

# Best of Adobe Summit

Hong Kong Edition



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Hong Kong Edition

# Personalized Commerce for Digital Business





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Adobe

# Adobe Commerce Innovations

1

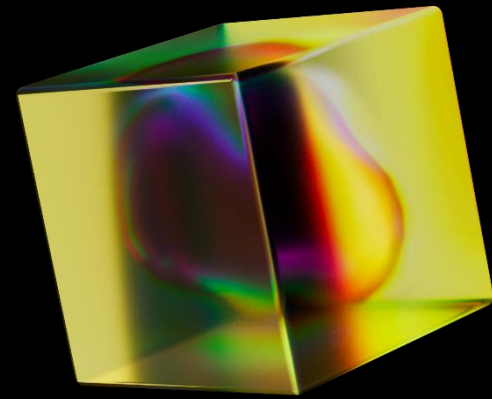
**Personalization to  
power experience-  
led growth**

2

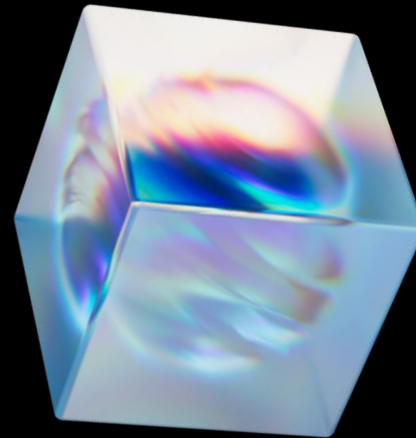
**Cloud-scale  
platform for  
B2C & B2B**

3

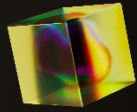
**Accelerate  
through API-first  
innovation**



**Merchandising**



**Data Sharing**



Merchandising

New!

# Intelligent Live Search results optimization

## Add rule

### Build your rule

#### Ranking Type

- ☒ **Recommended for you** ⓘ  
Recommends products based on a shopper's current and previous onsite behavior.
- ☐ **Most Viewed** ⓘ  
Recommends products that has the most views within the last seven days.
- ☐ **Most Purchased** ⓘ  
Recommends products most frequently purchased by shoppers within the last seven days.
- ☐ **Most Added to Cart** ⓘ  
Recommends products most frequently added to carts by shoppers within the last seven days.
- ☐ **Trending** ⓘ  
Recommendations are based on a product's recent momentum across your site.
- ☐ **None** ⓘ  
Products other shoppers viewed or added to their cart disproportionately more after viewing the current product.

#### Details









Name

Description (optional)

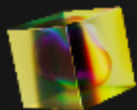
Date range (optional)  
 -

### Test your rule

9 Items Sort By **Position** ▼ ↑

 <b>Frésco Fresh Deluxe</b> \$399.00	 <b>Frésco Fresh</b> \$279.00	 <b>Frésco Simple</b> \$199.00	 <b>Frésco Duo</b> \$249.00
 <b>Frésco Smart</b> \$629.00	 <b>Frésco Deluxe</b> \$4,299.00	 <b>Frésco Espresso</b> \$2,499.00	 <b>Frésco Original</b> \$1,200.00













Merchandising







New!

Complete search  
functionality, one  
simple Live Search  
installation

Search Popover

 Fusion Backpack \$59.00	 Voyage Yoga Bag \$32.00
 Driven Backpack \$36.00	 Impulse Duffel \$74.00
 Compete Track Tote \$32.00	 Joust Duffel Bag \$34.00
 Crown Summit Backpack \$38.00	 Strive Shoulder Pack \$32.00

Results Grid

 Crown Summit Backpack \$38.00	 Wayfarer Messenger Bag \$45.00	 Compete Track Tote \$32.00
 Endeavor Daytrip Backpack \$33.00	 Voyage Yoga Bag \$32.00	 Impulse Duffel \$74.00

Filters & Facets List

Price

☐ 25-50

☐ 50-75

Material

☐ Polyester (0)

☒ Nylon (7)

☐ Mesh (3)

☐ Canvas (1)

☐ Cotton (1)

+ Show more

New

☐ Not New (1)

☐ New (1)

“Sort by” Drop-down

Sort by: Position ^

Position

Product Name

Eco Collection

Custom Price: Low to High

Custom Price: High to Low

Price: Low to High

Price: High to Low

Search Bar

bag

Q

Shopping cart icon

Active Filters Set

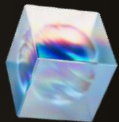
Filters

Clear all

Nylon x

Gym x

# Expanded! Data Connection - RTCDP



Data sharing

## Adobe Commerce data

### Behavioral Events

Add to cart  
View cart  
Sign in/out  
Search request  
View page  
& more



### Back Office Data (new)

Order placed  
Order shipped  
Order canceled  
& more



## Profile management

Identity



XDM



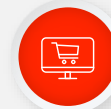
AI/ML



Segmentation

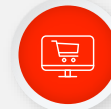
**Unified People and  
Account Profiles**

## Activation



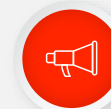
Advertising

- Ad Suppression
- Enhanced Tracking
- Event Forwarding



Ecommerce

- Unified Segmentation
- Unified Profiles
- A/B or MVT Testing
- XT Targeting /Content Targeting
- Merchandising rules
- Cart Price Rules
- Next Best offer \*



Marketing

- |                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Abandoned cart messages</li><li>• Welcome Email Series</li><li>• New Order Email</li><li>• Segmented Emails</li><li>• New-user signup journey</li><li>• Drip Campaign</li><li>• Order Status Notification</li><li>• Offline/Online Messaging</li><li>• Newsletter</li></ul> | <ul style="list-style-type: none"><li>• Out For Delivery</li><li>• Lead Nurture</li><li>• Geofence or location</li><li>• Wishlist Targeting *</li><li>• Inventory Update *</li><li>• SMS push *</li><li>• Back in Stock *</li><li>• Win Back *</li><li>• Subscription Messaging *</li></ul> |
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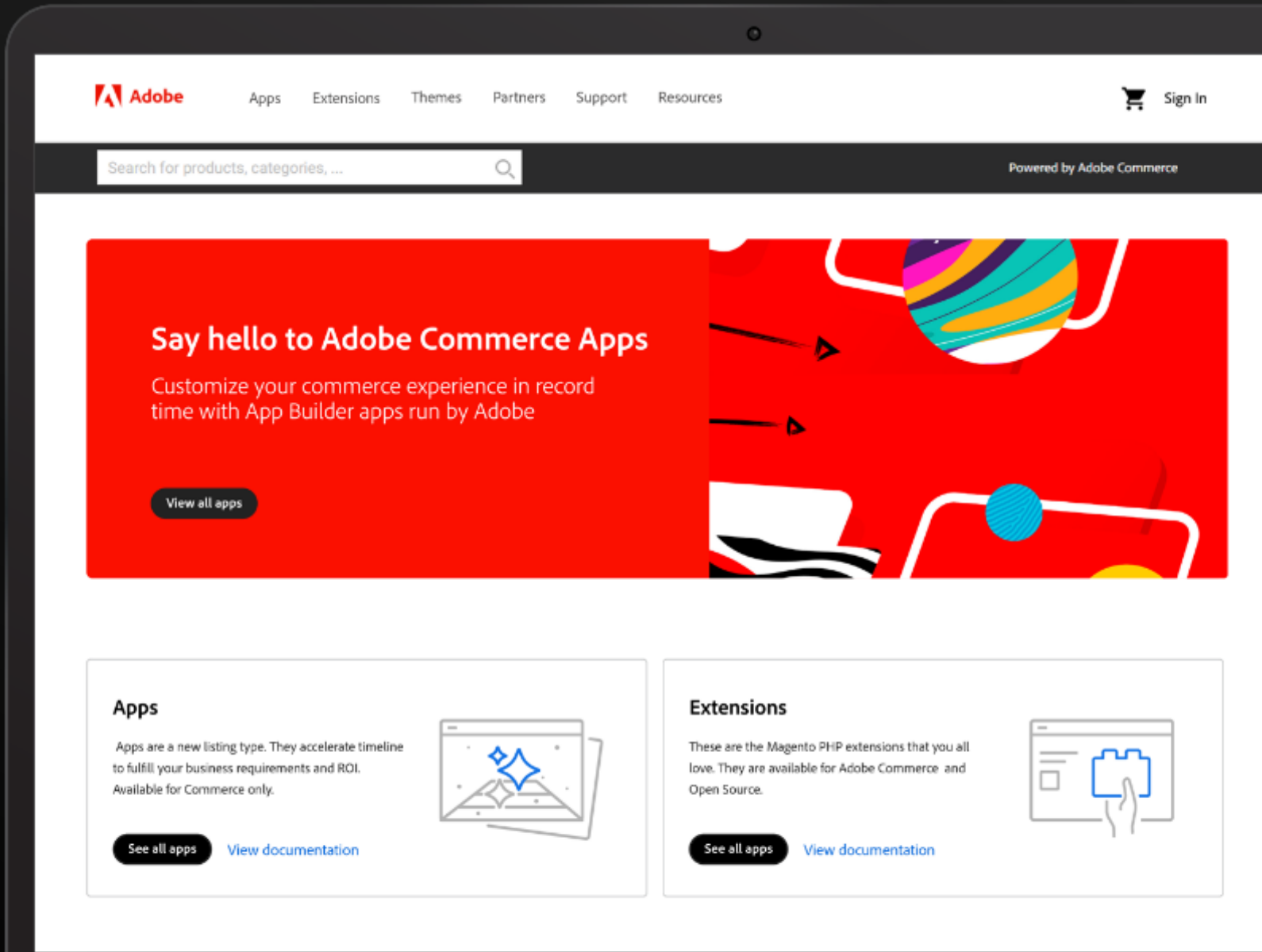
Analytics

- Campaigns Analysis
- Products Analysis
- Visitor Retention
- Visitor Profiles
- Store Metrics



New!

# API-Mesh and App Builder Support



# Marketplace: App Builder Apps Support

