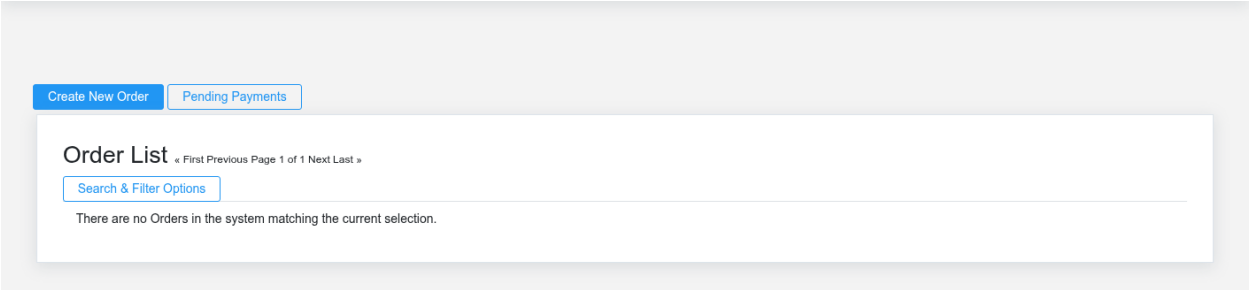
Start Here

- Ecommerce

Ecommerce

Ecommerce

Ecommerce overview



The Ecommerce workspace related to this reference article.

Ecommerce presents Brisk products and content to online shoppers, captures orders and payment events, and supports consent-based customer communication. Storefront publication changes what customers can see; order and payment changes affect fulfillment and customer service. Treat those as separate but connected responsibilities.

Build and publish the storefront

- Configure the domain, customer-facing identity, fulfillment behavior, and publication state on the Store.
- Control brand assets, typography, colors, and active presentation through Themes.
- Publish informational Pages and scheduled Blog Posts with deliberate URLs and search metadata.
- Connect Brisk inventory items to customer-facing descriptions, pricing, imagery, availability, and category context through Products.
- Curate products with Collections and reusable Tags.

Operate orders and payments

Use Orders to follow checkout through payment and fulfillment. Verify customer, addresses, item quantities, totals, payment state, shipment, and tracking before advancing status. Use Payment Events as the processor audit trail when a payment is pending, declined, retried, or uncertain; do not infer success from the order screen alone.

Communicate with customers responsibly

Mailing Lists, subscribers, segments, campaigns, and delivery records preserve consent, audience selection, scheduling, and send outcomes. Discount codes have date, eligibility, and usage limits that must be tested before promotion. Keep API credentials narrowly scoped and expiring where possible, and never place private integration secrets in public page content.