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FOR IMMEDIATE RELEASE

Magento Commerce for Prompt Establishment of Online Sales Channels and Acceleration of Digital Business

Hong Kong — June 29, 2020 — Adobe (Nasdaq: ADBE) has announced the Magento Commerce Fast Start Program to help B2B and B2C companies quickly set up a digital commerce site along their digital transformation journey. At the same time, Product Recommendations for Magento Commerce is also being integrated with Magento's content creation tool, Page Builder, helping brands to deliver rich content and relevant shopping experiences to their customers.

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The latest Digital Economy Index (DEI), powered by Adobe Analytics, highlights how rapid the shift to ecommerce can be when unprecedented events have made digital the only channel across industries. For example, overall ecommerce in the U.S. and U.K. grew by 25% and 33% respectively in March, primarily driven by online grocery sales, while buy-online-pickup-in-store (BOPIS) increased by 62% in the U.S. during the same time period. Today, it's more important than ever to become a digital-first company.

Magento Commerce Fast Start Program for B2B and B2C Enterprise Brands
Adobe and its partner ecosystem are committed to ensuring any business in need of quickly setting up a digital commerce site can do so. This initiative could be for a particular product line, brand or channel. As such, Adobe has packaged together Magento Commerce, an eCommerce platform that is the core of Adobe Commerce Cloud, and an accelerated services offering for launching a foundational commerce site in weeks, instead of months as in the past, and giving brands the power to create unique and engaging shopping experiences.

Implemented by Adobe Customer Solutions, Magento Commerce Fast Start Program is to enable enterprises to get up and running with a fully responsive Magento Commerce B2B/B2C storefront with shopping cart and payment processing capabilities and an optional ERP integration in four weeks.

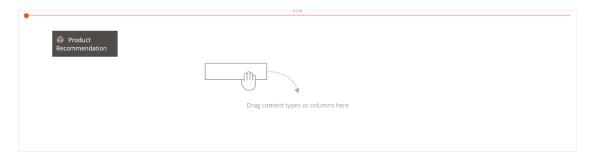**Product Recommendations Powered by Adobe Sensei Now Integrate with Magento Page Builder**
Today, organizations are looking for new ways to stimulate growth while maintaining costs, and AI-powered solutions can support both. Adobe has been moving full steam ahead on further advancing Product Recommendations capabilities and integrated it with Magento Page Builder. Magento merchants can now seamlessly drag and drop Sensei-powered recommendation units on any position within content that's being authored in Page Builder. Page Builder, powered by Adobe Sensei, AI and machine learning technology, allows merchants to deploy automated and intelligent recommendations across storefronts to help their customers discover new, relevant products throughout their shopping journey – all while creating engagement, increasing conversion and revenue.

The integration between Product Recommendations and Page Builder further differentiates Adobe's recommendations capabilities by extending the embedded Magento Admin Experience to streamline workflows.

Key benefits of the Page Builder integration include:
- Drag and drop functionality makes it simple and intuitive to place product recommendations in any position within the content being edited via Page Builder.

- Merchants can now easily add recommendation units to multiple content types including pages, blocks, dynamic blocks and individual fields.

- Merchants can now target recommendations to specific customers by assigning dynamic blocks to various consumer segments. For example, a retailer can take advantage of dynamic blocks to show a more personalized selection of recommended products for their most loyal customers as opposed to a casual shopper who may be new to the site and well-suited for a different set of recommendations.

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- With Page Builder, merchants can deploy specific recommendations to individual product pages instead of across all product pages.

- Merchants can customize recommendation units within Page Builder to match their brand, including adding borders, colors, and custom headings.

To know more about Magento Commerce Fast Start Program, please visit here.

To know more about Product Recommendations, please visit here.

To know more about Page Builder, please visit here.

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