

Attracting and Converting Success



It's all about the site. The key to any successful e-commerce business is a website that attracts new visitors, optimizes conversion rates and keeps customers coming back for more.

Sitecore E-Commerce Software



sitecore®

Sitecore E-Commerce

The most successful commerce sites today blend unique user experiences with advanced website management and marketing tools in a single, easy-to-use platform.



Managing Your Customer Lifecycle Success

Sitecore's E-Commerce software addresses your crucial site needs in:

- Product information management
- Payment processing and shipping management
- Integration with ERP, customer databases and other back office applications

With Sitecore, you can easily manage your online product offerings using faceted search to locate and update specific product details, group related products in ways that make sense for your business, and automate inventory levels.

The Sitecore E-Commerce flexible framework and open API fits in with your existing processes. Plus, your business users will love the acclaimed Sitecore user interface.

More Marketing Power

In addition to streamlining your existing processes, the Sitecore E-Commerce platform, built on Sitecore CMS, provides your marketing team with the tools they need to make your site successful. Track and optimize customer actions with specific e-commerce site goals like account creation and order completion, all available right out of the box.

Sitecore also ships with a wizard-driven process for building a customized checkout, allowing you to easily create sophisticated forms, manage account data and maintain purchase history for targeted promotions—all controlled by business level users.

You can create traffic-generating email campaigns, and manage the product selection and account creation process—all the way to securing payment processing and shipping.



Attract and Convert

As a leading website CMS, Sitecore gives you unparalleled ability to design a website that matches your dreams and brand. Your compelling site experience goes even beyond, with built-in analytics that tell you:

- Visitor count
- Average time on site
- Best-selling products

Plus key metrics like:

- Successful conversions with referring URLs
- The most successful search terms
- Most popular downloaded content
- Pinpointed shopping cart abandonment sequences



Easily test and refine. Take advantage of Sitecore’s built-in testing tools to launch tests on images or product descriptions on the fly, enabling you to find the offer that resonates with customers and results in the best performance and most purchases.

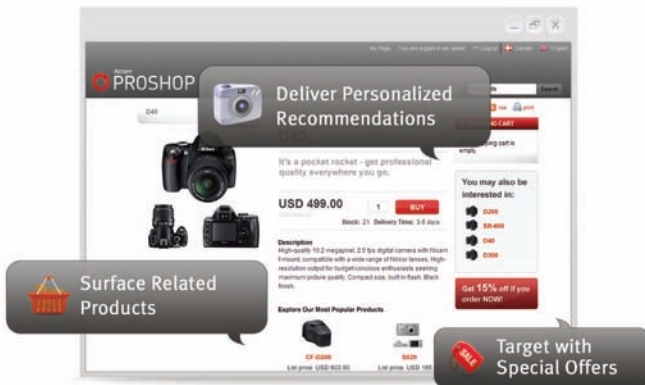
Optimize your conversions. Add user-generated content features such as user reviews and product ratings, and accelerate your promotional channels by tracking campaign effectiveness and identifying and targeting visitors for special email offers.

Personalized Shopping Experience

Relevance for your visitors. Using Sitecore’s intuitive, wizard-driven profile and personalization tools, you can make the right offer at the right time for the right customer.

Up-sell and cross-sell. By combining GeoIP tracking, visitor activity and account management, target your site to offer similar products or other relevant collections, optimizing your cross-selling and up-selling business.

Customized checkout that remembers what worked. The fully customizable Sitecore shopping cart ships with a wizard-driven checkout process. Save customer data to maintain a complete history of customer interactions, including their responses to your promotional campaigns.

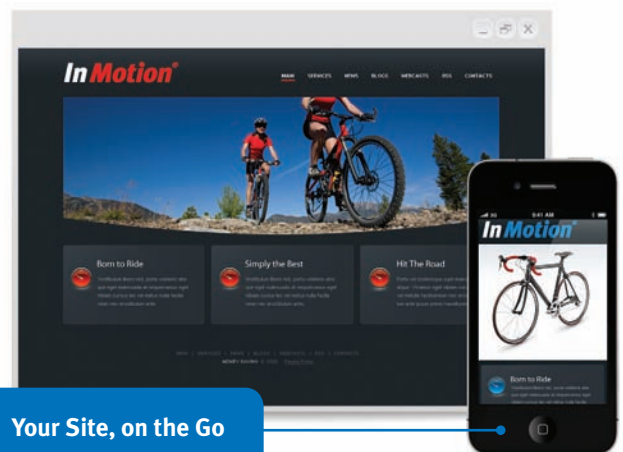


Mobile Ready, Now

As a marketer or business user, you’ll love how much flexibility Sitecore gives you to design a mobile-optimized version of your site. Reuse your existing content and information architecture with the CMS that makes serving up content for different devices easy. Edit or add new content once and publish in one step to any web browsing device whether for iPhone, Android, Blackberry or more.

Mobile marketing features include:

- Preview page layouts on mobile screens before publishing for optimal design
- Workflow notifications to approve and publish site updates on the go from your smartphone
- Trigger SMS and MMS messages when visitors sign up for special offers or take other action on your site



Sitecore's mix of powerful marketing and business features, rich development support and scalability make it the ideal solution for leading websites. From entry level to the largest enterprise class organizations, creating and continuing to provide your visitors a compelling web experience has never been as easy or as exciting. Sitecore is being used by dozens of the world's largest organizations, managing sites that serve and delight millions of users.

SITECORE AROUND THE WORLD



Sitecore's Web Content Management System (CMS), portal and marketing automation software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured websites of all types. Sitecore's industry leading flexibility and scalability allow companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies, utilize Sitecore solutions for their websites. These organizations have created and now manage more than 24,000 dynamic websites with Sitecore including Computer Associates, ISS, Lloyds of London, Microsoft, Omni Hotels, Sara Lee, Siemens, Suzuki, Thomas Cook, The Knot and Toshiba.



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