



Amplience™

POWERING RETAIL ENGAGEMENT AT SCALE



commerce cloud

# Amplience Rich Media Cartridge for Salesforce Commerce Cloud

Amplience enhances Commerce Cloud with powerful rich media production tools.

The **Amplience** Content-as-a-Service (CaaS) platform integrates with the Commerce Cloud platform to provide marketing and eCommerce teams with powerful tools and capabilities for creation of online shopping experiences that connect with consumers on the visual, mobile, social web.

## An integrated solution

Unlike other content solutions, Amplience is built in the Cloud, API first, enabling seamless integration with Commerce Cloud Business Manager. Using the solution, it is simple for users to create compelling new content that drives high levels of engagement, conversion, and loyalty.

## The importance of Content and Commerce

The L2 report 'Content and Commerce' demonstrated that digital content drives online conversion, and influences over 60% of all sales. The best performing brands integrate rich, inspirational digital marketing content with core ecommerce product and promotional data to create shopping experiences that work responsively across devices, and simultaneously drive brand engagement and sales. The Amplience Rich Media and Content Authoring Cartridges extend the content and media production tools available for ecommerce teams using Commerce Cloud, in order to facilitate production of all the key content types that drive conversion.



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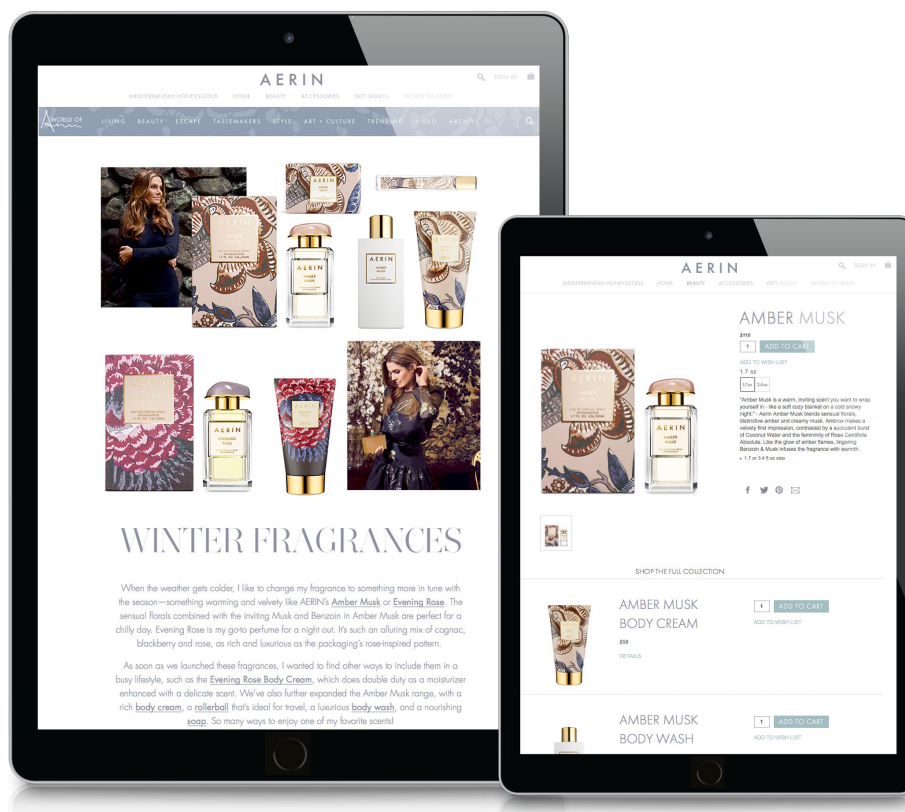
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# 1. Create Editorial Content



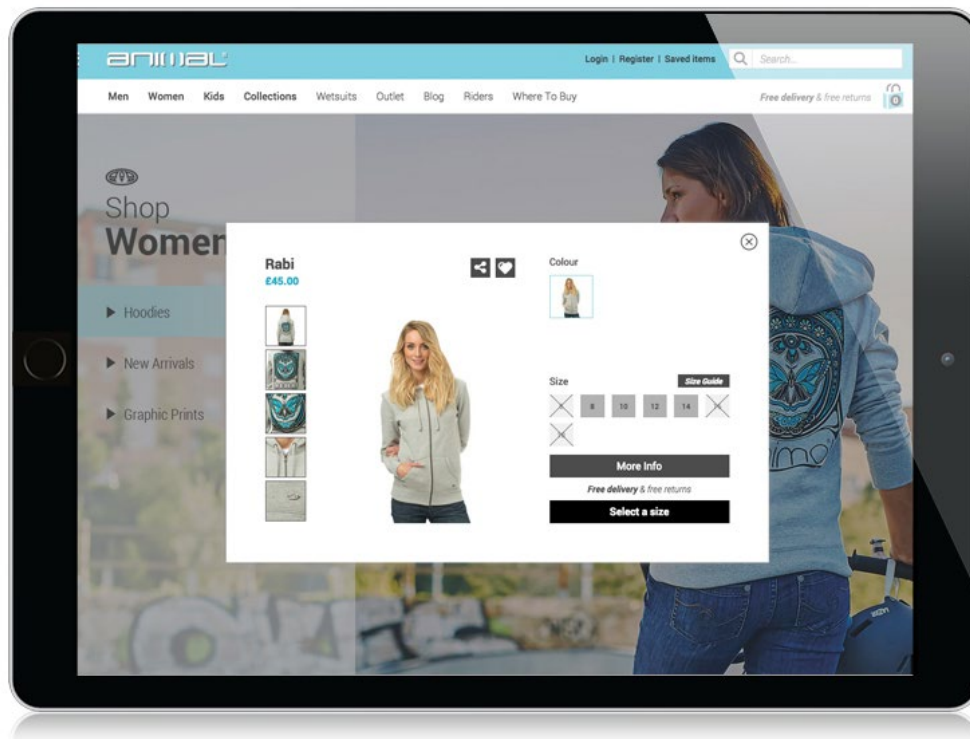
Blog and article content tells the brand story, but until now this content was relegated to a separate domain, often orphaned from the main navigation and infrequently viewed.

L2 estimate that less than 3% of visitors ever interact with article and blog content because it lives on a separate system, and is an add-on to the core customer journey. With the Ampliance Content Authoring tools and the Commerce Cloud integration, this rich content can be integrated in full, or in abstract, throughout the experience whether viewed on the big web, mobile site or in-App.

Using the Ampliance solution, blog and article content can become core to the experience, driving brand value as well as becoming shoppable with the addition of product data. Editorial content can drive conversion as well as order value, as the full value of inspirational marketing content becomes integrated with the main shopping journey.

*Blogs and articles are created using the Ampliance Content Authoring application. For further details of Editorial Content production, please see the 'Content Authoring Cartridge for Commerce Cloud' datasheet.*

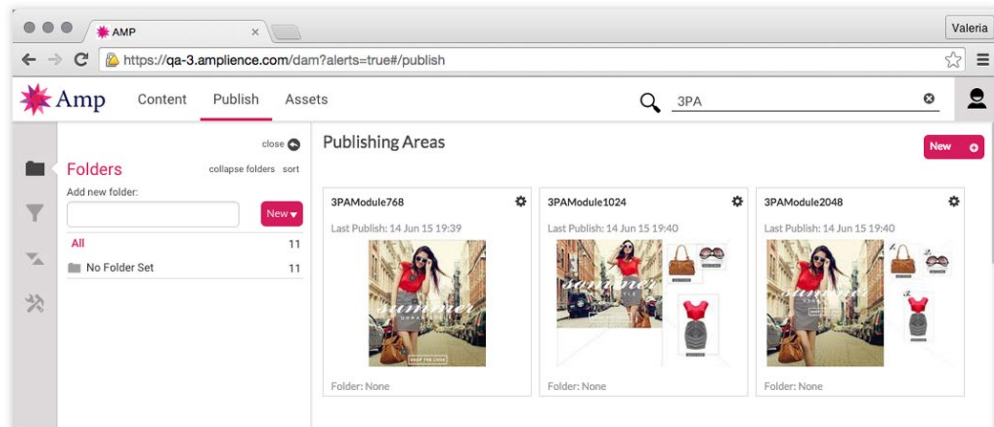
## 2. Create Shoppable Media



The key to successful Content and Commerce is to combine brand marketing content into high traffic commerce journeys.

Making marketing media shoppable allows eCommerce teams to simultaneously deliver high brand engagement and sales conversion. By enriching images and video to create interactive merchandising content with live product and calls-to-action, retailers can take visitors from inspiration to purchase in one click.

The Amplience Commerce Cloud integration enables shoppable media created using the Amplience Authoring Studio to be selected, previewed, and published from within Commerce Cloud Business Manager. The integration includes access to product data from Commerce Cloud Open Commerce API (OCAPI) to integrate data into the module from the product catalog.



Interactive Merchandising

Available Imported Publishing Areas Grouped Areas

Search  
Name or ID:  Find

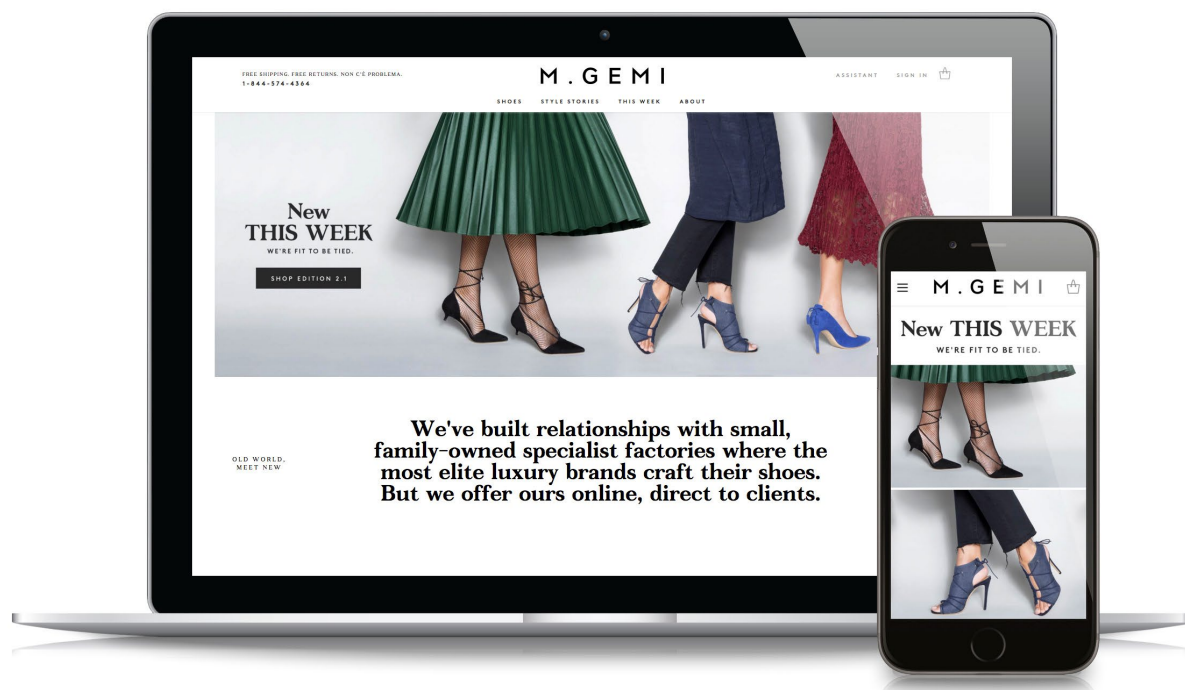
Select	Preview	Publishing Area	Published Date	Associated Module	Width	Height
<input type="checkbox"/>		3PAModule1024 GUID: 299aa7c4-9170-4867-8457-c5ac4223830f	Fri, 12 Jun 2015 00:26:59 GMT	3PAModule1024	1024	750
<input type="checkbox"/>		3PAModule2048 GUID: af05c68-dbd8-47ec-ae59-2191971d5c40	Sat, 13 Jun 2015 22:44:54 GMT	3PAModule2048	2048	1400
<input type="checkbox"/>		3PAModule768 GUID: e560e781-571b-4d83-a5e9-ae67a72facdf	Thu, 11 Jun 2015 23:06:37 GMT	3PAModule768	768	830

The solution automatically processes additional parameters, such as configurations to support responsive and mobile-first experiences, ensuring creative teams can focus on media production – not complex content integration and code.

## Benefits of the cartridge

- \* Expands on Commerce Cloud's CMS capability to provide rich shoppable content production out of the box.
- \* Allows for the creation of shoppable content enriched with live product data to drive customers from inspiration to purchase ecatalogs, or "magalogs".
- \* Easily injected into product pages without HTML templates
- \* Simple and intuitive to use with Commerce Cloud Business Manager.

### 3. Create Responsive Images and Videos



With mobile oriented multi-device customer journeys making up the majority of customer interactions, eCommerce teams must create experiences that flow seamlessly into many different screens, and that are optimized for bandwidth and locale.

Responsive web sites and apps require images that can be dynamically adapted for size, quality, and be cropped to a Point of Interest, to suit the device resolution and aspect ratio.

With Ampliance, images can be controlled through Transformation Templates, enabling creative teams to control all image parameters without changing a line of code.

Ampliance tools like Point of Interest enable creative Art Direction via metadata – meaning that the most important part of an image is always served, regardless of device or screen size.



For video, using Ampliance's powerful Video transcoding APIs, creative teams can upload a single, high definition, master video asset, and then transcode all of the multiple versions required to play high quality video content on all mobile, tablet and browser variants.

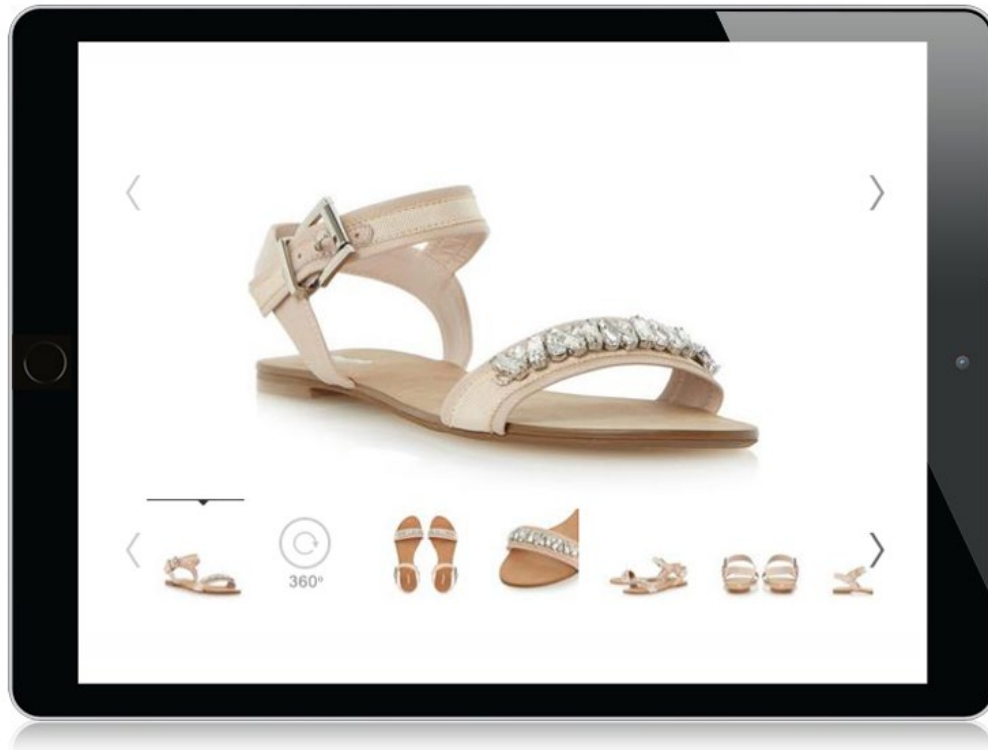
Video content is simple to integrate into the Business Manager via URL and video players can be configured without code in the Ampliance player configuration app.

### Benefits of the solution

- \* Expands on capabilities in DIS to enable content producers to have control over all responsive image variants, without code.
- \* Enables video to be added to any page and ensures quality of video delivery across device and channel.
- \* Reduces page load time for all responsive content, improving the customer experience, and driving conversions.



## 4. Rich Product Media



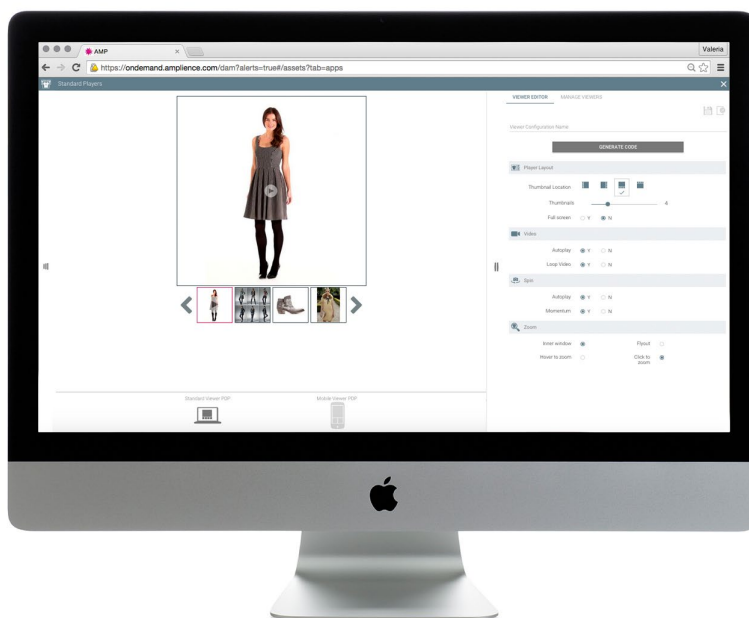
Having worked hard to get visitors to the Product Detail Page (PDP), it is critical that retailers maximize conversions by creating an experience that is persuasive and removes barriers to purchase.

This requires richly compelling product media that enables site visitors to visualize the product through high-resolution imagery, interactive 360° spins and product videos full of rich features.

Amplience's workflow automation enables product media to be joined into a rich media set, creating a rich combination of interactive content that is optimized for every mobile, tablet, and desktop screen.

Using the Rich Media Cartridge, content producers can automatically ingest product media sets from the Amplience Content-as-a-Service (CaaS) platform into Commerce Cloud Business Manager.

Content producers can simply assign products to this media set using the Commerce Cloud product feed, and automatically publish content to a product page - improving productivity and ensuring the quality of product content.




Amplience provides powerful out-of-the-box media viewers, that can be configured within the portal without coding. The viewers are built to be responsive and create a rich, engaging experience that is built to work on mobile and other devices.

### Benefits of the cartridge

- \* Improves the product page experience through Amplience viewers, optimizing conversions across all devices
- \* Increases productivity by automating the publication of product content.
- \* Ensures the fastest possible delivery across all devices and channels with Amplience's load-balanced CDN system.





With the Rich Media Cartridge for Commerce Cloud, content producers can easily incorporate this content into their site, through two standard viewers: a carousel and a media wall. These standard viewers can be configured without code, and work seamlessly with existing templates to add social content into the customer journey.

### **Benefits of the cartridge**

- \* Integrate social content into the shopping journey in only a few clicks
- \* Enrich with shoppable capability, using the Commerce Cloud product feed, driving customers from inspiration to purchase.
- \* Easy to choose and change images, and simple to optimize.

# 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)

