below it is a 'Remove' button.
- 8** Open link in new tab: A toggle switch that is currently turned off.

At the bottom right of the panel is a blue 'Done' button.

Display mode (3): Here you decide how the image is to be displayed in the block. With Standard, the image adapts to the surrounding box up to its native size. With Fill, the box is completely filled with the image. With Stretch, the image is stretched to the size of the box.

Vertical alignment (4): Specify here whether the image should be aligned to the top or bottom edge, or whether it should be displayed in the center.

Horizontal alignment (5): Specify here whether the image should be aligned to the left or right edge, or whether it should be displayed in the center.

Link type (6): Here you can select whether you want to add a URL, a product, a category, an e-mail address or a telephone number to the link.

Link to (7): Here you can specify what you want to link to. Either by entering a URL, email address or phone number or by selecting a category or product from a dropdown. This can be done either in the same tab or in a **new tab (8)**.

The image element does not have a size limit. However, you should generally make sure that the image is not too large for performance reasons. In the demo data, for example, we use a full-size image with a resolution of **1280x528px**.

The image width is set in the standard template to a maximum of 1320 pixels at full HD resolution (and higher) and is dynamically scaled down at smaller resolutions.

In addition to the basic settings for most image elements explained here, you can make more in-depth settings for sliders and galleries. These are explained below.

Slider

Display mode (1): Here you specify how the images are to be displayed.

Standard: The image is displayed completely. The height of the entire slider element is therefore dynamic and will automatically adjust accordingly. It is therefore recommended that all images in the slider have the same aspect ratio, otherwise the elements below the slider will "jump up and down".

Cover: The element is completely filled with the image. In the case of smaller images, this results in them being stretched (and thus possibly appearing blurred). For images with an unsuitable aspect ratio, the longer side is cut off, so the complete image is not displayed.

Contain: The height of the element is automatically determined on the basis of the highest deposited image. In contrast to the *Standard* mode, however, this is not adjusted when switching between different images. You can define the alignment of lower images using the item *vertical alignment*.

Minimum height (2): This setting is only available for the Fill display mode. It is then necessary to make an entry, otherwise no images are displayed. The entry is made in pixels as an integer and additionally "px" (as an abbreviation for pixel) is added directly after the number. The entry could therefore look like this: 500px.

Vertical align (3): This setting is available under the display mode contain and specifies how the images are to be placed within the slider element. For smaller images, corresponding free spaces are displayed.

Arrow navigation (4): Adds arrows to click through the images. You can define if the arrows should be displayed on or next to the displayed image or if they should be hidden.

Dots navigation (5): As an alternative (or in addition) to the arrow navigation, you can use the dots navigation. This represents a small dot for each deposited image, which you can use to call up the respective image directly.

The display is possible on top of or below the image.

Automatic slide (6): Here you can set whether the image should automatically slide.

Delay (7): The number stored here determines after how many seconds the slider begins to "slide". The number is given here in milliseconds.

Animation delay (8): The number stored here determines how fast the images slide. The value is also given here in milliseconds.

Linking (9): For each image that you have uploaded to the slider, you can specify an external link to which the image should lead when clicked. In addition, you can use a checkbox to decide whether the link should be opened in a new tab.

Gallery

The screenshot shows the 'Element settings' dialog for a gallery. It has a close button (X) in the top right corner. Below the title bar, there are two tabs: 'Content' and 'Settings', with 'Settings' being the active tab. The settings are organized into several sections:

- Display mode:** A dropdown menu with 'Standard' selected. A circled '1' is next to it.
- Minimum height:** A text input field containing '340px'. A circled '2' is next to it.
- Vertical align:** A dropdown menu with 'Vertical align' selected. A circled '3' is next to it.
- Arrow navigation:** A dropdown menu with 'Inside' selected. A circled '4' is next to it.
- Dots navigation:** A dropdown menu with 'None' selected. A circled '5' is next to it.
- Preview navigation:** A dropdown menu with 'Left' selected. A circled '6' is next to it.
- Zoom:** A toggle switch that is currently turned off. A circled '7' is next to it.
- Fullscreen gallery:** A toggle switch that is currently turned off. A circled '8' is next to it.

At the bottom right of the dialog, there is a blue 'Done' button.

Display mode (1): Here you specify how the images are to be displayed.

Standard: The image is displayed completely. The height of the entire slider element is therefore dynamic and will automatically adjust accordingly. It is therefore recommended that all images in the slider have the same aspect ratio, otherwise the elements below the slider will "jump up and down".

Cover: The element is completely filled with the image. In the case of smaller images, this results in them being stretched (and thus possibly appearing blurred). For images with an unsuitable aspect ratio, the longer side is cut off, so the complete image is not displayed.

Contain: The height of the element is automatically determined on the basis of the highest deposited image. In contrast to the *Standard* mode, however, this is not adjusted when switching between different images. You can define the alignment of lower images using the item *vertical alignment*.

Minimum height (2): This setting is only available for the Fill display mode. It is then necessary to make an entry, otherwise no images are displayed. The entry is made in pixels as an integer and additionally "px" (as an abbreviation for pixel) is added directly after the number. The entry could therefore look like this: 500px.

Vertical align (3): This setting is available under the display mode contain and specifies how the images are to be placed within the slider element. For smaller images, corresponding free spaces are displayed.

Arrow navigation (4): Adds arrows to click through the images. You can define if the arrows should be displayed on or next to the displayed image or if they should be hidden.

Dots navigation (5): As an alternative (or in addition) to the arrow navigation, you can use the dots navigation. This represents a small dot for each deposited image, which you can use to call up the respective image directly.

The display is possible on top of or below the image.

Preview navigation (6): Specify whether the small images for the gallery preview should be displayed to the left of the image or below it.

Zoom (7): If you activate this option, an enlarged representation of the image is displayed when the shop visitor moves the mouse over the image.

Fullscreen gallery (8): Allows the gallery to be displayed in a full screen browser window by clicking on the image.

Commerce

In the commerce blocks you will find various product-specific blocks to offer and promote products in your shop.

Product name & manufacturer logo

The *product name & manufacturer logo* block consists of a text block and an image block. If the shopping experience is a product page, the text box is filled with the respective product name and the image block is highlighted and linked with the manufacturer's logo.

Three columns, product boxes

Element settings ×

Product

1 Select a product... ▼

Layout type

2 Standard ▼

Display mode

3 Standard ▼

Vertical align

4 Vertical align ▼

Done

Product (1): For each of the three products in this box, you can specify here which product should be displayed here.

Layout type (2): This specifies how the product should be presented. You can display the product in the **default view**, with a **large image** or with **minimal text**.

Display mode (3): Here you specify how the images are to be displayed.

Standard: The image is displayed completely. The height of the entire slider element is therefore dynamic and will automatically adjust accordingly. It is therefore recommended that all images in the slider have the same aspect ratio, otherwise the elements below the slider will "jump up and down".

Cover: The element is completely filled with the image. In the case of smaller images, this results in them being stretched (and thus possibly appearing blurred). For images with an unsuitable aspect ratio, the longer side is cut off, so the complete image is not displayed.

Contain: The height of the element is automatically determined on the basis of the highest deposited image. In contrast to the *Standard* mode, however, this is not adjusted when switching between different images. You can define the alignment of lower images using the item *vertical alignment*.

Vertical align (3): This setting is available under the display mode contain and specifies how the images are to be placed within the slider element. For smaller images, corresponding free spaces are displayed.

Product slider

Element settings
✕

1 Content
Settings

Display mode

2 Standard
▼

Vertical align

3 Vertical align
▼

Layout type

4 Standard
▼

5 Navigation

6 Automatic sliding

7 Border

Minimal width

8 300px

Done

Content (1): In the content tab, you enter the title of the slider, which is also displayed in the frontend, and decide which products should be included in the slider.

Display mode (2): Here you specify how the images are to be displayed.

Standard: The image is displayed completely. The height of the entire slider element is therefore dynamic and will automatically adjust accordingly. It is therefore recommended that all images in the slider have the same aspect ratio, otherwise the elements below the slider will "jump up and down".

Cover: The element is completely filled with the image. In the case of smaller images, this results in them being stretched (and thus possibly appearing blurred). For images with an unsuitable aspect ratio, the longer side is cut off, so the complete image is not displayed.

Contain: The height of the element is automatically determined on the basis of the highest deposited image. In contrast to the *Standard* mode, however, this is not adjusted when switching between different images. You can define the alignment of lower images using the item *vertical alignment*.

Vertical align (3): This setting is available under the display mode contain and specifies how the images are to be placed within the slider element. For smaller images, corresponding free spaces are displayed.

Layout type (4): This specifies how the product should be presented. You can display the product in the **default view**, with a **large image** or with **minimal text**.

Navigation (5): Here you can activate or deactivate the navigation arrows on the sides.

Automatic sliding (6): If you activate this option, the slider changes to the next product approximately every 5 seconds.

Frame (7): With this option you draw a frame around the slider to separate it from the rest of the experience.

Minimum width (8): This value specifies the minimum width of the individual product boxes.

Gallery and Buybox

The *gallery and buybox* blocks consist of a Gallery picture block and a Buybox. In the latter you can specify the product to which the Buybox is to be linked and its exact position in relation to the Gallery block. If the world of experience is a product page, the gallery and the buybox are automatically linked to the respective assigned product.

Product description and review

This block contains the product description and the product review. In the element settings, you can assign the respective product for which this block is to apply. If the experience is a product page, the block is automatically linked to the assigned product.

Cross Selling

Element settings ×

1 Content Options

Layout type

2 Standard

Display mode

3 Standard

Minimal width

4 200px

Done

Content (1): In the content tab, you can specify the product from which the cross-selling products are related. If the shopping experience is a product page, the cross-selling products automatically refer to the product assigned by the product page.

Layout type (2): This specifies how the product should be presented. You can display the product in the **default view**, with a **large image** or with **minimal text**.

Display mode (3): Here you specify how the images are to be displayed.

Standard: The image is displayed completely. The height of the entire slider element is therefore dynamic and will automatically adjust accordingly. It is therefore recommended that all images in the slider have the same aspect ratio, otherwise the elements below the slider will "jump up and down".

Cover: The element is completely filled with the image. In the case of smaller images, this results in them being stretched (and thus possibly appearing blurred). For images with an unsuitable aspect ratio, the longer side is cut off, so the complete image is not displayed.

Contain: The height of the element is automatically determined on the basis of the highest deposited image. In contrast to the *Standard* mode, however, this is not adjusted when switching between different images. You can define the alignment of lower images using the item *vertical alignment*.

Minimum width (4): This value specifies the minimum width of the individual product boxes.

Video

The element settings for a video depend on whether you have stored a Youtube video or a Vimeo video.

Youtube

Element settings ×

Video link

Play video automatically ? Play video in a loop

Show video controls Advanced privacy mode ?

Start video at End video at

Display mode ▼

Done

After you have created a video link, you can make some settings to determine how exactly the video should be displayed. If you activate the advanced privacy mode, Youtube will not save any information from visitors until they watch the video. In addition, you can choose exactly which part of the video should be shown by selecting the start and end time.

Vimeo

Element settings ×

Video link

Play video automatically ? Advanced privacy mode ?

Play video in a loop Show video controls

Change video player controls' color

Show video creator Show picture of the creator

Show video title

Done

For Vimeo videos you can also choose what color you want the navigation to appear in and what information the video creator should display.

Sidebar

No separate settings are required for the sidebar blocks. They are automatically filled with content.

Form

Element settings ×

Content Settings

Form type

Contact ▾

Title

Confirmation text

Done

For the form block you can first select the form to be displayed in the element settings. You can also enter a title and a confirmation text.

On the Settings tab you can enter the recipient addresses that will receive the completed form.

The contact form is sent to the shop operator by e-mail after it has been filled in by a shop visitor. For this e-mail there is a corresponding template in the [e-mail templates](#) with the name **contact form**, which can be adapted.

HTML

Element settings ×

```
1 <div class="form" id="1" />
2 <input type="text" value="" />
3 <button type="button" />
4 </div>
5 </button>
```

Done

By integrating the HTML block, you can visualize all HTML representations in it. Please make sure that the [HTML Sanitizer](#) is configured accordingly or deactivated, otherwise certain HTML tags or attributes may be deleted.

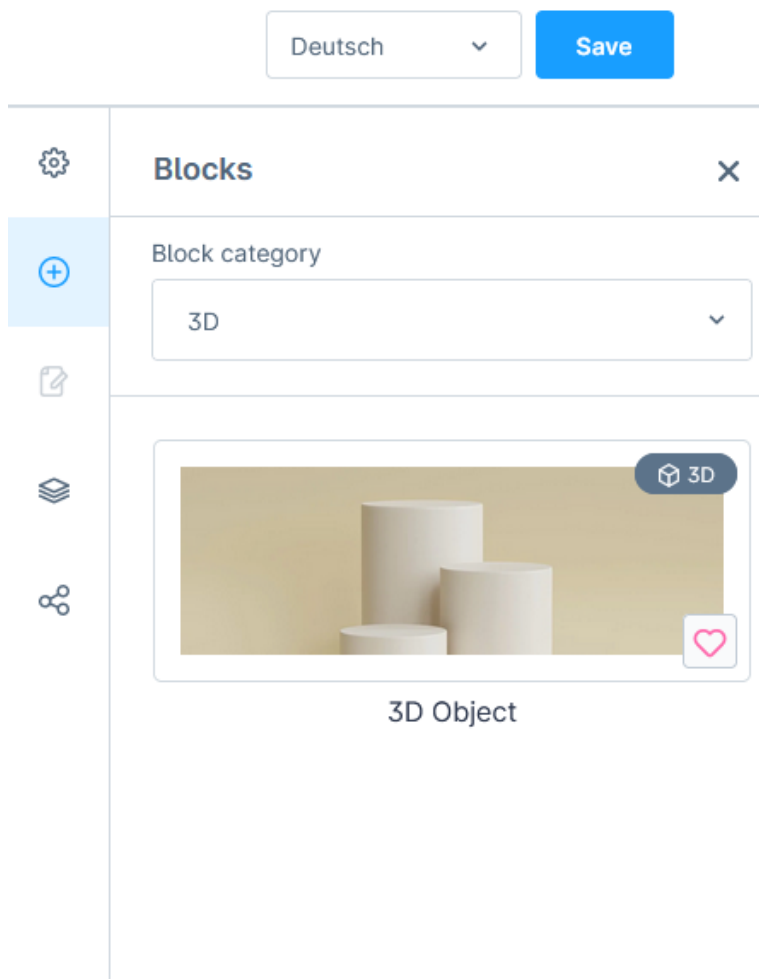
3D-model

This feature is available from the commercial Plan Rise onwards.

You can now add and display your 3D models in every layout.

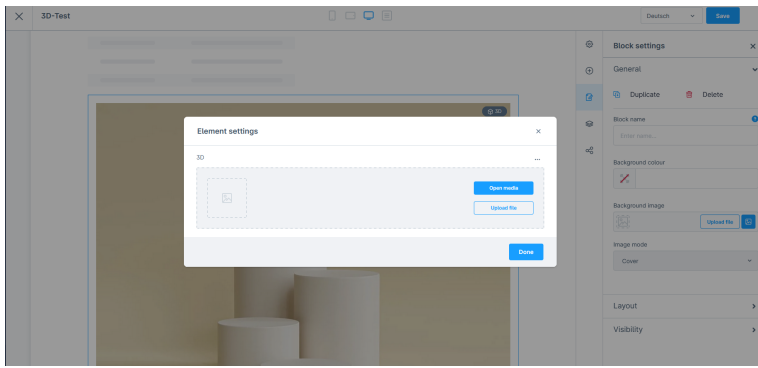
3D models enable a more realistic and detailed product visualization than conventional 2D images. Customers can view the product from different angles, zoom, and rotate, giving them a better idea of the product.

It also allows you to convey more information about a product. Users can better understand details such as structure, surface, and shape, which can lead to a more informed purchase decision.



You have the option of assigning 3D elements in the same way as the other blocks using the drag-and-drop function. You then have the option of adding an image file. It is important to note that this must not be an ordinary photo file. A 3D image file in .glb format is explicitly required.

The .glb file represents a file format that is frequently used in the exchange of 3D models. It is a binary format based on the widely used glTF (Graphics Library Transmission Format).



Product listing

If you select the layout type *Category Page* when creating a layout, your layout will automatically contain a Product Listing Block. Here, the products of the respective category are displayed as standard.

In the settings of this block you can choose between standard, large images and minimal content in the Content tab. You can find out about the differences between these displays [here](#).

Sorting and Filter

Sorting

In the tab *Sorting* you can set how the products from the product listing should be sorted.

Product listing

Content **Sorting**

1 Show product sorting

2 Use custom sortings ?

Default sorting ?

3 Price descending ▼

Product sortings

4 Add or remove product sortings ▼

Name	Criteria	Priority	
Name A-Z	product.name	5	4 ...
Price descending	product.listingPrices	1	6 ...

Show product sorting (1): Here you can activate or deactivate the selection of sort orders for this product listing.

Use custom sorting (2): If you do not use your own sorting, the default sorting that you have selected in the Settings > Shop > Products section will be used.

Default sorting (3): If **custom sorting (2)** has been activated, you can select the sorting according to which the product listing should be sorted by default. You can create and edit the sorting under Settings>Shop>Products.

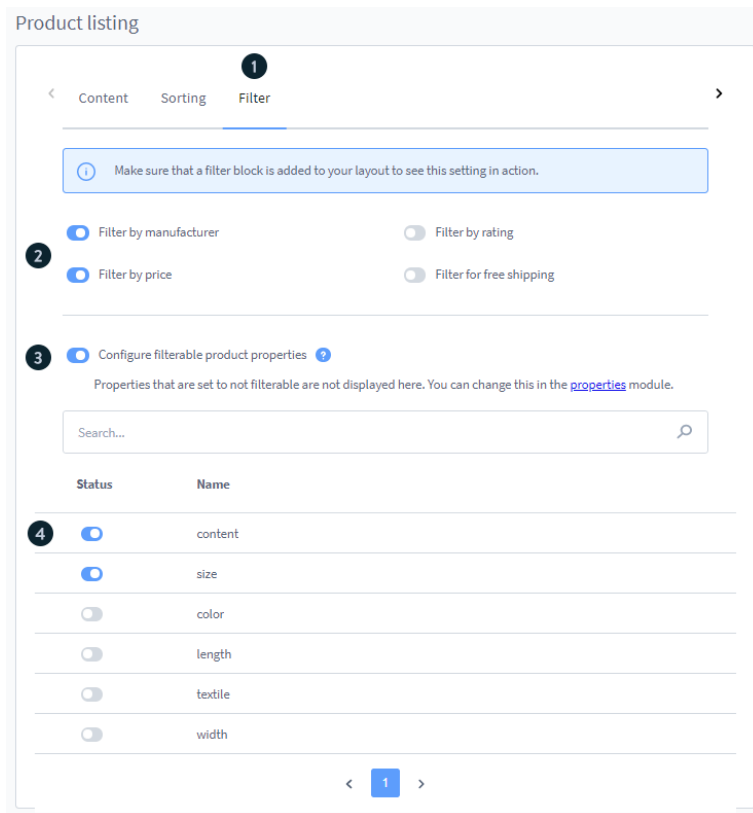
Product sortings (4): Here you can select all the assortments that the customer should be able to choose from in the product listing. The assortments are then displayed in the front end as a drop-down menu.

Priority (5): In the list of selected sorting options, double click on the priority to change it. In the frontend the available sorting options are displayed in the order of priority starting with the highest.

Delete (6): Use the drop-down menu on the right to remove the selected sorting option from the list.

Filter

In the Filter tab (1) you can define which filters are to be displayed in the storefront. The setting is also possible at category level and is explained in more detail in the documentation on the [categories](#).



On the one hand, there is the area with the **general filters (2)** such as manufacturer, price, etc..

On the other hand, it is also possible to configure filters based on the product properties.

By default, all filters are active. To change this, activate the switch **Configure filterable product properties (3)**. Here you can define if the **individual property (4)** should be displayed as a filter in the category. Please note that a filter is only displayed in the storefront if at least one product with this property is available in the category.

Block Settings



Block settings



General



Duplicate



Delete



Block name



Enter name...



Background colour



Background image



Upload file



Image mode

Cover



Layout



CSS classes



Top margin

20px

Bottom margin

20px

Left margin

20px

Right margin

20px

1

2

3

4

5

To open the block settings click on a block in the preview and then clicking on the block settings icon located just below the plus icon for new blocks.

The basic settings for the currently selected block are entered here.

Name (1): This name is used to better distinguish this block. It is displayed in the navigator, for example.

Background color (2): Here you choose the background color of the block. To achieve uniform coloring, you can also specify the color using the hexadecimal value.

Background image (3): Instead of a background color you can use your own background image here. This can be a pattern or a background image for a text.

Image mode (4): If you have created a background image, you can choose here whether it should fill the block or whether the image should be aligned to the block.

Layout - CSS classes (5): In the layout settings you can define the distance between the elements of a block and its edges and you can also include your own CSS class.

Section settings

Section settings ×

General ▾

Duplicate Delete

Section name ?

1

CSS classes ?

2

Sizing mode

3 ▾

Mobile sidebar behaviour

4 ▾

Background colour

5

Background image

6

Image mode

7 ▾

To open the section settings click on the icon for the respective section in the preview on the left and then click on the section settings icon, which is located directly under the plus icon for new blocks. Here you can enter basic settings for the currently selected section.

Section name (1): This name is used to better distinguish this section. It is displayed in the navigator, for example.

CSS classes (2): You can add one or more CSS classes, separated by spaces.

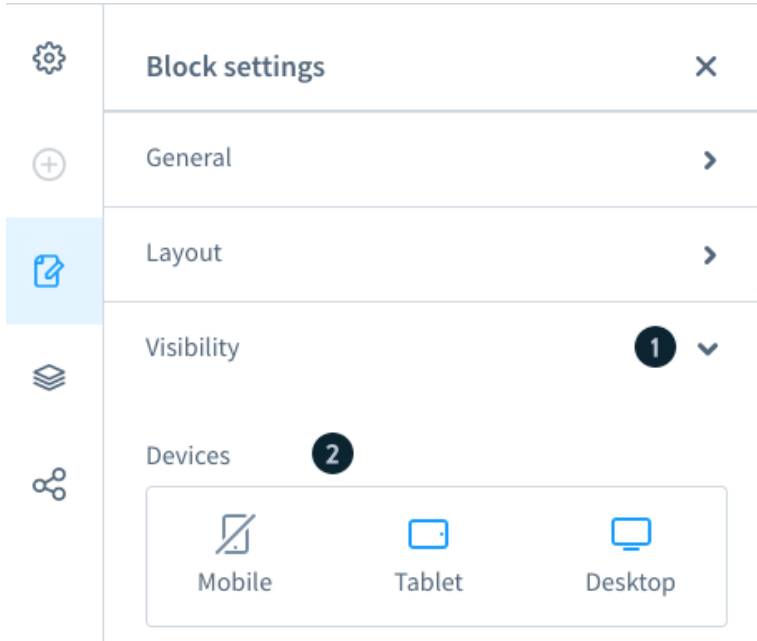
Sizing mode (3): Here you decide whether the content should be drawn to full width or remain centered.

Mobile sidebar behaviour (4): If you activate the option Hidden, the content of the sidebar will be hidden in the mobile view.

Background color (5): Here you can choose the background color for the section. You can also specify the color using the hexadecimal value to achieve a uniform color scheme.

Background image (6) and image mode (7): Instead of a background color you can use your own background image here. This can be a pattern or a background image for a text.

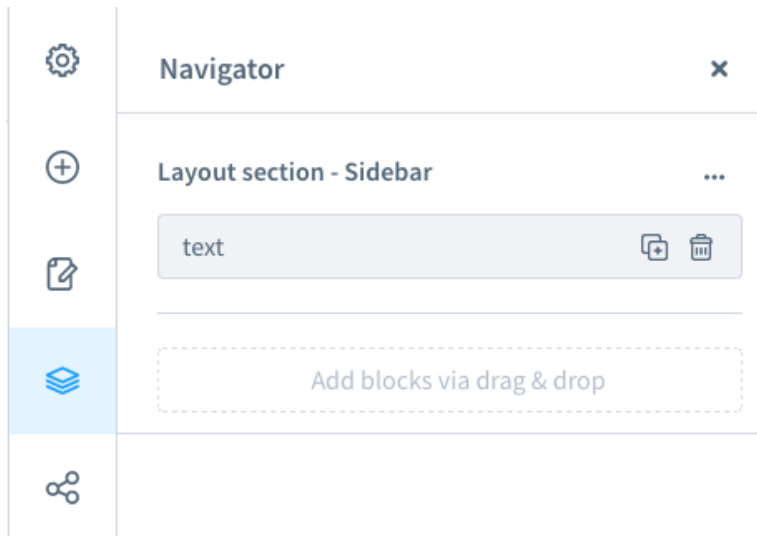
Visibility by viewport



Visibility **(1)** allows you to customize the layout of an experience world for specific devices. Under Devices **(2)**, you can click to specify whether the layout should be shown or hidden on the corresponding viewport or end device.

You can define this setting for individual block elements as well as for entire sections. The visibility per viewport is also shown to you in the [category configuration](#) when the layout is assigned to a category.

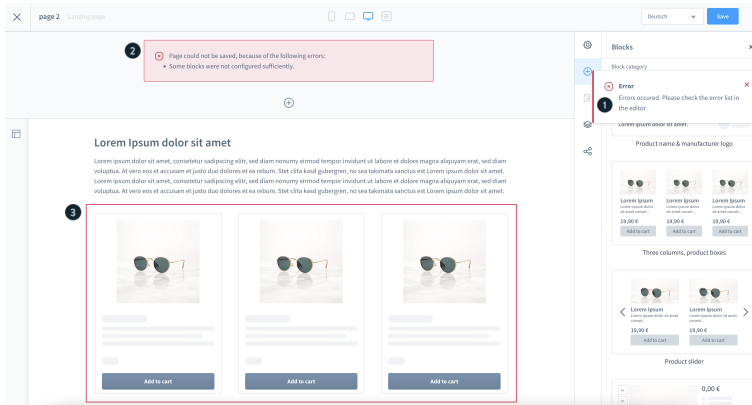
Navigator



The navigator shows you an overview of all blocks by their name. You can change the order of the blocks by drag & drop.

With the plus symbol you can create a copy of the block below the respective block. With the trash can symbol you can remove the block.

Error Handling



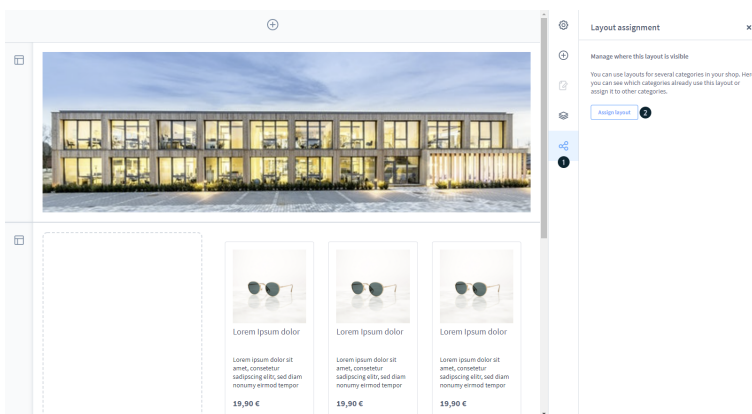
If you are unable to save your shopping experience, you will be informed directly in the designer that an error has occurred **(1)**. In the designer you will receive a precise error message about which element of your shopping experience is wrong **(2)** and at which point the error occurs **(3)**. In this way, you can quickly correct wrong settings without having to search for the error.

Assign shopping experience to a page in the storefront

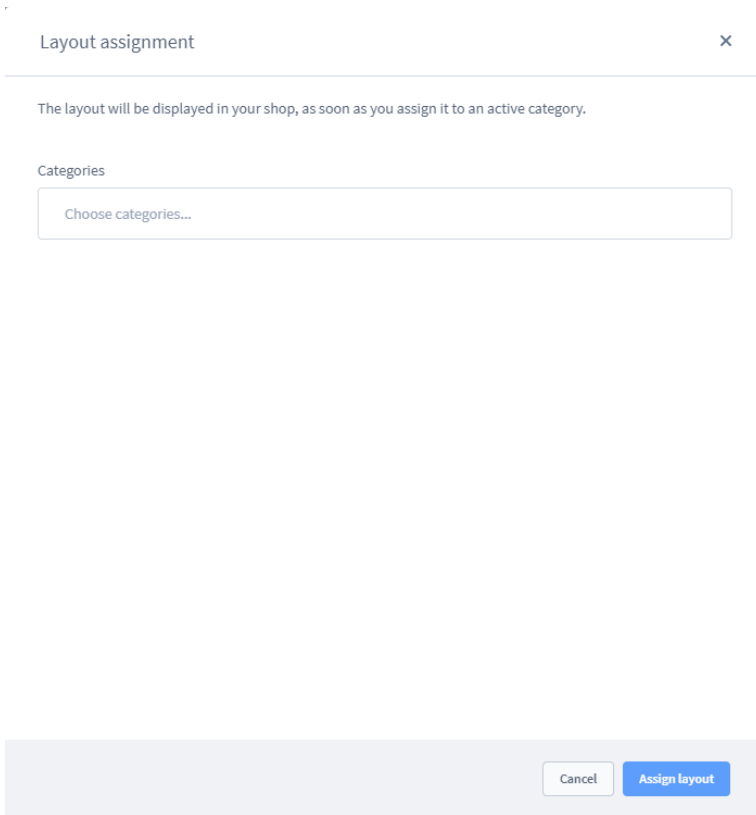
There are various ways of using an adventure world in the storefront.

Layout-Editor

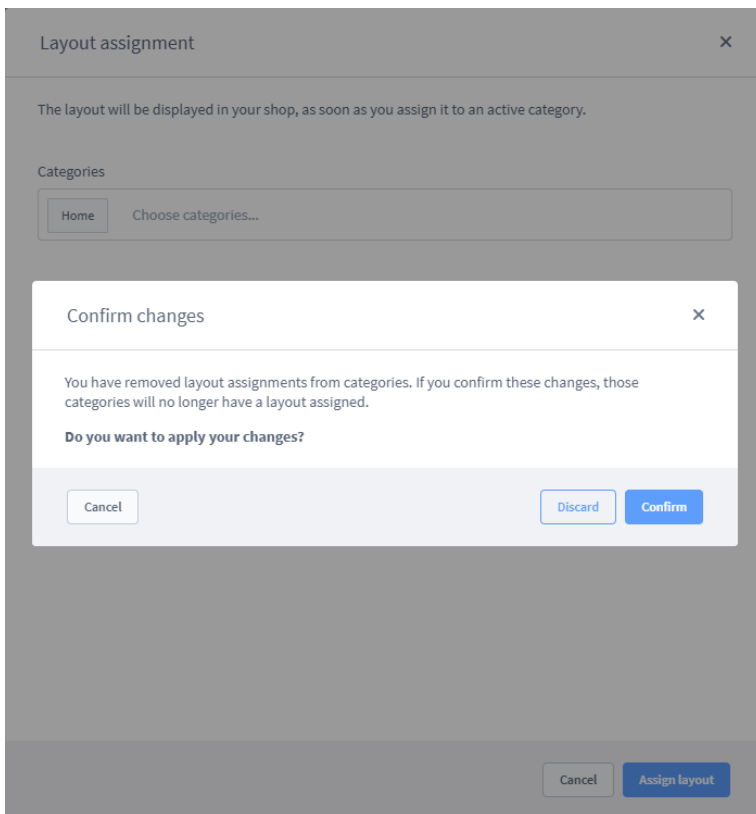
You can assign the categories directly in the layout editor. To do this, click on **Layout assignment (1)** in the menu on the right-hand side. Click on the button **Assign layout (2)** to open the window for the assignment.



In the window for the assignment, click on the Select categories area, the list with the category selection then opens. To apply the selection, click on the **Assign layout** button.



If a different layout has already been assigned to one or more selected categories, another window appears in which you confirm the change again.



Shop pages

Experience worlds are used to display shop pages such as terms and conditions, imprint etc. The assignment is carried out under **Settings > Shop > Basic information** in the **shop pages** area.

Shop pages

Layout for GTC pages
Terms of service

Layout for revocation notices
Right of rescission

Layout for payment and shipping information
Payment / Shipping

Layout for privacy pages
Privacy

Layout for an imprint
Imprint

Layout for 404 pages
Assign layout...

Shop page layout for maintenance pages
Select layout

Shop page layout for contact pages
Default shop page layout with contact form

Shop page layout for newsletter pages

Categories

You can use experience worlds in the categories to customise the layout of the category listing. On the other hand it is also possible to assign a landing page.

Categories Search categories...

Free time & electronics English Cancel Done

Category structure

- Category #1
 - Food
 - Clothing
 - Free time & electronics
 - Text
 - Landingpages
 - Poster

Tap
Enter tags individually...

Layout assignment
Default category layout
Listing page
Change layout Edit in designer

Menu settings
Hide in navigation
Display image
Upload file Open media

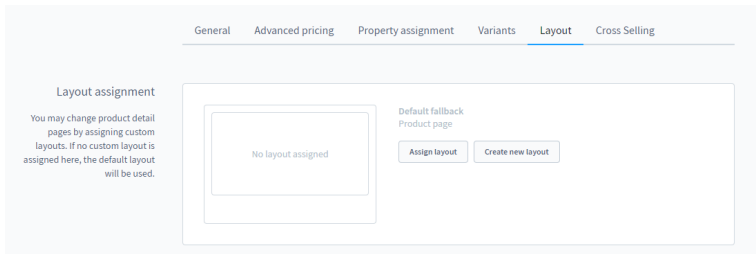
Landingpage

A Landingpage type shopping experience does not contain a fixed listing element to include products. If it is not possible to call up the landing page from the normal navigation menu, activate the Hide in navigation button in the Menu settings area.

The landing page can then be called up via the URL of the category to which the experience world is assigned.

Product page

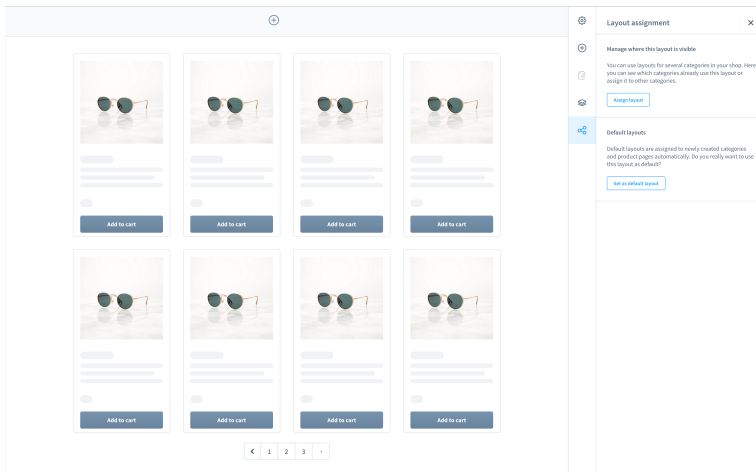
You can use an experience world for the product detail page. To do this, open the respective product in Admin and open the Layout tab. Then select a created product page here.



If you have used changeable elements such as text boxes in your layout, you can change each element individually for the respective product in the Layout tab.

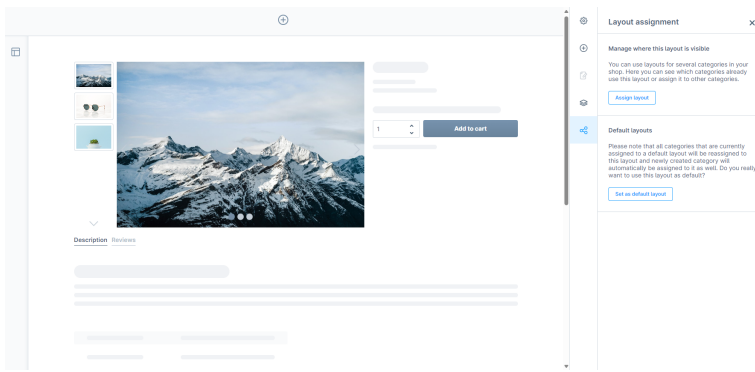
Default layouts

Categories



When you create a listing page you have the possibility to assign this layout as default layout for all new category pages. This will save you a lot of work
Just click in the sidebar in the **Layout assignment > Default layouts > Set as default layout**.

Product



When you create a product page you have the possibility to assign this layout as default layout for all new product pages. This will save you a lot of work.

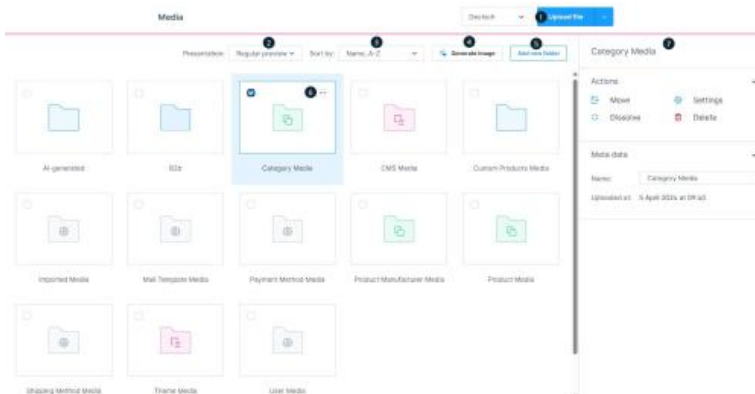
Just click in the sidebar in the **Layout assignment > Default layouts > Set as default layout**.

Media

This article explains the menu item Media, which you can find under Content > Media. Here you can upload new media files, sort them into folders and manage existing media files.

This files, you can use in other places in your shop (storefront, products, ...).

Overview



At the top you will find the search function, with which you can search media files.

Below you will find the **Upload file button (1)**, which you can use to upload media from your local computer. You can use the arrow to the right of the button to upload publicly accessible media via a URL. On the left side you see the overview of all media files listed with name and preview picture. In the upper right corner of this overview you can choose the way of presentation with the **Presentation button (2)** and the way of sorting with the **Sort by button (3)**.

With **Generate image (4)** images can be generated from a text prompt using our AI-Copilot.

Via the button **Add new folder (5)** you can create a new folder at the exact place in the folder structure, where you are and name it. When you select a medium or a folder in the overview, you will find all

information and actions (7) for this object on the right side.

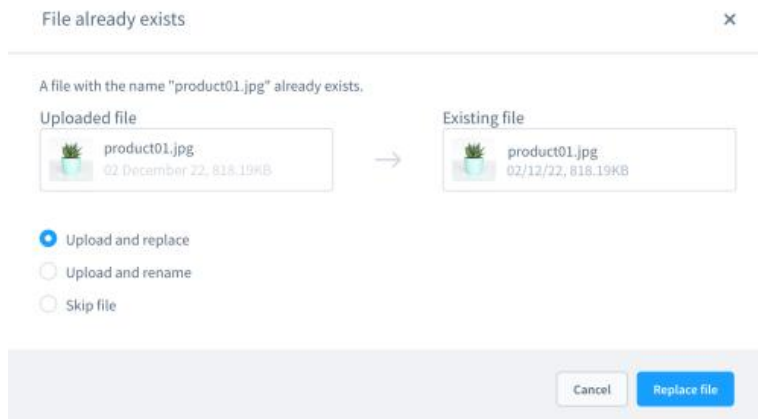
You can also access the actions via the **context menu (6)** in the upper right corner of the medium.

File upload in the Media Manager supports the following file types:

jpg, jpeg, png, webp, gif, svg, bmp, tiff, tif, eps, webm, mkv, flv, ogv, ogg, mov, mp4, avi, wmv, pdf, aac, mp3, wav, flac, oga, wma, txt, doc, glb

File already exists

As mentioned above, you can upload files using button **(1)**. For example, if you want to upload an image that has already been uploaded before, a pop-up will appear.



Here you have different options how to proceed.

Upload and replace: This will replace the previous file with the new one.

Upload and rename: The new file will be uploaded, but under a different name.

Use existing file: The already existing file will be used.

Skip file: This option only appears when you upload more than two files.

Media configuration

Actions

Replace - With this function you can replace an already uploaded medium with another one, which you upload in the next step.

Upload file from url



Cancel

Replace

Download - Starts the download of the selected media files.

Move - Here you can move the selected media files to another folder.

Copy link - copies the URL from the selected media file.

Delete - Deletes the selected media file.

Preview

Here you can see a preview of the selected media.

Meta data

Here you can find the metadata of the selected media file and here you can change the name, the alt-text and the meta-title of the media file.

Meta data



Name:

File type: PDF

Alt text:

Title:

MIME-Type: application/pdf

Size: 107.04KB

Uploaded at: 25/03/2019

Pages: 1

Tags

Here you can set up tags so you can find them better.

Used in

In this area you can see where in your shop you are using the selected medium. The places where the medium is used are directly linked and can be accessed by clicking directly.

Used in



Small Granite Sigh Clone

Delete unused media

Unused media can take up a lot of storage space and make the media overview confusing, so it can be useful to delete them. It is particularly useful to delete a large number of unused media via the console.

Unused media can be deleted via the console using the command `media:delete-unused`.

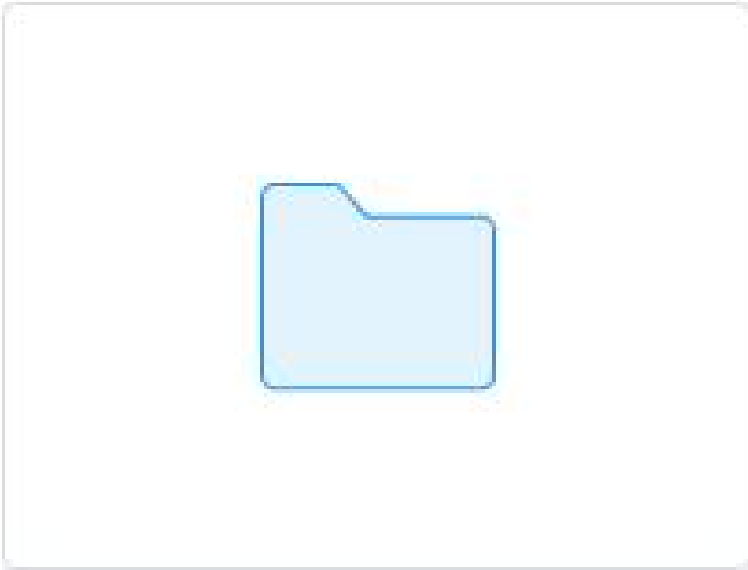
You can find more information and further CLI commands [here](#) in our documentation.

Folder

The media can be sorted in folders for better overview and processing. You can create as many folders and subfolders as you want and move the media to these folders.

Add new folder

By clicking on the button **Add new folder**, you can add a new folder at the exact place in the folder structure, where you are and name it. A new folder with a folder symbol will be displayed in the overview next to the existing media and folders. You can then open the folder with this icon.



In the folder you can jump back to a higher folder level by clicking on the **Back icon**.



Actions

As with the media files, the actions of the selected folder are displayed on the right side.



Move - Here you can move the folder to another existing folder.

Settings - Here you can open the folder settings.

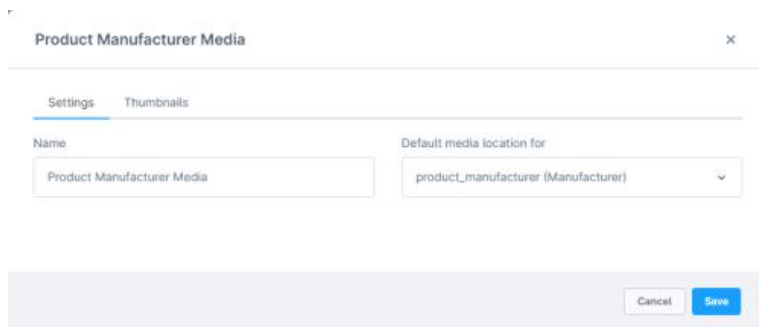
Dissolve - Here you can dissolve the folder. The folder will be removed and all folders and media that were in the folder will be moved to the folder above it.

Delete - This deletes the entire folder including all its contents.

Settings

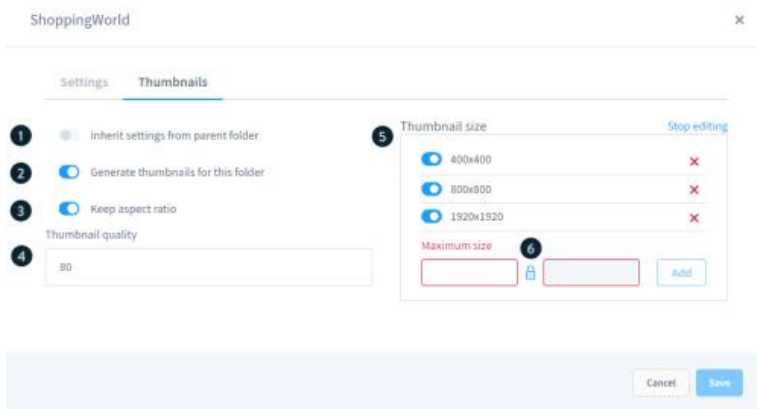
The settings of the folder are divided into the general settings and the thumbnail settings.

Settings



In the general settings you can change the name of the folder on the one hand and on the other hand you can specify for which media files this folder should serve as default location. For example, this could be all product media files.

Thumbnails



In the thumbnail settings you can define all settings for the thumbnails that are used in the frontend, for example. If you activate the option **Inherit settings from parent folder (1)**, the same thumbnail settings will be used for the current folder as in the parent folder. With the checkbox **Generate thumbnails for this folder (2)** you can completely activate or deactivate thumbnail generation for this folder. With **Keep aspect ratio (3)** you keep the aspect ratio of the original image. This ensures that a rectangular image is not distorted with square thumbnail settings. In the field **Thumbnail quality (4)** you can determine the quality of the thumbnails. 100 here means a very high quality, 1 a very low quality. Under **Thumbnail Size (5)** you can define for which sizes thumbnails should be created. Via the link **Edit list** in the upper right corner you can remove existing thumbnail sizes by clicking the red **X**. You can also add **new thumbnail sizes (6)**. If the lock symbol is activated, the width is automatically equal to the height.

The three default thumbnail sizes for all uploaded images are **400x400**, **800x800**, and **1920x1920**.

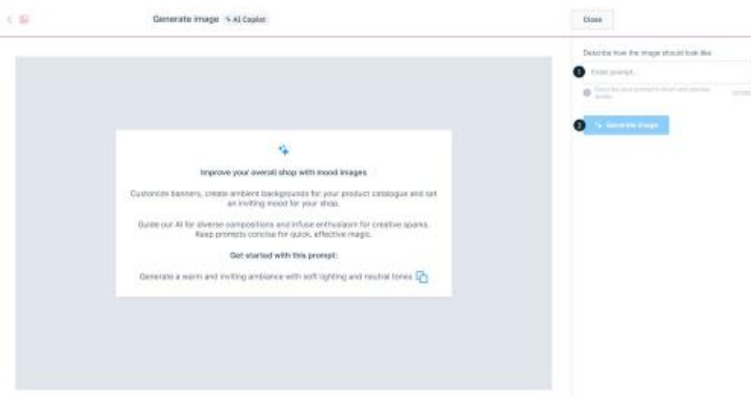
AI-Copilot Text to image

With AI-Copilot image generation, you can easily create mood images by entering suggestions in natural language.

Once the media has been saved, you can use it in shopping experiences to make them more creative and easier to design.

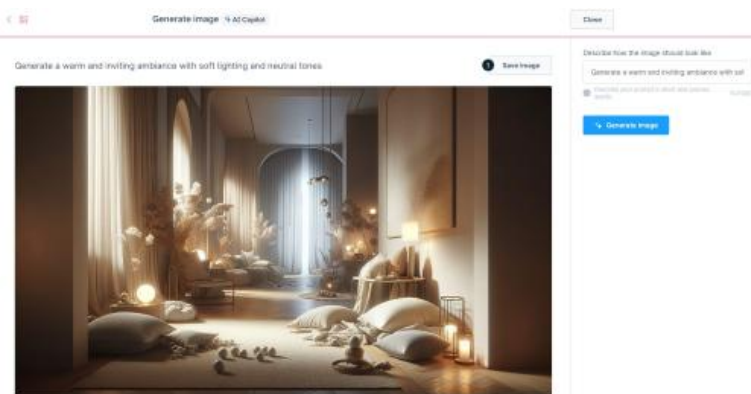
The 'AI Copilot - Text to Image' feature is available from the Shopware Rise plan via the [Shopware Commercial](#) extension.

To generate an image, you need to enter a **description (1)** for the desired image. Once you have found a suitable description, you can have the image **generated (2)**.



The generated image is displayed with the description. Now you can decide to **save it (1)** or generate another image with the description. The saved images are stored in the newly created AI-generated folder.

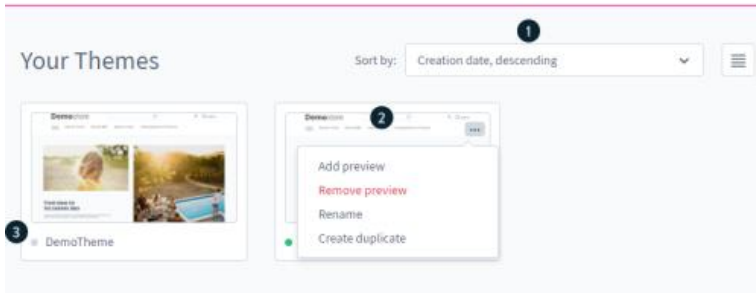
The image is completely regenerated during generation. This means that no adjustments can be made to the image that has already been created. One image is generated per description. The number of requests is also limited per day. If you exceed this limit, you can only generate images again the next day.



We are using OpenAI's DALL-E 3 for this Feature.

Themes

This section lists all themes that you have currently added to your Shopware installation. You can also manage and edit them here.



All themes are listed in the overview. You can use the pull down menu **(1)** to change the sorting and switch the view between listing and thumbnails.

Each theme has a context menu **(2)** where you can change and delete the thumbnail. This context menu appears if you mouse over a theme and then click on the button with the three dots. It's possible for you, to rename the theme or delete it completely. If a grey dot **(3)** is displayed below the preview image, this theme is not yet assigned to a sales channel. If the theme is assigned to a [sales channel](#), this point turns green.

Theme configuration

In the theme configuration you can individually design your theme. Here you can select colors and fonts.

Theme-colours



Here you can define the basic background and frame colors for your theme. The primary color can be found in the Responsive Theme, for example, in the headings and links.

Example:

Service Hotline

Support and counselling via:

0180 - 000000

Mon-Fri, 9 am - 5 pm

Or via our [contact form](#)

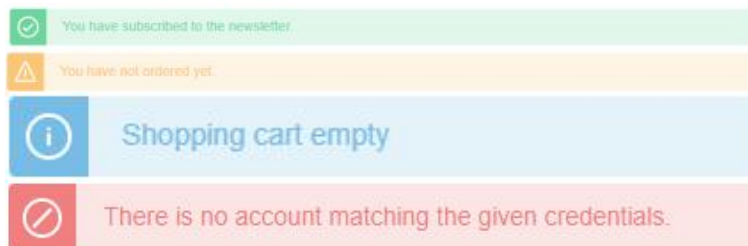
Status messages

Status messages

Success	Information
<input type="text" value="#5ed39f"/>	<input type="text" value="#78bce7"/>
Notice	Error
<input type="text" value="#f0c679"/>	<input type="text" value="#f21111"/>

Here you can adjust the colors of the status messages in your shop.

Examples:



Typography

Typography

Fonttype text	Text colour
<input type="text" value="'Inter', sans-serif"/>	<input type="text" value="#545454"/>
Fonttype headline	Headline colour
<input type="text" value="'Inter', sans-serif"/>	<input type="text" value="#3f4c58"/>

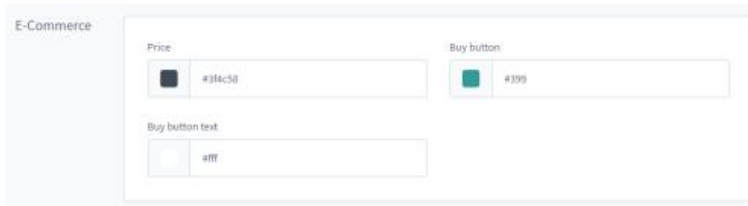
Here you can adjust the font and text color of texts and headings of the theme.

Example:

An example for the fonts of the texts and headings is an element in the article listing.




E-Commerce



Here you change the appearance of the buy button and the displayed price.

Example:

New



Main product

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna

Content: 1


€495.95*

Add to shopping cart


Media

Media


Desktop



Tablet




Mobile



App & share icon

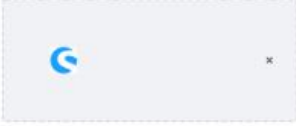
Upload file from url



Upload file

Open media

Favicon



In this area you define the logos and icons. A viewport larger than **991px** will display the desktop logo. Between **991px** and **767px** the tablet logo is displayed. A viewport smaller than **767px**, will display the mobile logo.

The favicon is displayed in front of the URL in the browser and the app & share icon is displayed as a preview, for example, if the page is shared in social networks.

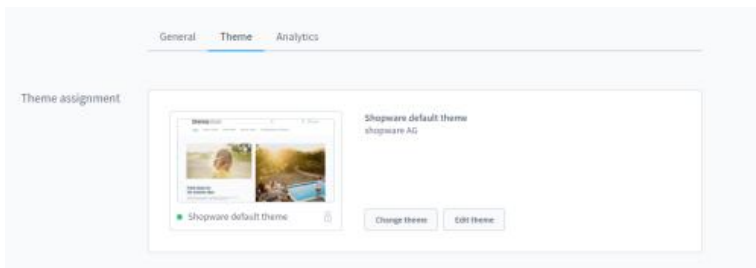
Create duplicate

Only themes, not already inherited from other themes, can be duplicated. In that case, the option is not present in the context menu.

To create a duplicate, select Create Duplicate in the context menu of your desired theme. After you have given your duplicate a name, the configuration of your theme will open. You will notice that the configuration of your theme is inherited from the duplicated theme. This inheritance can be switched off for individual configurations by clicking on the inheritance logo, so that you can make individual changes to your duplicated theme. You can find more information about other possible changes to the template [here](#).

Assign theme to a sales channel

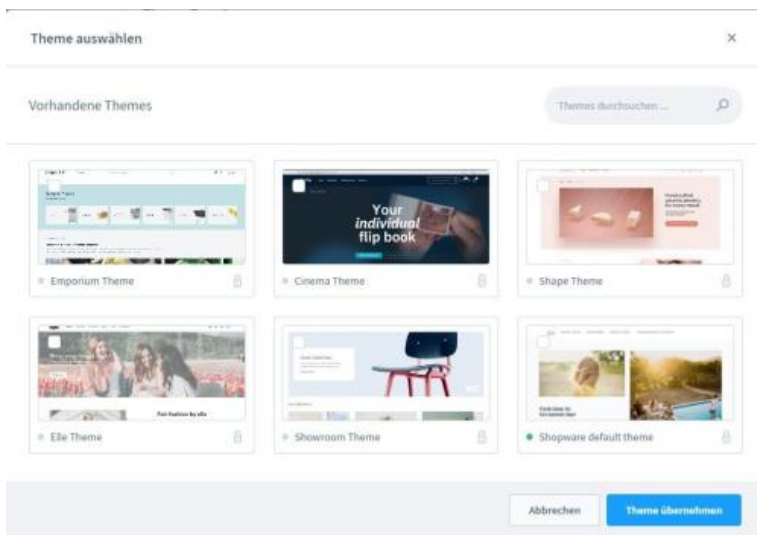
To use a theme for a storefront it is necessary to assign the theme to the corresponding sales channel. To do this, open the Themes tab in the respective sales channel. There you can assign a theme to the sales channel.



First, you will see the theme that is currently assigned to the sales channel. By clicking on the theme thumbnail or Change Theme, you can assign one of the installed themes.

Premium Themes

If you have booked a Shopware Rise, Evolve or Beyond plan you have access to our Premium Themes without any extra cost. With the help of Premium Themes you can change the storefront design of your shop.



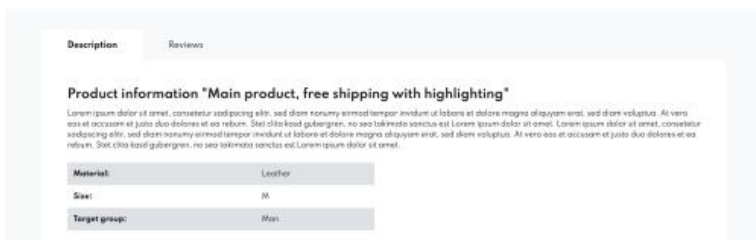
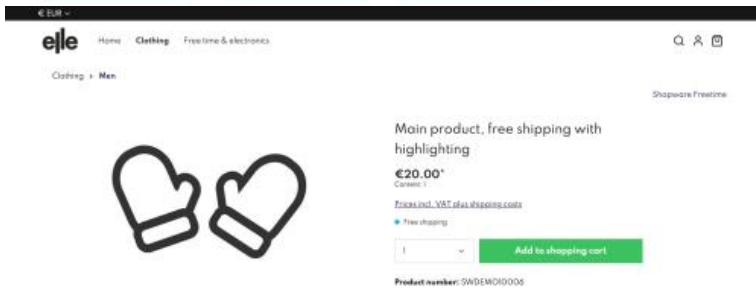
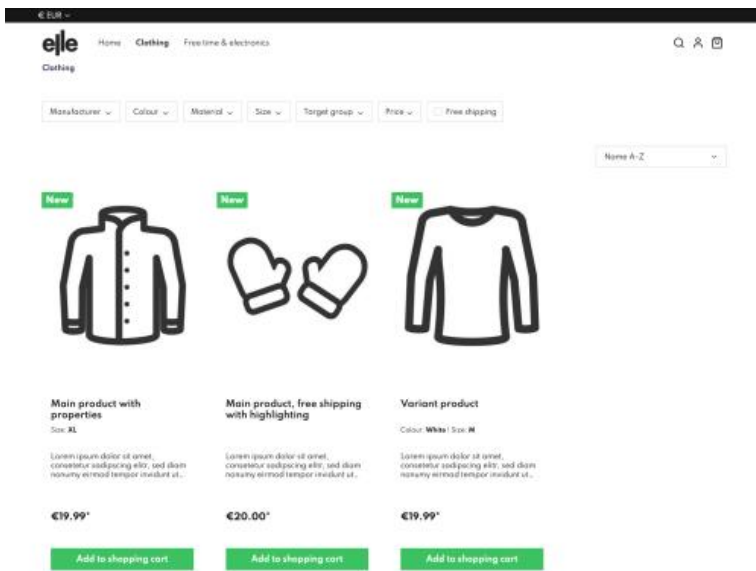
You can find the themes under **Extensions > My extensions > Themes**. The themes only become visible when you enter your license domain under **Settings > System > Shopware Account**. The five Premium themes are easily configurable so that nothing stands in the way of a straightforward change of theme. This means that you can get started with new themes easily and smoothly, even without professional support. Despite how simple the themes are to use, they still have plenty of customization options so that you can customize them according to your own preferences. This means that you can design the theme according to your individual wishes without getting lost in complex settings options. All Premium themes have been optimized for a good user experience and designed to the highest standards. The themes differ in the type of product placement, the color palette, and the arrangement of the elements - so each theme has its own style based on a perfectly harmonized symbiosis.

Premium theme "Elle"

"Elle" is reminiscent of the Standard Shopware theme with its light and fresh look. But the Premium theme "Elle" also stands out from the Standard thanks to the distinctive modern look.

- Focus on the perfect product presentation
- The configurable color palette for header and footer bars
- Incorporate your own shop logo in the footer
- Suitable for both small and large product ranges, as the theme scales well
- A narrow header puts your company story in the foreground
- The optimal balance of white space and contrast provides even more emphasis for your content

Example:

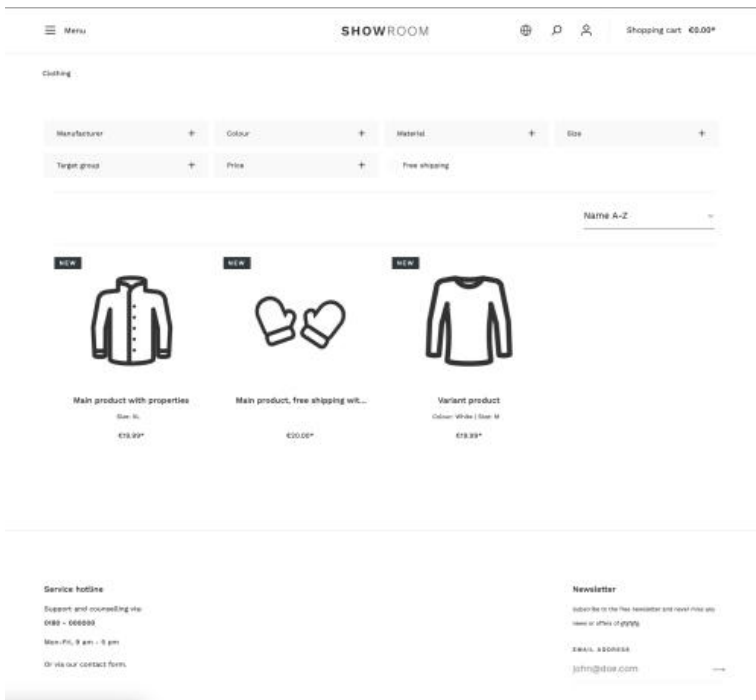


Premium theme "Showroom"

The Premium theme "Showroom" impresses with a minimalist and clear structure and stands out with its stylish and clean design.

- Focus on unique product placement, functions as a showroom for your items
- Configurable color palette for header and footer bars
- Incorporate your own shop logo in the footer
- Suitable for both small and large product ranges, as the theme scales well
- A clean, small menu bar provides space for large-format product photos

Example:



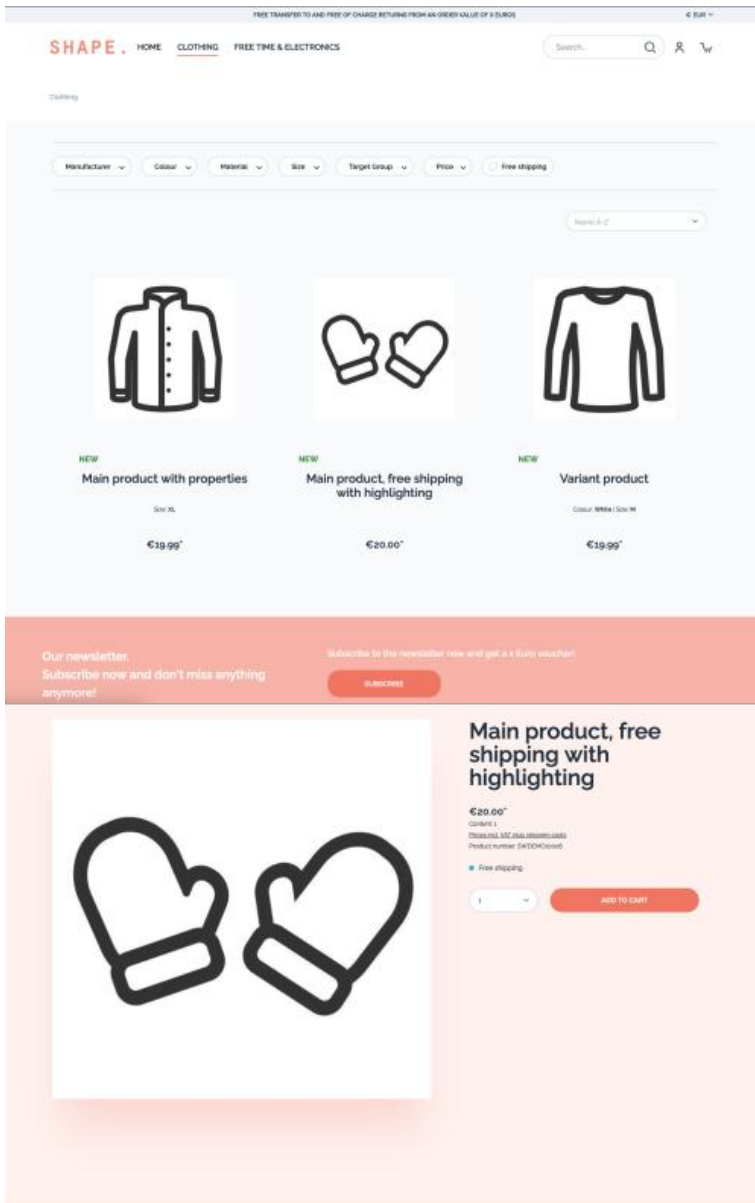
Premium theme "Shape"

The Premium theme "Shape" stands out with its elegant and expressive look. Featuring an open and dynamic design, this theme offers you plenty of space to optimally present your products and content. With "Shape" you can put your brand identity in the foreground and give your brand style and recognition value.

- Focus on images and editorial content; vibrant product experience
- Flat structure, navigation designed for small category trees
- Perfect for small and individual product ranges, as the category depth is limited to three levels
- Coordinated accents and shadows - linked to the main color

- Specially created illustrations for special shop pages, for example, page in maintenance mode, 404 error page, etc.

Example:

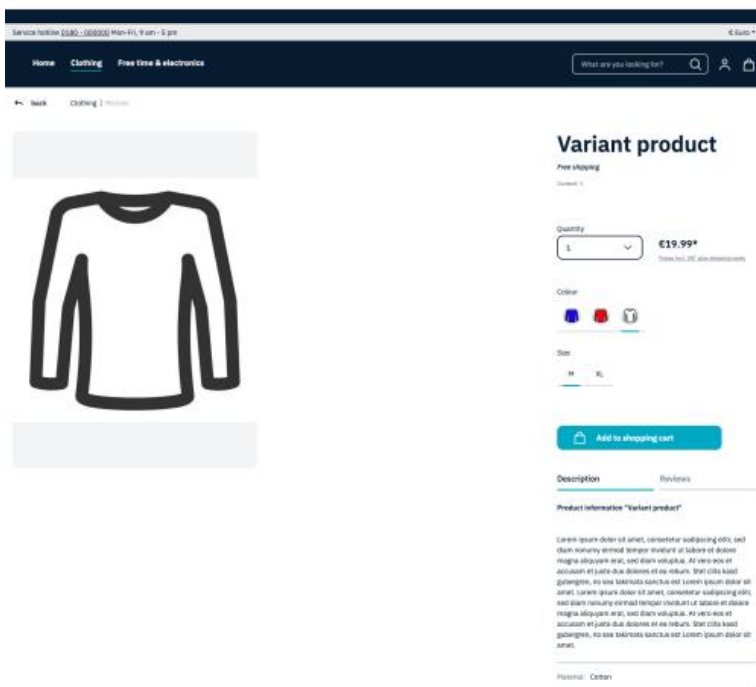
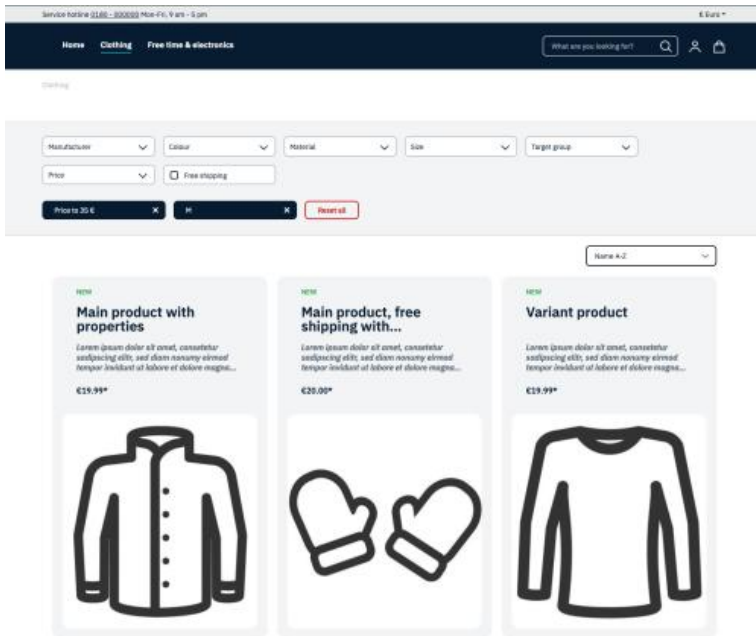


Premium theme "Cinema"

The Premium theme "Cinema" convinces with a modern and high-contrast design. The appealing product detail page offers space for detailed shots and large product photos, which is why the "Cinema" theme is particularly suitable for single product stores.

- Unique layout with a focus on product photos
- The header and footer are linked to the secondary color
- Incorporate your own shop logo in the footer
- Scalable and therefore suitable for smaller as well as more extensive product ranges (support of category depth)
- Reduced display of product boxes in listings (no variants or rating information)
- Configurable and customizable images for empty state pages (404 error page, maintenance, etc.)

Example:

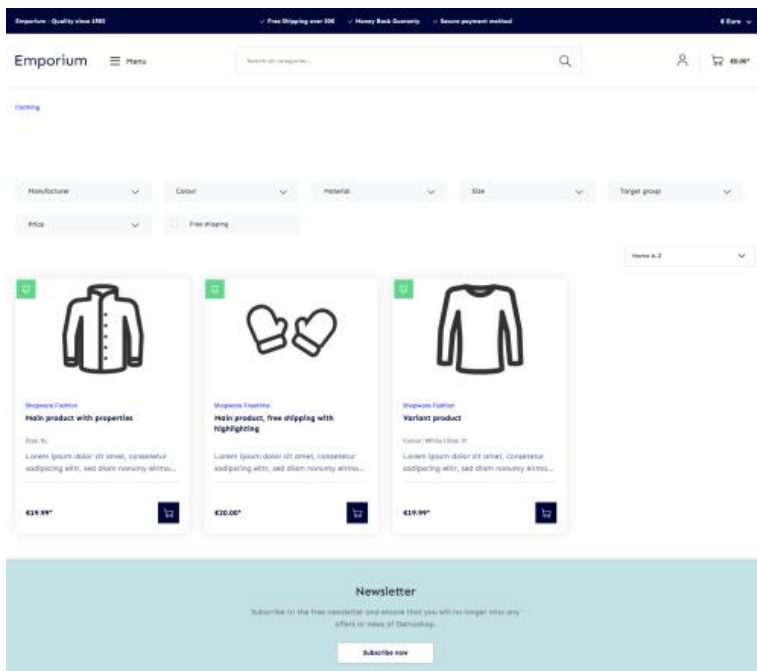


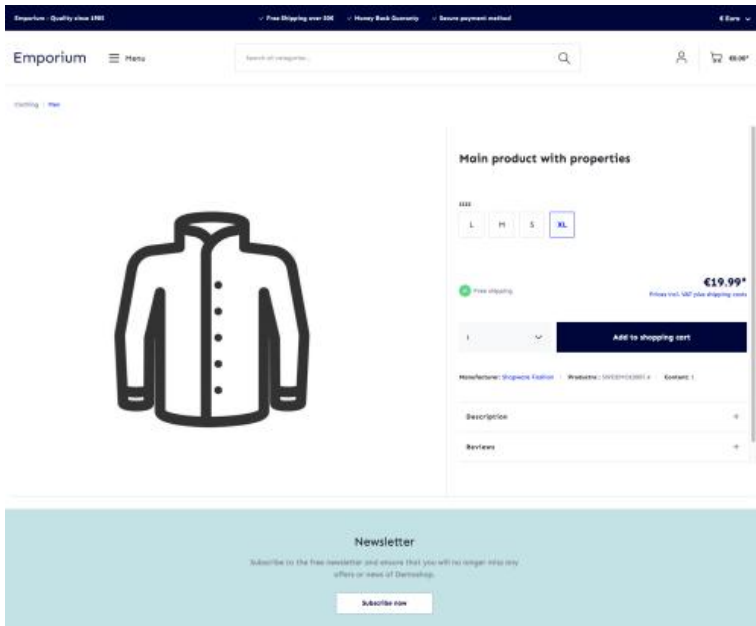
Premium theme "Emporium"

The Premium theme "Emporium" provides you with a modern and sleek wide-screen design, giving you plenty of space to focus on the essentials – your product images. "Less is more", also applies to the customizable product detail page, which appears extra clean and clear due to the collapsible product information. But don't worry – if you're already used to the standardized look of the product detail page, you have the option to keep the style of the Emporium theme while using the default layout, thanks to the Shopping Experience feature of Shopware.

- Modern and sleek design
- Understated layout with a focus on product photos
- Minimalist wide-screen design
- Scalable for small and large product ranges (support for category depth)
- Restructuring of product information on product detail pages
- More compact depiction of product boxes in listings
- Implementation of social media symbols in the footer
- Configurable and customizable, for example, you can choose your own images for empty state pages (404 error pages, maintenance, etc.)

Example:





All five premium themes impress with fantastic new designs that stand out from the Standard and offer you individual configuration options. Because similar to the Standard theme, you can customise the premium themes according to your wishes.

Marketing

In this section you will learn everything about the existing options, which are shown to you in the point **Marketing** of your administration.

Newsletter recipients

You can find the newsletter recipients in the **admin** under **Marketing > Newsletter Recipients**.

Overview



Name	E-Mail	Status	Newsletter	Staff	Media
John Doe	john.doe@company.com	Awaiting activation	12345	John Doe	12345
John Doe	john.doe@company.com	Immediately Active	12345	John Doe	12345

In the overview you will find a **list (1)** of all customers who have registered for the newsletter in their account. Next to each entry you will find a **context menu (2)** where you can remove or edit the entry. Via the **list settings (3)** you can determine which information should be displayed to you here. With the **filter (4)** you can limit the number of displayed entries according to the desired parameters.

Status

- Awaiting activation: The double opt-in function is activated and the customer still has to confirm his registration.
- Immediately Active: This status is displayed when the double opt-in function is disabled and the customer has signed up for the newsletter.
- Active: The customer has confirmed his registration.
- Awaiting deletion: The customer has unsubscribed from the newsletter and deletion from the newsletter recipient is required.

Filter

Filters

Status

Await activation

Direct active

Active

Await deletion

Language

English

Deutsch

Sales channel

Headless

Main shop

Tags

The filter can be used to narrow down the overview by **status**, **language** or **sales channel**.

Edit recipient

yourshop@shopware.com Save

Information

Salutation

Mr.

First name

John

Last name

Doe

Email

yourshop@shopware.com

Street

Downtown 1

Zip code

12345

City

Doecity

Language

English

Sales channel

Main shop

Tags

Type to search tags...

Via the **context menu** in the overview you have the possibility to edit every newsletter recipient, his address, language and e-mail address. The **Tags** entry allows you to store your own keywords, which you can use to find this entry more easily in the overview and search function.

Promotions

The menu item promotions offers you a module with which you can create discount actions for your sales channels. Within this module you can create rules to set up restrictions for the promotions, as well as limit the promotion to a certain time frame.

Overview

The discount module shows you an overview of all your currently running or configured promotions.

Within this mask you can create **new promotions** or view existing promotions.

By clicking on the symbol to the right of an existing promotion, the context menu opens, which offers you the options to **edit** or **remove** the existing promotion.



Create a new discount promotion

To create a new discount action you have to click on the button **Create action** within the mask.

This opens a new mask where you can now set the basic configuration for a new discount promotion.

The advanced configuration regarding rules and discount definition can be defined in the tabs Conditions and Discounts. These are available as soon as the action has been saved for the first time.

General

General settings

Here you will find all the general details of your discount promotion. This is where you can edit and adapt them according to your wishes.

A screenshot of the 'General settings' form for a discount promotion. It includes fields for Name (with a red '1' next to it), Valid from (with a red '2' next to it), Valid until (with a red '2' next to it), Max. total uses (with a red '3' next to it), Max. uses per customer (with a red '3' next to it), and an Active checkbox (with a red '4' next to it).

Name (1): Here you can give your promotion a name / a description.

Valid from / Valid until (2): You can use these fields to define whether your promotion should run for a

limited time and, if so, from when to when.

Max. total uses / Max. uses per customer (3): Define how often the discount promotion can be used in total or per customer.

Active (4): This button can be used to activate and deactivate the promotion. If the promotion is deactivated, it will not be run during the valid period.

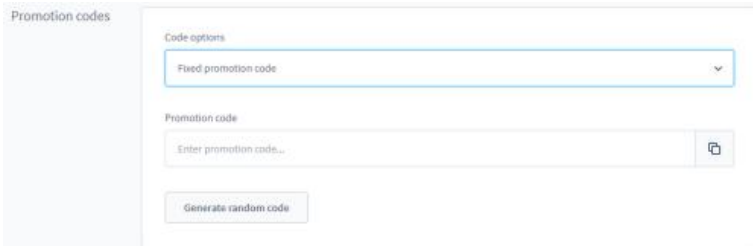
Promotion codes



The screenshot shows a 'Promotion codes' section with a 'Code options' dropdown menu. The selected option is 'No promotion code required'.

Promotion codes: If you do not want the promotion to be applied directly when one of your customers fulfils the corresponding conditions (e.g. add certain products to the shopping cart or reach a certain value of goods), you can also store a promotion code. The promotion will only be applied when the code is redeemed and the conditions are met.

- **No promotional code required:**
No separate entry is required for the promotion to be applied.
- **Fixed promotion code:**
This selection allows you to enter a single code that is the same for all customers. For example, this could be a memorable code such as **EASTER21**. Alternatively, you can use the **generate random code** button to have the system assign a random code.



The screenshot shows the 'Promotion codes' section with 'Code options' set to 'Fixed promotion code'. Below this, there is a 'Promotion code' input field with the placeholder text 'Enter promotion code...' and a copy icon. At the bottom, there is a 'Generate random code' button.

- **Individual promotion codes:**
Here you can use individual codes for each order.

Promotion codes

Code options
Individual promotion codes

Search promotion codes... 1 2
Add codes Generate codes

<input type="checkbox"/>	Code	Redeemed	Customer
<input type="checkbox"/>	SW-ATX1L-TEST	×	---
<input type="checkbox"/>	SW-CBW7D-TEST	×	---
<input type="checkbox"/>	SW-Q2ZZZ-TEST	×	---
<input type="checkbox"/>	SW-09C3T-TEST	×	---
<input type="checkbox"/>	SW-E3G4S-TEST	×	---
<input type="checkbox"/>	SW-K7T3C-TEST	×	---
<input type="checkbox"/>	SW-M1M0C-TEST	×	---
<input type="checkbox"/>	SW-K3Q8J-TEST	×	---
<input type="checkbox"/>	SW-X3D2D-TEST	×	---
<input type="checkbox"/>	SW-Z3Q0Q-TEST	×	---

These individual codes can only be redeemed once and will not be accepted if they are entered again. The list of codes tells you straight away whether a code has already been redeemed and, if so, by which customer. To initially create the first action codes, click on the button **generate codes (2)**. A window will open in which you can configure the codes. If you have already created action codes, you can use the button **add codes (1)** to generate further codes according to the already defined pattern. This can be useful, for example, if a large part of the generated codes has already been used before the planned end of the action is reached.

Generate new promotion codes ×

⚠ Generating new codes will delete all existing codes for this promotion. Deleted codes are invalid and can't be used anymore.

Promotion codes are generated randomly from capital letters and numbers. You may add fixed individual terms as a prefix and/or suffix or use a completely custom pattern and watch how your code pattern turns out in the promotion code preview.

2 Prefix

1 Code length

3 Suffix

4 Use custom pattern

5 Promotion code preview

6 Number of promotion codes

Cancel

In the field **code length (1)** you determine the number of random characters the code should consist of. In addition, you can optionally enter a **prefix (2)** and **suffix (3)**, which will be prefixed or appended to the code. The characters used here are not counted towards the character length of the random code. In our example in the screenshot above, the prefix is *SW-* and the suffix is *-TEST*.

Alternatively, you can use the **use custom pattern (4)** button to define the pattern according to which the codes are to be structured. This can be both fixed letters and numbers as well as random characters stored by the system. To insert a random letter (A-Z), store %s, for a random number (0-9) %d. In our example, the custom pattern looks like this: *SW-%s%d%s%d%s-TEST*.

The **promotion code preview (5)** shows you an example of how the codes will look. Finally, in the field **number of promotion codes (6)** you determine how many codes are to be generated according to the set pattern.

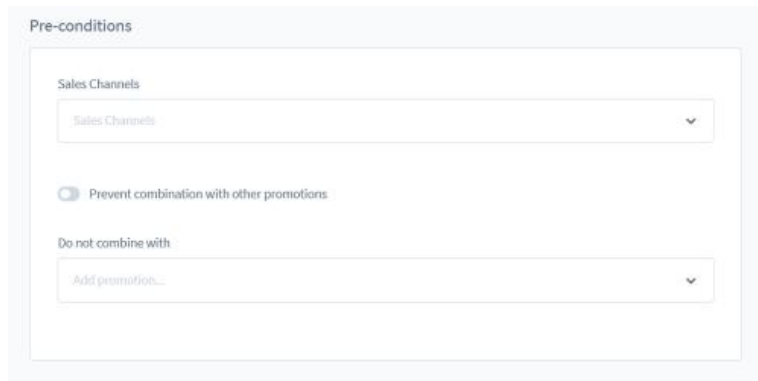
Please note that the subsequent adjustment and regeneration of the promotional codes will result in the previous codes becoming invalid and therefore no longer redeemable.

Conditions

The *Conditions* tab offers you the possibility to specify exactly when the promotion is valid and when it is not. This is done by applying specific rules from your [rule builder](#) to limit your discount promotion based on given conditions.

Conditions

You can specify here the conditions under which the promotions are to be displayed.



The screenshot shows a 'Pre-conditions' configuration panel. It contains three main sections: 1. 'Sales Channels' with a dropdown menu currently showing 'Sales Channels'. 2. A toggle switch labeled 'Prevent combination with other promotions' which is currently turned on. 3. 'Do not combine with' with a dropdown menu currently showing 'Add promotion...'. The entire panel is enclosed in a light blue border.

Sales channels: Specify here for which sales channels the promotion counts.

Prevent combination with other promotions: Activate the slider, if no other promotion can be used in the shopping cart, even if their conditions theoretically apply.

Do not combine with: At this point you can add already existing promotions that should not be combinable with this new discount promotion.

Rule based conditions

Conditions can be defined here using the Rule Builder for your **target group**, the **shopping cart** or also the **entire order**, for which exact conditions the promotion is to be applied.

Rule based conditions

Customer rules
1 Select customer rules...

Shopping cart rules
2 Select shopping cart rules...

3 Promote sets of products

Order rules
4 Select order rules...

Customer rules (1): Using the customer rules allows you to apply Rule Builder rules to determine which of your shop's customers are entitled to benefit from the action you have created. You can also specify multiple rules here.

The drop-down menu customer rules lists all existing Rule Builder rules that refer to customers and gives you the option of creating new rules for them.

Shopping cart rules (2): You can use these rules to set conditions that need to be met for the contents of the shopping cart. These can be conditions such as "Goods with a total value of 100 euros or more are in the shopping cart" or "There are at least 3 products in the shopping cart".

If multiple rules have been selected, only one of them needs to be triggered to apply the promotion. This improves user-friendliness if a promotion is to be applied to several different conditions. If you intend for all included rules to trigger a promotion together, it is necessary to set up the promotion multiple times.

Order rules (4): Here it is possible to define general conditions that must be met by an order so that the discount promotion can be redeemed. A condition could be, for example, the use or exclusion of certain payment or shipping methods.

Promote sets of products (3): A set of products is a powerful tool for creating complex, product-related conditions that relates to several products at once or that require a given combination of products to be in the shopping cart in order to meet the discount conditions. Concrete examples that can be implemented with the help of product sets or set groups can be found below in the section Examples.

If you activate this option, you can add a set group using the **add product set** button.

Promote sets of products

Group 1

Mode: 1 Quantity 2 Value: 2

Sorting: 3 Price, ascending

Product rules: 4

Add product set

A set group is defined by four properties.

Mode (1): Indicates whether the entry in the *Value (2)* field refers to quantities in the shopping cart (*Number*), to the gross price that must be reached by this set group (*Value (Gross)*) or to the net price (*Value (Net)*).

Value (2): Entries made here indicate the number or value of products that must be reached to meet the conditions for this set group.

Sorting (3): Specifies whether products are assigned to the set group in ascending or descending order - depending on their purchase price.

Product rules (4): At this point, further Rule Builder rules can be applied that must be met in order for products to become part of this set group.

To better illustrate how set groups can be used, let's take the following example from the screenshot:

In this example, we use "T-Shirt" as the product rule (which ultimately contains a selection of T-shirts - previously defined in the Rule Builder). As soon as there are three T-shirts (because 3 is defined as a value and number as a mode) in the shopping cart, a set group of these T-shirts is formed. It does not matter whether it is the same T-shirt three times or three different T-shirts.

If there are four matching T-shirts in the shopping cart, the three cheapest T-shirts (sorted by "price ascending") are combined into a set group. The fourth, most expensive T-shirt remains "separated".

If there are six matching T-shirts in the shopping cart, two groups of this set are formed. First the three cheapest and then the three most expensive. For further T-shirts, the same principle would be applied.

Discounts

With the sub item discounts you can define when a discount is offered and what is discounted.

A distinction is made between percentages, i.e. pro rata discounts, and absolute discounts.

You can store these here with a value and determine what they are to be applied to.

It is possible to run multiple discounts at the same time through a discount promotion. To add another discount, simply press the Add Discount button.

Please note that you cannot change the discount settings after the promotion has been used for the first time in an order.

General Conditions Discounts

Add discount

Discount

Apply to: Apply to a specific range of products only.

Type: Value: %

Maximum discount value: € [Open advanced prices view](#)

Apply to (1): Here you can choose on which products the discount should be applied. On the entire shopping cart, on the shipping costs, on the entire product set (i.e. on all existing set groups) or on one of the existing set groups defined in the conditions in the shopping cart section.

Apply to specific range of products only (2): Here you can specify that the discount is only applied to certain products. If you activate this option, the fields Product rules, Apply to and Sort by are also available.

- *Product rules:* In this way, it is possible to break down the discount promotion even further to specific products. To explain the difference to the product rules in the conditions, the following example: If the rule is set in the shopping cart conditions that black T-shirts must be in the shopping cart, then the condition is met as soon as there is a black T-shirt in the shopping cart. However, this does not mean that the discount only applies to this black T-shirt, but could theoretically be applied to the entire shopping cart.

If you were to apply the discount to selected products in the discount settings and apply the product rule for black T-shirts again, then the discount would really only be granted for black T-shirts, even if there are other items in the shopping cart that are still charged normally.

- *Apply to:* In the event that there are several products for which a discount is granted, it can be stored here that, for example, a discount is only granted for every second/third/xth product. The order is determined by the setting Sort by (price ascending or descending).
- *Sort by:* If there are several products on which a discount can be granted, the products to be discounted are sorted by price in ascending or descending order. This setting becomes more important in combination with the settings *apply to* and *maximum application*.

Type (3): Here you specify whether the discount should be an absolute discount, a percentage discount or a fixed price or fixed unit price. If you decide on a fixed price or fixed unit price, the price cannot be higher than the undiscounted/normal total or unit price.

Value (4): This field indicates the actual value of the discount. For example, if you enter 20 here, then depending on the selected type, a basic discount of 20 euros would be granted or a discount of 20% or a fixed (unit) price of 20 euros.

Maximum discount value (5): If a percentage discount is specified as the type, the Maximum discount field is displayed. This allows you to set an upper limit for the discount so that the discounted percentage cannot exceed the amount specified here.

Open advanced prices view (6): Here you can set the value of the discount for each currency individually.

Common examples of discounts

Below we list the most common discount campaigns with a corresponding example.

Time limited "20% off everything except..."

The aim of this promotion is to provide a limited time discount promotion on all items except a specific range of products.

General:

In the *general* sub-tab, we first assign the name of this discount promotion and set it to active. In the fields *valid from* and *valid until* we enter the period of the promotion. Then we save this promotion for the first time.

Conditions:

Since this promotion should apply to "all" products, we only need to specify in the Conditions sub-tab which sales channel the discount promotion should apply to. The exception rule for items that should not benefit from this promotion are set later in the *discounts* tab.

Discounts

In the *Discounts* tab, we apply the discount to the entire shopping cart. The *apply to selected products only* button is set to active.

In the drop-down field *product rules* that is now available, we click on the item *create new rule*.

A new modal opens, which is essentially similar to the view of the Rule Builder.



Here we assign an appropriate name for the rule, set the priority and optionally a description.

As a condition, we select the option *line Item* as an example. The operator is *is none of* and then we add all products here that we want to exclude from the discount promotion. Then we save the new rule. More detailed information on how to use the Rule Builder can be found in the corresponding [documentation](#).

Now we click on the drop-down field Product Rules and this time select the rule we have just created. In this way we have ensured that the discount promotion is applied to all products in the shopping cart except for the products just defined in the rule.

In the Type field we select the *Percentage* option. In the Value field we enter the percentage. If necessary, we can set an upper limit for the discounted amount with the field *maximum discount value*. Finally, we click on Save again to complete the configuration of the discount action.

At this point the question might arise why we have included the exception in the product rules for discounts and not as a condition for shopping cart and/or set groups.

If we had specified the same product rule as a condition for the shopping cart, this would mean that the discount promotion can no longer be triggered as soon as there is even one product in the shopping cart that has been defined as an exception.

If there were also products in the shopping cart that should actually be discounted, these would also no longer be discounted. The exception products would first have to be removed from the shopping cart so that the condition is "true" again and the discount promotion is therefore valid.

Promotions with a minimum order value

In this example, we create a discount promotion that can only be triggered when a certain minimum order value has been reached. In our example, this would be from an amount of 100 euros or more.

General:

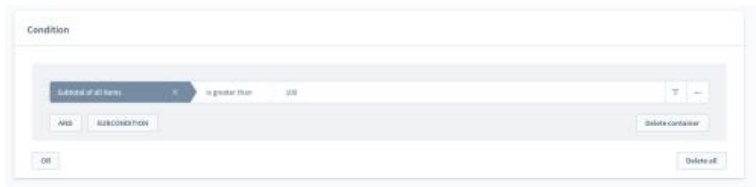
So when we create the promotion, we enter the to use relevant fields like *name* and *promotion period* in the *general* tab again and set them active and save to unlock the *conditions* and *discounts* tabs again.

Conditions:

To create a promotion that should only be valid from a certain minimum order value, it is sufficient to define a shopping cart rule in the *conditions* tab in the *rule based conditions* section.

In the *shopping cart rules* drop-down menu, we select the option *create new rule* to open the rule builder modal.

Here we assign a name for the rule and set the priority.



Depending on your own preference, two types of conditions can now be considered for this promotion - the types *grand total* or *subtotal of all items*.

The former only takes into account the actual value of all products in the shopping cart. Other items such as shipping costs or discounts (e.g. other discount promotions, vouchers) or surcharges (e.g. COD charges) of any kind are not taken into account here. The subtotal of all items type takes into account the actual total amount including all non-product-related items.

Once you have selected the type that suits you best, select the correct operator. In our example, this is the *is greater than* operator.

As an example, we enter 100 as the value. Then we save the settings to create and apply the rule.

Discounts:

Finally, define the discount that suits you in the discounts tab and save the promotion to apply the changes.

3 for 2

The creation of a "3 for 2" action is done with a set group. How this is configured in detail is explained in the following example.

General:

With the exception of the name, the settings in the general section are optional. Therefore, we will not elaborate further. Information on this can be found in this documentation above in the section [creating a new discount promotion > general](#).

Conditions:

First of all, the setting in the area *conditions > rule based conditions* are relevant for the actual configuration.

Activate the button **promote sets of product sets (1)** to activate the extended configuration. Here you can now specify how the set is to be composed. In our example, from the **quantity (2)** of products, store 3 as the **value (3)**. The **sorting (4)** determines how the individual sets, to which the discount is then applied, are formed. To ensure that the cheapest product in the shopping basket is always discounted, select *price, ascending* here. Use the **product rules (5)** to determine which products are to be included in the promotion. In our example, there should be no restrictions.

Discounts:

The following settings are required in the [Discount](#) section:

The discount is to be **apply to set group-1 (1)**. For further configuration, activate the check box **apply to specific range of products only (2)**. The discount is to be **apply to 1.item (3)** and the **sorting is in ascending order (4)**. Optionally, you can specify whether the discount should only be applied to a limited number of products in the shopping

basket. If you select **1x**, for example, your customer will only receive 1 product free, even if they buy a total of 6 products. Without this limitation, your customer will receive the two cheapest products for free in this case (one free product for every 3 products).

As **item picking mode (5)** we use horizontal. In this way, the cheapest products are added for free in multiples of 3 products. The following table illustrates how the discounting behaves in the two modes:

Product	Price	Free with Vertikal	Free with Horizontal
1	10	X	X
2	20		X
3	30		
4	40	X	
5	50		
6	60		

The discount is of the **type (6)** percentage with the **value (7)** 100.

Optionally, you can set a maximum discount value.

After you have saved and activated the action, your customers can benefit from the discount.

Apply discounts in the Storefront

Depending on the discount configuration, it may first be necessary to activate the discount by entering a code.

This is possible in the OffCanvas shopping basket and in the normal shopping basket view by entering the code in the field **Enter voucher code (1)**, then confirming the entry by clicking on the **tick button (2)**.

OffCanvas shopping cart

[< Continue shopping](#)

Shopping cart

1 item



1x Main product



1

€495.95*

Subtotal €495.95

Shipping costs (Default) + €3.95

Prices incl. VAT plus shipping costs

1 2

Proceed to checkout

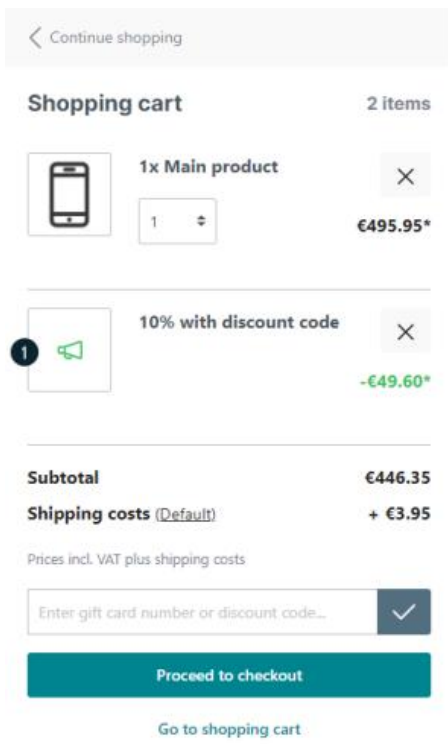
[Go to shopping cart](#)

Shopping cart



After successful entry the **discount (1)** is listed in the article overview.

OffCanvas shopping cart



Shopping cart



You can find more examples of discounts and promotions in our [tutorial](#).

Display of voucher codes already redeemed

Action codes that have already been used can be displayed in different ways. This can be interesting, for example, if you want to know on which order a general or individual code has already been used.

Individual promotions codes

To see who has already used the individual code of your promotion, you only have to open the actual promotion below **Marketing > Promotions**.

Summer-Sale (5 %) English Cancel Save

Max. total uses: Unlimited

Max. uses per customer: Unlimited

Active

Promotion codes

Code options: Individual promotion codes

Search promotion codes... Add codes Generate new codes

<input type="checkbox"/>	Code	Redeemed	Customer	
<input type="checkbox"/>	AGQWS	✓	Shopware Shopware	...
<input type="checkbox"/>	DBVTT	✗		...
<input type="checkbox"/>	#HFGP	✗		...
<input type="checkbox"/>	LZGGQ	✗		...
<input type="checkbox"/>	NLXGX	✗		...
<input type="checkbox"/>	DCDNM	✗		...
<input type="checkbox"/>	QVGSB	✗		...
<input type="checkbox"/>	PABPO	✗		...
<input type="checkbox"/>	BJGZV	✗		...
<input type="checkbox"/>	TWKEA	✗		...

Underneath **Redeemed** you can now see which of your codes has already been successfully used in an order.

Now you probably want to take a look at the corresponding order. To do this, simply note or copy the voucher code and go to the **order overview**.

Using the filter function in the right-hand area, you can now filter for orders with this code via the item **promotion code** and have only this order displayed.

The screenshot shows the 'Order overview' page with a sidebar on the right containing various filter options. The 'Promotion code' filter is highlighted, indicating it is active. The main area shows a list of orders, though the details are not clearly visible.

Fixed promotion code

If you have a fixed promotion code, you can copy this code and go directly to the order overview. Again, you can use the filter function to search for orders with this code.

In contrast to the individual promotion code, you will now find more than one order here, depending on the configuration of your promotion.

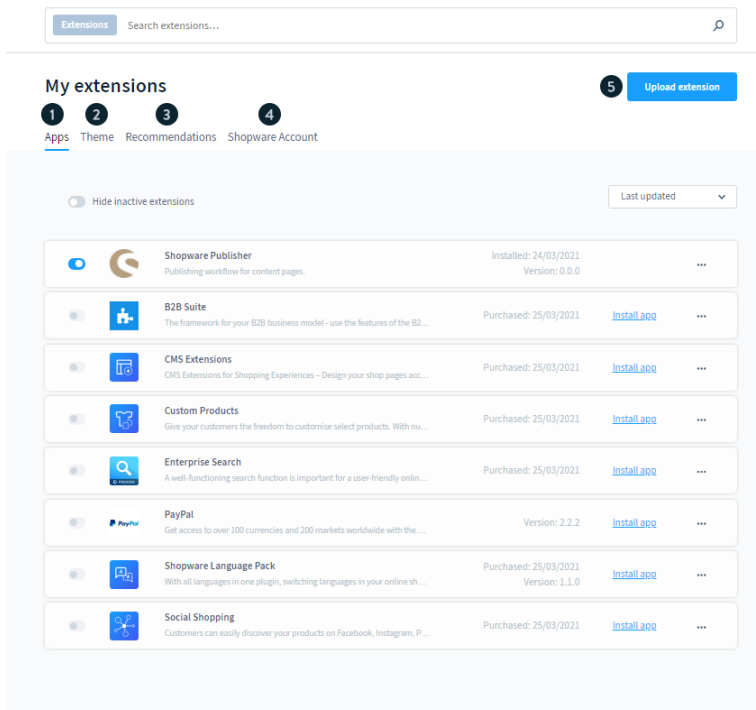
Extensions

In this section you will find all articles related to the extensions section in Shopware Admin.

My extensions

Please note that this article is only for users of a self-hosted shop. It is not relevant for users of a Shopware 6 SaaS environment.

Shopware 6 offers you the option of extending the range of functions. To do this, go to **Extensions > My Extensions** and manage the extensions that are already available for your shop. You can purchase new extensions in the store.



The area of my extensions is divided into several subsections.

Apps (1): Shows you an overview of the apps available in the shop and in your account.

Theme (2): Shows you an overview of the themes available in the shop and in your account.

Recommendations (3): Here you will receive recommendations for extensions, divided into regions and categories.

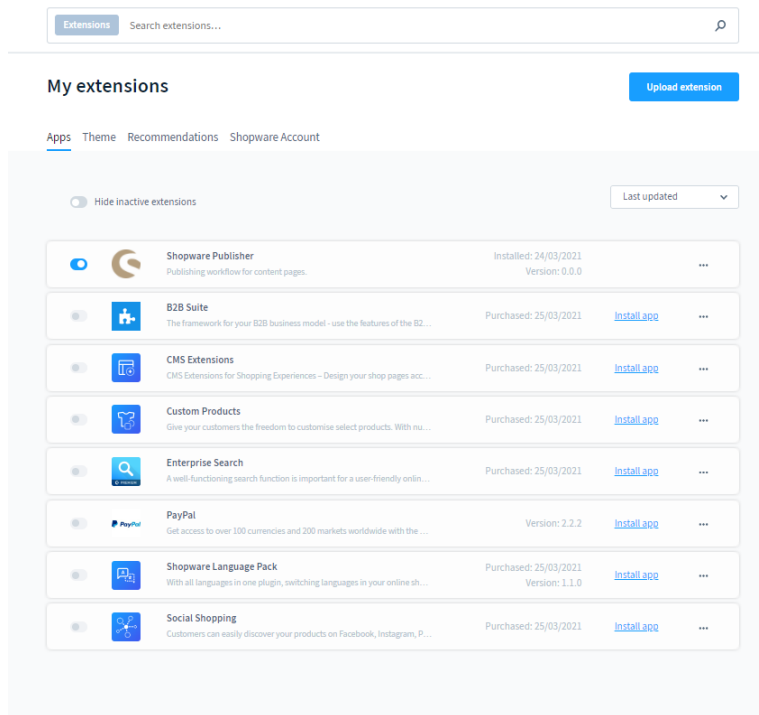
Shopware Account (4): Here you can link your shop with your Shopware account.

Upload extension (5): If you have an extension as a zip file, you can upload it here.

Detailed information on the respective section can be found further down in this documentation.

Apps

The apps section offers you an overview of all apps added to your shop.



The app overview is divided into several columns

Overview of apps (1): Here you can see an overview of all apps and the most important information about each app.

Hide inactive extensions (2): Use this button to hide all apps that are currently not activated, in order to obtain a better overview of the active apps.

Sorting (3): Here you can specify the criterion according to which the overview should be sorted.

Active button (4): With this button, you can activate or deactivate installed apps. In contrast to uninstalling, deactivating has the advantage that settings you have made in the app are not lost.

Install app (5): If you upload an app or have bought one in your Shopware account, it is not yet installed in your shop. You can install the app using this button. Please note that the app is initially deactivated after installation. If you want to use it straight away, it is necessary to activate it right away.

"..." button (6): Here you can call up the context menu for the respective apps. Different functions are then available in the menu, depending on the status of the app.

Uninstall: Uninstalls the app but does not remove it completely from the system so that it remains in the overview. This option is available if the app is installed.

Remove: Removes the app from the system. This option is available if the app is not yet installed or has been uninstalled.

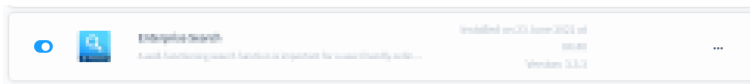
Configuration: Opens the configuration menu. This option is available for apps that use their own configuration menu (e.g. the PayPal app).

Upload extension (7): Here you can manually add an extension to the shop. You can download the zip file required for this in the extension management of your Shopware account, for example.

Notes on the active status

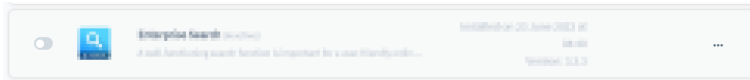
The **active** slider has three states, which are differently displayed.

Active



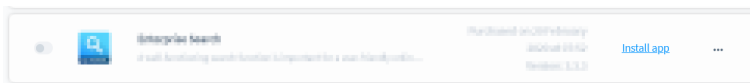
A white button upon a light blue background indicates that the app is active.

Inactive



If a white button is displayed upon a gray background, the app is not active.

Uninstalled

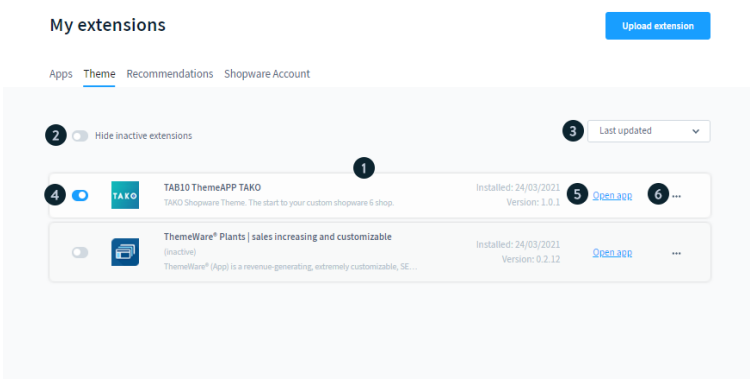


An uninstalled app is indicated by a dark gray button on a light gray background. In addition, *Install app* is now displayed on the right-hand side.

The license for the extension is therefore still available, and the app can be reinstalled at any time.

Theme

The Themes section offers you an overview of all themes added to your shop.



The overview is divided into several columns

Overview of themes (1): Here you can see an overview of all themes and the most important information about each theme.

Hide inactive extensions (2): Use this button to hide all themes that are currently not activated, in order to obtain a better overview of the active themes.

Sorting (3): Here you can specify the criterion according to which the overview should be sorted.

Active button (4): With this button, you can activate or deactivate installed themes. In contrast to uninstalling, deactivating has the advantage that settings you have made in the theme are not lost. Themes that are active here are not automatically assigned to a sales channel. The assignment only takes place in the sales channel.

Open app (5): This link takes you directly to the configuration page of the theme. "..."

button (6): Here you can call up the context menu for the respective theme. You can uninstall installed themes here. You can completely remove already uninstalled themes from the administration here.

Recommendations

The Recommendations section provides you with extension recommendations for certain areas of your shop.

My extensions Upload extension

Apps Theme Recommendations Shopware Account

Our recommendations

Here is a selection of useful extensions for your shop. Select a region that is relevant for you, first. Then you can browse through different categories.

Available in region

Germany / Austria / Switzerland **United Kingdom / Ireland** Belgium / Netherlands / Luxembourg Other countries

Category

Payment Shipping & Fulfillment Tools

Top Recommendations

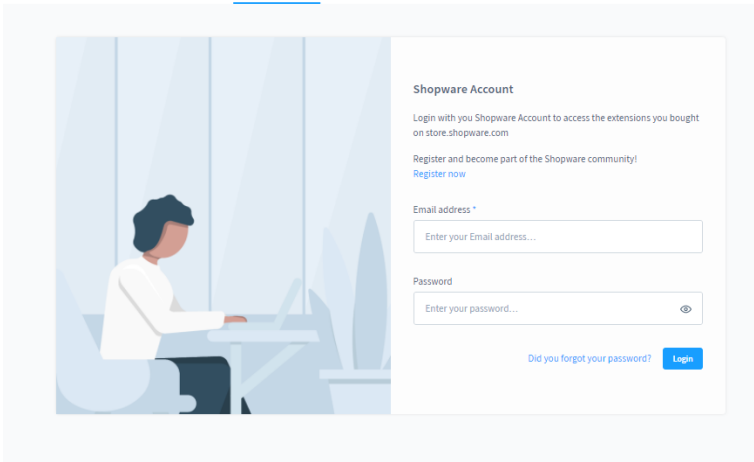
Klarna. Klarna Payments for Shopware 6
Klarna
Klarna you get more ways to pay - more chances to sell. Invoice, Installments, Direct Debit, Direct Bank Transfer and Credit Card - ...
Install

S Stripe
Stripe
Accept credit cards, Apple Pay, Sofort, Giropay, SEPA Direct Debit, Bancontact and iDEAL with only one contractual partner Stripe, that ...
Install

First, you select the **region** and **category** for which you would like to receive recommendations. These are then displayed below the categories. Click on the **Install** button to add the app directly to the app overview and install it.

Shopware Account

Here, you can connect to your Shopware account to get access to your **purchases**.



In order for the login to work without problems, it is necessary that you have registered and verified your domain, information on how to do this can be found [here](#).

Installing extensions

If the desired extension is not yet listed under *apps* or *themes*, it is first required that you add it. This is possible in two ways.

- On the one hand, you can connect to your [Shopware account](#) under *Account*. After you have logged in, all the extensions that have already been obtained for the shop's domain are available to you under *apps* and *themes*. There you can install the desired extension.
- Alternatively, you can [upload the extensions manually](#). You can download the necessary zip file in your Shopware account in the Merchant area. You can find more information about the Shopware account [here](#).

Now that the extension is available under *apps* or *themes*, you can install it. To do this, open the context menu by clicking on the "..." button. Click on Install in the menu. You can then activate the extension using the button in the Status column.

Configure extensions

Some active extensions have their own menu item under **Settings > Extensions**, which you can use to open the configuration of the extension. Information on the function and configuration of the individual extensions can be found in the respective extension documentation.

Update extensions

Hide inactive extensions		Last updated
<input type="checkbox"/>	PayPal (inactive) Get access to over 100 currencies and 200 markets worldwide with the ...	Installed on 19 July 2021, 10:18 Version: 4.1.1
<input type="checkbox"/>	Amazon Pay (inactive) Use the Amazon Pay Plugin for Shopware 6 to activate Amazon Pay on y...	Installed on 4 August 2021, 05:53 Version: 4.0.3 Update 1
<input checked="" type="checkbox"/>	B2B-Suite for Shopware	Installed on 10 January 2022, 08:45 Version: 4.5.1
<input checked="" type="checkbox"/>	Shopware 6 Demo data Demo data plugin for Shopware 6. Do not use in production environme...	Installed on 19 July 2021, 10:17 Version: 1.0.8
<input checked="" type="checkbox"/>	Shopware Markets Your seamless connection to eBay and Amazon - directly from the Shop...	Installed on 19 July 2021, 10:18 Version: 1.3.5 Update
<input checked="" type="checkbox"/>	Shopware Store Explore and buy extensions easily, right from within your own Shopwar...	Installed on 4 December 2021, 11:33 Version: 1.4.0

If updates are available for extensions/apps, this will be displayed in the corresponding line of the extension/app in the app overview, next to the current version of the extension/app. The update will be triggered by clicking on **Update (1)**. It will be checked whether you are authorized to update and the update will then be carried on or rejected with a corresponding message.

Uninstall extensions

Extensions can naturally also be removed. If you want to uninstall an extension, navigate to the menu **Extensions > My extensions**, click the **"..."** button on the respective extension and choose **Uninstall**. In the following menu, you often see a push button labelled **"Remove all app data permanently"**, which provides a way to remove all data regarding the extension, such as settings.

You can find out how to remove defective extensions [here](#).

Warning: The option Die Option **Remove all app data permanently** is irreversible.

Image keyword assistant

The Image keyword assistant is an AI feature and part of the [Shopware Commercial](#) extension. The assistant is available to all customers with a [commercial plan](#).

Configuration

- **Use image keyword assistant** activates the feature.
- Below this, the language for the keywords can be configured.
- If you want to add the keywords to the alt text, you can do this by selecting the next checkbox **Add keywords to image alt text**.
-

In the last step **Alt text data handling** you can configure how the generated data should be used. The following options are available.

- Overwrite the existing keywords
- Append the existing keywords
- Prepend the existing keywords
- Do not adjust existing keywords

Image keyword assistant

Save

You can now use the image keyword assistant that uses artificial intelligence to analyze and add relevant tags to your uploaded images. The assistant enables you to use natural search terms to find images easier.

Image keyword assistant

Use image keyword assistant

Keywords language

Deutsch

Add keywords to image alt text

Alt text data handling

Append to the existing data



The image keyword assistant will process uploaded images in the background and may take some time to finish.

Settings

The menu item Settings offers you an overview of the numerous configuration options for your sales channels.

Here you see a preselection of the individual configuration groups including icons.

Sales channel

The sales channels represent the interface from your administration to the storefront. You can create your own sales channel for each channel you want to use to sell your products.

In addition to an online shop, it is also possible to connect a merchandise management system, which is directly linked to your local shop.

All information about the sales channels can be found [here](#).

Social Shopping - Instagram, Pinterest & Facebook

Installation

Social Shopping is an extension that is part of the Shopware Rise plan.

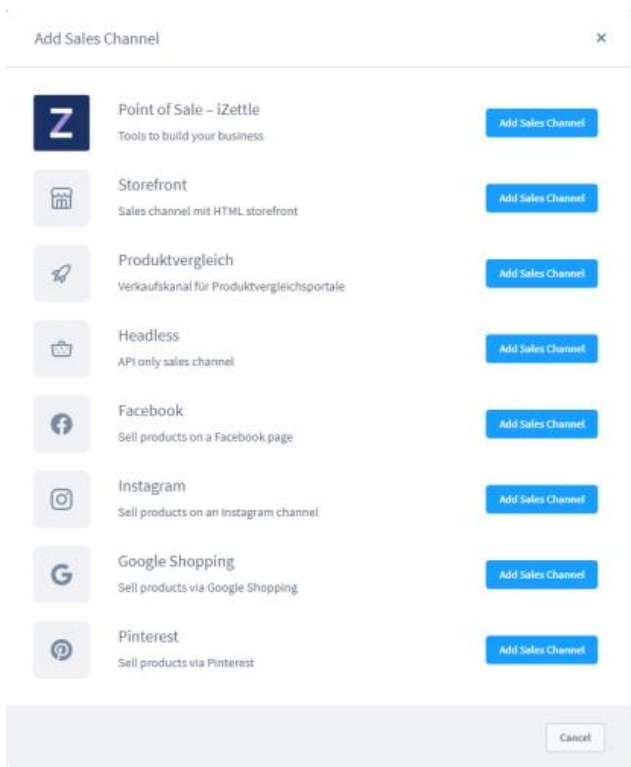
If at least the Shopware Rise plan is stored for the store domain in the Shopware account, you can download and install it under **Extensions > My Extensions**.

The prerequisite is that you are logged in with your account in the Shopware Account tab.

After the extension has been installed, you can activate it via the button on the left side.

General Information

The extension provides additional sales channels that allow easy integration into the well-known social media services. In most cases this is done through an export feed, which is integrated into the respective platform



If you want to disable Social Shopping, it is necessary to delete the sales channels created with Social Shopping beforehand.

In the customer and order areas of the administration, the column "Referral" is added to the entries for customers and orders. This tells you where the customers or orders come from if they were placed via a social shopping sales channel. For this, however, the referral code must be included in the individual templates. Information on this can be found in the various template areas.

Facebook

The "Facebook" sales channel provides the data required for export to Facebook in an XML feed.

Configuration

Language selection (1): Here you define for which language you want to setup the configuration. It is not necessary to maintain the settings in each language, because these settings are always inherited from the main language, if no own settings are made in a language. However, it may be useful to select the respective storefront sales channel domain for each language, for example, to direct customers to the appropriate language.

In the tab General (2) you can configure the export feed generated later. The tabs **Statistics (3)**, **Unpublished Products (4)**, **Integration (5)** and **Template (6)** will only be displayed after the basic configuration has been completed and the settings have been saved.

Facebook 1 Deutsch Save

2 General
 3 Statistics
 4 Unpublished products
 5 Integration
 6 Template

General settings

Name* 7 Facebook 8 Active

Mark Sales Channel as favourite

Storefront* 9

Storefront domain* 10

Storefront currency* 11

Dynamic product group* 12

General

- **Name (7):** Enter a name for the sales channel here. This is used, for example, in the sales channel overview in the menu on the left side.
- **Active (8):** Activate the generation of the feed. If the feed is not active, no further generation takes place and it cannot be accessed through the URL.
- **Storefront sales channel (9):** Select here which storefront should be used for the integration. This storefront will be used to display or purchase the articles through Facebook.
- **Storefront sales channel domain (10):** Based on the selected storefront sales channel you can choose the domain to be used. This is especially important if the storefront is accessible through different domains or if different languages are used.
- **Currency (11):** Here you define the currency in which the products should be displayed. You can choose from the currencies that are available in the assigned storefront sales channel.
- **Dynamic product group (12):** By assigning a dynamic product group, you define which products should be exported to the feed for Facebook. To learn how to create a dynamic product group, please refer to the appropriate [documentation](#).

Additional settings

- **Import variants as own products (1):** With this setting you can determine whether each variant of variant products is transferred to Facebook as an independent product. Alternatively, a collective product is used, in which the general product information is listed. However, information on the individual variants is not included.
- **Generation interval (2):** Use this setting to define how often the feed should be regenerated for export. If you select "Live", the feed is generated each time it is called up. For production systems, we recommend that you do this using the scheduler. More information about the scheduler you can find [here](#).
- **Generate by Scheduler (3):** This option allows you to have the feed generated via the Message Queue System with a scheduled task. Please note that the feed will only be generated when the generation interval has expired. To learn how to set up Scheduled Tasks, see the [Scheduled Tasks article](#).
- **Default Google Product Category ID (4):** The Google Product Category ID determines the category in which the products will be included on Facebook. Please note that only purely numeric values can be used here. You can find more information on this on the [Google help page](#), which is also linked in the admin section at the appropriate place.
- **Time of last generation (5):** Here you can see when the export feed was last generated. This also allows you to see if the generation by the scheduler is executed correctly.

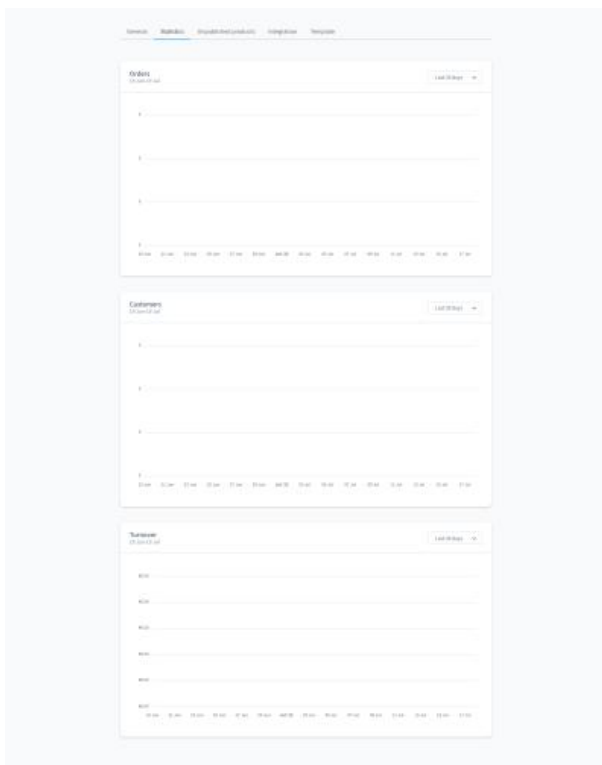
Options

Please note that the item **options** only becomes available after the sales channel has been created (saved initially).

- **Delete sales channel (1):** Here you can delete the sales channel within Shopware. It may be necessary to make additional adjustments to Facebook.

Statistics

With the statistics, you can view various key figures of your orders via Facebook. These are divided into orders, customers and turnover. Each statistic can be limited to different time periods, such as the last 24 hours or the last 30 days, via an option in the upper right corner.



Without the respective variable for the referral code in the template, the statistics cannot be calculated. You can find more information on this in the [template](#) section.

Unpublished products

Please note that the **unpublished products** tab is only available after you have set up and saved the general configuration.

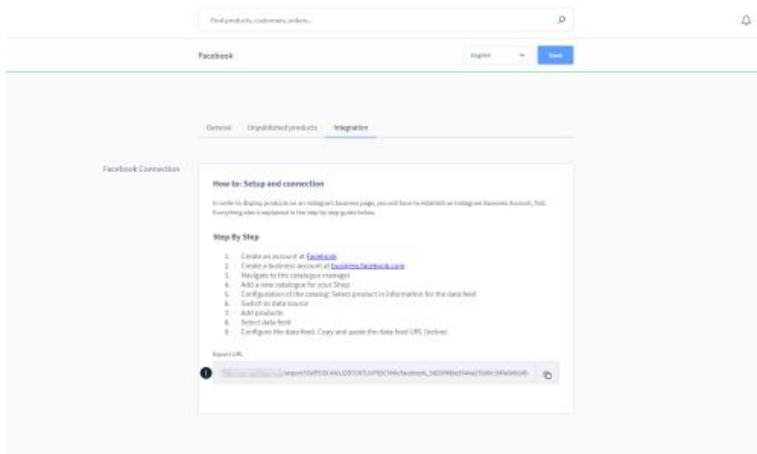


- **Validate products (1):** You can validate products at this point.
- **Result of the validation (2):** After the validation has been carried out, you can see here whether the products are transferred complete. If the validation should determine that products are not valid, the corresponding products are listed here. In this case you should then check whether any data is missing or whether the existing data is invalid (e.g. due to characters that cannot be displayed correctly).

Integration

Shopware itself provides you with the data required for integration into Facebook in an export feed. The integration with Facebook is done directly in your Facebook settings.

Please note that the **Integration** tab is only available after you have set up and saved the general configuration.



Export-URL (1): The generated feed can be accessed under the export URL and can be queried from Facebook.

You can find more information in the Facebook documentation.

General information about the shop on Facebook

<https://de-de.facebook.com/business/help/238403573454149?id=206236483305742>

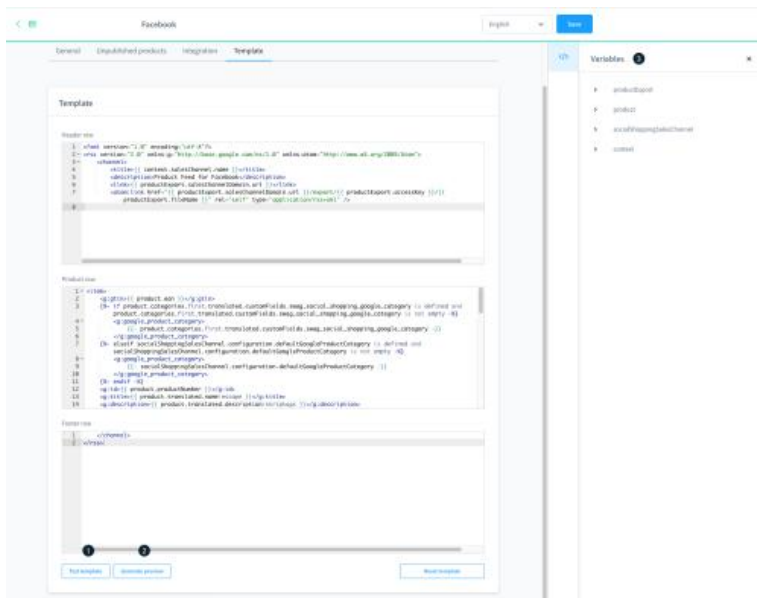
Information on catalog management

<https://www.facebook.com/business/help/125074381480892?id=725943027795860>

and

<https://www.facebook.com/business/learn/lessons/manage-inventory-with-catalogs>

Template



The template determines the structure of the product export file. The template is divided into a header line, a product line and a footer line.

If you use a template in the General tab, usually no adjustments are necessary here. The correct document templates for the respective comparison portals are already included in the templates.

The **Test template (1)** button checks whether there are any syntax errors in the template. With **Generate preview (2)** you can directly view the content of the created export file.

More information about the templates you can find [here](#).

Under **Variables (3)** you can see which data you can use for the template.



With a click on the arrow, you can see a dropdown with all available variables. There you can copy the variable you want to the clipboard by clicking on the copy symbol again.

Referral-Code

In order for the statistics to be calculated, the Facebook sales channel template must contain the following variable:

```
{{ socialShoppingSalesChannel.salesChannelId }}
```

This variable is automatically added to the standard template for new social shopping installations or updates. However, if you have previously adapted the template yourself, you must manually add this variable once and thereby extend the variable to the SEO URL, so that the following line is then created:

```
<g:link>{{ seoUrl('frontend.detail.page', {'productId': product.id}) }}?referralCode={{ social
```

Instagram

The Instagram sales channel provides an XML feed that contains all information relevant to Instagram.

Configuration

Language selection (1): Here you select for which language you want to hear the configuration. It is not necessary to maintain the settings in each language, because these settings are always inherited from the main language, if no own settings are made in a language. However, it may be useful to select the respective storefront sales channel domain for each language, for example, to direct customers to the appropriate language.

In the tab **General (2)** you configure the export feed generated later. The tabs **Statistics (3)**, **Unpublished products (4)**, **Integration (5)** and **Template (6)** will only be displayed after the basic configuration has been made and the settings have been saved.

The screenshot shows the configuration interface for the Instagram sales channel. At the top, there is a language selector set to 'Deutsch' (1) and a 'Save' button. Below this is a navigation bar with tabs: 'General' (2), 'Statistics' (3), 'Unpublished products' (4), 'Integration' (5), and 'Template' (6). The 'General settings' section is active and contains the following fields:

- Name *** (7): A text input field containing 'Instagram'.
- Active** (8): A toggle switch currently turned on.
- Mark Sales Channel as favourite:** An unchecked checkbox.
- Storefront *** (9): A dropdown menu.
- Storefront domain *** (10): A dropdown menu.
- Storefront currency *** (11): A dropdown menu.
- Dynamic product group *** (12): A dropdown menu.

General

- **Name (7):** Enter a name for the sales channel here. This is used, for example, in the sales channel overview in the menu on the left side.
- **Active (8):** Activate the generation of the feed. If the feed is not active, no further generation takes place and it cannot be accessed through the URL.
- **Storefront sales channel (9):** Select here which storefront should be used for the integration. This storefront will be used to display or purchase the articles through Instagram
- **Storefront sales channel domain (10):** Based on the selected storefront sales channel you can choose the domain to be used. This is especially important if the storefront is accessible through

different domains or if different languages are used.

- **Currency (11):** Here you define the currency in which the products should be displayed. You can choose from the currencies that are available in the assigned storefront sales channel.
- **Dynamic product group (12):** By assigning a dynamic product group, you define which products should be exported to the feed for Instagram. To learn how to create a dynamic product group, please refer to the appropriate [documentation](#).

Additional settings

Additional settings

- 1 Import variants as dedicated products
- 2 Interval: 1 day
- 3 Generate via scheduler
- 4 Default Google product category id*: 178
- 5 Last generated at: 27/02/20, 10:04

[Support page for google product categories ->](#)

- **Import variants as own products (1):** With this setting you can determine whether each variant of variant products is transferred to Instagram as an independent product. Alternatively, a collective product is used, in which the general product information is listed. However, information on the individual variants is not included.
- **Generation interval (2):** Use this setting to define how often the feed should be regenerated for export. If you select "Live", the feed is generated each time it is called up. For production systems, we recommend that you do this using the scheduler. More information about the scheduler you can find [here](#).
- **Generate by Scheduler (3):** This option allows you to generate the feed by cronjob at a certain time. Please note that the feed is only generated when the generation interval has expired.
- **Default Google Product Category ID (4):** The Google Product Category ID determines the category in which the products will be included on Instagram. Please note that only purely numeric values can be used here. You can find more information on this on the [Google help page](#), which is also linked in the admin section at the appropriate place.
- **Time of last generation (5):** Here you can see when the export feed was last generated. This also allows you to see if the generation by the scheduler is executed correctly.

Options

Please note that the item **options** only becomes available after the sales channel has been created (saved initially).

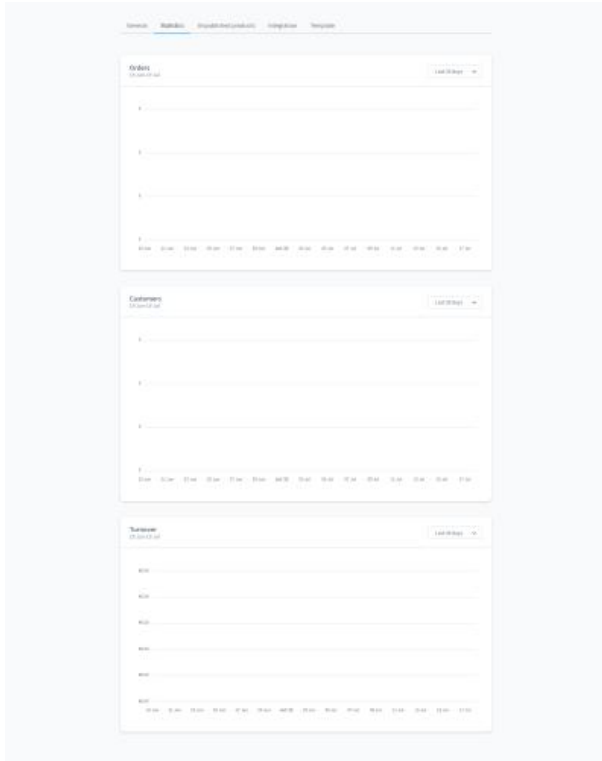
Options

Delete Sales Channel

- **Delete sales channel (1):** Here you can delete the sales channel within Shopware. It may be necessary to make additional adjustments to Facebook.

Statistics

With the statistics, you can view various key figures of your orders via Instagram. These are divided into orders, customers and turnover. Each statistic can be limited to different time periods, such as the last 24 hours or the last 30 days, via an option in the upper right corner.



Without the respective variable for the referral code in the template, the statistics cannot be calculated. You can find more information on this in the [template](#) section.

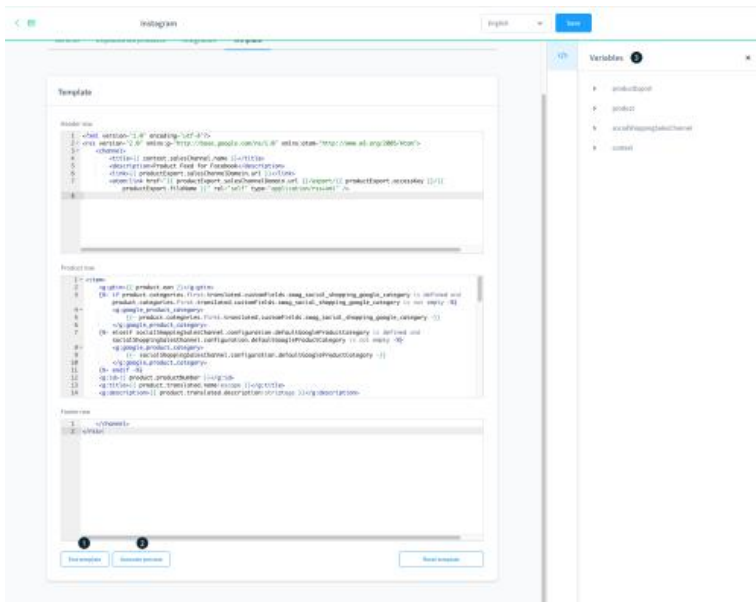
Unpublished products

Please note that the **unpublished products** tab is only available after you have set up and saved the general configuration.



- **Validate products (1):** You can validate products at this point.

-



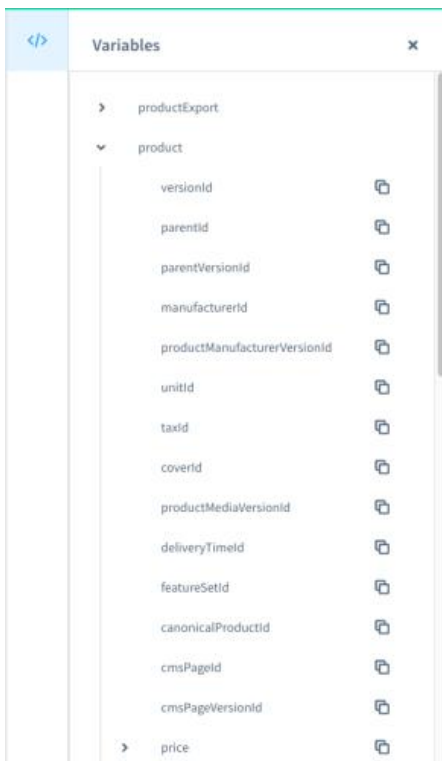
The template determines the structure of the product export file. The template is divided into a header line, a product line and a footer line.

If you use a template in the General tab, usually no adjustments are necessary here. The correct document templates for the respective comparison portals are already included in the templates.

The **Test template (1)** button checks whether there are any syntax errors in the template. With **Generate preview (2)** you can directly view the content of the created export file.

More information about the templates you can find [here](#).

Under **Variables (3)** you can see which data you can use for the template.



With a click on the arrow, you can see a dropdown with all available variables. There you can copy the variable you want to the clipboard by clicking on the copy symbol again.

Referral-Code

In order for the statistics to be calculated, the Instagram sales channel template must contain the following variable:

```
{{ socialShoppingSalesChannel.salesChannelId }}
```

This variable is automatically added to the standard template for new social shopping installations or updates. However, if you have previously adapted the template yourself, you must manually add this variable once and thereby extend the variable to the SEO URL, so that the following line is then created:

```
<g:link>{{ seoUrl('frontend.detail.page', {'productId': product.id}) }}?referralCode={{ social
```

Google Shopping

In order for the domain of the Google Shopping sales channel to be verified, an HTML tag must be stored. This file must be located in the public directory of the Shopware installation and be accessible on the web. Instructions on how to create the HTML tag file and everything else can be found in the [Google Merchant Center](#).

The "Google Shopping" sales channel provides all information relevant to Google Shopping in an XML feed.

Configuration

Language selection (1): Here you select for which language you want to hear the configuration. It is not necessary to maintain the settings in each language, because these settings are always inherited from the main language, if no own settings are made in a language. However, it may be useful to select the respective storefront sales channel domain for each language, for example, to direct customers to the appropriate language.

In the tab **General (2)** you configure the export feed generated later. The tabs **Statistics (3)**, **Unpublished products (4)**, **Integration (5)** and **Template (6)** will only be displayed after the basic configuration has been made and the settings have been saved.

Google Shopping 1 Deutsch

2 General 3 Statistics 4 Unpublished products 5 Integration 6 Template

General settings

Name* Active 8

Mark Sales Channel as favourite

Storefront*

Storefront domain*

Storefront currency*

Dynamic product group*

General

- **Name (7):** Enter a name for the sales channel here. This is used, for example, in the sales channel overview in the menu on the left side.
- **Active (8):** Activate the generation of the feed. If the feed is not active, no further generation takes place and it cannot be accessed through the URL.
- **Storefront sales channel (9):** Select here which storefront should be used for the integration. This storefront will be used to display or purchase the articles through Google Shopping.
- **Storefront sales channel domain (10):** Based on the selected storefront sales channel you can choose the domain to be used. This is especially important if the storefront is accessible through different domains or if different languages are used.
- **Currency (11):** Here you define the currency in which the products should be displayed. You can choose from the currencies that are available in the assigned storefront sales channel.
- **Dynamic product group (12):** By assigning a dynamic product group, you define which products should be exported to the feed for Google Shopping. To learn how to create a dynamic product group, please refer to the appropriate [documentation](#).

Additional settings

- **Import variants as own products (1):** With this setting you can determine whether each variant of variant products is transferred to Google Shopping as an independent product. Alternatively, a collective product is used, in which the general product information is listed. However, information on the individual variants is not included.
- **Generation interval (2):** Use this setting to define how often the feed should be regenerated for export. If you select "Live", the feed is generated each time it is called up. For production systems, we recommend that you do this using the scheduler. More information about the scheduler you can find [here](#).
- **Generate by Scheduler (3):** This option allows you to generate the feed by cronjob at a certain time. Please note that the feed is only generated when the generation interval has expired.
- **Default Google Product Category ID (4):** The Google Product Category ID determines the category in which the products will be included on Google Shopping. Please note that only purely numeric values can be used here. You can find more information on this on the [Google help page](#), which is also linked in the admin section at the appropriate place.
- **Time of last generation (5):** Here you can see when the export feed was last generated. This also allows you to see if the generation by the scheduler is executed correctly.

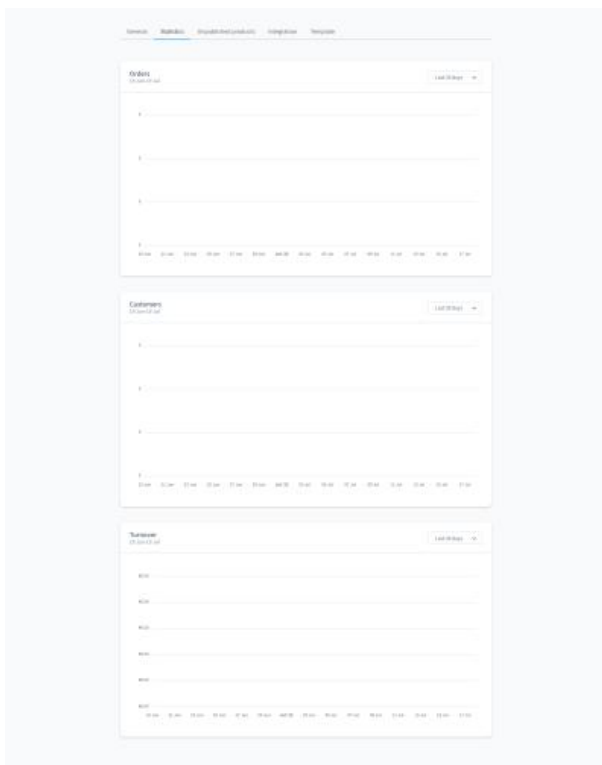
Options

Please note that the item **options** only becomes available after the sales channel has been created (saved initially).

- **Delete sales channel (1):** Here you can delete the sales channel within Shopware. It may be necessary to make additional adjustments to Google Shopping.

Statistics

With the statistics, you can view various key figures of your orders via Google Shopping. These are divided into orders, customers and turnover. Each statistic can be limited to different time periods, such as the last 24 hours or the last 30 days, via an option in the upper right corner.



Without the respective variable for the referral code in the template, the statistics cannot be calculated. You can find more information on this in the [template](#) section.

Unpublished products

Please note that the **unpublished products** tab is only available after you have set up and saved the general configuration.

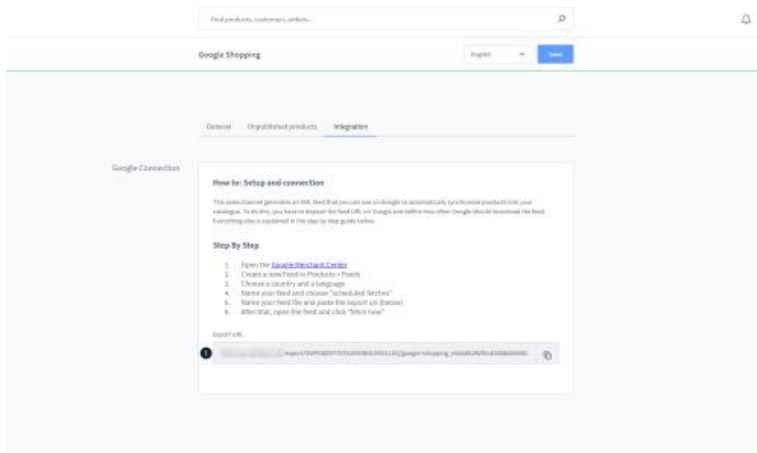


- **Validate products (1):** You can validate products at this point.
- **Result of the validation (2):** After the validation has been carried out, you can see here whether the products are transferred complete. If the validation should determine that products are not valid, the corresponding products are listed here. In this case you should then check whether any data is missing or whether the existing data is invalid (e.g. due to characters that cannot be displayed correctly).

Integration

In the tab Integration you will find further information on how to integrate the feed into Google.

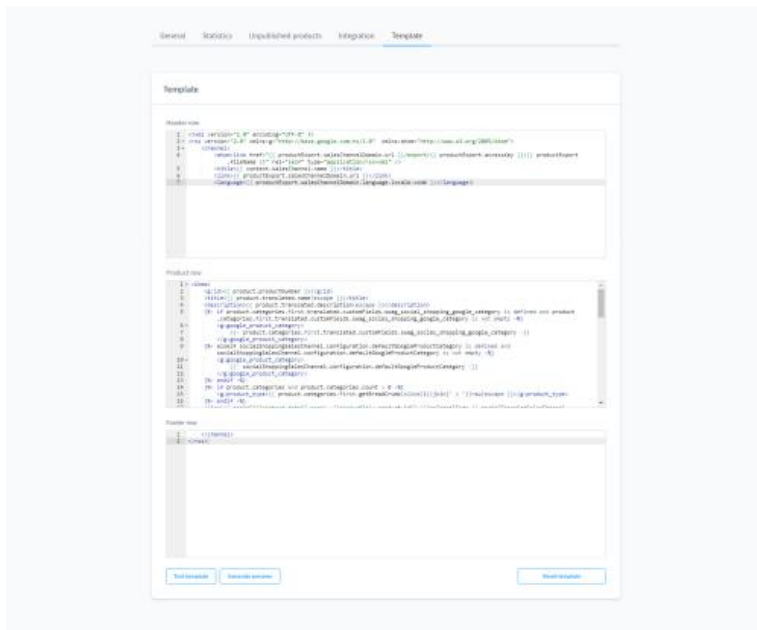
Please note that the **integration** tab is only available after you have set up and saved the general configuration.



- **Export-URL (1):** Under the export URL, the generated feed is accessible and can be queried by Google Shopping.

How you can add items to Google Shopping is explained in detail in the Google documentation https://support.google.com/merchants/topic/7294771?hl=de&ref_topic=7259125

Template



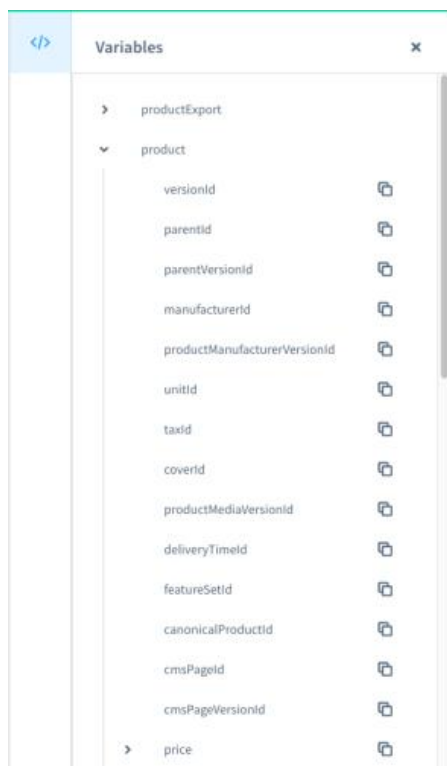
The template determines the structure of the product export file. The template is divided into a header line, a product line and a footer line.

If you use a template in the General tab, usually no adjustments are necessary here. The correct document templates for the respective comparison portals are already included in the templates.

The **Test template (1)** button checks whether there are any syntax errors in the template. With **Generate preview (2)** you can directly view the content of the created export file.

More information about the templates you can find [here](#).

Under **Variables (3)** you can see which data you can use for the template.



With a click on the arrow, you can see a dropdown with all available variables. There you can copy the variable you want to the clipboard by clicking on the copy symbol again.

Referral-Code

In order for the statistics to be calculated, the Google Shopping sales channel template must contain the following variable:

```
{{ socialShoppingSalesChannel.salesChannelId }}
```

This variable is automatically added to the standard template for new social shopping installations or updates. However, if you have previously adapted the template yourself, you must manually add this variable once and thereby extend the variable to the SEO URL, so that the following line is then created:

```
<link>{{ seoUrl('frontend.detail.page', {'productId': product.id}) }}?referralCode={{ socialSh
```

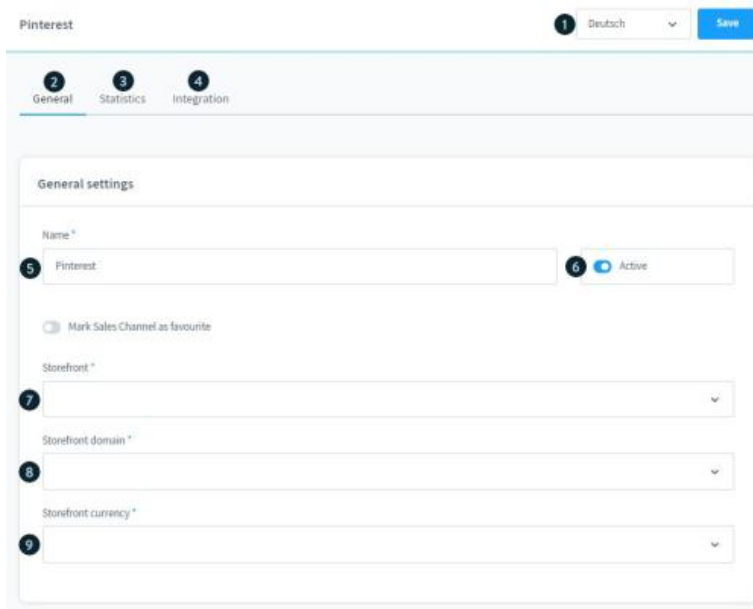
Pinterest

Pinterest is not integrated through export feeds. Meta data is used here, through which Pinterest can retrieve the required information.

Configuration

Language selection (1): Here you define for which language you want to setup the configuration. It is not necessary to maintain the settings in each language, because these settings are always inherited from the main language, if no own settings are made in a language. However, it may be useful to select the respective storefront sales channel domain for each language, for example, to direct customers to the appropriate language.

In the tab General (2) you can configure the export feed generated later. The tabs **Statistics (3)** and **Integration (4)** will only be displayed after the basic configuration has been completed and the settings have been saved.



The screenshot shows the configuration interface for Pinterest. At the top, there is a language selector set to 'Deutsch' (1) and a 'Save' button. Below this are three tabs: 'General' (2), 'Statistics' (3), and 'Integration' (4). The 'General' tab is active, showing the 'General settings' section. This section includes a 'Name' field (5) with the value 'Pinterest', an 'Active' toggle switch (6) which is turned on, a 'Mark Sales Channel as favourite' checkbox, and three dropdown menus for 'Storefront' (7), 'Storefront domain' (8), and 'Storefront currency' (9).

General

- **Name (5):** Enter a name for the sales channel here. This is used, for example, in the sales channel overview in the menu on the left side.
- **Active (6):** Activate the generation of the feed. If the feed is not active, no further generation takes place and it cannot be accessed through the URL.
- **Storefront sales channel (7):** Select here which storefront should be used for the integration. This storefront will be used to display or purchase the articles through Facebook.
- **Storefront sales channel domain (8):** Based on the selected storefront sales channel you can choose the domain to be used. This is especially important if the storefront is accessible through different domains or if different languages are used.
- **Currency (9):** Here you define the currency in which the products should be displayed. You can choose from the currencies that are available in the assigned storefront sales channel.

*Options

Please note that the item **options** only becomes available after the sales channel has been created (saved initially).

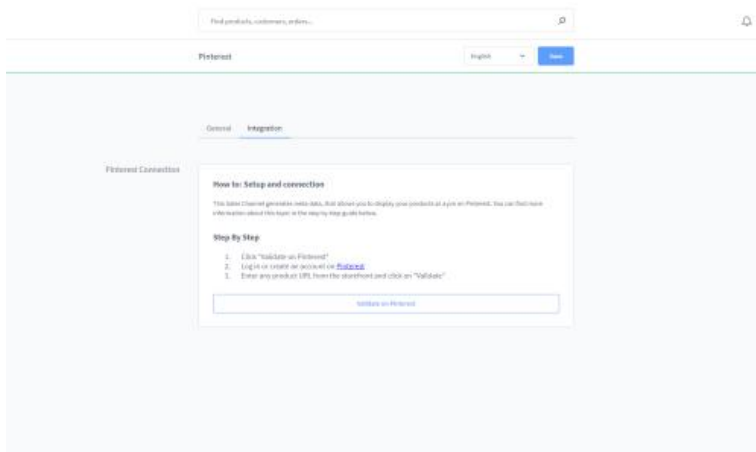


- **Delete sales channel (6):** Here you can delete the sales channel within Shopware. It may be necessary to make additional adjustments to Pinterest.

Integration

In the tab Integration you will find some basic information on how the integration in Pinterest works. There is also a button for validation. This button calls up the Rich Pins Validator page at Pinterest. To view the page, you may need to log in to Pinterest. This validator then checks whether all data relevant to Pinterest can be called up. You can find more information about the Rich Pins in the [documentation of Pinterest](#).

Please note that the **integration** tab is only available after you have set up and saved the general configuration.



Customise default templates

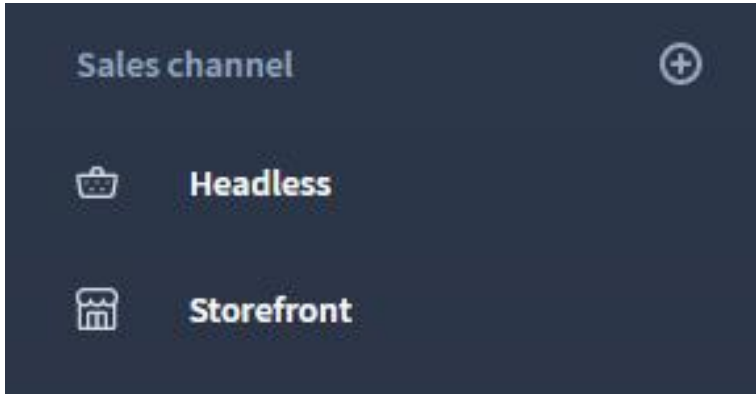
The templates of the Social Shopping sales channels use a standard template. However, it could happen that your products require further details or you simply want to add information. The template language TWIG allows you to customise the template according to your wishes. Code snippets for frequently requested additions can be found [here](#).

Sales channel

The sales channels offer you the possibility to connect different sales channels via a shop system. This can be the classic storefront on the one hand. But it is also possible to transfer data to [comparison portals](#) (e.g.

billiger.de or Google Shopping) or to integrate [social shopping](#) (e.g. Instagram).

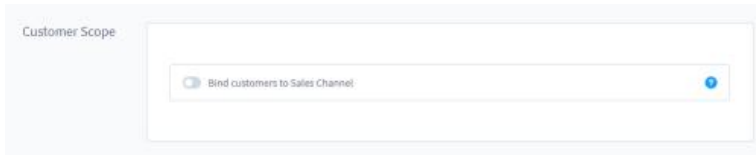
Overview



In the menu of the Shopware Administration you will find the item **Sales Channel**. You can click on the **plus symbol** to create a new sales channel. Already created sales channels are displayed below the point **Sales Channels** and can be edited by clicking on them.

Customer assignment

In the settings under **Shop > Login / Registration > Bind customers to Sales Channel** you have the possibility to bind your customers to your sales channel.



If this option is activated, your customers can only log in to the sales channels in which they have registered. This also applies if the option should be deactivated later.

If the option **Bind customers to Sales Channel** is disabled, all customers who register now will be able to log in to all sales channels, even if the option is enabled later.

If a customer registers with the same e-mail address in two different sales channels with the option activated, they will be treated as two different customers. The customer exists twice in your system, but for different sales channels.

In your administration under **Customers > Overview** you can display the column for the sales channel via the list settings.

Name	Street	Postal code	City	Customer number	Customer group	Email address
Erka Husemann	Tecora 1	48524	Tettnagen	19090	Standard customer group	
Andreas Heide	Wasserstraße	98725	Mühlhausen	19098	Standard customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19099	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19097	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19096	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19095	Standard customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19094	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19093	Standard customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19092	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19091	Standard customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19090	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19089	Standard customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19088	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19087	Standard customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19086	Net price customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19085	Standard customer group	
Andreas Heide	Wasserstraße	12345	Leipzig	19084	Net price customer group	

To do this, first open the **list settings (1)** and then activate the option for the **sales channel (2)**.

Then the column Sales channel will appear, in which you can see for which **sales channel** your customer has registered.

Customer number	Customer group	Email address	Sales Channel
19090	Standard customer group		Storefront
19098	Net price customer group		AE
19099	Standard customer group		AE
19097	Standard customer group		AE
19096	Net price customer group		AE
19095	Net price customer group		AE
19094	Net price customer group		AE
19093	Standard customer group		AE
19092	Net price customer group		AE
19091	Standard customer group		AE
19090	Standard customer group		AE
19089	Standard customer group		AE
19088	Net price customer group		AE
19087	Net price customer group		AE
19086	Net price customer group		AE

Add a sales channel

To create a new sales channel, click the **plus symbol** next to the menu point **Sales Channel**.

Add Sales Channel ✕

Storefront
Sales channel with HTML storefront

Product comparison
Sales channel for product comparison platforms

Headless
API only sales channel

In the pop-up window, you can choose whether you want to create a new **Sales Channel with HTML storefront** or a **headless sales channel** that only provides an API interface. You can also create a product comparison here. This is used to export your products to comparison portals and marketplaces.

Further information about this function is available [here](#).

General settings

The screenshot shows the 'General Settings' form for a sales channel. The form is titled 'General Settings' and contains the following fields:

- 1** Name: SWB Demo
- 2** Entry point main navigation: Catalogue #1
- 3** Navigation levels: 1
- 4** Entry point footer navigation: Footer
- 5** Entry point service navigation: (empty)
- 6** Customer group: Default customer group
- 7** Countries: Germany
- 8** Languages: English

Additional fields include 'Default country' and 'Default language', both set to Germany and English respectively. There are also small blue question mark icons next to the 'Navigation levels', 'Default country', and 'Default language' fields.

Name (1): This is the name of the sales channel. It is used internally at all places where you can store settings for this sales channel.

Entry point main navigation (2): This is where the main navigation begins. In the standard Responsive Theme, the main categories correspond to the level below the [category](#) selected here.

Navigation Levels (3): Enter the number of levels to be displayed below the currently selected level in the main navigation. The maximum possible number of levels depends on the theme used.

Entry point footer Navigation (4): Enter the start category for the Footer Navigation here. In the Standard Responsive Theme, the level below this selected [category](#) contains the footer navigation items and the level below contains the clickable menu items.

Entry point service Navigation (5): Here you specify the level at which the Service Navigation should start. In the standard Responsive Theme this [category](#) is displayed in the upper right corner.

The service menu has been moved to the bottom right in Shopware 6.4.0.0.

Customer group (6): Enter the standard customer group of your sales channel here. New customers and unannounced visitors are assigned to this customer group.

Countries (7): Indicate which countries should be available in your sales channel and select a default country.

Languages (8): Indicate here which languages should be available in your sales channel and select a default language.

Payment and shipping

Payment and shipping

Payment methods: PayPal Cash on delivery Paid in advance Default payment method *
Paid in advance

Shipping methods: Express Default Default shipping method *
Default

Currencies: Euro Default currency *
Euro

4 Tax calculation

Line by line (horizontal) calculation
VAT is calculated for each shopping cart position. During checkout each position's individual VAT is displayed. The total VAT amount is calculated by adding up all individual VAT values.

Column by column (vertical) calculation
VAT is calculated from the order total. No individual VAT values are displayed during checkout.

Changing this setting could lead to accounting problems with external payment providers. Check back on how VAT is calculated by payment providers you employ, before you make any changes.

Payment methods (1): Specify here which payment methods should be available in your sales channel and select a default payment method. You can edit the available payment methods under [Settings > Payment methods](#).

Shipping methods (2): Specify here which shipping methods should be available in your sales channel and choose a default shipping method. You can edit the available shipping methods under [Settings > Shipping methods](#).

Currencies (3): Specify which currencies should be available in your sales channel and select a default currency. You can edit the available currencies under [Settings > currencies](#).

Tax calculation (4): Establish how taxes should be calculated for orders in this sales channel. An example to illustrate the different calculations:

- Line by line (horizontal) calculation**
Net

Quantity	VAT rate	Net	Gross	Net total	plus vat	Gross total
5	7	1,49	-	5*1,49	plus vat	7,45+0,52
				7,45	0,52	7,97

Gross

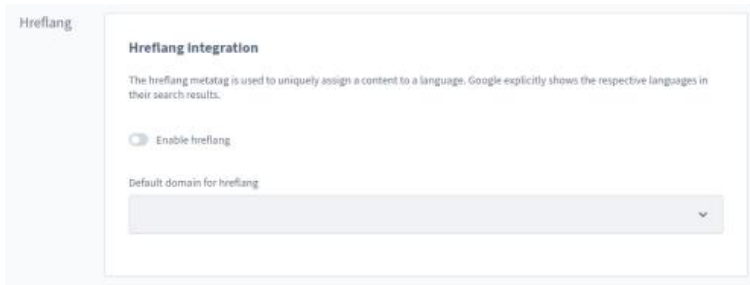
Quantity	VAT rate	Net	Gross	Net total	plus vat	Gross total
5	7	-	1,59	7,95/1,07	7,95-7,43	5*1,59
				7,43	0,52	7,95

- Column by column (vertical) calculation**
Net

Quantity	VAT rate	Net	Gross	plus vat	Net total	plus vat	Gross total
5	7	1,49	1,59	0,10	5*1,49	5*0,10	7,45+0,50
					7,45	0,50	7,95

Quantity	VAT rate	Net	Gross	plus vat	Net total	incl. vat	Gross total
5	7	1,49	1,59	0,10	7,95-0,50	5*0,10	5*1,59
					7,45	0,50	7,95

Hreflang



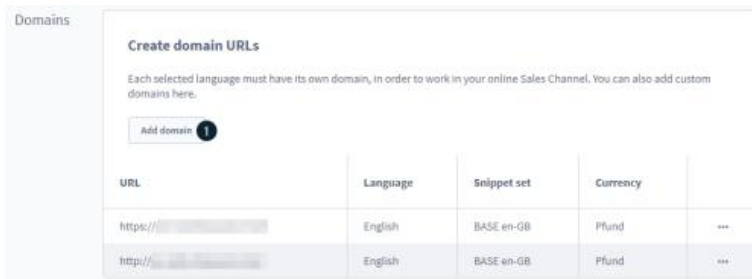
The Hreflang metatag is important if there are several language versions of your shop. The tag is used to clearly assign the content to the respective language. It prevents Google from classifying multiple language versions of your shop as duplicate content.

After you have activated the option, all your domains are displayed in the drop-down menu. Then select the default domain here, which will serve as a fallback for all languages.

Domain

Please note that a self-hosted version differs from a cloud version in the domain settings.

Self-hosted instance



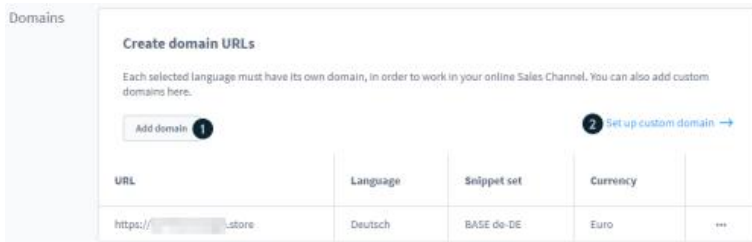
Under the item Domain you can create several domains for your sales channel, each with its own **virtual URL, language, currency and snippet set**.

This is necessary if way you can create multiple language shops for one shop.

You can open the window for creating an additional URL by clicking the button **Add Domain (1)**.

It is recommended that the domain be deposited with only one internet communication protocol (https:// or http://), otherwise duplicate content may be created.

Cloud Instance



In a cloud instance, a URL is already stored in the standard system. This is generated automatically when the instance is created.

If you want to use your own, individual domain, you can do this by clicking the button **Add domain (1)**. The prerequisite for this is that you have already added your own domain under **Settings > System > Domains**. Alternatively, you can reach the corresponding menu by clicking on the link **Set up individual domain (2)**.

Information on how to set up your own domain can be found [here](#)

A server-side forwarding ensures that the connection is always established via https://.

Create domain
✕

URL

https://

1

Language *

English
2
▼

Currency *

US-Dollar
3
▼

Snippet *

BASE en-GB
4
▼

Hreflang localisation

Localisation according to ISO standard ?

Localisation according to language ? 5

Cancel
Add domain

In order to assign a domain to the sales channel, it is necessary to define some settings:

URL: In the text field for the **URL (1)**, enter the desired domain and any subdomain. By clicking on **https** (encrypted) you can change the protocol to **http** (unencrypted).

Language: Specify the **Language (2)** in which the store should be accessed via this URL. At this point, you can choose from all the languages that were assigned to the sales channel in the basic settings above.

Currency: Define which **Currency (3)** should be used when accessing the store via this URL. You can choose from the currencies available under **Settings > Shop > Currencies**.

- Snippet:** You use the **Snippet (4)** to specify which snippets are to be used. The snippets available under **Settings > Shop > Snippets** can be selected.

Hreflang localisation: Here you can define how the **localisation (5)** for the hreflang attribute should take place. This allows you to transmit the correct translations to Google, for example, when using multiple languages in your store. A distinction is made here between localisation via the ISO standard or purely via the browser language used. Localisation via ISO is useful, for example, if you use different (country-specific) language variants that may use their own country-specific terms (e.g. in English or French)

API access

API access

In order to get API access, you need the API key shown below. Generating the key anew will overwrite the old key and by that terminate all existing access routes that were set up with it. **This action cannot be undone.**

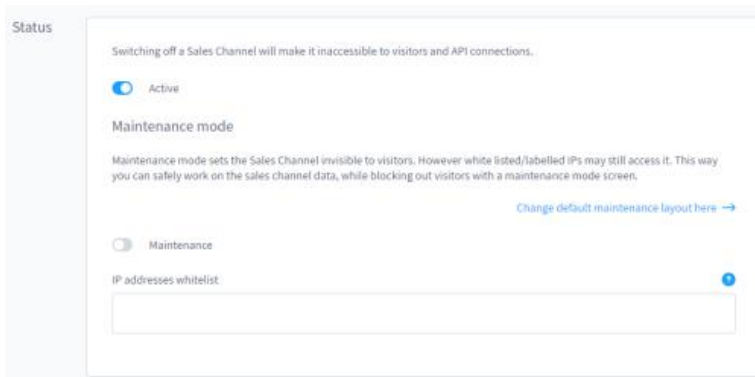
API access key

SWSCAZV4N2SZMWCZF20F8ESU3RA

Create new API key
Copy API key

Here you can generate an API Access ID for this sales channel. For more information on how to use your own API accesses, please refer to our [developer documentation](#).

Status



Here you can temporarily **disable** the sales channel. It is then temporarily inaccessible for visitors and the API. In addition you can activate the **maintenance mode** here. The frontend will then only display the maintenance page layout. You can grant access using the **whitelist** for selected IP addresses.

be mindful when using a proxy server

In order for the IP whitelisting to work correctly when using an additional proxy server, it is necessary to store the IP address of the proxy in the .env configuration file (in the Shopware main directory) as a trusted proxy. This is possible via the entry `TRUSTED_PROXIES=IP_of_the_proxy`".

Alternatively this is also possible using the PHP settings. More information on how to do this in PHP can be found at <https://symfony.com/doc/current/deployment/proxies.html#solution-settrustedproxies>

Delete Sales Channel



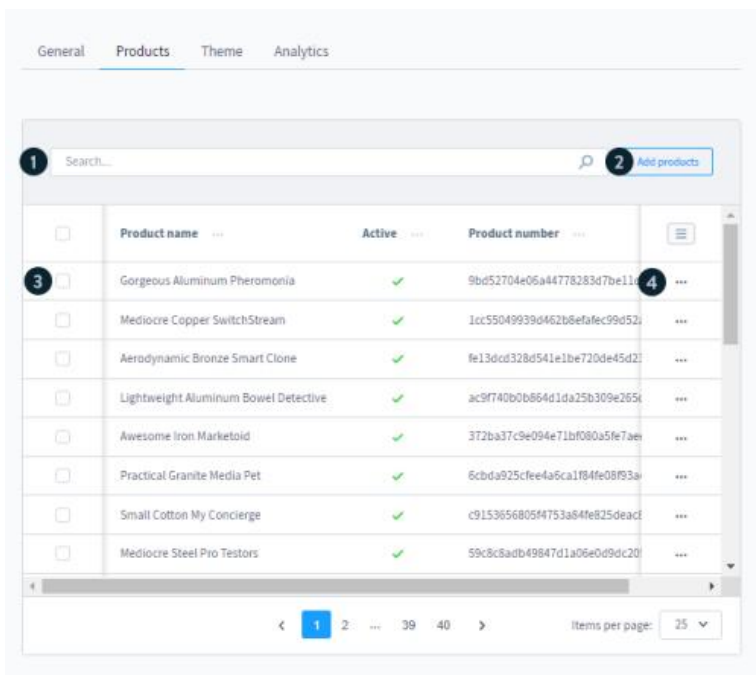
If you delete the product comparison using this button, it will be irrevocably removed. You should only do this if the sales channel is no longer needed.

The preinstalled Headless sales channel should never be deleted! Many extensions use this particular iteration of a headless channel - among them our B2B-Suite.

If desired, you can hide the Headless channel in the Admin panel by setting one or more other sales channels as favourites. All non-favourited sales channels will no longer be displayed then (Although they can still be accessed via the dedicated Sales Channels menu).

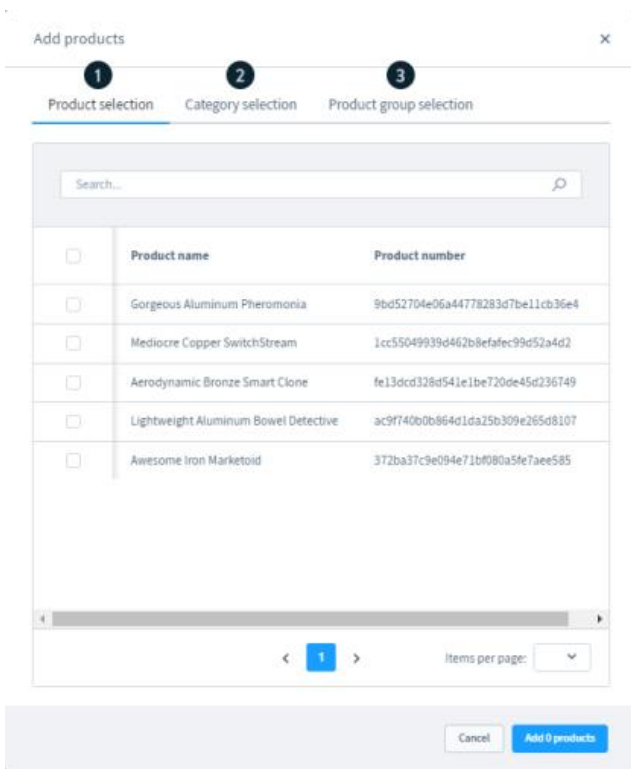
Products

In the Products tab, you can assign products directly to the sales channel without having to edit each product individually.



Under Products you will first see an overview of all products that are already assigned to the sales channel. You can use the **search (1)** to search for specific products in order to remove them. You can add further products or entire product groups via the **Add products button (2)**. On the **left side (3)** you can mark one or more products to remove them from the sales channel. Using the **context menu (4)** on the right-hand side, you can either remove the products or directly call up the product details of the respective product.

Add products

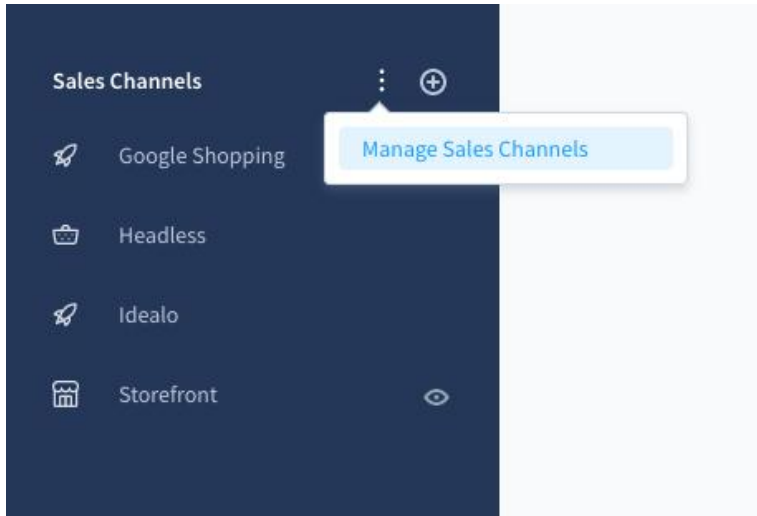


Product selection (1): All products that have not yet been assigned to the sales channel are displayed here. You can select all products to be added and then add them.

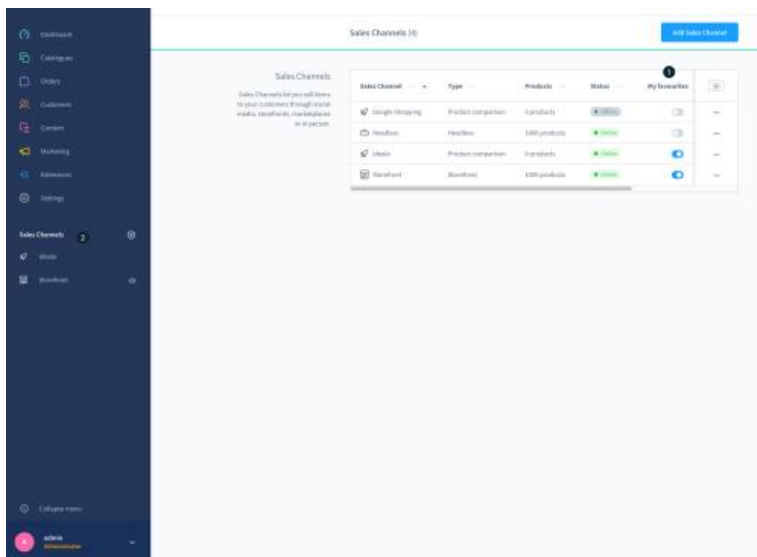
Category selection (2): Your category tree is displayed here. You can select complete categories whose products are to be added to the sales channel.

Product group selection (3): All the dynamic product groups you have created are displayed here. You can add previously defined product groups to the sales channel.

Manage Sales Channels



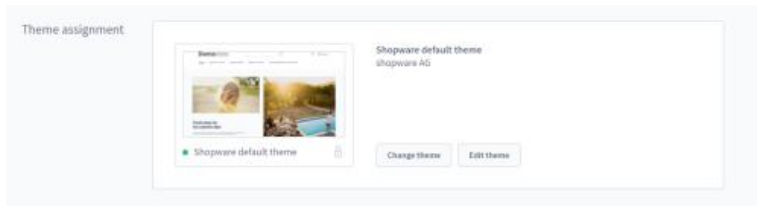
You can use the **Manage Sales Channels** button to display all of your sales channels. Whether storefront, marketplaces or social media.



You also have the option of defining one or more sales channels as your **favorites (1)**. If you activate this option, the sales channel will automatically be displayed on the left in the **sidebar (2)** and those that are not favorites are not displayed. This allows you to customize your menu in the sidebar and access it even faster.

Theme

In the Theme tab you can assign a theme to your sales channel.



First of all you will see the theme that is currently assigned to the sales channel. If you click on the preview image of the theme or on **Change theme**, you can assign one of the installed themes. Click on **Edit themes** to go directly to the [theme configuration](#).

Analytics

When using Analytics, Universal Analytics (discontinued by Google on 01 July 2023) or Google Analytics 4 can be used.

Events

Analytics tracks the following interactions and events in the shop as standard:

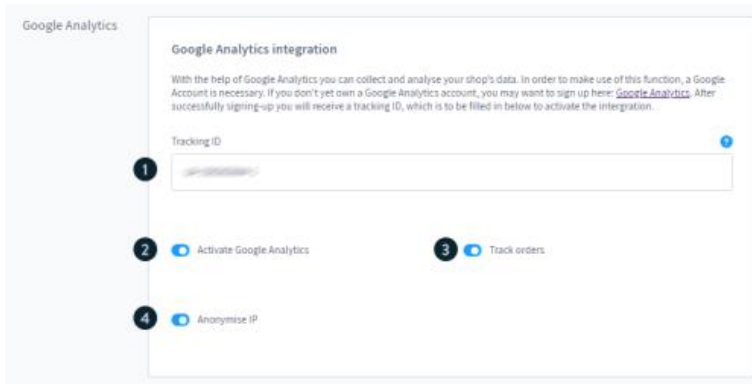
- add-to-cart.event.js
- add-to-cart-by-number.event.js
- begin-checkout.event.js
- begin-checkout-on-cart.event.js
- checkout-progress.event.js
- login.event.js
- purchase.event.js
- remote-from-cart.event.js
- search-ajax.event.js
- sign-up.event.js
- view-item.event.js
- view-item-list.event.js
- view-search-results.js

Configuration

In the Analytics tab you have the possibility to connect a Google Analytics account by integrating a tracking code. This allows Google Analytics to run a continuous analysis and statistical evaluation of your store. You

can get more detailed information about Google Analytics under the following link:

[Get started with Analytics](#)



Tracking ID (1): After logging into your Google Analytics account you will receive a tracking ID. Enter this ID here to connect your Google Analytics account with your store. To find your Tracking ID click on Administration in the lower left corner of your Google Analytics account and click on Tracking Information > Tracking Code in the middle column.

Activate Google Analytics (2): Activate this option to use Google Analytics to analyze your store.

Track orders (3): If you activate this option, orders from your store will be included in the analyses of Google Analytics.

Anonymise IP (4): If you activate this option, the last two groups of digits of the customer IP addresses are zeroed. Ex. 94.31.0.0. This means that visitors are no longer clearly identifiable by IP.

In some countries, such as the EU, there are legal regulations that prohibit the storage of the complete IP address of customers. If in doubt you should activate this option.

Google Tag Manager

Analytics is implemented via the Google Tag Manager. User-defined events or scripts cannot be stored via this. This is possible via extensions from our [store](#).

Enhanced ecommerce

Using gtag.js, advanced e-commerce reports can be tracked on the following topics:

- Impression data
- Product data
- Action data
- Action types

Please note the following article from Google: [Link](#)

Product comparison

With the sales channel **product comparison** you can export products to existing price portals. Furthermore you can create complete connections to new marketplaces. By using an export template that works with Twig variables, you can quickly make adjustments and create new exports.

For most portals, a link to the export file can be provided. Depending on the caching method, the file is regenerated each time it is called up and the portal always receives the most current data status. Alternatively, the file is renewed at regular intervals and the portal can fetch the file much faster.

General

General Settings



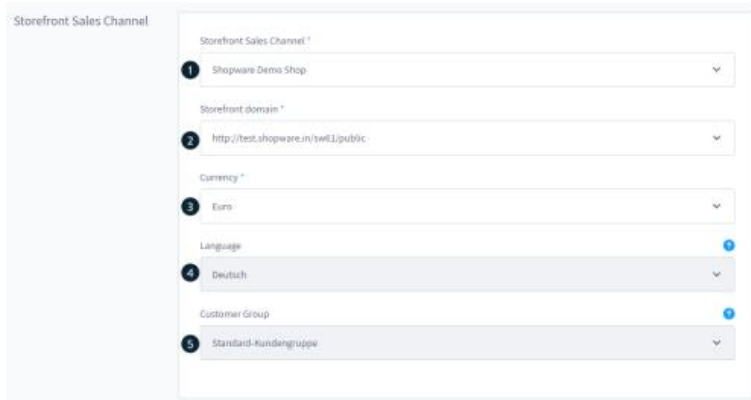
General Settings

Template
Do not use a template

Name*
Enter Sales Channel name...

In the general settings you first enter the name for your product comparison. If you would like to use the product comparison for a large price portal, you can also select one of the available templates here. The template will then be configured correctly for the portal in question.

Storefront Sales Channel



Storefront Sales Channel

Storefront Sales Channel*
1 Shopware Demo Shop

Storefront domain*
2 http://test.shopware.in/tweil/public

Currency*
3 Euro

Language
4 Deutsch

Customer Group
5 Standard-Kundengruppe

Here you specify the **sales channel (1)** and **storefront domain (2)** to which your product comparison refers. You also specify which **currency (3)**, **language (4)** and **customer group (5)** should be used for this product comparison.

Product export

Product export

Filename *
1 idealo.csv

Encoding *
2 UTF-8

File format *
3 CSV

4 Include variants

Interval
5 2 minutes

6 Generate via scheduler

Last generated at: This export has not been generated yet.

Dynamic product group *
7 Alle aktiven Produkte

In the product export section you specify how the output file of the product export should look like. First you specify a **Filename (1)**.
 As **encoding (2)** you can select UTF-8 or ISO-8859-1. Here you should inform yourself at the corresponding price portal, what is needed here.
 As **file format (3)** you can choose a CSV file or a XML file. Also here you should inform yourself at the price portal, what is desired here.
 You can specify whether you want to include or exclude the **variants (4)** in the export file. Set the **interval (5)** for the **generation using the scheduler (6)** . The product comparison file is regenerated when the export URL is called after the interval has expired.
 In addition, the file can be generated as soon as the scheduler is executed. You execute the scheduler by executing the command **bin/console scheduled-task:run** in your shop main directory.
 You can use a **dynamic product group (7)** to define which items from your shop should be included in the product export. You can find out exactly how to create them [here](#).

API access

API access

In order to get API access, you need the API key shown below. Generating the key anew will overwrite the old key and by that terminate all existing access routes that were set up with it. **This action cannot be undone.**

Access key
SWPEMU0TG5JRJBWJVGAGLSWQ

Export URL
http://ci.test.shopware.in/sw51/public/export/SWPEMU0TG5JRJBWJVGAGLSWQ/idealo.csv

[Create new access key](#)

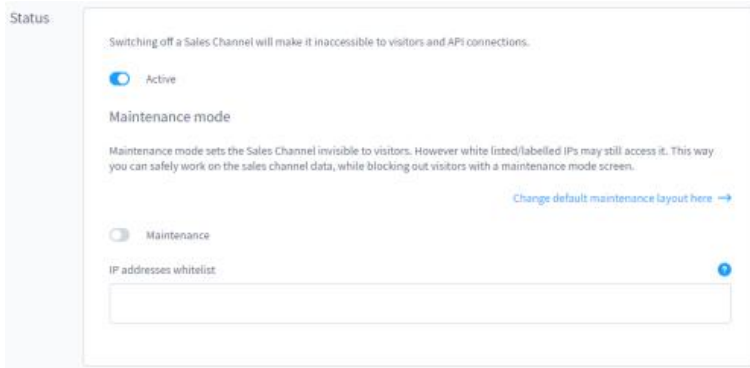
In the API Access section you can generate an API Access ID for this product comparison. For more information on how to use your own API accesses, please refer to our [developer documentation](#).

In addition, the export URL for this specific product export is displayed here. This URL can be entered in the price portal.

If an error is displayed when calling up the export URL through the browser, check your dynamic product groups.

Add the conditions of the feed in the product group under "Catalogs > Dynamic product groups", e.g. "Sales price > 0" and " e.g. Price > 0".

Status



Here you can temporarily **deactivate** the product comparison. The call of the product comparison URL and the API will then be temporarily inaccessible. You can also activate the **maintenance mode** here. The call is restricted and only available for selected IP addresses that are **white listed**.

Delete Sales Channel



If you delete the product comparison using this button, it will be irrevocably removed. You should only do this if the sales channel is no longer needed.

Template

The template determines the structure of the product export file. The template is divided into a header line, a product line and a footer line.

If you use a template in the General tab, usually no adjustments are necessary here. The correct document templates for the respective comparison portals are already included in the templates.

The **Test template** button checks whether there are any syntax errors in the template. With **Generate preview** you can directly view the content of the created export file.

Header row

The header row differs depending on the selected format.

For a CSV file, the column descriptions are defined here, for example: id, manufacturer, model_no, name, category, price, etc.

In the case of an XML file, the entire file header is also located here, as well as the start tag, title, description, etc.

```

Template
Header row
1 "categoryPath",{#- -#}
2 "brand",{#- -#}
3 "title",{#- -#}
4 "price",{#- -#}
5 "basePrice",{#- -#}
6 "hans",{#- -#}
7 "eans",{#- -#}
8 "deliveryCosts",{#- -#}
9 "url",{#- -#}
10 "delivery",{#- -#}
11 "sku",{#- -#}
12 "imageUrls",{#- -#}
13 "description",{#- -#}
14 "paymentCosts_cashInAdvance",{#- Change or add your payment methods -#}
15 "paymentCosts_cashOnDelivery",{#- Change or add your payment methods -#}
16 "paymentCosts_invoice",{#- Change or add your payment methods -#}

```

Product row

Here you define the template for the articles that are to be exported. The template is applied to each article using a loop. For CSV/TXT exports this results in one line per article. With an XML export, e.g. Google, each article is enclosed by a start and end tag. So it is possible to customize the exports, depending on structure and requirements. Note the more calculations are performed in the feed, the slower the generation will be!

```

Product row
1 "{ product.productNumber }",{#- -#}
2 "{ product.manufacturer.translated.name }",{#- -#}
3 "{ product.manufacturerNumber }",{#- -#}
4 "{ product.ean }",{#- -#}
5 "{ product.translated.name|length > 80 ? product.translated.name|slice(0, 80) - '...' : product
.translated.name }",{#- -#}
6 "{ product.translated.description|raw|length > 900 ? product.translated.description|raw|slice(0,900)
- '...' : product.translated.description|raw }",{#- -#}
7 "{#- -#}
8 "{ product.categories.first.getBreadCrumb|slice(1)|join(' > ')|raw }",{#- -#}
9 "{% set price = product.calculatedPrice %}
10 "{% if product.calculatedPrices.count > 0 %}
11 "{% set price = product.calculatedPrices.last %}
12 "{% endif %}
13 "{ price.unitPrice }",{#- -#}
14 "{% if price.referencePrice is not null -%}
15 "{ { price.referencePrice.price|currency } / { price.referencePrice.referenceUnit } { price
.referencePrice.unitName }",{#- -#}

```

Footer row

The footer is only required for XML exports. This field contains the end tags that are opened in the header.

```

Footer row
1 </channel>
2 </rss>

```

TWIG

The product comparison is written in the PHP template engine TWIG. The standard already provides you with the most important information about your products. With the TWIG syntax you have the possibility to customise the template completely. You can find detailed documentation on which expressions and commands you can use [here](#).

We have listed the most important commands that you can use in the product comparison [here](#).

if- query:

With the if-query you can check whether a statement is true. This allows you to output the desired content only under certain conditions.

The start tag for an if-query contains if and a condition in a curly bracket and percent sign.

An if-query that checks whether a product is active would look like this:

```
{% if product.active %}
```

The condition is followed by the section that is to be output only if the condition is fulfilled, followed by a concluding endif tag, which is also enclosed in curly brackets and percent signs.

```
{% endif %}
```

In the following example, the product number is only output if the item is available.

```
{% if product.active %}
"{{ product.productNumber }}" , {#- -#}
{% endif %}
```

elseif and else query:

The elseif query corresponds to another if query that is executed if the condition of the first if query is not fulfilled. The content behind an else tag is executed if the conditions of all previous if and elseif queries have not been fulfilled.

In the following example, the content 1 is output if the available stock is greater than 20. If it is not, but still greater than 10, content 2 is output. If the available stock is less than 10 and therefore both conditions are not fulfilled, content 3 is output.

```
{% if product.availableStock >20 %}
Inhalt
{% elseif product.availableStock > 10 %}
Inhalt 2
{% else %}
Inhalt 3
{% endif %}
```

set

With the set command, you can assign variables that you can then use. For example, with the following command you assign the price of a product to the variable price.

```
{% set price = product.calculatedPrice %}
```

You can then continue to work with the short variable instead of using branched resources.

```
"{{ price.unitPrice }}" , {#- -#}
```

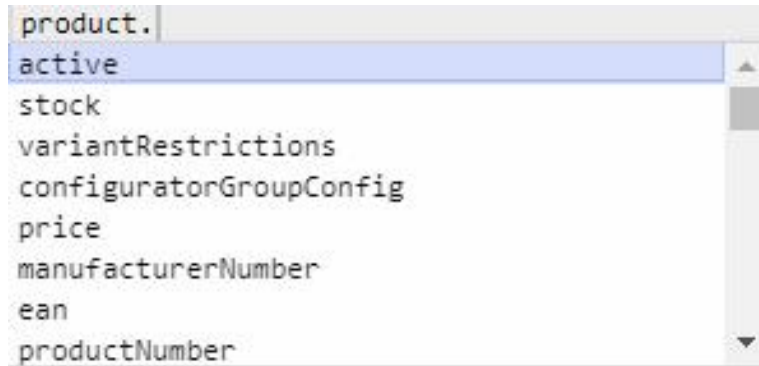
Variables

With the help of variables you can add information about the products and the product export to the template. The necessary variables for the respective export are already created in the templates. For your own exports you can also add your own information with variables.

Each variable starts with **product** or **productExport** and can be extended with a dot, for example **product.productNumber** for the product number.

The variables can also be multi-level. For example, the variable for the product name is **product.translated.name**.

If you write a dot after a level, all available sublevels are displayed.



List of available Variables

Configuration variables	Description
productExport.salesChannelDomain.url	URL of the Saleschannel
context.salesChannel.name	Name of the Saleschannel

Export settings	Description
productExport.fileName	export filename
productExport.accessKey	API - Access key
productExport.encoding	Encoding standard
productExport.fileFormat	File format
productExport.includeVariants	Specifies whether variants are also exported
productExport.salesChannel. ...	Data on the specified SalesChannel

productExport.salesChannelDomain. ...

Data on the specified SalesChannel Domain

Product settings (Only in the product row)	Description
product.active	Product is activated
product.productnumber	Product number
product.translated.name	Product name
seoUrl('frontend.detail.page', {'productId': product.id})	Product-URL
product.translated.description	Description
product.deliveryTime	Delivery time
product.restockTime	Time needed to restock the product in days
product.minPurchase	Minimum purchase
product.maxPurchase	Maximum purchase
product.availableStock	Available stock
product.manufacturerNumber	Manufacturer number
product.ean	EAN
product.manufacturer.translated.name	Manufacturer name
product.cover.media.url	Product picture URL
product.calculatedPrice.listPrice.price	List price
product.categories.first.getBreadCrumb	Output of the categories

product.stock	Quantity in stock
product.available	Product is available
product.deliveryTime	Product delivery time
product.deliveryTimeID	Product delivery time ID
product.isCloseout	Product is marked for clearance sale
product.purchaseSteps	The steps in which the product can be bought
product.referenceUnit	Product reference unit
product.shippingFree	The product has free shipping
product.markAsTopseller	Product is an top seller
product.weight	Weight of the product
product.width	Width of the product
product.height	Height of the product
product.length	Length of the product
product.releaseDate	Product release date
product.keywords	Product keywords
product.description	Product description
product.metaDescription	Product meta description
product.metaTitle	Product mate title
product.packUnit	product pack unit

```
product.packUnitPlural
```

```
Product pack unit plural
```

Custom fields

You also have the option of including custom fields in the template.

The technical name of the custom field is required for this. You can find this in the settings of the additional field.

The general structure for an custom field variable is as follows:

For a product custom field:

```
{{ product.translated.customFields.technical_name_of_the_custom_field }}
```

e.g.:

```
{{ product.translated.customFields.further_information }}
```

It is also possible to query custom fields of the **product manufacturer**.

```
{{ product.manufacturer.translated.customFields.technical_name_of_the_custom_field }}
```

e.g.:

```
{{ product.manufacturer.translated.customFields.manufacturer_information }}
```

It can be useful to include the query of the additional fields in an if-query, so that the output only occurs if the field is also filled.

This is possible, for example, as follows:

```
{% if product.translated.customFields.technical_name_of_the_custom_field is defined %}
  {{ product.translated.customFields.technical_name_of_the_custom_field }}
{% endif %}
```

Properties

By adapting the template, properties can also be output and transferred. The product properties are located in the array `product.properties`. This can show you the properties.

```
{% for properties in product.properties %}
  {{ properties.name }}
{% endfor %}
```

If you want to output a specific property group, you can limit and query it with an additional **if query**.

For example:

```
{% for properties in product.properties %}
{% if properties.group.name == "Größe" %}
  {{ properties.name }}
{% endif %}
{% endfor %}
```

Images

By using a condition that ends with an **endif** tag, you can display multiple image urls of a product. In the following query, five other image urls are output in addition to the cover image, if any are available. You can change the number of Urls to be output as you wish.

```
{%- if product.media|length > 1 -%}
  "{%- for mediaAssociation in product.media|slice(0, 5) -%}
    {{ mediaAssociation.media.url }}
    {%- if not loop.last -%}, {%- endif -%}
  {%- endfor -%}"
{%- endif -%}{#- -#}
```

Troubleshooting

Errors may occur during the product comparison, these are explained here and how to solve them.

Missing Content

By default, some content such as product images are expected. For example, if you have selected Google Shopping (XML) as the template, the export may be canceled if the dynamic product group for the feed contains one or more items that do not have a product image. In such a case, you should make sure to assign a product image to all products.

Alternatively, you can edit the product line in the Template tab.

The product image URL is displayed using this entry:

```
<g:image_link>{{ product.cover.media.url }}</g:image_link>
```

This should be completely replaced by the following entry:

```
<g:image_link>
{% if product.cover.media.url is defined and product.cover.media.url is not null %}
  {{ product.cover.media.url }}
{% endif %}
</g:image_link>
```

Thus, the first step in a product comparison is to check whether a product image is available. Only if one is available will it be included in the product comparison.

This example can also be applied to other variables.

Product is not assigned to a valid category

If there are items in the selected Dynamic Product Group that are not assigned to a valid and available category, the following message may occur:

```
{ "errors": [ { "status": "400", "code": "FRAMEWORK__STRING_TEMPLATE_RENDERING_FAILED",  
"title": "Bad Request", "detail": "Failed rendering string template using Twig:  
Failed rendering string template using Twig: Impossible to access an attribute (\u0022getBread  
on a null variable in \u0022420463b818562f32a1fd3ff62050d151\u0022 at line 6.",  
"meta": { "parameters":  
{ "message": "Failed rendering string template using Twig: Impossible to access an attribute (\u0022  
}} ] }
```

By adjusting the template, you can check in advance whether a category is stored. So this message is bypassed.

To do this, you can edit the product line in the Template tab.

The category is displayed using this entry:

```
<g:product_type>{{ product.categories.first.getBreadCrumb|slice(1)|join(' > ')|raw|escape }}</g:product_type>
```

To check the category before comparing products, replace this entry with the following:

```
<g:product_type>  
{% if product.categories.first.getBreadCrumb is defined and product.categories.first.getBreadCrumb is not empty %}  
{{ product.categories.first.getBreadCrumb|slice(1)|join(' > ')|raw|escape }}  
{% endif %}  
</g:product_type>
```

Thus, when comparing products, the system first checks whether a valid category exists. Only if a category exists is it included in the product comparison.

Helpful code snippets

The Shopware templates for the product comparisons and the social shopping sales channels are delivered in a standard configuration. For some products or providers, additions are necessary. For frequently requested elements, we have collected the corresponding code snippets [here](#).