

Optimizely Commerce Connect

Deploy custom commerce experiences at scale

Optimizely
enhancement:



Commerce
Connect

Today's brands are itching to create a sustainable path to revenue growth while avoiding costly technical landmines. As the world of commerce changes to become more composable and headless, brands are benefitting from selecting an e-commerce platform that combines both content and commerce in one.

Meet Optimizely Commerce Connect

Commerce Connect integrates seamlessly to the Optimizely Content Management System (CMS) to ensure you leverage all the capabilities of a market-leading CMS to power digital experiences, while benefitting from a tightly coupled commerce solution to power personalized shopping that convert visitors to buyers. Even better, you have total control over customization while still having access to headless APIs to extend your experiences across every necessary sales channel.

With Commerce Connect, your development team doesn't have to worry about connecting 3rd party CMS solutions — instead, focus their energy on crafting buying experiences that mirror your brand mission and make online purchasing seamless.



The result?

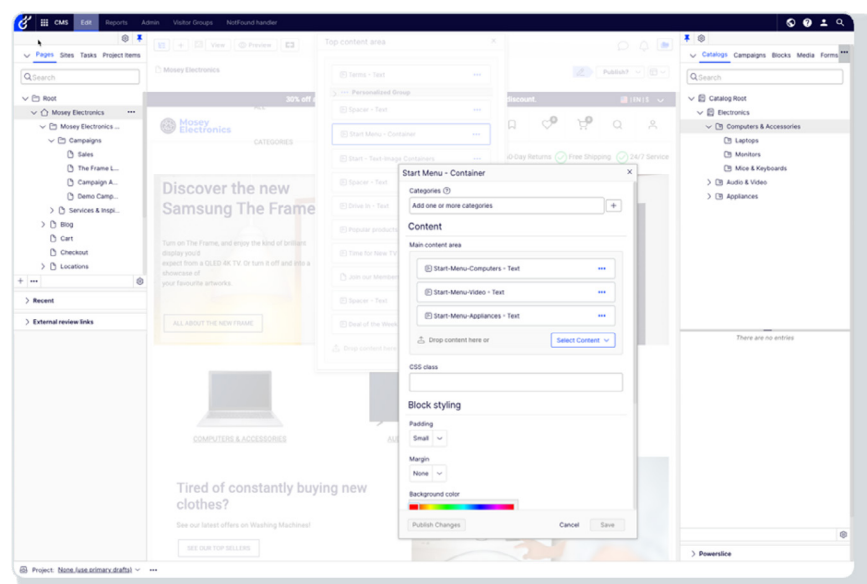
Higher engagement, more revenue, and long-term loyalty.



...One of the biggest benefits of Optimizely has been the ability to scale — to take on challenges we've known we've wanted to take on but have never had the right partner. We're all in on Optimizely."

Tommy Maitz

Director of Marketing,
Hunter Engineering





Trusted by the world's leading brands



Key Benefits



Lower TCO; higher ROI

Manage content and commerce within the same interface and use multisite support to reduce launch cost and complexity



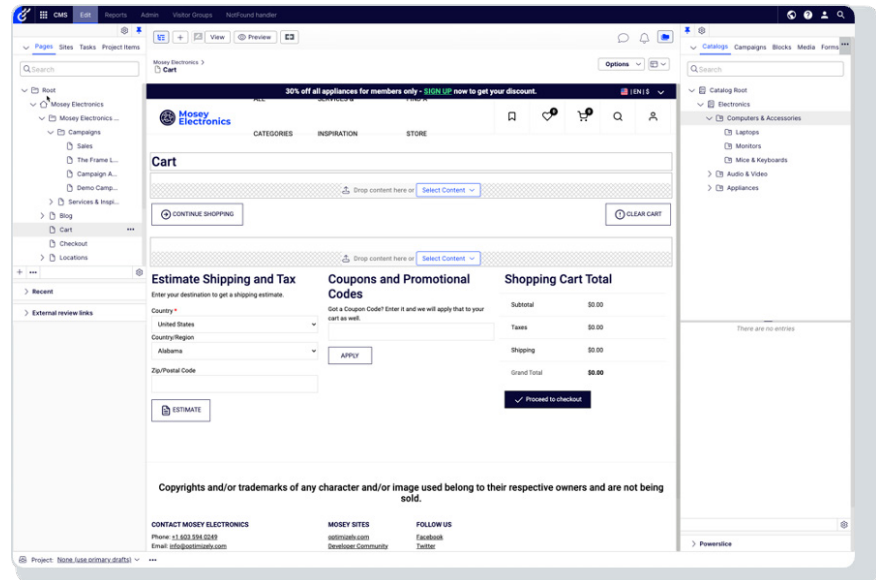
Faster time-to-value

Pre-integrated with Optimizely CMS for increased time-to-market and compatible with all other Optimizely product for maximum extensibility



Content creation for omnichannel growth

Intuitive interfaces for marketers and merchandisers to work in a WYSIWYG environment with drag & drop components



Features and Capabilities

Catalog management

Streamline, automate, and reduce errors in catalog management. Manage catalogs, custom attributes, UOM, catalog restrictions, and more across multiple sites, all at once. Display pricing, connect visitors with sales, or request a quote.

Content management

Use a proven CMS to create and publish new content quickly. Remove guesswork using live on-page editing including web layout, get more value from your assets with reusable blocks and page elements, and use integrated workflows to manage publishing approval.

Cart and checkout

Customizable checkout workflows to tailor your customers checkout experience and increase conversions. Use multi-page checkout to create seamless purchase experiences and improve customer satisfaction with integrated shipping, fulfillment, and payment options.

Promotions campaigns

Easily create promotions based on user web activity and use Visitor Groups to target similar audiences, or, reach abandoned cart users with relevant offers to help customers complete their checkout. Lastly, edit promotions to drive conversions and increase average order value.

Product recommendations

Create and track personalized carousel product recommendations based on user web activity. Know which products were viewed, purchased together, or added to cart to improve relevance. Set recommendations down to the user using AI to grow relevance over time.

Segmentation and personalization

Capture data from customer sign-ups to target based on account-level data. Create personalized offers that convert or import or create your own segments based on behavior, device, and location.

Multisite and multi-region management

Manage multiple brands and site anywhere you need it using the same platform, catalog data, recommendation and search for all sites. Further, control language and location-specific promotions and offers.



Learn more at
[Optimizely.com](https://www.optimizely.com)