



# The Most Agile Way to Make Every Moment Shoppable

Enabling Commerce at the Speed of Wow

## Experiences Matter More Than Ever

Today's marketers strive to go beyond conventional websites to create compelling customer experiences while constantly looking to convert shoppers to buyers everywhere along the multi-faceted customer journey. And today, these touchpoints extend beyond the traditional brand website. We are living in the post-web era.

- *Customers who have the best experiences spend **140% more***
- *Experience leaders have almost **2x the conversion** rates of the market average and **outperform the market 43%***

## The World's Most Advanced Digital Experience Platform

Adobe and commercetools have joined forces to put the most advanced digital business platform at marketers' fingertips. Using highly advanced, cloud-based technology, machine learning and AI capabilities, they make brands ready for the future of commerce. And this is how they will revolutionize digital business:

- **ZERO** deployment cost
- **FASTEST** time-to-market in comparison to all competitors
- **EASY** to customize
- Unparalleled **AGILITY**



## commercetools Platform

Make Every Moment Shoppable With a True Cloud Commerce Platform

commercetools offers a true cloud-native multi-tenant commerce platform, providing the building blocks for the post-web era with their leading-edge API first approach. The platform combines the reliability and stability enterprise businesses need to thrive with the agility, flexibility and speed that is essential for success in the digital industry.

### Cloud Native

- Built for the digital age
- Shortest time to market
- Auto-scales for shopping spikes

### Agile

- Agile business modeling
- Continuous deployment
- Quickly test and deploy innovative features

### Industry Leading Technology Stack

- API-first
- Built modular and optimized for Microservices
- Lightweight integration as services



## Adobe Experience Cloud

Deliver Rich Experiences Across Every Touchpoint and Device

Adobe Experience Manager lets you create and manage rich experiences for digital sites, native apps, and in-store displays. You can author master experiences that dynamically configure themselves to the form factor and requirements of all touchpoints: Offsite Digital Properties, CEX and Associate Apps, Smart Screens, IOT.

Master Experiences

Experience Fragments

Optimization

Fluid Experiences

## commercetools and Adobe

The World's Most Advanced Digital Experience Platform

Adobe and commercetools uniquely fuse Systems of Engagement and Systems of Insight with the world's most agile commerce platform to deliver superior commerce experiences. commercetools supports integration with Adobe Marketing Cloud products, including Adobe Experience Manager, Adobe Campaign, and Adobe Target.

### Commerce Services

Cart checkout models, Inventory / Product Information / Pricing, Inventory, Taxes, Shipping, and Payment

### commercetools: Empower Agile Commerce

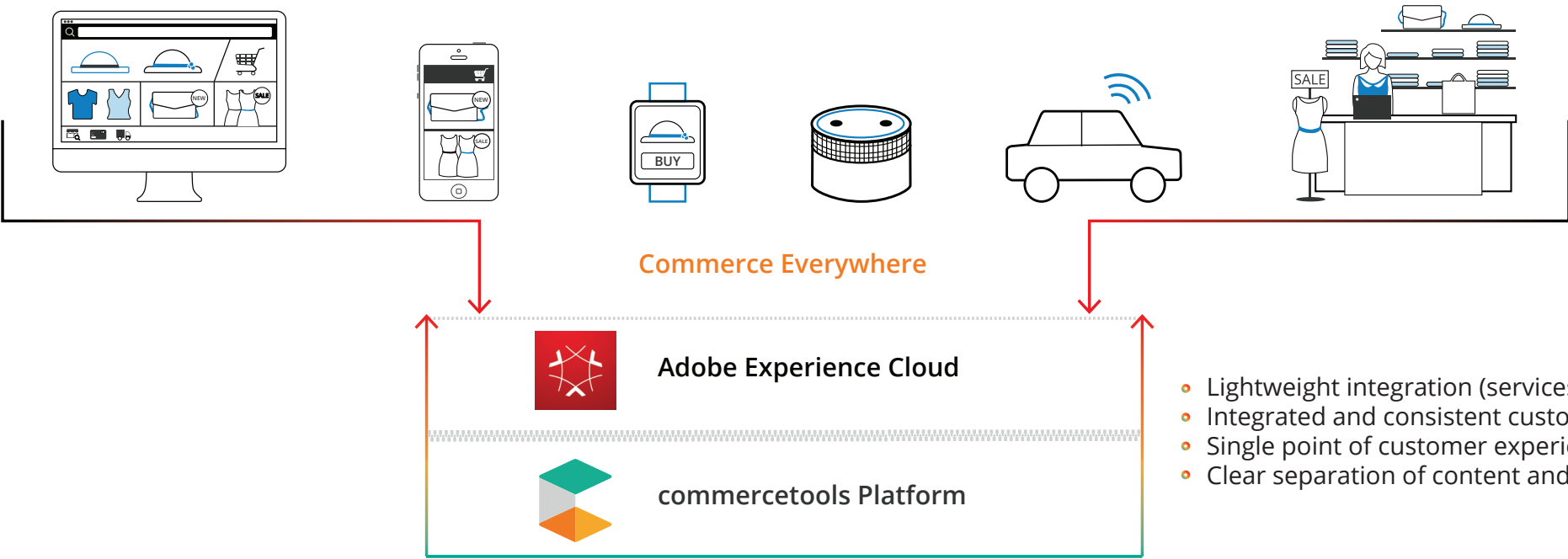
- Headless commerce platform
- API-first model supports current & future touchpoints
- APIs combine both systems seamlessly in the cloud
- Handles transactions and PIM

### Adobe Experience Cloud: Deliver Amazing Experiences

- Customer Experience
- Digital content management for all touchpoints
- Content Marketing and Personalization
- Data-driven insights

### Experience Management

Personalization / Recommendation / Rich media management / Navigation and layout / Site search



# The Smart Content + Commerce Investment

## Maximizes Adobe Experience Manager Investment

Integrated into all versions of Adobe Experience Manager

## Combined with attractive TCO of the commercetools platform

- No upfront license fees
- Pay only for what you use
- No hidden upgrade fees
- No more paying for duplicate functionality

## Ready for the Future Today



### **Build and manage innovative omnichannel commerce experiences**

Provide marketers with the tools they need to address the proliferation of touch-points across the entire customer journey.



### **Commerce at the "Speed of Wow" – enabling commerce everywhere**

Worry-free, seamless integration of leading headless, cloud-native, commerce platform technology with Adobe Marketing Cloud allows for fast roll-outs.



### **Agility to stay ahead of change**

Agile microservices support continuous innovation and optimization so you can continuously test, refine, and optimize.

## Think Beyond Conventional Websites!

Start with the Brand Experience and Envision  
Commerce Everywhere



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