

News: Acquia Commerce Manager Unlocks Beautiful Digital Storefronts for Magento Commerce

Creates Content-driven Commerce Experiences Without I.T. Burdens

BOSTON -- March 19, 2018 -- Acquia today released Acquia Commerce Manager, a product that readily integrates commerce with the Acquia Platform and Drupal web content management, providing experience, content creation, layout, multimedia, and display tools. Acquia Commerce Manager launches today for Magento Commerce. Extending beyond suggestions, ratings, and reviews, Commerce Manager makes it easy to map in-depth content and offers around products to influence purchase decisions and build brand trust. Marketing and commerce teams are empowered to create elegant, on-brand and unified digital storefronts in a fraction of the time previously possible.

Today's commerce teams are pressed to deliver alluring, personalized digital commerce experiences. Brands need to inspire people with possibilities and constantly deliver a fresh look. The combination of Acquia and Magento Commerce optimizes the management of product information and transactions, and offers greater capabilities for digital experience management that commerce leaders need and consumers want.

"For many brands, marketing and commerce teams are working toward different priorities with technology that doesn't easily connect. Yet both the commerce owner and the marketer know that the battle will be won by the brands who offer the best customer experience," said Lynne Capozzi, Acquia chief marketing officer. "It's time for commerce and marketing to work as one. We built Commerce Manager with this in mind, giving teams the tools to build rich customer experiences that support commerce as part of the customer journey."

Commerce Manager tightly integrates the Acquia Platform's solutions for digital marketers and web content management with innovative cloud commerce solutions from Magento. This gives marketing teams control of a critical part of the customer journey -- that which sits behind a cart -- enabling them to carry the brand story throughout and bring relevant content forward at every step. Marketing teams can collaborate with commerce owners to deliver digital storefronts that make an impact. Transactional data, cart and order management, and product information are imported directly from Magento into Acquia Commerce Manager.

"Marketers and digital officers are increasingly responsible for the end-to-end customer experience, and delivering frictionless buying experiences is a key goal for companies that are trying to grow revenues and build customer loyalty," said Andrea Ward, CMO of Magento Commerce. "Acquia Commerce Manager means that Magento merchants can deliver engaging, brand-worthy experiences that drive real value to the bottom line."

Acquia Commerce Manager powers an integrated, digital experience platform solution to help marketing, brand and commerce work as one, including:

- A fully managed, PCI-DSS compliant cloud with SLAs and embedded security
- Provides a headless commerce solution to customize product display, promotions, cart checkout flow, and more
- Performance that scales to support large product catalogs, traffic spikes, and transaction volume
- Acquia Lightning, the Drupal 8 starter kit that accelerates development, configured for commerce applications
- Omnichannel content delivery capabilities -- from web to mobile to digital signage and beyond -- without IT involvement
- APIs and cloud hooks to integrate with your entire marketing and commerce technology stack
- Developer tools and a continuous delivery service to automate processes for code building and testing

"Our focus is to help brands grow connections at the emotional and intellectual level, but commerce applications don't always do this well. Acquia Commerce Manager enables marketing and brand managers to create useful, intuitive and personalized solutions that make the moment of conversion meaningful," said Neal Prescott, global CTO of MRM/McCann and CEO of Optaros.

Focus on the Customer Journey

Acquia Commerce Manager is the latest addition to Acquia's solution set for customer experience management. As the market moves from experience management to customer journey orchestration, Acquia is building upon its core capabilities -- namely its CMS-tuned cloud platform with multisite management and personalization -- to add more tightly integrated solutions for marketers and commerce professionals. Orchestrating the customer journey is a critical path toward building meaningful relationships through data-driven, one-to-one experiences.

Acquia's customer experience management solutions also feature Acquia Journey, which makes orchestrating the customer experience across touchpoints possible for every marketer. These build upon Site Factory's multisite delivery, and Acquia Lift personalization solutions. Combined with Acquia Lift, Acquia Commerce Manager offers a holistic picture of buyer behavior by merging content and data from their commerce system and integrating other tools such as marketing automation or customer loyalty management.

To learn more, visit www.acquia.com or find Acquia at ShopTalk through March 21, 2018, at booth #ET47 in the Emerging Technology Discovery Zone.

Experts from Magento and Acquia also shared insight into how great content and personalized experiences can promote better online shopping experiences. View the on-demand webinar "How to Use Content to Combat Purchasing Anxiety" at www.acquia.com/webinars.

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