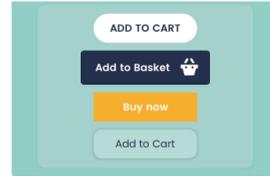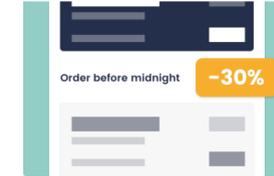# Match your page with your communication

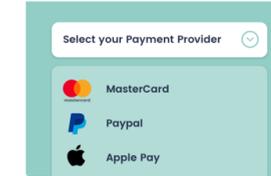

Making your product the star of the show

Sealing the deal

Checking out in a breeze

Build a Relationship

Attracting your customers

Get the right traffic towards your platform
Driving more customers to your website using contentmarketing, campaigns, SEO, SEA and retargeting. Easily offer previous buyers new items using the extended Marketing automation that Sitecore offers.

Sitecore
Creating promotions that attract customers is easily done by your Marketers. Make your offer extra relevant by using outside temperature as condition for the discount on hot summer days. Based on previous relevant purchases you can offer your customer additional products using personalized mails and posts.

Mercury E-commerce
Extend the customer experience with the flexibility that Mercury offers. In minutes the navigation UI of a specific page can be changed to match the promotion. Mercury allows you to create and manage filters on all details of your product range. E.g. Placing specific brands at the top of your page or creating a branded experience.branded experience.

Sitecore
Showing the right content to the right visitor at the right time is essential. Sitecore let's you adapt the page content to the persona in question. Real time and across all your channels. Using data from previous visits and purchases can help your customer to find the product they need in the near future.

Mercury E-commerce
Turn all your product details into visual appealing content helping your customer to make that purchase. Mercury's flexibility allows you to refine and enrich the available product details for each individual product at any time. Add labels, images, color pickers or turn stock levels into a visual sense of urgency.

Sitecore
On top of all features you may expect of an enterprise cart solution, Sitecore helps you to constantly improve conversion rates with valuable insights on when and why the cart was abandoned including testing capabilities to quickly change the flow. Use the integrated marketing automation to guide customers back to cart with an additional promotion or discount.

Mercury E-commerce
The cart is one of the components within Mercury. Predeveloped and ready to personalize by your standards. With the cart comes extreme flexibility in replacing and changing the components to optimize customer experience. Giving your customers the option to place 'build to order' or non-existing items in their cart.

Sitecore
Checking out as a guest or registered user, making a wish list and offering several payment and shipping providers. Develop and build your checkout process to an exact fit for your business. Every interaction in the checkout is stored to personalize future visits.

Mercury E-commerce
Instead of developing your own checkout use the Mercury solution. Complete with UI you get both single and multistep processed ready for styling. Your current and new shipping providers and payment methods are easy to integrate. Mercury is built for easy integration enabling you to spend more time of perfecting the experience for your customers.

Sitecore
The e-commerce market is extremely competitive. A strong way to set yourself apart from your competition is not to focus on just getting a purchase. Build a relationship with your customer through valuable content relevant to their purchase. A stronger bond with your customer makes them more perceptive for future purchases. The Sitecore Experience Platform gives you a 360 view of each customer allowing you to be extremely relevant with every interaction.

Mercury E-commerce
Got a special promotion lined-up for customers that recently bought a specific brand? Create a unique shopping experience by combining a relevant offer with a branded experience on your platform. Mercury's flexible UI lets you adapt your landing pages and product presentation to emphasize that branded experience. Giving your customers the experience they deserve.

Mercury E-commerce pushes the limits of Sitecore Commerce with features that create the best experience for your customers

Want to get in touch?

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