



CoreMedia LiveContext 2.0

for In-house e-Commerce Platforms

Experiential Commerce: Bringing Content and Commerce Together

The Era of the Experience-Driven Shopper

As e-Commerce expands in both scope and importance, it creates new challenges for companies hoping to provide unified customer experiences that differentiate, generate revenue and improve customer loyalty.

E-Commerce is shifting from an era dominated by Transactional Commerce to one harnessing Experiential Commerce. Transactional commerce is focused on price and efficiency — prioritizing tools that help shoppers zero in on a specific product and convert quickly.

In contrast, experiential commerce is more immersive, attempting to understand the shopper throughout their journey and develop an emotional connection that delights, inspires and informs.

Unfortunately, most companies are not prepared to cater to experiential commerce. CoreMedia addresses this challenge by helping companies to incrementally transform their traditional, transactional e-Commerce approach and usher in this next generation of experiential shopping.

Transform the e-Commerce Experience with CoreMedia LiveContext

CoreMedia LiveContext is a next-generation digital engagement application that empowers e-Commerce and marketing professionals (business users) to incrementally transform their online stores by infusing them with visually engaging experiences and immersive content.

Because CoreMedia LiveContext is built on open standards and a flexible integration platform, it can easily be implemented as an enhancement to any homegrown In-House e-Commerce platform.

AT A GLANCE

Build emotional connections that delight, inspire and inform. Companies using CoreMedia LiveContext experience these benefits:

- Evolutionary approach means no need to rip and replace
- Increased creative potential of marketers and e-Commerce professionals
- Decreased reliance on IT
- Greater brand awareness and consistency
- Increased relevance and impact of product pages
- Improved organic SEO and higher traffic from earned media
- Higher conversion rates and increased revenue
- Improved customer loyalty

CoreMedia LiveContext provides companies with the following capabilities to transform their online stores:

1 Stunning Design Elements and Exciting Layouts

CoreMedia LiveContext provides business users with a catalog of visually appealing design elements — including slide shows, carousel views, tabs, and more, in addition to a variety of layout options. And, because CoreMedia LiveContext separates content from presentation, content can be re-used and quickly reformatted in a variety of styles and layouts.

2 Responsive and Adaptive Design

To help businesses address the growing importance of smart, internet-enabled mobile devices, CoreMedia LiveContext provides built-in responsive and adaptive Web capabilities as a foundation for building modern, effective user experiences.

3 Blended Information and Product-Aligned Storytelling

Content created and managed in CoreMedia LiveContext can be combined with real-time product information to enhance every aspect of the shopping experience. Stories can be constructed around virtually any product or collection of products in an e-Commerce catalog.

4 Immersive, Rich Media

Since visual presentation is the top factor affecting a consumer's purchase decision, companies must make their Web stores aesthetically appealing and visually engaging. CoreMedia LiveContext makes it easy to manage, edit, and integrate a wide variety of rich media content types including images, PDFs, binary files, style sheets, and sophisticated page layouts.

5 Incremental Approach

Shifting approaches — from transactional to experiential — is not something that can happen overnight. CoreMedia partners with companies to minimize their level of risk with an evolutionary “grow-as-you-go” approach that ensures that customers can start quickly while laying a sustainable foundation for future growth.

6 Flexible, Intuitive Design Environment

CoreMedia LiveContext empowers business users with an innovative design environment — the CoreMedia Studio. CoreMedia Studio is a dynamic, Web-based interface for the design, creation and delivery of content driven experiences that can be seamlessly integrated into online stores.

Rapidly Enhance In-House Online Stores With Deep Real-Time Content Integration

In-House e-Commerce platforms serve the online catalog requirements of more than 50% of the Top 500 online retailers. They were built at a time when commercial e-Commerce platforms were either non-existent, immature or inadequate.

Today the same unrivaled integration capabilities afforded to the industry's leading e-Commerce platforms is now available to those companies to take full advantage of the benefits of experiential commerce.

CoreMedia LiveContext was built with an agnostic and unrivaled integration approach, which ensures that every company can transform their online catalogs with visually engaging and immersive content, accelerate their time to market and inspire their customers.

In-House e-Commerce customers — working with our professional services teams — can quickly achieve deep real-time integration and re-energize their existing investments to drive rapid innovation without sacrificing years of effort or putting existing operations at risk.

For more information, please visit our website: www.coremedia.com

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