



# Magento Social

Engage & Acquire Customers  
with Integrated Social Commerce

Magento Social, part of the Magento Digital Commerce Suite, offers a powerful set of tools for engaging and acquiring customers through your social channels.

With just a few clicks, you can sync your Magento Digital Commerce product catalog, automatically generate product listings, and reach new audiences with social advertising. Magento Social will help you drive sales, improve brand recognition, and increase customer loyalty with ease.

Social commerce is the next frontier.

75% of consumers have purchased a product because they saw it via a social channel.



Increase your  
revenue



Unleash all of  
your products



Increase brand  
recognition



Enable social  
sharing



Reach your target  
audience with ease

# Key Features

**With Magento Social you can build your social commerce strategy with confidence.**

## Streamlined Social Store Creation

- Automatically create storefronts on leading social networks
- Engage with existing fans and attract new buyers

## Magento Digital Commerce Product Catalog Extraction

- Seamlessly sync your Magento Digital Commerce product catalog
- Automatically keep products, descriptions, and prices up to date

## Simplified Ad Creation

- Create and run targeted social ad campaigns with ease
- Automatically populate ad copy with product images and descriptions

## Intelligent Ad Optimization

- Machine learning technology monitors the performance of your ads and budget
- Automatically allocate ad spend toward best performing products and categories

## Simplified Third-Party Content Integration

- Combine the power of Magento Social with Magento Business Intelligence to gain a holistic view of your advertising ROI, and uncover what is driving growth.

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Magento Social is free to download and try via the  
Magento Marketplace

**The Magento Social extension is free to try and costs just \$35/month to unlock all features.**

Magento 2 merchants can download Magento Social at the Magento Marketplace.

**86%** of people follow brands on social media

**57%** of consumers are more likely to buy from a brand they follow

**60%** of consumers need to see something 2-4 times on social before purchase



**Learn more and get started with Magento Social.**

 [magento.com/products/magento-social](https://magento.com/products/magento-social)

 [marketplace.magento.com/shopialfb-facebook-module.html](https://marketplace.magento.com/shopialfb-facebook-module.html)