Adobe CQ eCommerce

Adobe CQ eCommerce accelerates the integration of Adobe CQ with e-commerce platforms, helping marketers quickly deliver branded, personalized shopping experiences across web, mobile, and social touchpoints.

Personalize the shopping experience to gain a competitive advantage

As retail revenues through the digital channel achieve record growth, the competition for customers online is also becoming fiercer. Retailers and e-business executives must transform the shopping experience to differentiate on brand instead of just price and more effectively drive demand while offering a consistent experience across the multitude of digital channels.

Integrating Adobe CQ with an enterprise’s e-commerce product information management system enables marketers to rapidly transform the entire shopping experience from initial brand awareness, to immersive shopping experiences, to checkout and long-term brand loyalty. Marketers can author authentic experiences and offers based on marketing and merchandising strategies with a cross-channel shopping experience.

Agile merchandizing and marketing

Use the Adobe CQ intuitive authoring environment to rapidly customize product pages and shopping cart and checkout components based on target visitor context and merchandising strategies. The integration enables real-time product information access between Adobe CQ and the e-commerce engine to enforce product information integrity, such as whether a product is staged versus published, pricing, available inventory, and variations and state of a shopping cart.
Streamlined authoring of mobile and multichannel touchpoints

According to eMarketer, U.S. mobile commerce reached $6.7 billion in 2011, up 91% year over year, and sales could reach $31 billion by 2015. Combining the authoring agility of CQ for mobile web and mobile applications with an e-commerce system through the CQ eCommerce module enables online businesses to fully capitalize on this growth.

Easily optimize against key e-commerce goals

Through the integration enabled by CQ eCommerce, the design of shopping experiences across web, mobile, and social touchpoints can access analytics and optimization tools, including behavior tracking, web, mobile, and offline customer analytics, user-experience testing and optimization, dynamically targeted search results, promotions, and rich media delivery. Authoring content with these capabilities is unified in the Adobe CQ authoring environment.
Amplify product and brand advocates

Easily embed social elements to the product selection and purchasing journey with customer-contributed comments and ratings, as well as extend the post-product experience and build loyalty through branded and owned social communities.

Search integration

Relevant content critical to the purchase process might exist within the e-commerce system or web content management system. CQ eCommerce integration gives retailers the option to provide search results across all product and content data to display both product information and corresponding web content, such as brochures, blog posts, videos, and other supporting rich media.
CQ eCommerce includes a standard set of APIs and components to accelerate the integration of Adobe CQ with e-commerce systems. These APIs enable importing data from a product information management system to a JCR content structure to jump-start an e-business initiative. They also provide a framework for bidirectional notifications and enforcement of changes between the CQ and e-commerce engine across product pages, shopping cart, and checkout.

For example, a product that is only in staging with the e-commerce system cannot be accidentally published to a production product page in Adobe CQ. Similarly, when a visitor logs in during a checkout process, the credentials captured from Adobe CQ are authenticated through a secure e-commerce session.

Adobe CQ eCommerce extends core product content management capabilities of e-commerce systems to deliver personalized customer experiences across web, mobile, and social that help companies build a differentiated brand and compete to win in an increasingly crowded digital marketplace.