C Workflow

Increase revenue with fully integrated ecommerce tools

That's one smart shopping cart

Our ecommerce engine is your secret weapon for reaching a bigger audience and driving more sales. Build custom products, upsell with ease, and crank up your traffic using the most powerful marketing tools in the industry.

Manage carts without the chaos

A fresh look
Display more products and enhance browsing with a layout designed for visual appeal and functionality.

Find what you need, fast
Find products faster and easier with our responsive search feature.

Make it yours with customizable themes
Personalize your shopping cart with custom colors, wallpapers, messaging, and watermarks to match your brand's visual identity.

Innovative features

One-stop pricing shop
Mix and match automated lab products, custom items, and digital downloads—all on a single price sheet.
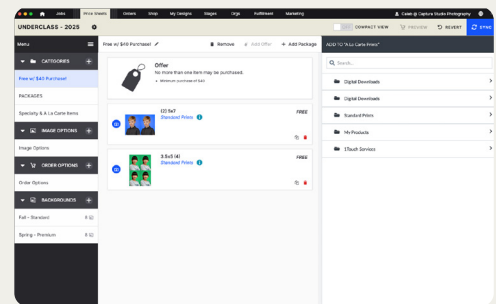
Discounts that drive sales
Boost sales with single or multi-use discount options.

Add a personal touch
Customers can add personal touches at checkout, with selected images and backgrounds displayed in the summary.

Switch up with multi-gallery support
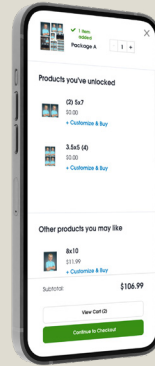Easily switch between multiple galleries and add combinations to the cart with job lookup by title or keyword.

Did you know?

64%

of senior and 51% of underclass gallery revenue is generated **after the first 30 days.**

Contact sales@captura.io
Let's make your workflow work for you

78%

of purchases through Captura's ecommerce platform happen on mobile devices.

Smooth and simple shopping

Quick buy mode
Guides customers with minimal steps, making purchases faster and easier. And yes, this even includes required steps like cropping decisions.

No more clicking around
Separate pages for Image Viewing, Product Shopping, and Yearbook Pose Selection make navigation a breeze.

Ask for exactly what you need with forms
Gather exactly the information you need from your customers during checkout with fully customizable forms.

Step-by-step product builder
Our multi-step product builder walks customers through their purchases for a seamless experience.

Let customers pay their way
Offer convenient payment options, including Apple Pay, Google Pay, and our buy now pay later option, Affirm.

Mobile-first design

Our shopping cart is optimized for mobile, offering features like touch device cropping, separate scrolling for backgrounds and poses, and smooth swipe navigation. Provide a seamless experience, no matter the device.

- Personalized recommendations to upsell
- Category rules adjust based on cart totals
- Simplified multi-subject orders
- Stress-free, automatic tax calculations

Your personal sales sidekick

Our shopping cart does the heavy lifting, guiding your customers smoothly from start to finish.

Provide incentives that unlock new categories based on what's in the cart, creating a dynamic and engaging shopping experience.

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