

What You Get and What You Can Expect from X-Cart Powering Your Online Store



Let's Cut to the Chase: Pricing

How much does X-Cart cost?

Our pricing starts at \$495 per license.

Is that a flat fee or is it based on site traffic, size of product catalog, number of users, or some other variable?

It's a flat fee. Period. We want you to succeed and grow, which is why we don't charge for additional users, more products, or increased revenue.

It's eCommerce software, so what are there transaction fees?

There are no transaction fees. Really.

Can I upgrade or downgrade my plan as my business changes?

Yes, it's as easy as activating a new license key.

Software & Integrations

Which systems and services does X-Cart integrate with?

X-Cart integrates with hundreds of third-party systems and services. Here are some of the most popular. This list is the tip of the iceberg.

- Analytics: Google Analytics, Ri360, Mode Analytics
- Payment Gateways: PayPal, Stripe, Square, Auth.Net
- Accounting: QuickBooks, Unify
- Shipping: UPS, USPS, FedEx, DHL
- Marketing: Mailchimp, Salesforce
- A/B Testing: Optimizely, Evergage, VWO
- CRMs: HubSpot, Salesforce, Freshsales
- Customer Success: Intercom, Gainsight, Preact
- Heatmaps and Recordings: Crazy Egg, Inspectlet, FullStory
- Helpdesks: Zendesk, HelpScout, Elevio
- Live chats: UserLike, Olark, Zopim
- Personalization: Appcues, Chameleon, WebEngage
- Real-Time Dashboards: Countly, GoSquared, Chartbeat
- Referrals Tracking: SaaSquatch, Talkable
- Surveys: SatisMeter, Promoter, Qualaroo
- Attribution: Convertro, Branch

How many products and orders can X-Cart handle?

There are no limit to products and orders. We want you to sell more!

Do you offer an API for custom integrations?

Yes, we use a REST API to connect with other systems and exchange information seamlessly and securely.

Mobile & SEO

Is X-Cart optimized for mobile devices?

Yes, X-Cart is mobile-ready by default. Themes are built and designed for mobile responsiveness and they can be customized for any need.

Does X-Cart support Google AMP?

Yes, Google AMP is supported by default.

Is checkout mobile friendly?

Yes, by default.

Speaking of SEO, is the site designed to be SEO friendly?

Yes, again by default.

Service & Support

What if I need support?

You can call us 24/7. Or, if you'd rather contact us another way, you can email, chat, or open a ticket with our HelpDesk system. And rest easy, server monitoring is also 24/7.

How quickly does your support team respond to requests?

We normally respond to emails and HelpDesk requests within 20 minutes. Response time may vary based on the complexity of your request but it will never exceed 2 hours.

Do you offer any complementary services?

Yes, we do: custom design and development, SEO audits and consulting, migrations from other platforms, mobile app development, and more.

Product Catalog

Does pricing depend on the number of SKUs I have?

No, pricing is based on platform features, not catalog size.

Is there a limit to the number of products I can list?

Nope, no limit. Whether you offer 10 products or 10 million, X-Cart handles them all smoothly.

Can I operate in catalog-only mode? What if I don't want buy-button functionality?

No problem. Buy buttons can be turned off with a single free add-on.

I sell globally. Can I offer multiple languages on my site?

Of course! X-Cart supports this and even offers right-to-left layout.

What about accepting multiple currencies?

No problem. We get that you're growing globally so we've built in the ability to accept multiple currencies.

Marketing & Conversion

Every shopper loves a deal. Can I offer coupons?

Are you asking about selling coupon vouchers or about offering discount coupons? It doesn't matter, it's yes to both.

Can I track abandoned carts and send follow-up emails and notifications?

Yes. In fact, 75% of shoppers abandon their carts. Don't lose them or those sales! You can easily follow up with a reminder or a coupon and turn those abandoned carts into completed sales.

Can shoppers create wish lists on my site?

Absolutely. Wish lists are a great way to upsell and to increase the likelihood of transactions.

Can I offer my products on Amazon and eBay?

You mean "Can I use the X-Cart platform to sell on the two most-powerful consumer marketplaces?" You bet!

What about Google Shopping, Shopping.com, PriceGrabber, and Shopzilla?

Have we mentioned that we want you to sell more? Well, we do, so use an easy-to-install add-on to reach these and other marketplaces.

Can I offer a discount when a customer is about to leave?

We designed the Exit Offers add-on just for this purpose. Try it and see just how effective it is.

Checkout & Orders

Can I save customers' payment information?

We advise against that for security reasons. Tokenizing credit-card data and saving it this way is more secure. Even more secure is our PCI Level-1 certified software that enables recurring payments without saving credit-card data. This also allows you to offer profitable subscription-based services.

Can I offer one-page checkout?

Yes, easily. One-page checkout drastically improves conversion rates.

How many payment gateways does X-Cart support?

More than any store could need. Currently there are 120+ global and local payment gateways integrated with the X-Cart platform.

Okay, but what if I prefer to use a payment gateway that isn't on your list. What do I do then?

Leave it to us, we can integrate anything for you.

Does X-Cart support newer payment types like Apple Pay and Google Pay?

Yes.

Can my customers log in with their existing Google, Facebook, or PayPal accounts?

Yes. Social login is an option in X-Cart.

Shipping costs vary and often change. Can I offer real-time shipping rates from UPS, UPS XML, FedEx, USPS, and DHL?

Yes, they are all integrated in X-Cart so you needn't worry about calculations or keeping up with changes.

Can I manage refunds and multiple transactions?

Yes. The X-Cart platform also supports partial refunds.

Does X-Cart support subscriptions and recurring payments?

Yes and natively, no less. We have PCI Level-1 certified software to ensure security for such transactions.

Design & UX

Does X-Cart support user-friendly, intuitive page layout?

We have a whole team that tests X-Cart's layout and usability. We can ensure all pages are intuitively clear and navigable.

Does X-Cart handle faceted (multi-filtered) search?

Yes, X-Cart's native CloudSearch application accommodates faceted search so that customers can easily find the perfect product.

Does the X-Cart search function support autocorrect?

Yes, it does. Don't worry, your clients will be able to find your products even if they misspell a word.

Does the search function suggest similar products?

Yes. Even if the search doesn't yield a match or the item is out of stock, shoppers will see suggestions for similar products or wish-list items.

What if I decide to change the design entirely?

You can always choose another template from the 50+ in our marketplace. Or, if you want custom design, an X-Cart pro can help.

Can I change the page design and layout myself?

Yes! X-Cart comes with a powerful theme-tweaker functionality, which means you can edit right from the dashboard. You can even drag and drop sections to your liking. It's that easy and customizable.

Store Maintenance & Security

Can I add extra features or make changes to my site?

Absolutely! X-Cart has a built-in marketplace where you can get add-ons and skins, both free and paid. It's your store so make stand out.

Does your platform support HTTPS and SSL?

Yes to both, sitewide no less.

How do I update the software?

Easy, just a few clicks brings you up to the latest software version.

Is the X-Cart platform PCI-DSS compliant?

Yes, it is.

Does my license include lifetime access to bug fixes?

Yes.

Cool! How Do I Start?

Contact us at sales@x-cart.com or download a free 30-day trial at www.x-cart.com.

About X-Cart

First released in 2001, X-Cart was the world's first PHP shopping cart software and is now powering over 38,000 online stores around the world.

X-Cart has emerged as the premium all-in-one solution for building online stores, and features an open-source eCommerce platform, 400+ add-ons extending its capabilities, and extensive services available: hosting, design and development, tech support, and migration, among others.

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