

# The Fusion of Content and Commerce

## Providing Shopping Experiences for Tomorrow's Customers



Metallic leather sandals  
€480

SHOP NOW



Textured-leather tote  
€265

SHOP NOW

## Executive Summary

Customers are demanding, well connected and informed. Thus, brands and merchants must increasingly focus on providing their customers and prospects an entertaining, inspiring and efficient shopping experience or risk losing business. In a world where retail giant Amazon is eating up more and more market share and even popular brands are becoming commoditized in the process, experience-led commerce is one of the most promising strategies to achieve differentiation, recognition and drive new customer sales.

A fundamental building block for these shopping experiences is to merge editorial content with commerce elements. As many companies are already equipped with suitable teams and technology, the goal is to build bridges in smart ways, both with regard to their organizational structure and the technologies they use.

There are two strategies to integrate commerce and Web Content Management (WCM) systems: In the first scenario, the commerce solution is the leading system and the WCM is providing the necessary content to enhance certain parts of the commerce site. In the second scenario, the WCM solution is in the lead and the commerce software provides catalog data and commerce functionalities.

This whitepaper will outline the necessary steps for implementing a sustainable content commerce strategy and support brands and merchants to opt for a suitable integration approach.



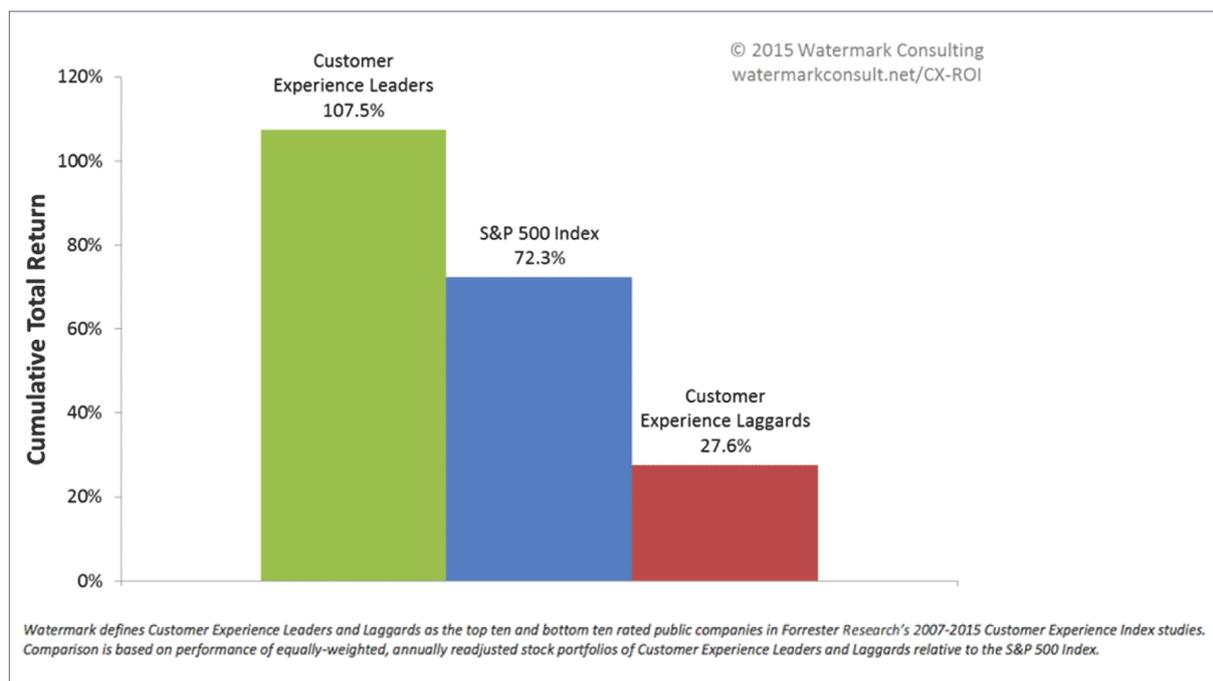
# Companies embrace experience-led commerce strategies

There was a time when companies mass-manufactured their products and sold them to an audience not used to choosing from a wide selection. About a century later, the situation has changed completely. Due to an exploding number of businesses using the Internet as a marketing and distribution platform, modern customers are faced with a sheer insurmountable variety of products. What's more, the market has become more transparent, so customers are well informed about products' features, prices and availability.

In effect, the power has shifted - away from manufacturers or merchants towards customers. Especially in the digital world, where competitors are virtually only one click away, merchants need to find strategies to target and engage their audience to grow and sustain their business.

As a result, companies have been striving to improve the overall customer experience and invest in measures to deliver the degree of service which they had promised in their marketing campaigns in the first place. For companies such as *BestBuy* or *Zappos*, this has led to a higher performance, as the development of companies in the Customer Experience Index (CXI)<sup>1</sup> shows. Customer Experience Leaders - i.e. companies focussing on and investing in a superior customer experience - have seen a stock development of 49% above the S&P 500 Index, whereas the so-called Customer Experience Laggards - who have not yet reached their full potential in this regard - come in at 62% below this average.

## Customer Experience Leaders Consistently Outperformed The Market From 2007 To 2014



## About commercetools: Commerce-as-a-Service for modern shopping experiences

commercetools is a next generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology and meet new customer demands.

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