

# COREMEDIA CONTENT CLOUD

for Salesforce Commerce Cloud



COREMEDIA

# TAKE YOUR SALESFORCE COMMERCE CLOUD TO THE NEXT LEVEL.

It's an omnichannel world and online shoppers expect personalized, media-rich experiences across all touchpoints. Maintaining separate brand and commerce sites won't cut it anymore, nor will traditional, inflexible, catalog-driven architectures for displaying products. Your customers expect innovative eCommerce experiences everywhere. Creating these is beyond the limitations of most major commerce platforms.

The CoreMedia Content Cloud provides the "missing piece" for Salesforce Commerce Cloud. Build next-generation storefronts and content-rich, shoppable brand sites. Blend real-time product information with multimedia marketing content to deliver consistent product messages everywhere. As a result, CoreMedia Content Cloud is the go-to platform for the world's most iconic, global brands.

Content Cloud is an open, best-of-breed, API-driven solution featuring the industry's deepest out-of-the-box integration with Salesforce Commerce Cloud. With the headless content repository you can store and utilize enterprise assets with greater agility. Built-in experience orchestration means your editors can create and preview complex front-end customer experiences across different systems in real time. Omnichannel content delivery options give you the ability to dynamically publish across multiple touchpoints instantly. You can also integrate with your Marketing Automation Platform to reuse assets in customer newsletters and omnichannel campaigns.

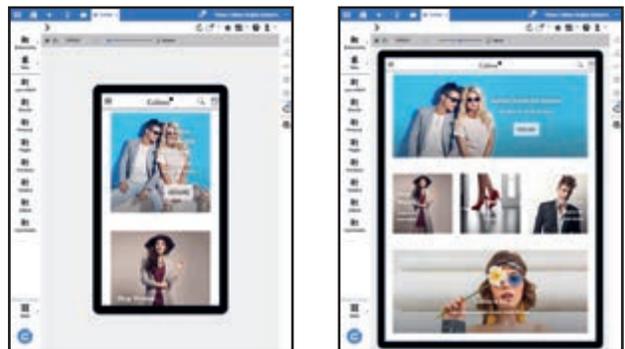
So tell your brand story in ways that excite, inform, and inspire. Do it immediately and cost-effectively, without waiting for IT or disrupting your existing processes. With CoreMedia Content Cloud, you can.

Go ahead: Be courageous, be bold, be the next big thing. **Be iconic.**

Advanced Digital Asset Management



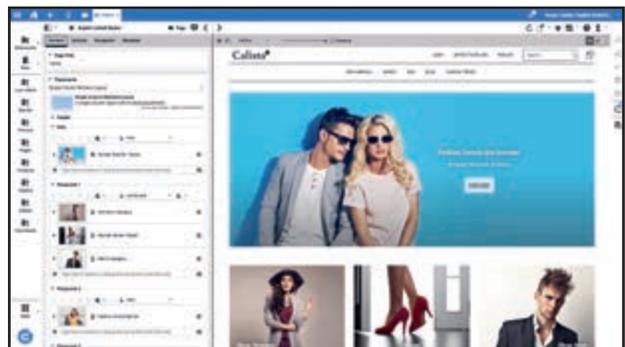
Real-time Omnichannel Preview



AI-Assisted Campaign Creation



Iconic Storefronts



# SEVEN ADVANTAGES OF COREMEDIA CONTENT CLOUD

## [ 01 ] Integrate Deeper with Salesforce Commerce Cloud

Looking for a better way to manage multi-media content across your eCommerce properties? With CoreMedia Content Cloud, you can seamlessly blend content with product information via our out-of-the-box integration with Salesforce Commerce Cloud (formerly Demandware). Deliver differentiated commerce experiences faster.

## [ 02 ] Design Front-End Experiences Easily

Struggling to maintain a mobile site or feed content to different apps? In CoreMedia Studio you can design new experiences and preview them from the customer's point of view – personalized, across channels and devices, directly from your desktop.

## [ 03 ] Centralize & Organize Assets

Tired of wasting time looking for the latest version of a file across all your silos? Content Cloud helps you to manage and easily find all your assets in a single, convenient central repository and reuse them on any channel and for any device via our headless APIs.

## [ 04 ] Choose your Integration Approach

CoreMedia Content Cloud can connect to Salesforce Commerce Cloud in a variety of ways: as a commerce-led integration, a hybrid model, or a content-led headless approach. Pick the path that works best for your business.

## [ 05 ] Embrace Omnichannel

Can your CMS work across all your marketing tools, mobile apps, or voice-powered devices? Content Cloud was built to be omnichannel, so you can create reusable content and deliver unified and consistent experiences across any channel via our headless APIs.

## [ 06 ] Go Global

Does the thought of a marketing calendar with hundreds of campaigns in various languages and for different brands sound overwhelming? Content Cloud has sophisticated publishing tools that make multi-region, multi-language, multi-site, and multi-brand management a snap.

## [ 07 ] Build Iconic Brand Sites

What's the secret to being a successful global brand? It's all about creating a great online experience. But great experiences require you to access content from multiple data sources, including Salesforce Commerce Cloud. CoreMedia Content Cloud can do that and more.

## ABOUT COREMEDIA

How can we help you?

With offices around the world and a portfolio of global clients, CoreMedia is committed to forging high-touch collaborations with category leaders across all industries – fashion, finance, media, manufacturing and more. We are pioneers, visionaries, trusted advisors, and passionate experts who take brands to the next level of their digital experience. And we're all about dialogue. **Let's talk.**

## SUCCESSFUL BRANDS ARE ICONIC.

CoreMedia Content Cloud is the engine behind today's most successful online brands – category leaders who are pushing the boundaries of innovation and charting new paths to success. Our clients use Content Cloud to pioneer new business models, consolidate separate brand and commerce sites, get more from their commerce platforms, and achieve a richer omnichannel experience. With CoreMedia Content Cloud, any company can use their content to create an immersive, distinctive and unique online presence. So go ahead: **be iconic.**

For more information, please visit our website: [www.coremedia.com](http://www.coremedia.com)

Calvin Klein

● sunglass hut

UGG  
australia

PANDORA

Ray-Ban

Boots

TSC TRACTOR  
SUPPLY CO

EMERSON

YOOX  
NET-A-PORTER  
GROUP

COREMEDIA



Copyright 2018. Copyright 2018. CoreMedia Corporation. All rights reserved. Salesforce and Salesforce Commerce Cloud are registered trademarks of Salesforce.com, Inc. in the United States and in several other countries. All other trademarks are the property of their respective owners.