Exceptional experiences matter.

Extraordinary commerce experiences drive sales, deepen loyalty, and create efficiencies for your business.

Best of Adobe Summit

EXPERIENCE LEADERS ACHIEVE...

1.5x
Higher revenue per customer[1]

2x
Higher business growth since 2016[2]

20-30%
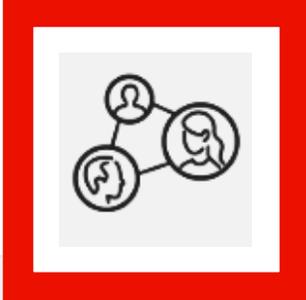Higher satisfaction & engagement[2]

Roadmap Innovation

Adobe Commerce Top Innovation Areas
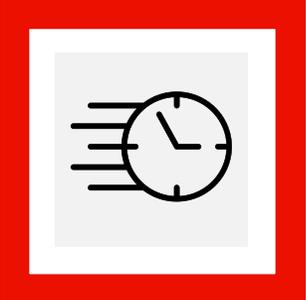
Experience-Led

Fast, personalized & immersive experiences that drive results

Business-Led

Digitalize more complex business models and streamline operations

Data-Powered

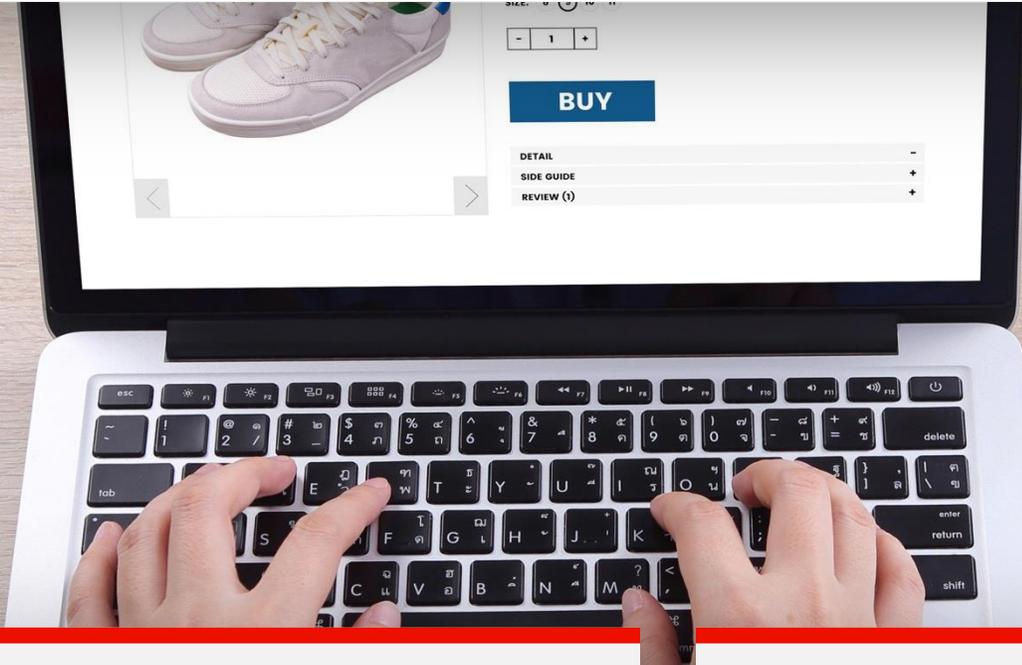Automated real-time data collection and activation

Tech-Enabled

Simplified composable development - flexible & easy to maintain

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Faster Storefronts

Edge Delivery Services in Adobe Commerce

Experience-Led Commerce

The importance of site speed in ecommerce websites

3 out of 4
shoppers will not return to a website if page load speed is over 4 seconds*

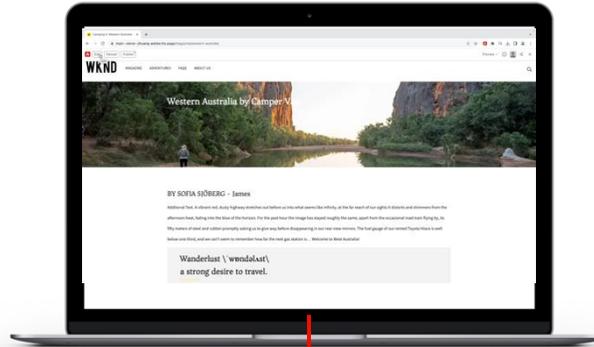## AOV + 9.2%
for every 0.1 second improvement in site speed*

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Edge Delivery Services in Adobe Commerce

Lightning-fast storefronts

Document based authoring

Built-in A/B testing
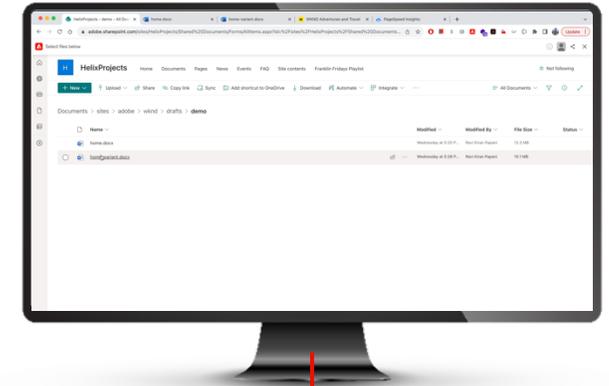

Vanilla JS/CSS stored and served at the edge via CDN

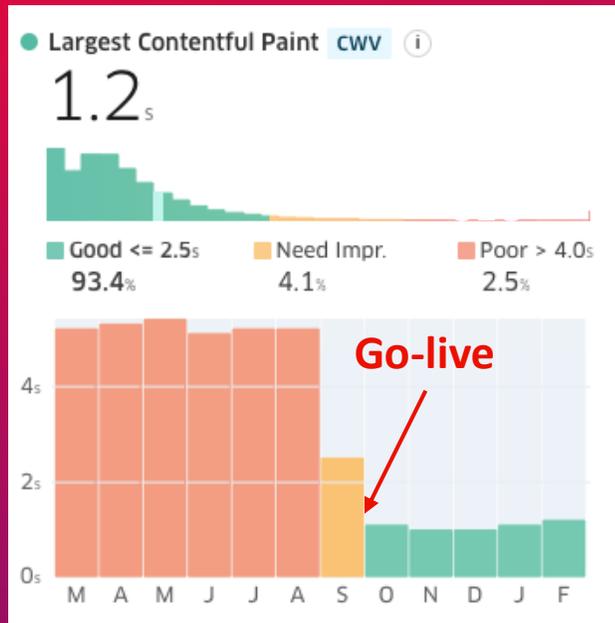Author pages in familiar tools such as Microsoft Word, Google Docs, Google Sheets and Microsoft Excel
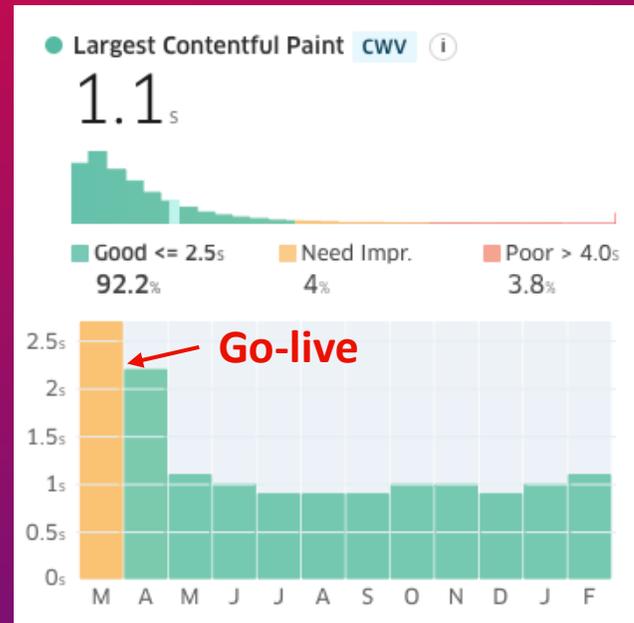
Test variants of pages directly within Edge Delivery Services

High performance right OOTB – no additional optimization
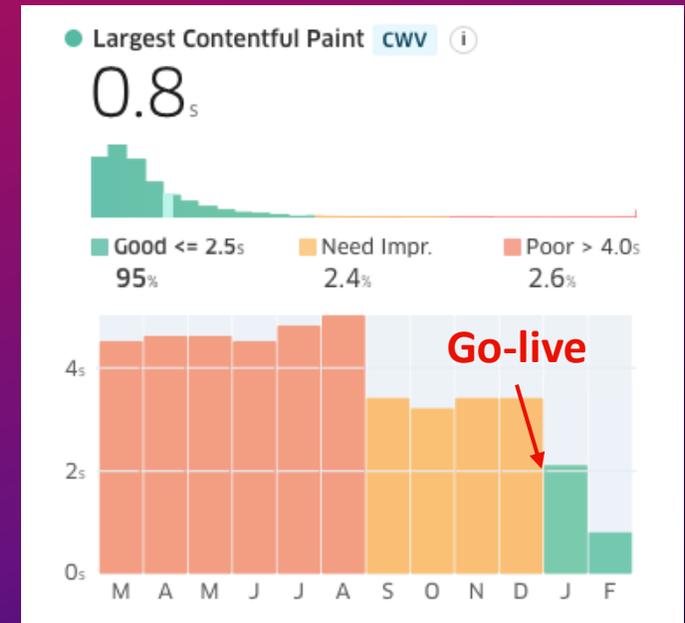

MAIDENFORM – HANESBRANDS

DANAHER

SUNSTAR

# Maidenform rockets to higher Lighthouse scores

Challenges

- Website had average Lighthouse scores and Core Web Vitals
- Slow website was impacting traffic and reducing conversions
- Multiple tried alternatives did not improve performance, speed or scores

Solution

- Website complete redesign leveraging Edge Delivery Services + commerce functionalities (VIP participant)
- Consistent Lighthouse scores >95 (one of the fastest ecommerce sites in the world)
- Improved operational efficiencies through Adobe Commerce SaaS Services (Live Search Widgets on AEM)
- Easier and faster content updates with document-based authoring
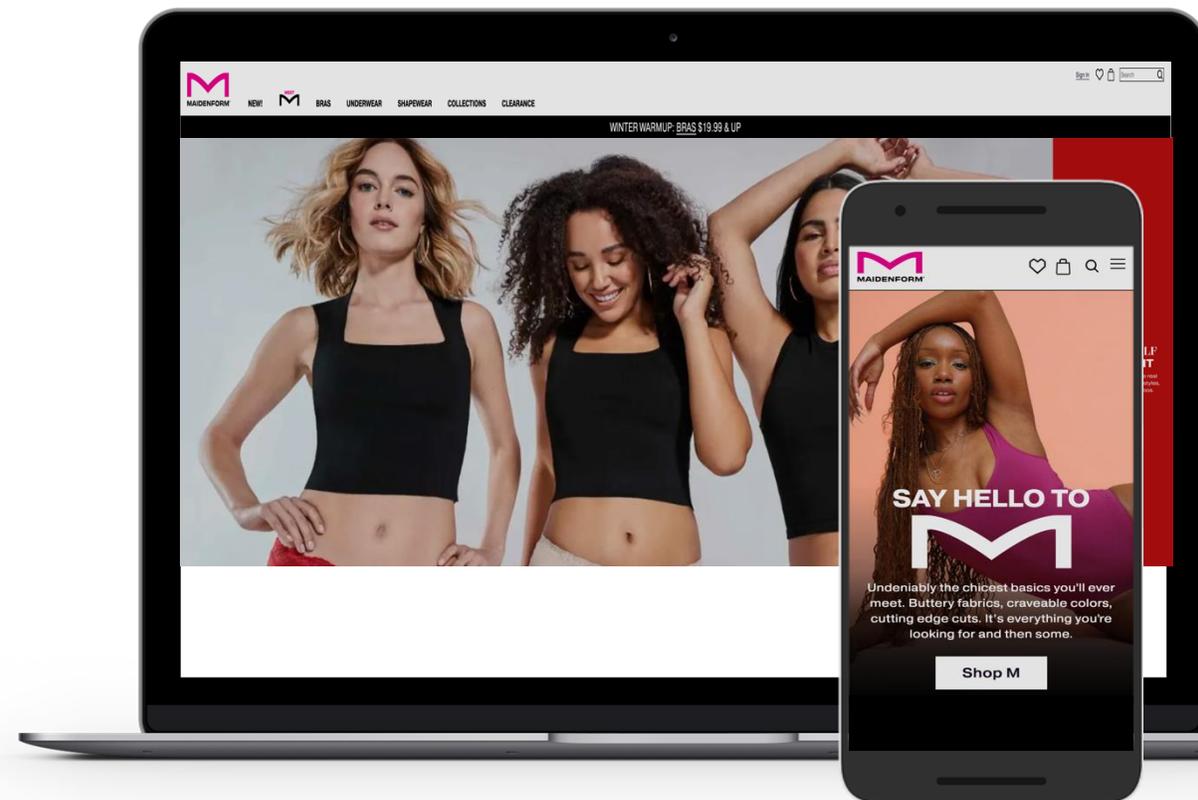
Results

Largest Contentful Paint (LCP)

0.99sec (4x) improvement

2x Organic traffic

"It's a dream come true to be as responsive to the business as we have been. We're saying, 'Hey, you wanted something faster? Well, we may possibly have the fastest ecommerce site in the world.'"

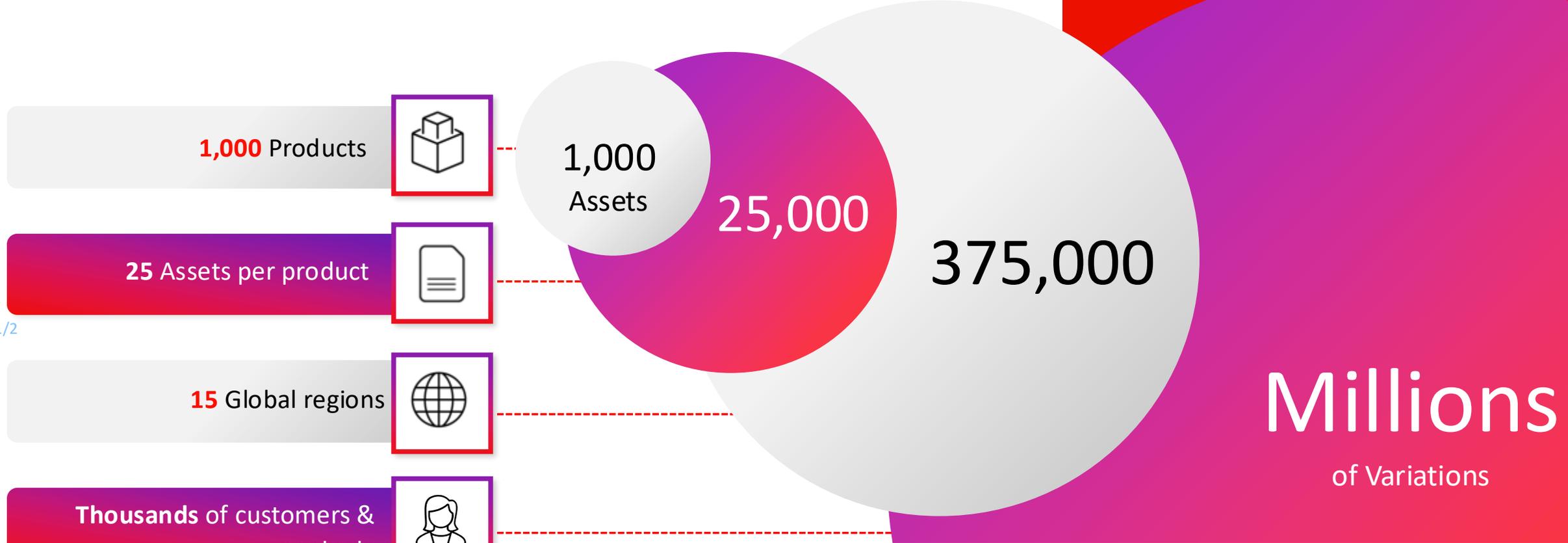VP & Global Head of Consumer Technology, HanesBrands

Streamlined Content Supply Chain

Adobe Experience Manager Assets Integration with Adobe Commerce

Experience-Led Commerce
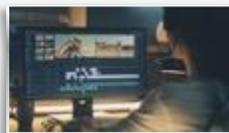
Content demand continues to explode to enable personalized commerce experiences at scale

1,000 Products

25 Assets per product

1/2

15 Global regions

Thousands of customers & contexts

1,000 Assets

25,000

375,000

Millions
of Variations

Increasingly diverse Engagement channels

Web   Mobile   Quoting   Screen   3D

Simplify asset management with an end-to-end commerce content supply chain solution

Adobe Experience Manager Assets Integration

Ingest, search and collaborate across assets
Centralized Asset management access and user controls for easier collaboration.

Auto share & sync assets with Adobe Commerce
New Rules Engine Service automatically matches assets in Adobe Experience Manager Assets to products in Adobe Commerce, based on SKU, or other key attributes.

Personalize product images at scale
Generate millions of product variations for personalized Commerce experiences using easy editing tools and generative content creation.

Streamline your content supply chain
Simplify end-to-end content creation, management, and activation with industry-leading workflow management. Publish unlimited renditions to any Commerce channel at speed.
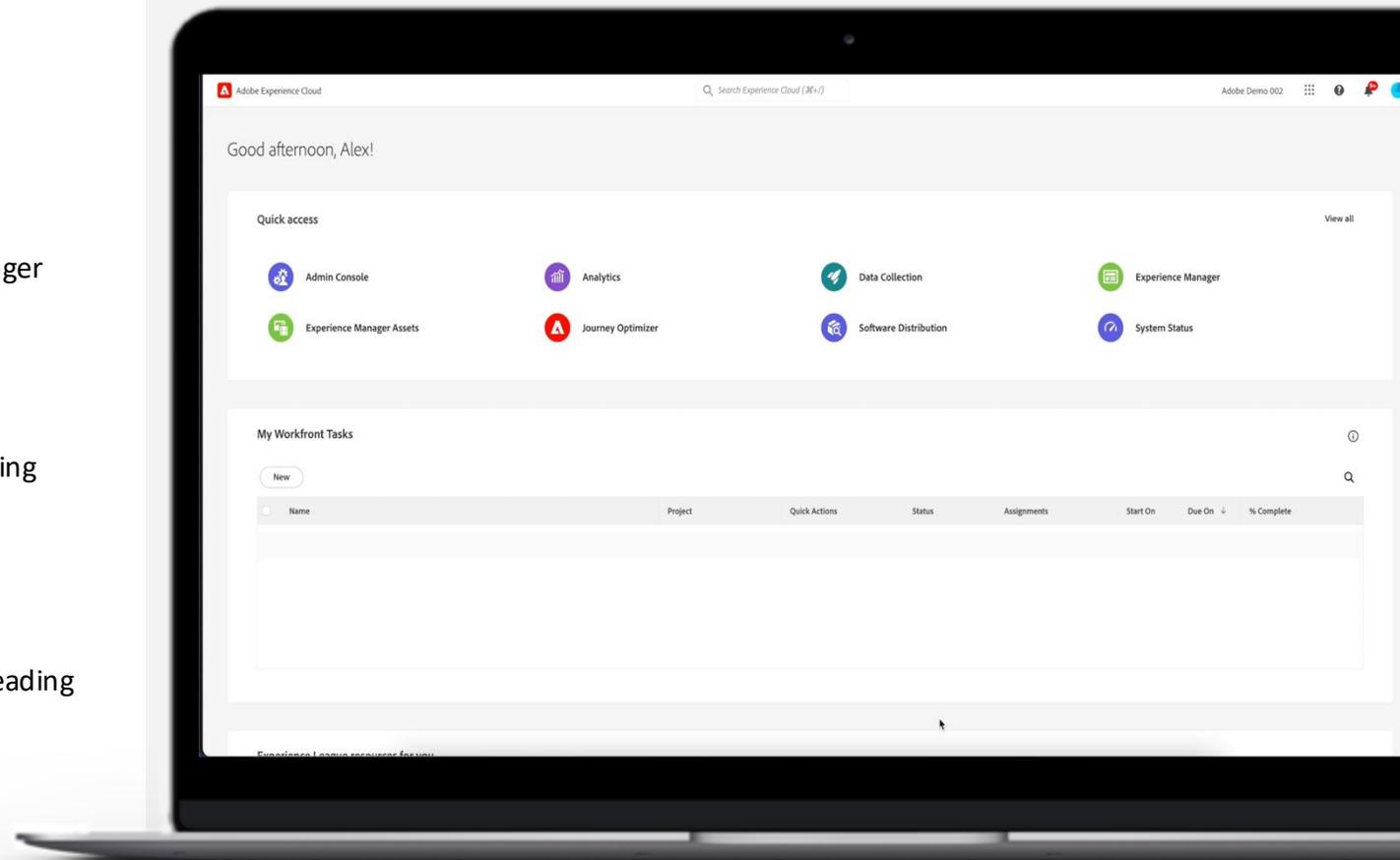
Best of Adobe Summit

3D & AR can bring your commerce experience to life –virtualised product

KEY FEATURES TO ACTIVATE:

+ Easy-to-install extension
Available for free from the Commerce Marketplace

+ Automatic QR code generation
Uploaded 3D assets automatically generate a QR code to display on product detail pages

+ Immersive AR product viewing
Customer scans QR code to see the virtual product on their mobile device. AR viewing is powered by Pixar's open-source 3D modeling solution

61%
of consumers say they prefer retailers with AR experiences

Best of Adobe Summit

Bring Your Customers' Imagination to Life
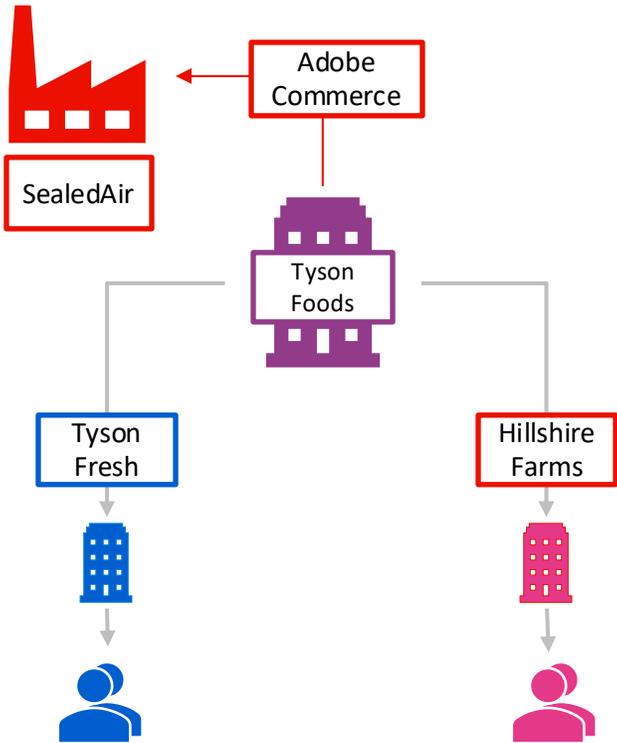Transforming Dreams into Reality with Virtualization

Expand B2B Sales

Complex Quotes and Company Accounts Management

Business-Led Commerce

Future Company Account and Buyer Management

Roadmap

Conglomerates

Adobe Commerce → SealedAir

Tyson Foods

Tyson Fresh

Hillshire Farms

Tyson Fresh and Hillshire Farms have distinct tax class, users, catalogs, pricing rules and sales rep admins

Global Companies

Adobe Commerce → HP

Adobe
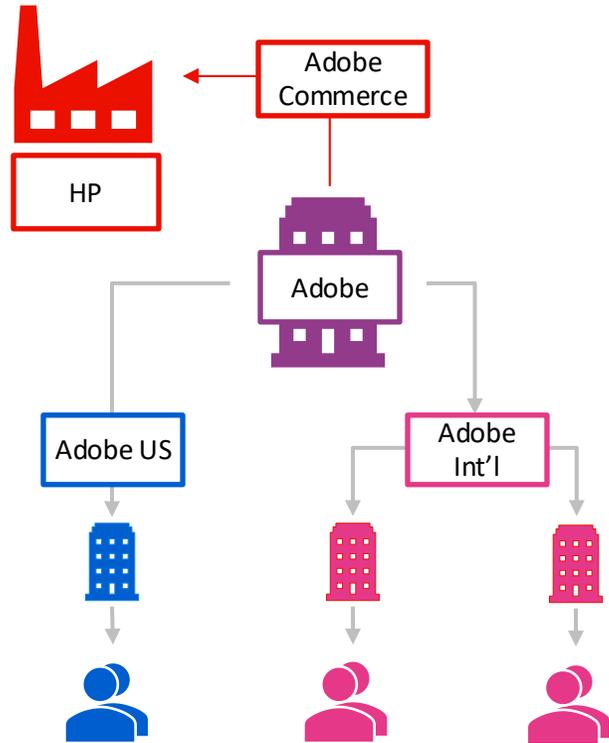
Adobe US

Adobe Int'l

Adobe US and Adobe Int'l both inherit catalogs and pricing rules from Adobe Systems

B2B2B / B2B2C

Adobe Commerce → ABB

Distributor A

Customer 1
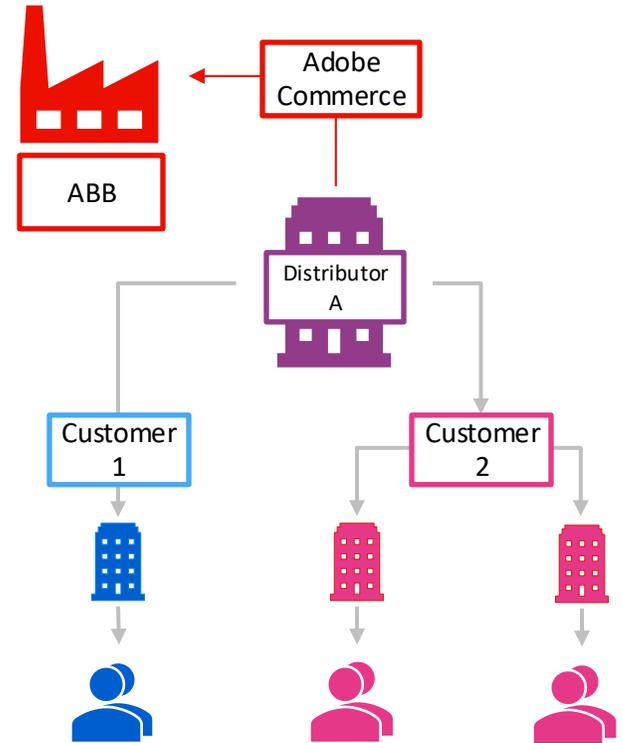
Customer 2

ABB can power B2B2B commerce by allowing distributors to configure catalogs and pricing for each customer.

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Launch B2B2X and support complex company hierarchies

PARENT AND CHILD ACCOUNTS

Advanced company management

- Assign a company account as a child to another.

- Each child account can have its own catalog and pricing or inherit the catalog and pricing from the parent.

Flexible buyer management

- Allow buyers to belong to multiple companies and easily switch from one account to another without creating duplicate accounts.
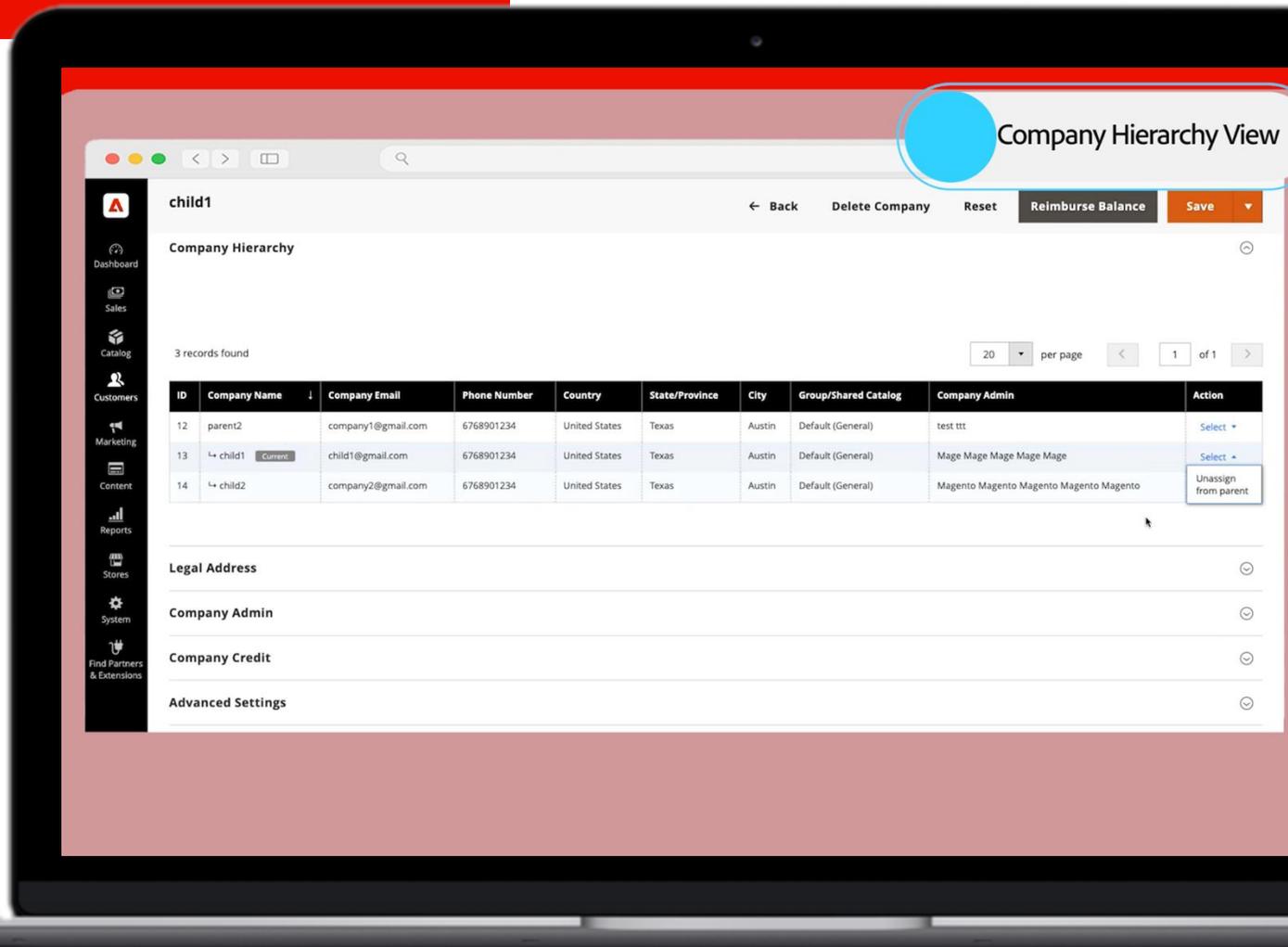
Increase sales with a sales quotes & sales negotiation tools
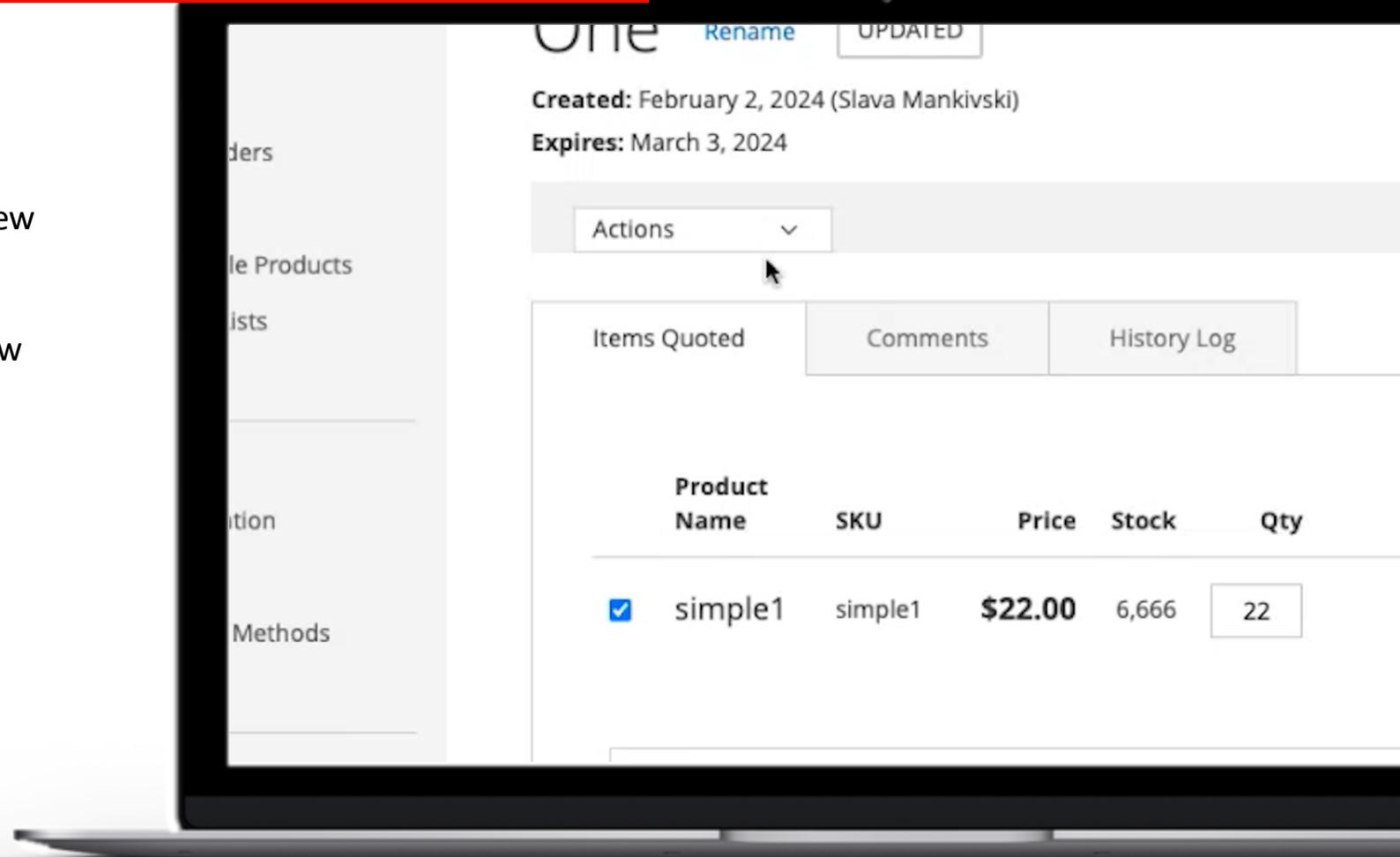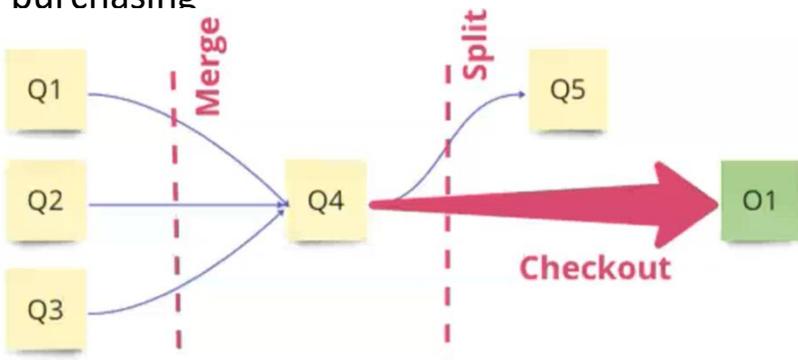
ENHANCED QUOTES

BENEFITS:

Manage complex quoting process

- Duplicate a previously negotiated quote for a new request

- Move a line item from an existing quote to a new quote

- Move a quote to a requisition list for repeat purchasing

Unlock your Commerce data for personalization

Expanded Commerce data sharing and activation to Adobe Experience Platform
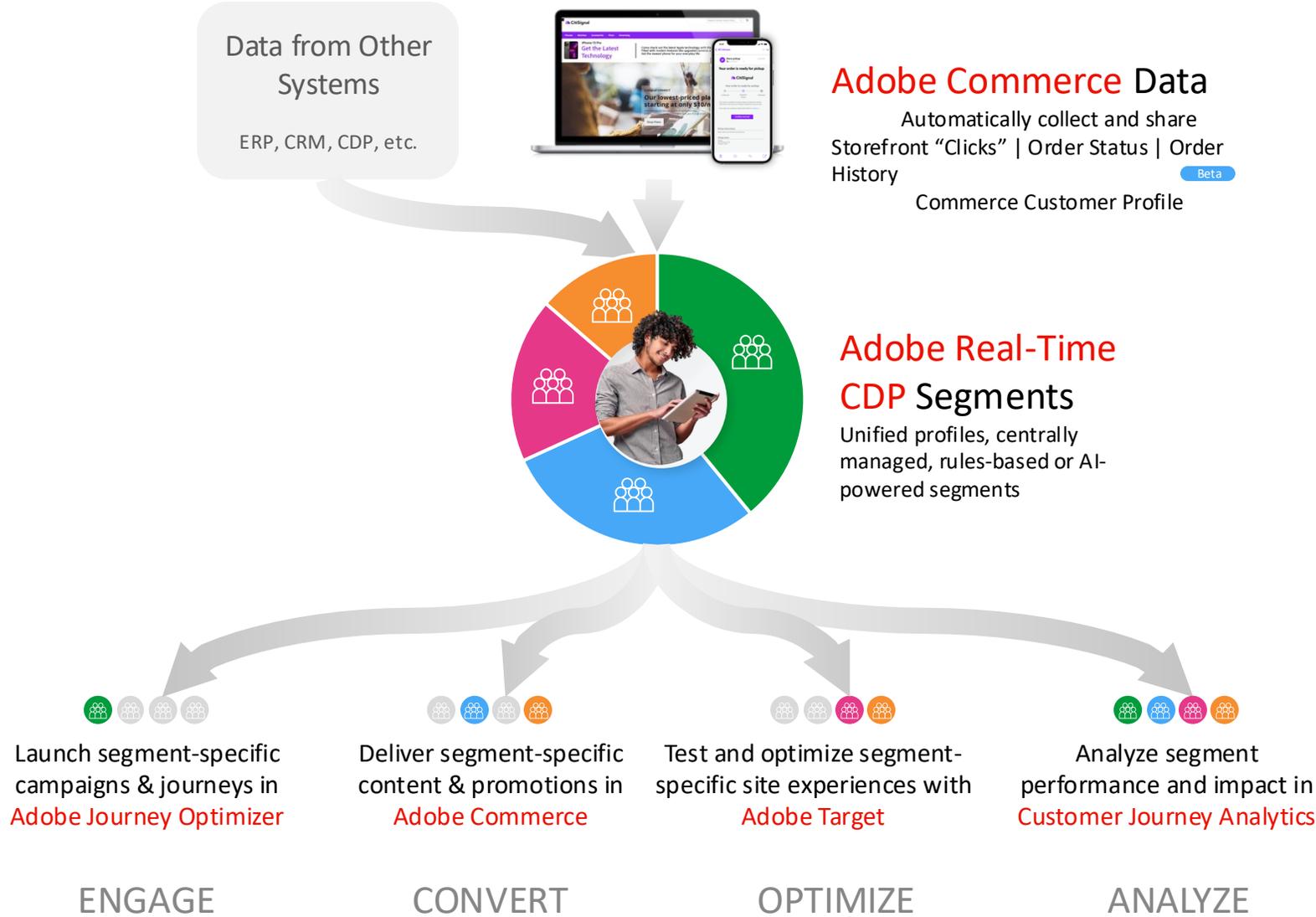
Data-Powered Commerce

Unlock your Commerce data to personalize the entire shopper journey.

41% increase
in revenue from browse campaigns using Commerce data & Real-Time CDP audiences

FORTUNE 1000 GLOBAL RETAILER

Data from Other Systems

ERP, CRM, CDP, etc.

Adobe Commerce Data
Automatically collect and share Storefront "Clicks" | Order Status | Order History
Beta
Commerce Customer Profile

Adobe Real-Time CDP Segments
Unified profiles, centrally managed, rules-based or AI-powered segments

Launch segment-specific campaigns & journeys in **Adobe Journey Optimizer**

Deliver segment-specific content & promotions in **Adobe Commerce**

Test and optimize segment-specific site experiences with **Adobe Target**

Analyze segment performance and impact in **Customer Journey Analytics**

ENGAGE

CONVERT

OPTIMIZE

ANALYZE

Personalizes commerce with Adobe Real-Time CDP audiences
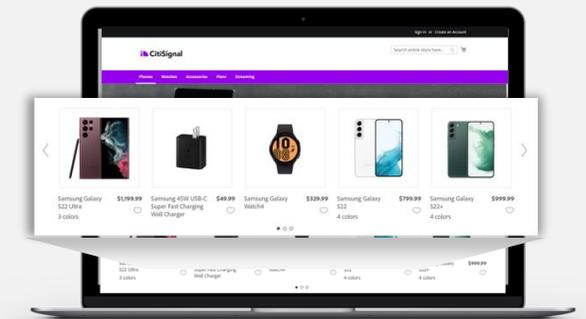
Audience Activation
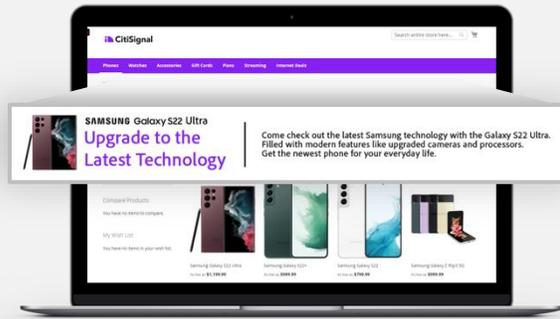
Content
Dynamic Blocks
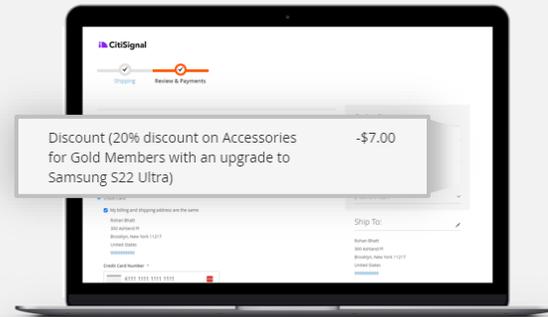
Promotions
Cart Price Rules

Mobile Apps
Content & Promotions

Related Product Rules
Upsell, Cross-Sell, Related Products

Fast and Flexible Innovation & Integration

App Builder with API Mesh

Integration Starter Kit for Adobe Commerce

Tech-enabled
Commerce

Tech-enabled commerce

Simplified composable development

✓ **Extend your Commerce with reliable API performance**

Easily incorporate best-in-class services with Adobe Commerce using API Mesh, a high-performance API orchestration layer. Build your serverless custom microservices and apps on App Builder with low cost of ownership.

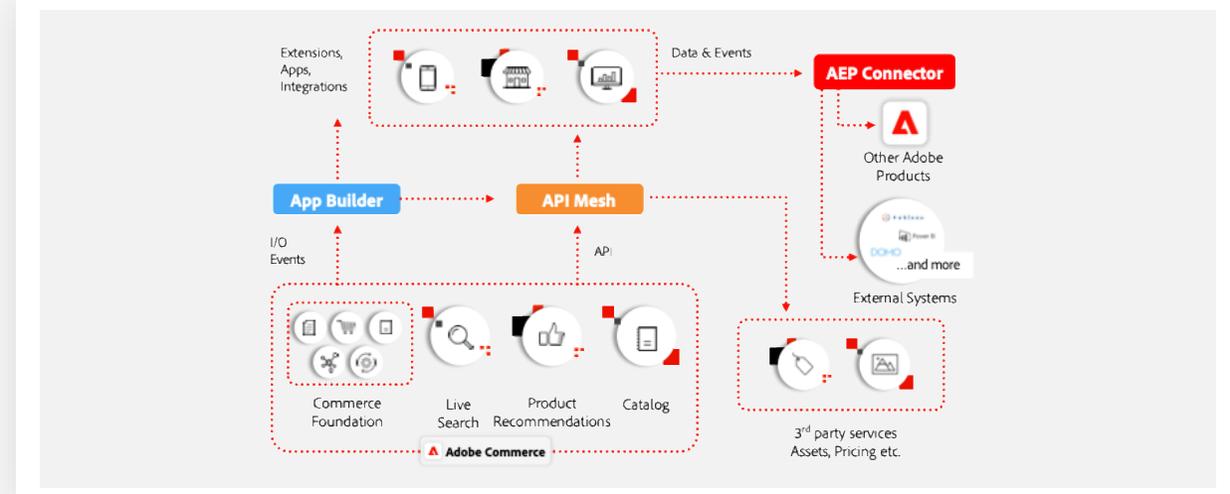✓ **Reduce back-office integration costs by 50%**

Connect to ERP, CRM, PIM, and order management solutions faster using an integration starter kit that supports data synchronization for five commonly-used objects. Pre-built accelerators will be available for MS Dynamics F&O (Q3) and SAP S/4 HANA (Q4) ERP solutions.
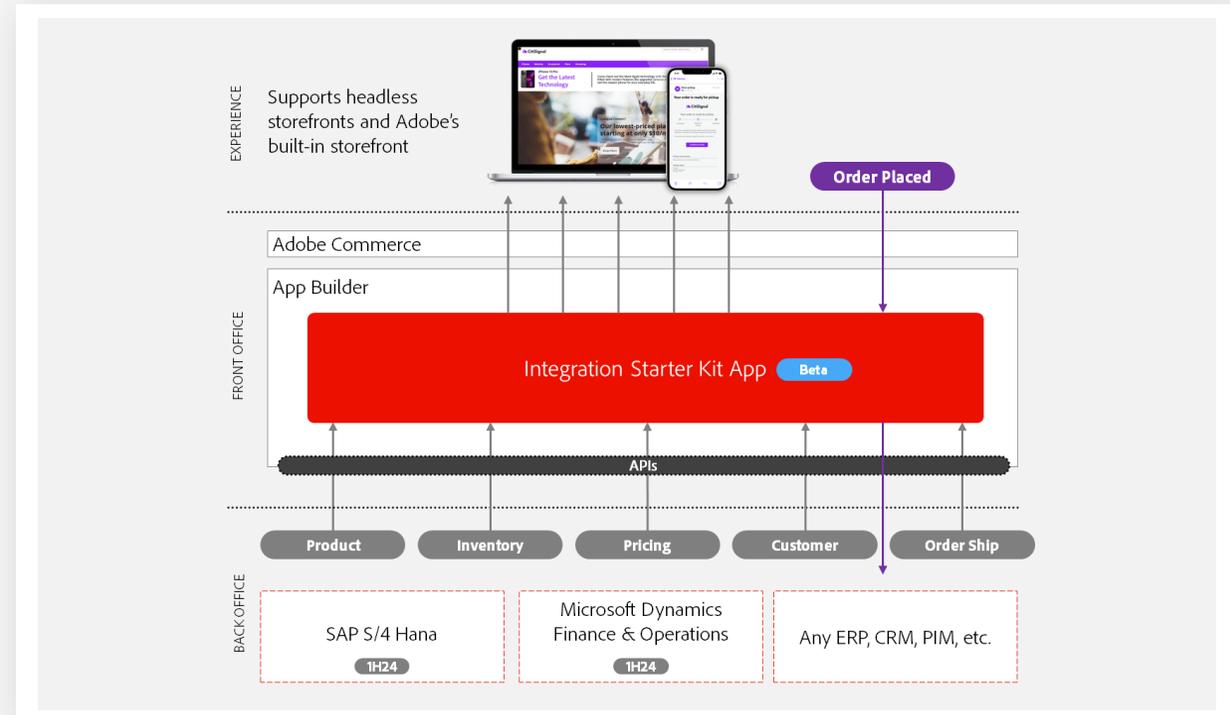
✓ **Access Adobe-vetted apps**

The Adobe Commerce App Assurance Program provides a curated collection of high-quality apps built for enterprise scale and performance.

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Adobe Commerce Extensibility with App Builder & API Mesh

Back-office Integration Starter Kit

By the Numbers - Feedback

52%

↓

Reduction in
API Integration Time

3 mo. to 3 wks

↓

Development effort reduction
To build a custom OMS capability

2 Weeks

🚀

To launch a **full ERP integration**
with NetSuite

App Builder accelerates development for Adobe Commerce

Best of Adobe Summit

Thank you

Best of Adobe Summit