

COREMEDIA SPORTS EQUIPMENT COMPANY CASE STUDY

Consolidate multiple sites under one enterprise-level global Digital Experience Platform (DXP)



10

Weeks to initial site launch and integration with Salesforce Commerce Cloud



36

Customizable content modules developed



3

International sites launched to date

Becoming a leader in today's competitive athletic space means reaching athletes with powerful digital experiences, whether they're ready to buy or simply want to view inspiring content. CoreMedia Content Cloud helps sporting equipment and athletic apparel companies efficiently manage it all in one place so we can launch new experiences faster, no matter where our customers are in the world.

One of CoreMedia's recent success stories involves a leading designer, marketer and distributor of branded athletic performance apparel, footwear and accessories. Headquartered in the US, this athletic brand interacts with customers in over a hundred physical stores across the globe, via engaging content on their website, and through their mobile apps.

They needed a way to strengthen their digital presence across mobile and web properties, creating localized experiences for their global customers. Because their custom content management system (CMS) didn't allow them to scale, they decided to move forward with a full re-platform and upgrade of their content management system while simultaneously upgrading their eCommerce solution.

The Challenge

- Replace outdated, homegrown content management system (CMS) while simultaneously migrating to a new eCommerce system, Salesforce Commerce Cloud
- Increase efficiencies and deliver more personalized regional experiences by bringing all divisions and sites under one global digital experience platform
- Easily integrate content with their eCommerce platform
- Lay the foundation to create and deliver consistent experiences across all digital touchpoints, including the company's mobile fitness apps

Company

Global Sports Equipment Co

Industry

Apparel

Location

Global

Implementation Partner

Astound Commerce

The Solution

- Headless content management lays the foundation for delivering seamless experiences across channels and devices
- Open API-driven solution integrates easily with any commerce platform
- Reusable content templates allow brands to standardize corporate identity across all sites
- Enterprise-level translation and localization capabilities replace manual processes and facilitate content sharing across regions
- User-friendly, powerful UI with real-time previews across channels and devices allows content developers to quickly learn and launch new experiences

The Results

- Advanced the company's direct-to-consumer strategy by simultaneously relaunching and integrating their global website (CoreMedia Content Cloud) and eCommerce (Salesforce Commerce Cloud) systems
- Launched three new locale sites (EN-US, EN-CA, and FR-CA) that share and provide consistent content and shopping experiences
- Increased productivity by developing 36 customizable modules for their online store

Next Steps

- Localize four additional regions in 15+ languages with plans to transition all international sites in the near future
- Manage content on the company's connected fitness apps using CoreMedia's headless content management capabilities
- Manage, update, and reuse content across all digital channels to personalize brand experiences
- Localization and video platform integration for backend video hosting



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