Djangify: Features List

The ecommerce OS for digital products. October 2026.

Your data is yours. No marketplace fees. Nobody can shut you down overnight.

Djangify is an ecommerce builder for digital products: PDFs, guides, templates, courses, audio, video, services, events and interactive tools. I built it for my own digital businesses and run them on it. It comes two ways. **Self-Hosted** gives you the complete source code to run on your own server. **Managed Hosting** means I run it for you. This list covers Self-Hosted and marks what Managed has.

The terms in brief

	Self-Hosted	Managed Hosting
Price	£197 one time	Lite £9.99 a month, Full £17 a month
Trying it	14-day it-works guarantee: a full refund if it does not install and run as documented	14 days free on both plans, no setup fee, no contract
Covers	One business and one live website	Your own site at yourname.djangify.com, with your own domain available any time
Updates	12 months from purchase, or until you have used your 5 downloads. Your version keeps working forever after that	Applied for you
Sales	Every sale goes to your own Stripe account. I take no cut	Same
You hold	The complete source code, the database and the server	Your content, customers and orders, with a full copy of your site whenever you want
You provide	A small server (a few pounds a month), a domain and a Stripe account	A Stripe account

Stripe's normal processing fee is the only fee on a sale. The code cannot be resold, shared or published, and cannot be run for clients unless each has their own copy.

Selling digital products

- **Unlimited products** with categories, multiple images and multiple downloadable files per product (Lite is limited to 10).
- **Secure downloads:** files are kept in non-public storage and served through a protected view, with per-purchase download limits and full download logging.
- **Stripe checkout** in your currency (GBP, USD, EUR, CAD or AUD), paid straight to your own account.
- **Guest checkout:** buyers pay with an email and first name, and an account is created afterwards so they can log in to download again.
- **Genuine £0 orders:** when a coupon covers the whole order, the buyer is charged nothing and still joins your list.

- **Coupons:** percentage or fixed amount, with validity windows, usage limits, minimum order rules and product-specific codes.
- **Order bumps** at checkout, optionally triggered by what is already in the cart (Full plan on Managed).
- **One-time offers** shown once, on a buyer's first login after verifying their email (Full plan on Managed).
- **Cart reminder emails:** one reminder to a buyer who leaves items behind. Off until you switch it on.
- **Product reviews,** star ratings and wishlists.
- **Orders:** an order timeline, refunds from the admin through Stripe, and order summary emails to you.
- **Optional withdrawal-rights consent box** for EU and UK buyers.
- **Customer dashboard** with order history, downloads and member-only resources.
- **Orders API:** a read-only endpoint so your own tools, such as a CRM, can pull paid orders.

Email list and marketing

- **One setting decides where every sign-up goes:** your email provider (Brevo, MailerLite, Kit, Mailchimp or AWeber) or the site's own Subscribers list.
- **Sign-up forms and waitlists with no embed code:** under coming-soon products, in blocks, at the end of articles, on link pages, under free tools and on guide pages.
- **Newsletters** sent from the site, with unsubscribe links and a record of what each person agreed to.
- **Email series for a product:** everyone who buys it joins a list that sends the series, whether or not they ticked the marketing box.
- **Questionnaires:** surveys and feedback forms for any page, with answers saved on your site and emailed to you.
- **Lead capture** on free tools.
- **Site-wide announcement bar.**
- **Pinterest tag** and server-side purchase tracking, set up in the admin.
- **Email list stats panel** in the admin.

Content and pages

- **Full blog** with categories, featured posts, video and audio posts.
- **Paste a link** and YouTube, Vimeo, SoundCloud, Spotify, Buzzsprout and Anchor content embeds itself.
- **Topic cluster pages** for building authority on a subject.
- **Video Hub:** a gallery of your videos with related products attached.
- **Reusable content blocks:** hero, FAQ, three-column, section, newsletter, waitlist, spotlight, gallery, banner, resource and link hub. No code needed.
- **Link hub pages,** in the style of a link in bio page, with four layouts.
- **Page templates** for Home, About, Custom, Gallery and Landing pages.
- **Documentation and policy pages.**
- **Member resources:** member-only downloads, plus a support request inbox.
- **A homepage** that can lead with your products or with your content.

Hosted interactive tools

- Upload one HTML file, such as a calculator, quiz or generator you made with Claude, and it goes live at its own web address on your site.
- Each tool runs in a sandbox, so it cannot touch your cookies, sessions or customer data.
- Offer a tool free as a lead magnet, or sell it as a product.
- An automatic tools index page, with draft and publish control.
- **Limits:** Self-Hosted has no limit. Managed allows 5 free tools on Lite and 15 on Full.

AI features (your own key, off until you switch them on)

- **Bring your own key:** connect Claude, ChatGPT or Gemini. You pay the provider directly and I add no markup.
- **Writers:** product descriptions, blog posts, blog summaries and FAQs. Everything arrives as a draft.
- **Djangify Assistant:** a chat for running your site, answering from your own live site data.
- **Site Audit:** a free, rule-based check of your products, pages, blog and search setup, with an optional AI layer. The check runs on both Managed plans.
- **Shop Setup:** fill in one form and Claude builds your site from it.
- **Claude connection:** ask Claude to add a product, write a post, fix your search setup or audit your site, and approve what it changes.
- **Usage tracking** with an optional monthly cap.

Customer-facing AI

- **Expert Twin (Self-Hosted only):** a public page where visitors chat with an AI trained on your own material before they buy, with a call to action and email capture.
- **Product Coach:** an AI coach attached to a product, with a message limit and access period you set.
- **AI Support Desk (Self-Hosted only):** logged-in customers get answers based on what they bought, and hard questions pass to your support inbox.

Search and AI discovery

- **Structured data** for products, articles, lists, your business and your site.
- **Social sharing cards,** sitemaps and canonical addresses.
- **Author credibility details:** your name, bio, expertise and profile links, shown in the markup and in an author footer.
- **Product knowledge and buyer FAQ layer,** written for ChatGPT, Claude and Perplexity as well as Google.
- **An llms.txt file** that tells AI tools what you offer.
- **robots.txt** with AI bot support.

Design

- **Five themes:** Classic, Editorial, Minimal, Spotlight and Manuscript, switched from a dropdown.
- **Your own brand palette,** fonts and button style from a settings screen, with no code.
- **Responsive** on every screen size, and accessible markup.
- **Installs like an app** on a phone, with icons made from your logo.

Your data and security

- Your products, customers, orders and files live in your own database.
- **Back up and download area** in the admin: one-click CSV exports of orders, customers, products, coupons and settings, and a full-site backup of your database and media.
- Stripe, email and AI keys are stored encrypted.
- Mandatory email verification for customer accounts.
- Secure headers, protection against cross-site request forgery and secure cookies set for live use.
- Card details are handled by Stripe and never pass through your site.
- **Self-Hosted:** if I stopped tomorrow your site would keep running and you would only miss future updates.

Running it

- Everything day to day is managed in the admin, with no code editing.
- **Documentation written to be handed to an AI assistant:** quick start, install, Stripe, email, backups, making changes, connecting Claude, Expert Twin and AI Support Desk.
- **A Deploy With AI guide** and a Claude Code deploy skill that walk you through setup one step at a time.
- **Built-in test commands** for Stripe and email.
- **Optional done-for-you installation** (£147 one time, sold separately): I set it up on a server in your name and remove my access at handover.

What it is built on

Part	Built with
Framework	Django 5.2
Language	Python 3.11 or later
Front end	Tailwind CSS 4, Alpine.js, HTMX
Database	SQLite by default
Payments	Stripe
Sign-in	django-allauth with email verification
Server	Gunicorn and WhiteNoise behind Caddy or Nginx
Hosting	A VPS or your own machine. Not for shared hosting

Who it is for

- You already have something digital to sell: guides, templates, courses, audio, video, services, events or tools.
- You want your data, your customers and your site in your own hands.

It is not for:

- Physical products. Djangify sells digital products only.
- A marketplace with many sellers.
- Shared hosting.

Where to start

- **Try the demo first:** demo.djangify.com. Buy dummy products and walk through the whole customer experience.
- **Managed Hosting, 14 days free:** www.djangify.com/signup
- **Self-Hosted, £197 once:** see what is included and buy
- **Not sure which one?** Read the Managed vs Self-Hosting guide.
- **Questions:** djangify@djangify.com

www.djangify.com