BEST CMS FOR COMMERCE

Accelerate eCommerce with Smart Content
and Asset Management

SAP Hybris (ɤ)   **IBM**   salesforce

COREMEDIA

INDUSTRY'S DEEPEST ECOMMERCE INTEGRATIONS

Connect Your Content with Multiple eCommerce Platforms

Elevate your customers' experiences overnight with dynamic storefronts, shoppable brand sites, and cutting-edge targeting. Blend real-time product information with marketing content to deliver consistent product messages to any digital touchpoint. Streamline your workflows, refresh your content constantly, and take your global campaign collaboration to the next level.

The CoreMedia Content Experience Platform is the market-leading multi-commerce CMS and has become a preferred content management vendor in the luxury, fashion, and beauty space. CoreMedia has revolutionized the integration of content and commerce with smart content management, advanced digital asset management, and personalization. Our intuitive editorial interface, mature APIs, and deep integrations with leading eCommerce systems – including IBM® WebSphere® Commerce, IBM Commerce on Cloud, SAP® Hybris®, and Salesforce® Commerce Cloud – allow marketing and eCommerce professionals to create, manage, and publish shopping experiences that blend branded content with real-time product data. This leads to increased engagement, conversions, time-on-site, and average order size. And unlike some vendors, CoreMedia allows you to preserve your existing store structure and front-end business logic – no rip-and-replace required.

**Create Experiences that Inspire, Inform, and Convert**

Online shoppers now expect personalized, media-rich digital experiences that are unified across all channels. Since brand and commerce interactions have traditionally existed in separate worlds, it's essential for you to bridge this gap. In order to beat your competition, you need to replace your rigid, catalog-driven structures for displaying products with more dynamic solutions. In addition, your stores need to provide experiences optimized for mobile devices and eliminate the duplication of effort that comes from separate teams working on separate touchpoints.

You need to tell your brand and product stories in ways that excite, inspire, and inform shoppers. And you need to deliver these experiences quickly and cost-effectively – without waiting for IT or disrupting existing processes.

[01] **INTUITIVE EDITORIAL INTERFACE**

[02] **UNIFIED CONTENT ACROSS ALL CHANNELS**

[03] **INTEGRATION OF CONTENT AND COMMERCE**
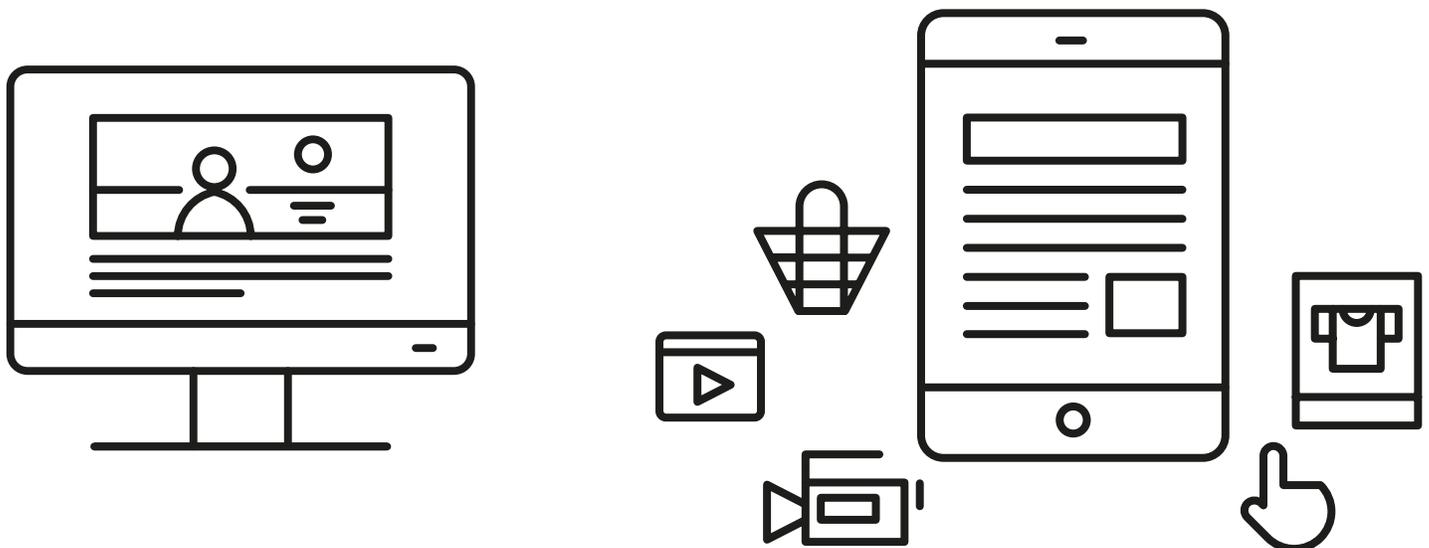
COREMEDIA'S KEY CAPABILITIES

[01] Stunning Design & Dynamic Layouts
Access a large catalog of appealing design elements – including shoppable videos, interactive image maps, slide shows, carousel views, 360° spinners, and more. Because CoreMedia separates content from presentation, you can easily reuse and quickly reformat your content in a variety of styles and layouts.

[02] Inherently Omni-Channel
Because our modular architecture separates content from layout and business rules, you can deliver unified and consistent experiences to any digital channel or mobile device. Our built-in responsive and adaptive web capabilities and our headless APIs can be used as a foundation for building modern, flexible multi-channel user experiences.

[03] Smart Content Personalization
Combine content created and managed in CoreMedia with real-time product information to enhance your customers' shopping experiences. You can construct stories around virtually any product or collection. CoreMedia also allows you to implement business rules to display different content to each user.

[04] Advanced DAM Capabilities
Built-in digital asset management makes it easy for you to manage and integrate your digital content to make your online stores aesthetically appealing and visually engaging. You can easily manage, edit, and integrate a wide variety of rich media content types including images, videos, PDFs, binary files, style sheets, and page layouts.

[05] Incremental Approach
CoreMedia helps you reduce your risk with a "grow-as-you-go" approach that lets you get started quickly while laying a sustainable foundation for future growth. You benefit from a fully productized integration, as well as the option of a fixed-price, fixed-scope deployment offering.

[06] Flexible, Intuitive Design Environment
CoreMedia empowers your business users with an innovative design environment. The CoreMedia Studio, our web-based UI is a dynamic tool for the design, creation, and delivery of content driven experiences that can be seamlessly integrated into eCommerce stores.

INNOVATIVE DESIGN ENVIRONMENT   -   EASE OF USE   -   MODERN MULTI-CHANNEL USER EXPERIENCES

AT A GLANCE	Create compelling digital shopping experiences faster and more efficiently for any target group.

Creative Control: Blend product data, branded content, and rich media in real-time without IT involvement.

Enhance, Preview, Publish: Create content-rich homepages, category pages, product pages, custom landing pages, and more.

Personalized Experiences: Personalize both content and eCommerce elements.

Responsive & Adaptive: Content looks great and performs optimally on any device.

Flexible Deployment: Operate all components by yourself (on-premises and cloud) or in CoreMedia's cloud.

B2B Commerce Support: Contract-based pricing with personalized content.

DEEPER INTEGRATIONS WITH MORE ECOMMERCE SYSTEMS

CoreMedia integrates with the widest range of eCommerce and digital marketing systems including IBM WebSphere® Commerce, IBM Commerce on Cloud, SAP® Hybris®, and Salesforce® Commerce Cloud. And our robust, mature APIs make it easy for you to integrate with any existing in-house commerce system. Through these combined solutions, you can reduce costs, accelerate time-to-web, and improve your customers' online shopping experiences — leading to increased time spent on site, bigger cart size, more repeat customers, and improved organic web traffic.

SAP Hybris 〔ɣ〕

Business Partner **IBM**
Ready for
IBM Commerce

salesforce commerce cloud

For more information, please visit our website: www.coremedia.com

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