Amplience™ | POWERING RETAIL ENGAGEMENT AT SCALE SAP Hybris

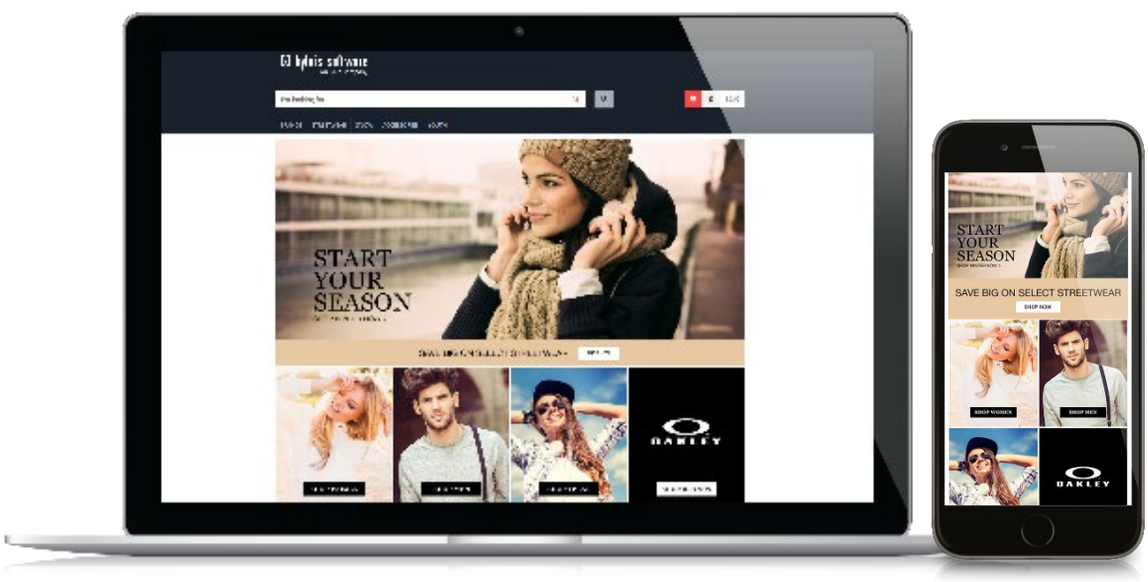
Amplience Extension for SAP Commerce Cloud

SAP® Premium Certified
Integration with SAP Applications

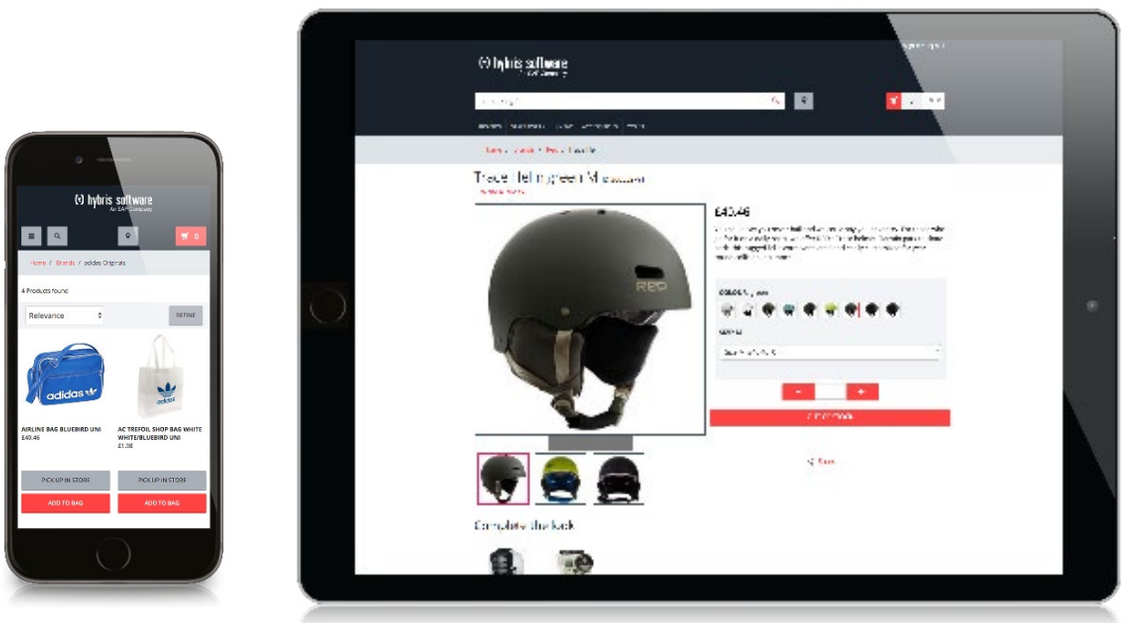
Dynamic media and user-generated-content for SAP Hybris powered commerce.

The Amplience Extension for SAP Commerce Cloud is an integration accelerator that simplifies the implementation of two Amplience Content-as-a-Service platform solutions: 'Dynamic Media' and 'Social & UGC'. These solutions extend the SAP Hybris platform to deliver rich, engaging product and promotional media to all devices, and to incorporate persuasive content gathered from users on social media into the customer journey

The two solutions, in conjunction with the Amplience Content Hub – which acts as a unified Digital Asset Manager (DAM) to provide a single, on-demand source for all media assets in the cloud – provide a complete content-as-a-service platform for online retail.



Dynamic Media



Amplience Dynamic Media makes it easy for ecommerce teams that use SAP Commerce Cloud to enrich the customer experience with engaging product and promotional images and videos that work responsively to support any channel and device combination — improving site speed and quality.

Dynamic Media additionally supports three advanced use-cases:

Product Badging – which generates image badges that highlight sale, stock levels, newness and other attributes;

Dynamic Bannering which simplifies the production of personalized campaign and promotional media; and

Product Customization, which enables colorization, monogramming and rich product configurators.

Mobile-Ready Hero Imagery – making it easy for consumer goods retailers to deliver optimized product images that significantly improve engagement and conversion on mobile devices.

Key features

- Dynamically render any image variant on demand from a single master asset, based on parameters including size, format, and quality.
- Transcode video to the most suitable format for every device, mobile operating system, and screen resolution.
- Automate the creation of product media sets with scripts and meta-data.
- Create richly responsive product-page media-viewers with the viewer kit
- Badge product media to advertise seasonality, sale and promotions.
- Automate 360° and 720° (up and over) product views and spins.
- Customise, colorize, monogram and personalize product media.
- Support sophisticated product configurators.

Mobile-Ready Hero Images

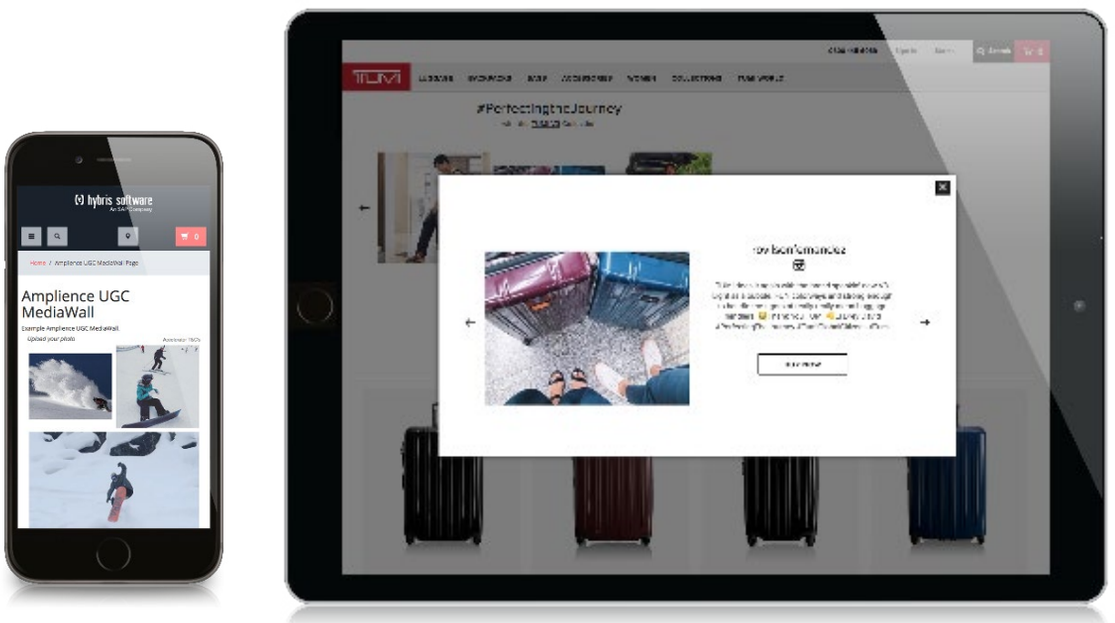


When shoppers are using their mobile devices to buy consumer goods, they need to recognize brand, product type, pack size and variant type. The problem for some consumer products is that when viewed on a mobile screen, the product hero image is very small, leading to a failed customer experience and poor conversion as a result. This is particularly the case in the grocery retail.

The University of Cambridge Design Group in conjunction with Unilever have created a set of standards designed to help solve this problem. These Mobile Ready Hero Images deliver the visual information that shoppers need in order to make immediate and informed buying decisions.

The creation of Mobile Ready Hero Images looks to be an arduous post production challenge, however Amplience Dynamic Media allows clients wishing to adopt these standards with an automated set of tools to create and deliver Mobile Ready Hero Images across product ranges at any scale.

Social & User Generated Content



The Amplience Social and User Generated Content (UGC) solution allows retailers to curate the high-value authentic content that brand advocates create on social channels such as Instagram and Twitter.

Using the Hybris SAP integration, Social & UGC content can be added to pages using a specialized widget in hybris commerce. This enables content teams to curate and publish shoppable social images into a wide range of contexts including media-walls on landing pages and in carousels on product detail pages, or into style guides, or inspirational look-books, to provide social proof that drives conversions.

Key features

- Set up daily auto-ingestion of assets from Instagram and Twitter, and enable direct upload of user generated content
- Moderate content so that inappropriate content is not featured on site
- Automate the publication of approved media to product detail pages
- Enrich images with product SKUs or destination URLs to enable shoppers to buy directly from social images
- Curate, track, and publish multiple UGC streams to address specific campaigns and product categories
- Render content according to brand specifications, either using pre-built carousels, or by creating custom renders with the viewer SDK
- Advanced event-based analytics for all user interactions, tracking customer engagement to the cart

About Amplience

The Amplience platform signals the end of today's content production and publishing bottlenecks, accelerating processes and transforming assets into reusable, highly engaging digital content that can be delivered consistently across every customer segment, channel and locale. With Amplience, retailers finally have the velocity of continuously fresh content required to convert customers at every point of inspiration, driving higher sales and productivity -- all without scaling up the team.

More than 200 of the world's leading brands, including Argos, Shop Direct, Crate & Barrel, Mulberry and Missguided, benefit from Amplience's specialized digital shopping expertise. For more information, visit **www.amplience.com**

