



Acquia Commerce Experiences Datasheet

Personalize Your Buyer Experience at Every Touchpoint

With Acquia Commerce Experiences, you get all of the tools you need to create contextual, content-rich experiences for your buyers. By bringing together content, commerce, and experience, you can optimize every interaction your buyers have with your brand, while providing a great experience that's personalized just for them.

Integrated Content for Commerce

Integrate content with transactional commerce, where related content like blogs or media can be matched with products to offer an engaging experience for buyers.

- Retrieve products, inventory, customer profiles and past orders in and out of the commerce backend; syncing ensures commerce data is always up to date
- Map content, offers and promotions around products or vice versa through a seamless integration of content management and your eCommerce system, without the need to rip and replace

Faster Experience Creation

Gain the agility and workflow of a modern, cutting-edge CMS plus the building blocks to get new commerce experiences up faster leveraging a best-of-breed or headless commerce approach.

- Intuitive authoring and publishing tools for flexible content creation and delivery to any device or channel – from web to mobile to digital signage
- Accelerate development with pre-built commerce modules like product navigation, checkout flow, cart, orders and payment gateways

Secure, Compliant Cloud Platform

Run your commerce experiences on a scalable and secure cloud infrastructure. Acquia's best-in-class cloud can easily scale to support huge traffic spikes, large volumes of transactions, and extensive product catalogs with thousands of SKUs.

- 24/7 support, reliability, security and compliance, including PCI DSS
- Improve commerce governance and limit traffic to the eCommerce system

Unified Customer Profile

Create a single, comprehensive view of your visitor so you can truly know your customers and give them what they want and need in the moment.

- Unify visitor data from any source (site, transaction, CRM, social and more) including merging anonymous and known-user data
- Update customer records in real time based on any action across digital, in-store, call center and other channels

Powerful Personalization

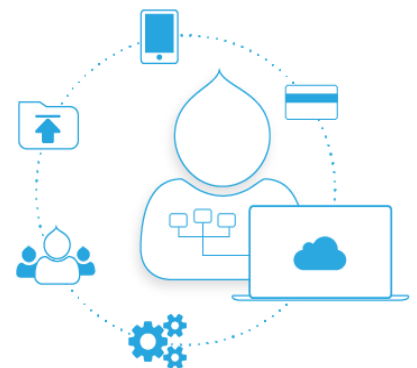
Teams can seamlessly create and deliver relevant, personalized experiences that extend across web, email, mobile, social, IoT and beyond.

- Simple drag and drop tools to design and execute personalization rules
- Real-time adaptive segmentation, targeting, and content recommendations with built-in A/B testing to optimize personalization strategies



Leveraging Acquia, Drupal, and Magento, Wilson was able to improve revenue by 10 percent on site and 44 percent on mobile, while providing customers with an engaging shopping journey.

- eCommerce conversion rate improved by 14 percent on site and by 39 percent on mobile
- Average session duration increased by 3 percent
- Bounce rate decreased by 9 percent





Content Creation, Discovery, and Syndication

Get a centralized view of all content across the organization to streamline content selection, publishing and syndication to deliver the most relevant content experience across channels — maximizing ROI from content investments.

- Powerful discovery tools equipped with customizable filters to quickly identify content to repurpose and ensure consistency
- Content syndication across a network of sites and channels

Journey Map Builder

Streamline customer experience modeling. A web-based whiteboard enables marketers to design custom journey maps.

- A collaborative, drag-and-drop interface to illustrate and map the customer journey, connecting steps and actions across touchpoints and systems
- Build customer journeys from scratch or use a predefined Journey Jumpstart

Martech and Adtech Integration Connectors

Integrate disparate marketing and ad technology so they can work together to deliver connected, personalized experiences across channels.

- Integrate WCM, commerce, marketing automation, email, social media, message queues, databases, adtech and other experience systems
- Overcome challenges of your existing poorly integrated marketing clouds or best-of-breed martech tools so all the pieces can work together seamlessly

Journey Orchestration and Intelligent Triggers

Easily configure our journey orchestration engine to drive journey actions and the system will trigger the most relevant message to individuals in real time.

- Utilize the same visual tools used to map the journey to establish the underlying business logic and decisioning rules that execute journeys
- Use the built-in listener to monitor actions across touchpoints to trigger decision logic and drive the best-next action to each individual automatically

Intuitive Analytics and Dashboards

Define, measure, and monitor KPIs and outcomes for the customer journey. Our analytics helps teams gain audience insights and achieve personalization objectives.

- Data and visualizations for individual personas, segments, content, engagement, conversion, and other key trends
- Pre-built and custom reports and dashboards for A/B testing, goal progression, and more allow you to gain insight and take action

Contact Us

No matter how large or complex your commerce ecosystem is, Acquia can help you create a commerce experience that will delight and engage your buyers, and drive more business value for your brand.

For more information or to see a demo, please visit www.acquia.com/commerce or contact us at sales@acquia.com.

Benefits

- Boost customer acquisition, retention, and lifetime value
- Deliver 1:1 engagement to catch your customers at the right moment and channel
- Accelerate the buying process with targeted content and offers
- Drive real-time automated decisions and triggers for best-next offers and actions
- Improve collaboration across teams to plan and map customer journeys
- Achieve consistency and control over your brand
- Tap into real-time metrics to see what's working and improve results
- Maintain security and compliance
- Lower development costs through pre-built integration with eCommerce system

