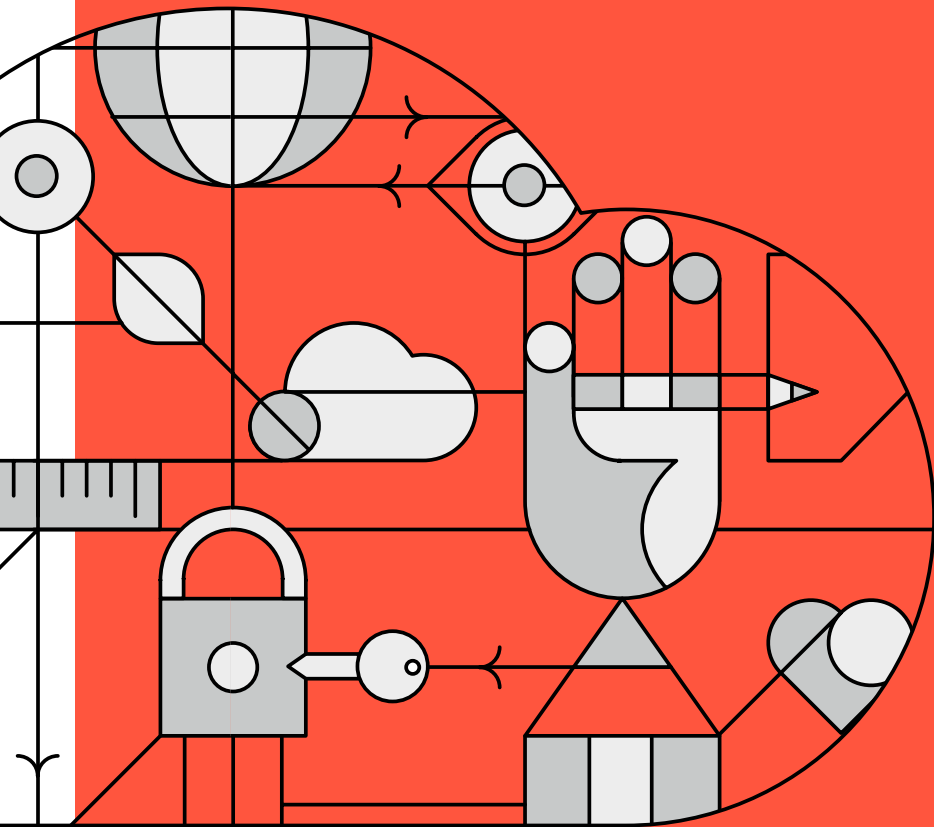




# Episerver Digital Experience Cloud™ **Digital Commerce**



# Power closed-loop Digital Commerce — helping online marketers sell faster and more easily

**Online marketing and digital commerce have opened up new and exciting opportunities like never before. Quite easily, though, these opportunities can turn into obstacles when trying to coordinate multiple systems, channels and campaigns.**

When running a business online, there is obviously a lot happening at once: campaign rollouts, creating landing pages, product launches, monitor trading, and optimizing SEO and conversion rates. Yet these processes are often fragmented. This makes it difficult to perform quickly and consistently across all channels, and to capitalize on promotions and short-term opportunities.

So how do you solve this? You need a way to easily create consistent experiences, content and campaigns across all channels, and find out how customers respond to them once they are launched. You need to ensure that you are giving customers the experiences they want by providing relevant, personalized products and content. And, you certainly need to manage product information, handle payments, fulfilment, returns, and customer service.

At Episerver, we have solved this with the Digital Experience Cloud, a unified marketing and digital commerce platform. We have been guiding customers for more than 20 years in providing outstanding digital experiences, and this knowledge has helped us shape a solution that supports customers from lead generation through conversion and repeat sales.



# Industry spotlight

## B2B Digital Commerce

If you want to grow your business, selling your B2B products and services online works. In one Forrester Consulting survey, commissioned by Episerver, 89 percent of B2B companies agreed that implementing digital commerce increased annual company revenue by an average of 55 percent. A B2B digital commerce platform enables companies to sell more at a lower cost, while providing increased convenience for customers. Business buyers are increasingly expecting a great online experience – and you really can't afford to not give it to them.

**"We now consider ourselves to be multichannel. The reason we picked Episerver's platform is because we lacked efficiency in our eCommerce business and were not agile enough in our online marketing.**

**For example, simple things like updating our online store could take hours, or even days. Now with Episerver we can get it done in minutes. The same goes for our online marketing. Before it could take someone as long as eight hours to build a landing page. Now we have that process cut down to a matter of minutes.**

**With Episerver Commerce, we have a solid platform to stand on and feel we are nicely positioned for a digital future."**

Melissa Bagley,  
Director of eCommerce,  
C&H Distributors



## Direct-to-Consumer Manufacturers

For branded manufacturers, digital commerce has not only meant that you can work more efficiently with retailers—it has also opened up an entirely new opportunity to sell directly to consumers. By learning more about the consumers and their behavior, manufacturers can provide retailers with desired insight into consumer demand. And with the proposition of increased brand loyalty together with a new revenue stream, there has never been a better (or more urgent) time to act than now.

**"We've been thrilled with the response from our customers. A clear trend in the eCommerce space is the ability and importance of combining content and commerce to enhance the experience the customer has with our brand.**

**Episerver's platform puts us one step ahead of the game by allowing us to take advantage of this movement. Because of this, we've been able to enhance the online customer experience and build a solid platform to significantly increase sales through our website."**

Bjørn Fjellstad,  
Marketing Director, Norrøna



# Grow

Your business growth is our business. From an omni-channel digital experience that drives long-term growth to day-to-day merchandizing to get immediate results, we are here to make it possible.

## Digital Experience

The promise of a unified omni-channel experience that drives top-line growth is an attractive one, but until now it has proved frustratingly difficult and costly to achieve. Episerver Digital Experience Cloud™ changes this.

It allows you to create customer experiences that work on any device—every piece of content you add is automatically optimized on the page and across PC, mobile and tablet screens. As you're updating product content, articles and landing pages, you can instantly preview it in real time on multiple screen formats to see what your content and customers' experience will look like in any campaign, on any device. The Digital Experience Cloud also extends into your native Apps, with powerful APIs and online preview of the App experience.

- Benefits
- **Create consistent brand experiences**—the Digital Experience Cloud lets you easily extend your visual brand across all devices.
- **Save time by building pages and product presentations once**—the solution automatically reconfigures pages to create an enjoyable customer experience for all screens and devices.
- **Connect online and store experiences** with the 'click & collect' feature, allowing customers to collect their orders from their preferred store.
- **Easily and immediately personalize product content** by customer, market, acquisition path and channel to create highly targeted promotions based on demographics, locations, purchase history, behavioral data, device usage and much more.
- **Power in-store screens and tablets** with contextualized products and content, managed from the same interface as the online store.

## Merchandizing

Episerver Digital Experience Cloud™ simplifies the task of showing the right products to the right customers at the right time.

You can sell across different markets and brands with a single catalog to maximize earning from cross merchandising. You can also create and enrich new product ranges instantly and showcase your products through different experiences. And you can automatically generate personalized product recommendations based on behavioral data, freeing you from the need to build and maintain multiple rules.

## Benefits

- **Boost your average** order value by automatically analyzing visitor behavior and using this insight to upsell and cross-sell merchandize.
- **Improve search results using** best bets and behavioral optimization of search results and product listings.
- **Edit product content in context**—you have full control over how products are presented, and can make instantaneous changes to improve conversions, including full product information personalization.
- **Place editorial, promotional** and guiding content anywhere throughout the site, including deep product pages, listings, and checkout flows.
- **Sophisticated product content management** (PCM, or PIM), with version control, complex products, asset management and full drag and drop layout capabilities.



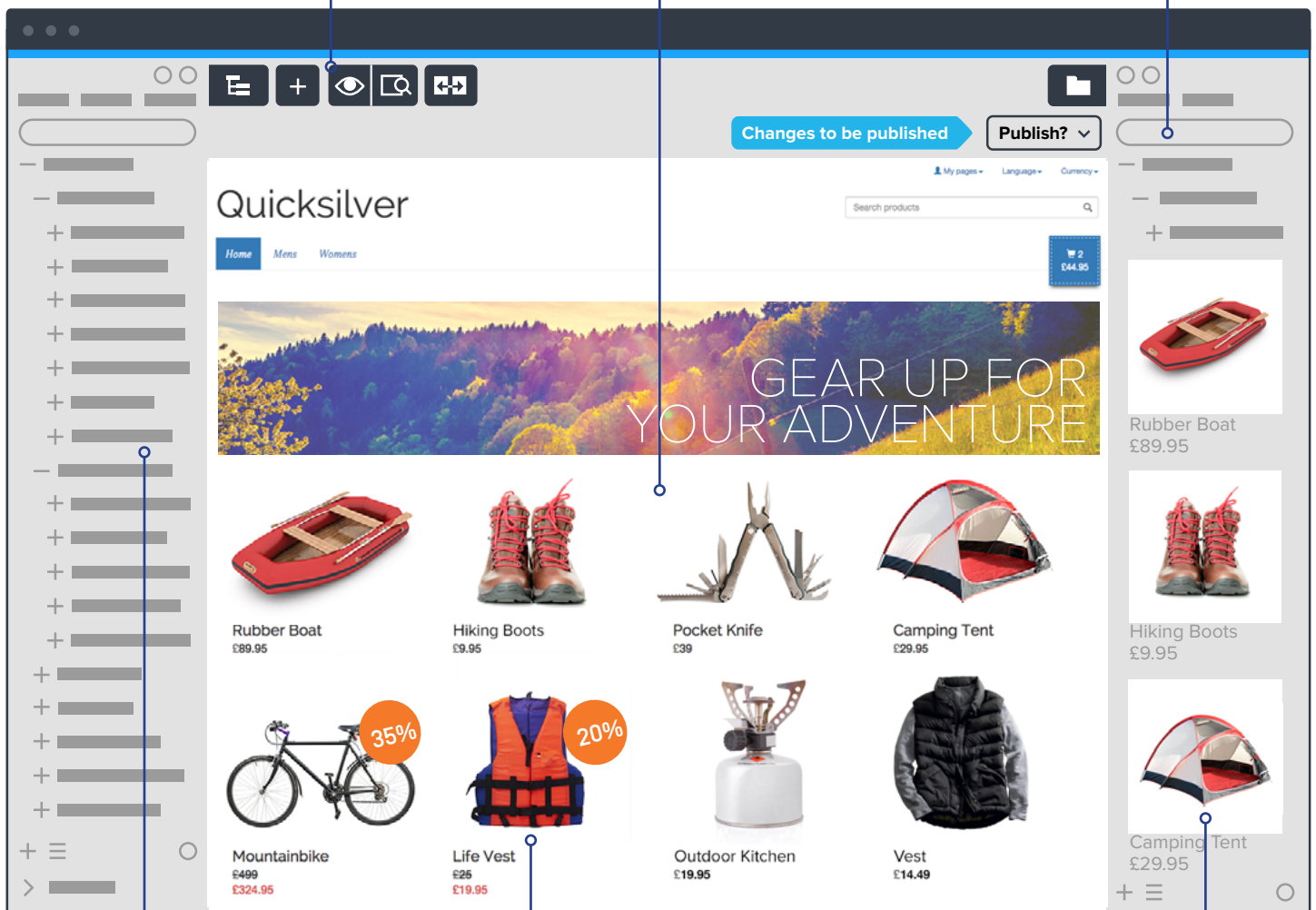
# Empower

It's here the magic happens. Your content assets, your product information, and your catalogs. Organized and unified, for all your sites. So your people can do amazing things.

Preview content and products for all channels, including mobile and in-store terminals

Mix product and copy in a rich engaging experience

Quickly find catalog products using the quick-search function



Manage all sites, markets and customer experiences from a unified interface

Work with promotional discounts in campaigns and benefit from personalization

Increase efficiency by reusing components across multiple pages, websites and channels

# Optimize

Optimize means maximizing your revenue, and minimizing your costs. Find conversion bottlenecks, increase engagement, promote the right products and streamline operations.

## Continuously optimize and improve

Optimizing campaigns, landing pages and product presentations can be a time-consuming task, but the Episerver Digital Experience Cloud provides tools to automatically test and optimize any content and campaign and use the data to drive more sales.

The platform has a self-optimizing multivariate testing feature that intelligently learns which content or feature block works best with your customer segments, and automatically displays that more often to help you improve performance over time.

## Benefits

- **Get an instant view of how your experience is performing** by performing A/B tests on pages, products, promotions, text and design elements. You can set a single goal or group several goals into one campaign to get a complete view of their performance.
- **Improve SEO** with SEO insights that are built into every page and provide real-time advice to improve your search ranking and ensure your content is always optimized for the targeted keywords that you create.
- **Improve paid search conversions and organic search placement** with automatic landing pages that creates contextual listings with a combination of brands, product types, and other product properties, with the ability to add editorial information to any landing page.
- **Leverage additional marketing apps** with Digital Experience Hub™ Add-ons for SEO, analytics, marketing automation and optimization.

## Efficient operations

Digital commerce is not only about the opportunity to grow revenue, to scale up and to expand into new markets—it is also about streamlining operations.

Episerver Digital Experience Cloud™ has been proven to increase operational efficiencies drastically, by reducing time spent on product management, merchandizing and running campaigns, by efficiently supporting internal operations, and by connecting into all back-end business systems.

## Benefits

- **Delegate responsibilities** to create and edit local campaigns, promotions and product content to different teams and markets, with fine-grained access control.
- **Increase collaboration between marketing and eCommerce management** by integrating content management, product management and campaign management and optimization in the same seamless interface. Allowing them to focus on their customer experience.
- **Support contact center operations** with features for new orders and returns, centralized customer profiles and order history.
- **Quickly connect to fulfilment systems** with Digital Experience Hub™ integrations with 3PL and in-house fulfillment systems.
- **Built-in order management** with basic pick and dispatch, and return handling, with optional Digital Experience Hub™ connectors.



# Scale

Solve your business challenges here and now, and be ready for whatever changes may come down the road. Adapt to market changes and new operational requirements, in a heartbeat.

## Modern scalable Cloud

Digital marketing and digital commerce usually involve several different systems and environments. Both environments and responsibilities are fragmented, making it hard to ensure optimal performance and short response times.

With Episerver Digital Experience Cloud™, you can instead focus on creating experiences for your customers, not on complicated infrastructure and licenses. And since global scalability is built in, you don't need to worry about traffic peaks, new markets or changing needs – the platform is always on, and always ready for customers.

### Benefits

- **Page-level SLA with expert 24/7/365 global support** to guarantee availability and performance.
- **Select a Cloud package at a level that suits you best**, with elastic scalability and simple monthly payments. Support, monitoring and reporting, CDN and application management is always included.
- **Flexible solution with dynamic scaling** built in to the core, so that you only pay for what you need. When your business has seasonal peaks or spikes, the cloud solution will automatically adjust to them.
- **Worldwide delivery from global datacenters** gives you computing power at the edge of the network, crucial for performant highly personalized experiences.

## Time to value

Digital commerce platforms have traditionally been time-consuming to implement, requiring extensive configuration and integration into back-end business systems. But Episerver Digital Experience Cloud™ is no traditional platform.

It has been built from ground up on standards-based .NET frameworks and well-documented APIs, coupled with all the benefits of an elastically scaling cloud-based solution such as application-level SLA and pain-free upgrades, at your own pace. Developers love it. And that shows—Episerver consistently beats other platforms with extraordinary time to value.

### Benefits

- **Well-documented developer APIs**, .NET and REST, that stay consistent over upgrades makes extensions and integrations easy to create and maintain.
- **Integration framework for integration** with ERP, Order Management, CRM and Marketing Automation systems, with pre-built integrations for market-leading systems.
- **Reference solution to accelerate your project** and minimize time-to-launch.
- **Managed elastic scaling** with usage based Cloud Service.
- **Regular weekly releases** with additional business value, choose when to seamlessly upgrade.





## Customer success, delivered

With Episerver Digital Experience Cloud™, you have the perfect platform to create an engaging, efficient and scalable eCommerce solution. But how do you ensure that your business architecture is sound, and how do you validate the solution to performance, security and compliance standards?

At Episerver, we recognize that customer success is dependent not only on the platform, but also on the implementation and management of it.

Together with our Solution Partners, we back you up all the way throughout the project and beyond.

Your success is our commitment.

## We are Episerver

Finding the right balance in your content and commerce strategies can produce amazing results. Episerver has created a platform—The Digital Experience Cloud™—that helps you deliver experiences that matter to your customers, while driving sales growth for you. Our unified content and commerce platform supports you from lead generation through conversion and repeat sales, across multiple channels. We've made it easy to put your business in the cloud, so you can focus more on engaging with your customers—wherever they are online. It's what we call Digital Experience Delivered™.

At Episerver, we believe that digital transformation is a journey. We have been guiding customers for more than 20 years in providing outstanding digital experiences. Today our network of 880 partners, in 30 countries, supports 8,800 customers with 30,000 websites. Our customers include American Express, Canal Digital, Electrolux, KLM, Lloyds Bank, Mazda, Pizza Hut, Sony, Toshiba, and Walmart.

For more information visit [www.episerver.com](http://www.episerver.com)

