

CoreMedia LiveContext 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

In-House e-Commerce customers can quickly achieve deep real-time integration and re-energize their existing investments without sacrificing years of effort or putting existing operations at risk.

- **Non-Disruptive Real-Time Integration:** Robust, mature e-Commerce APIs enable seamless, real-time integration with In-House product catalogs, pricing systems, and front-end modules.
- **Rapid Deployment:** Initial integration can be demonstrated in 5 to 10 days, with a full roll-out possible in as little as 10 weeks.
- **Be Competitive and Agile:** Rapidly incorporate new out-of-the-box innovations that improve customer experience and ensure that you can remain competitive.

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 Inherently Omni-Channel

Because its modular architecture separates content from layout and business rules, CoreMedia can deliver unified and consistent digital experiences to any digital channel or mobile device. CoreMedia LiveContext provides built-in responsive and adaptive web capabilities as a foundation for building modern, effective user experiences.

3 Personalized Product 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. CoreMedia LiveContext also allows customers to define sophisticated business rules to show different products or branded content to each user.

4 Digital Asset Management

Built-in digital asset management makes it easy for shop owners to manage and integrate digital content to 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, videos, PDFs, binary files, style sheets, and sophisticated page layouts.

5 Incremental Approach

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. Yet many lack advanced content or digital asset management capabilities. 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. CoreMedia LiveContext customers can reduce production costs, accelerate time-to-web, and increase the quality of the shopping experience, leading to higher average revenue per visitor, more repeat-customers, and enhanced organic web traffic from search engines.