



Amplience™

POWERING RETAIL ENGAGEMENT AT SCALE



commerce cloud

# Amplience Content Authoring Cartridge for Salesforce Commerce Cloud

Makes it easy to integrate Amplience-created content modules with Commerce Cloud page templates.

The result?

Seamless content and commerce experiences that work responsively across any device and screen type, without complex front-end coding.

## Key Cartridge Features

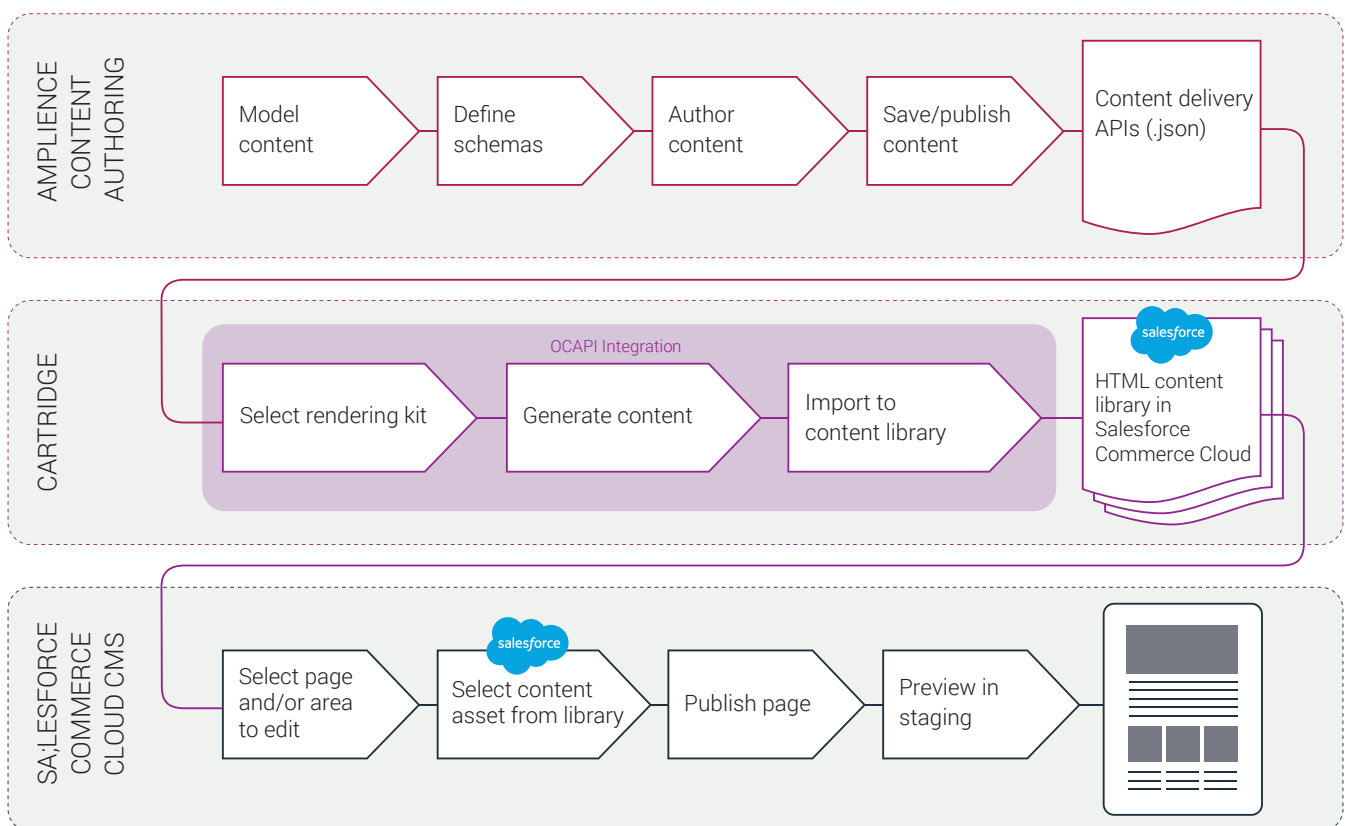
- Seamless integration of Amplience Content Authoring with the Commerce Cloud CMS
- Create and render content into responsive templates
- Integrate product data with content via the OCAPI integration
- Drive App experiences from the same content set
- Create content that passes Google Mobile-Friendly tests, effortlessly
- SEO friendly content for indexing
- Accelerate development with pre-built rendering kits for key content and commerce types

## Solution Overview

The Amplience Content Authoring application allows business users to create and manage structured content in a device and content neutral format. The application is flexible and allows for any type of content to be modeled. Different content schemas can be used to create any of the following content types:

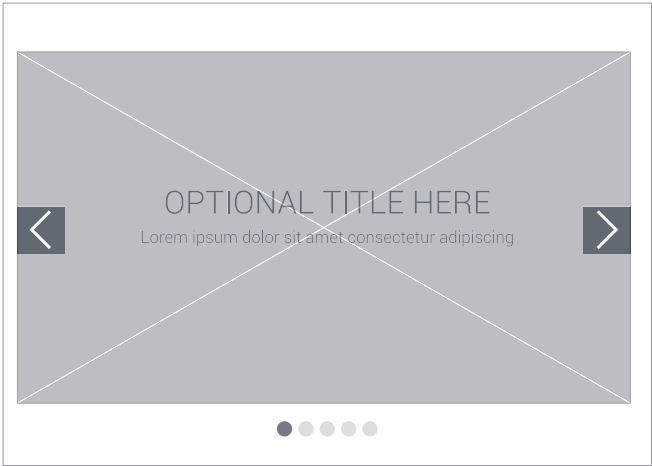
- Interactive components, to appear on a variety of site pages, such as:
  - Carousels, mini-carousels, look-books and “magalogs”
  - Composite content types like grids, galleries and complex content panels
- Blogs and articles, to be rendered as separate pages

Once created, instances of the content are published to the Amplience CDN, where they exist as content objects in JSON Linked Data (JSON-LD) format.



Rendering Kits convert JSON-LD content into the HTML that populates the Commerce Cloud Content Asset. The Rendering Kits are accessible outside of the cartridge so that they can be modified and added to without changing the cartridge. The following Rendering Kits are available as standard:

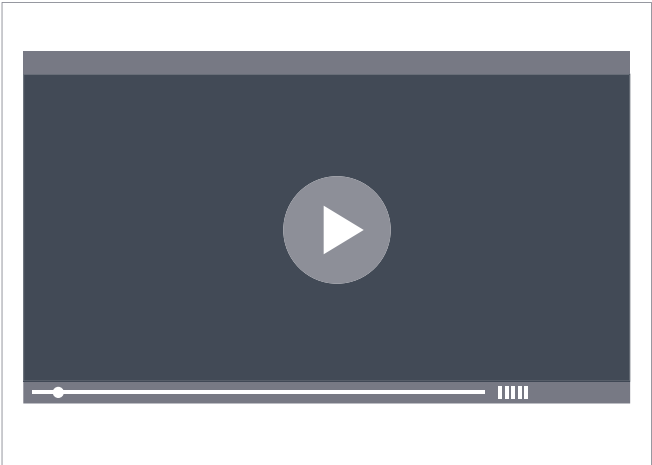
Carousel



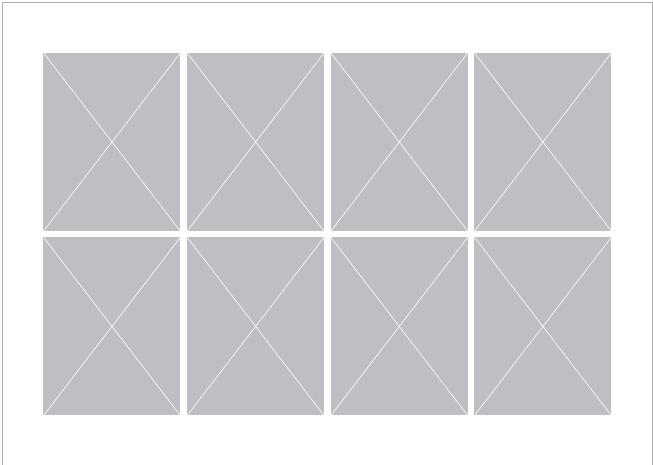
Look-book



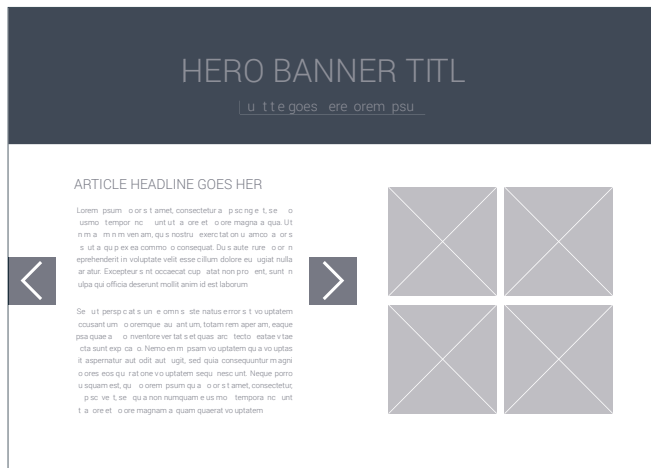
Video



Content Grid



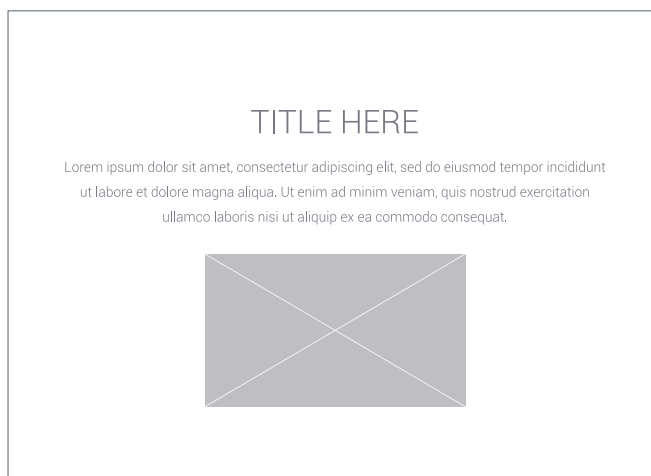
## Article / Blog Page



## Content Panel 1



## Content Panel 2



For more information on the content types that can be produced with Amplience cartridges, please see the 'Rich Media Production Cartridge for Salesforce Commerce Cloud' datasheet.

New Rendering Kits, including styling rules and client side scripts (CSS) can be created separately to provide the desired behavior and responsive rendering for interactive components.

It's easy to deliver structured content into Commerce Cloud using the RESTful Amplience Content Delivery API - and your content is automatically processed by a Template Engine (Handlebars is provided as standard) to produce a responsive and ready-to-render HTML version.

That HTML version of the content is then stored in a Commerce Cloud Content Asset. It can then be retrieved from the Commerce Cloud Content Asset and rendered by the server with the rest of the page content. This approach allows Amplience Authored content to be indexed by the e-commerce platform's internal search engine, as well as by web crawlers like Google, to provide for SEO and Mobile friendly content.

Depending on whether the content is an interactive component or an article, it can be assigned to a Content Slot, or to a Content Library folder.

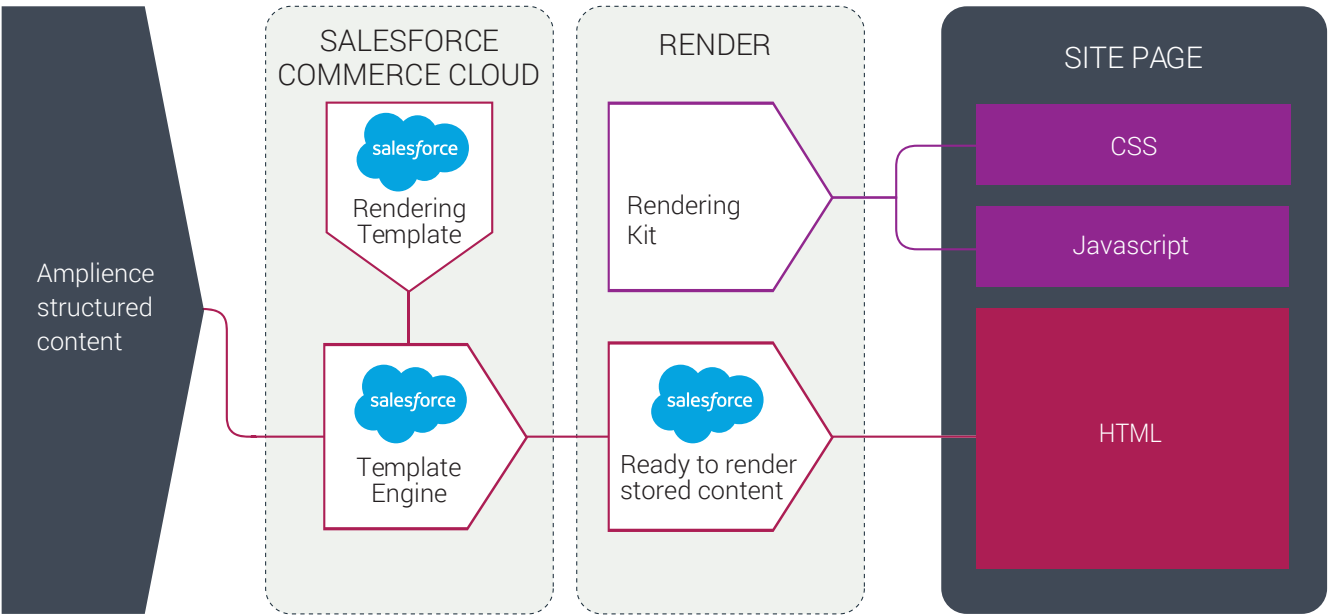
The Template Engine is based on Salesforce Commerce Cloud's JavaScript scripting engine, making it simple to implement and extend.

The Rendering templates are stored as Content Assets, and placed into a specific folder. The HTML fragment contained in the body attribute of these assets includes placeholders, which will be replaced by the Template Engine when processing a content item.

```
<div class="big-tile" style="background-image: url('{{2.1.image-url}}');">
<a href="{{2.1.imageMeta.callToAction}}" class="full-link">
<span class="text-cta">{{2.1.imageMeta.callToActionLabel}}</span>
</a>
</div>
```

Specific Content Assets are created, which are included in page headers and footers and rendered with each Commerce Cloud page. These are used for publishing Rendering Kits.

The Template Engine combines a rendering template and the structured content retrieved from the Ampliance Content Delivery API in JSON-LD format, to produce the ready-to-render HTML content.



The job, which is implemented as a Commerce Cloud Integration Framework workflow, queries the Ampliance Content Delivery API to retrieve updated content and to check if Content Assets exist in Salesforce Commerce Cloud for the updated content. If so, the job retrieves that content in JSON format and runs the template engine to produce the corresponding HTML.

## Business User Workflow

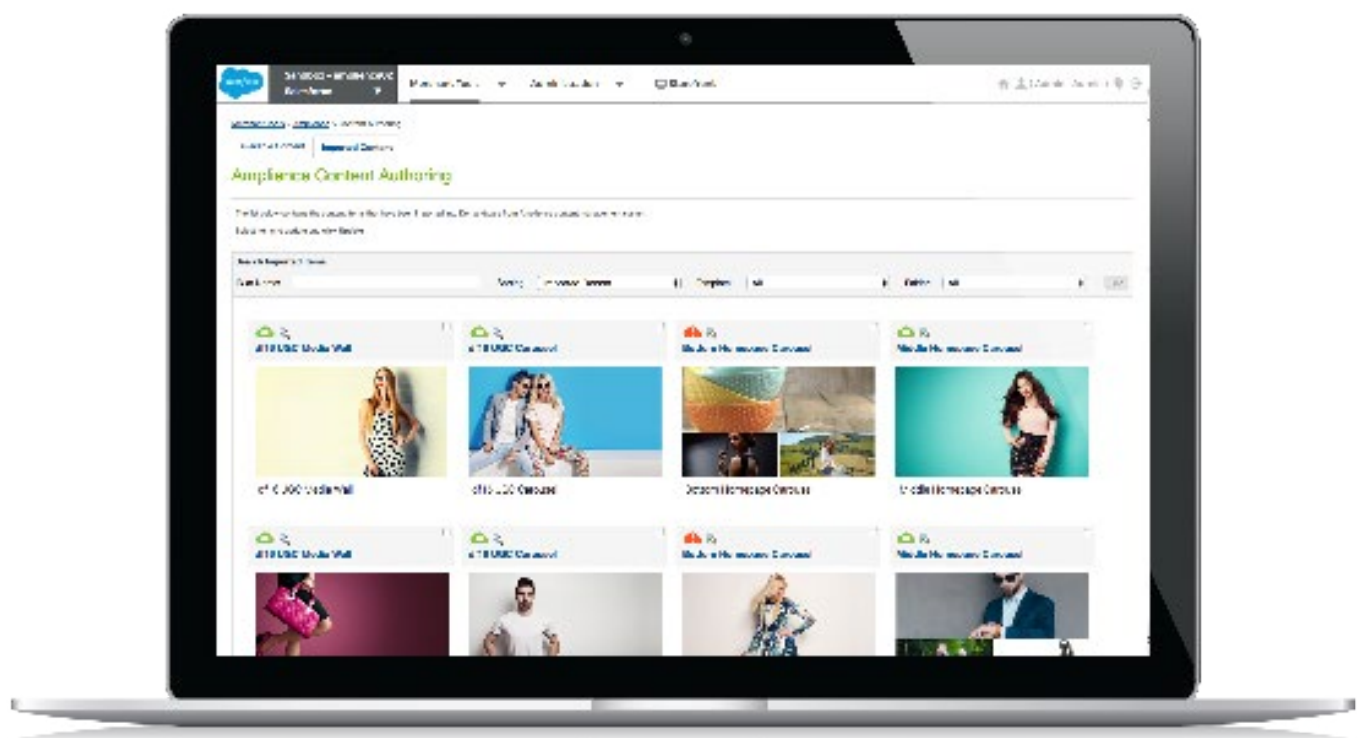
Business users can see a list of all items that have been recently updated in Amplience, including details such as the content author and the date and time when the content was last modified.

The Commerce Cloud Business Manager module has a tabbed interface with tabs for creation of new content assets, and for syncing the content of existing ones.

Business users can select one or more assets to update, and trigger the actual update from the Business Manager module. This involves retrieving the structured content in JSON-LD format through the Amplience Content Delivery API, and invoking the Template Engine to generate the actual HTML on the fly.

Business users also have the ability to add (or lookup) the GUID of published Amplience content modules that have not yet been imported into Commerce Cloud.

It is possible to preview both content components (such as Carousels and Grids) and articles on a Commerce Cloud staging instance, before they are pushed to the production environment.



# About Ampliance

The Ampliance 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 Ampliance, 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 John Varvatos, Rag and Bone, and Tumi, benefit from Ampliance's specialized digital shopping expertise. For more information, visit [www.ampliance.com](http://www.ampliance.com)

