

SMITH



SMITH'S ACT FOR ADOBE EXPERIENCE MANAGER

UNIFIED COMMERCE AND CONTENT

A more fluid user experience for marketers

SMITH's ACT (Accelerated Commerce Tools) for AEM brings AEM's best-in-class authoring to commerce for omni-channel customer experience. The tool's authoring functionality allows seamless integration of commerce data and marketing content for complete control of product information, authored in-context exactly how end-users will see the pages.

Dynamic commerce components allow marketers the ability to enhance commerce data and add marketing content. Commerce display configurations enable commerce data to be controlled at multiple site levels to enable multiple brands, locales, and categories to utilize the same components. Product search within the content finder allows marketers to quickly access commerce data to utilize within AEM.

BENEFITS:



PRODUCT DATA AUTHORIZING

- Make product and context changes, preview and publish to the live site, all within AEM.
- All changes are seamlessly synchronized with the commerce system.



PRODUCT DISPLAY CONTROLS

- Control the product data displayed, and its order on the page, for brand, site, locale or category.



PRODUCT SEARCH

- Utilize the content finder to drag and drop product data to pages with a search interface.
- Product Data displayed based on the component configurations.



MARKETING CONTENT

- Add marketing components to dynamic commerce-centric pages.



DAM INTEGRATION

- Ability to browse and select assets stored in AEM within the commerce tooling.



DYNAMIC PDP

- Manage a single product detail page for a product category.
- Control product data display, imagery and marketing content.

FEATURES

PRODUCT DATA AUTHORIZING

Author product data in AEM that is saved back to the commerce system as marketing content or direct updates to the product record (according to permissions). Data is authored from dynamic data driven pages as if they were static within AEM.

PRODUCT DISPLAY CONTROLS

Hierarchical control over how product data is displayed on PLP, Search and product promotions. Control what data is displayed and its order within the tile. Configurable at a global, site, locale or page level that inherits to all child pages.

PRODUCT SEARCH

Product tab within the Content Finder that allows marketers to search for products within AEM. Any product can be dragged and dropped within product component(s). The component will control the data display based on configuration.

MARKETING CONTENT

Author marketing promotions on dynamic commerce pages like PLP, Search, and PDP. Allows an author to edit marketing promotions directly on dynamic pages.

DAM INTEGRATION

Utilize the Adobe Assets to browse, search and select assets with web services to integrate with a commerce platform

DYNAMIC PDP

Single product detail page in AEM that can render all or a category's set of products based on URL pattern. Allow authors to reorder or add marketing components. Each product's page is cacheable for optimal performance.

Utilize best in class CMS with robust commerce capabilities within a single system.

ACT brings commerce data to AEM, revolutionizing how marketers create content for e-commerce experiences.

LET'S TALK

