



Supercharge your content updates with Page Builder.

Adobe Commerce makes content creation fast, easy, and efficient.





Content is essential to ecommerce success.

Great, up-to-date content helps prospective customers find you on Google and other search engines—and it's critical to building trust in your brand. In an Akeneo survey of more than 3,500 consumers, roughly 4 out of 5 said they have abandoned a planned purchase due to poor product content. Similarly, 61 percent of 1,600 business buyers, also surveyed by Akeneo, named product and brand value content as their number one purchasing criterion after price.

To connect with today's customers, you need to continually create and publish new, relevant, and accurate content—and get it online fast. If you have to write code, grapple with a complicated interface, or work with a third-party agency every time you publish, you and your team can end up worrying about content updates instead of growing your business.

How can you get off the content update treadmill?

Page Builder can help. It's the foundational content creation engine for both Magento Open Source and Adobe Commerce. It allows businesses running either software to build web pages with a simple drag-and-drop interface. Adobe Commerce customers can also add dynamic personalization to pages and preview them before they go live.

In both cases, content updates are faster, easier, and virtually code free. This eBook provides an overview of Page Builder capabilities and how they can change your content updates forever.




“

Creating content was complicated—we had to know HTML and were not really autonomous. Most of the time when we wanted to try something new in a content page we were forced to go to the agency, which requires money and time. With Page Builder, the drag-and-drop interface gives us the flexibility to define layouts and put columns anywhere without relying on coding ability.”

Benoît Ponsart

Director of Technology, Courrèges





How Page Builder transforms your content updates.

If you spend hours each week designing and publishing content—or adding new projects to content producers' endless queues—Page Builder can deliver major benefits.

Add and update content faster.

Instead of waiting for a developer or an agency to get around to your update, you can add or edit pages whenever you're ready. With its simple interface, you can create new pages in minutes.

Deliver a more engaging and personalized experience.

With Page Builder's flexible design tools, you can create unique and attractive pages in your brand's style and integrate personalized elements, such as artificial intelligence-powered product recommendations and rules-based content. You can also build new content types, extending the capabilities of what's out of the box to fit your brand's style and voice.

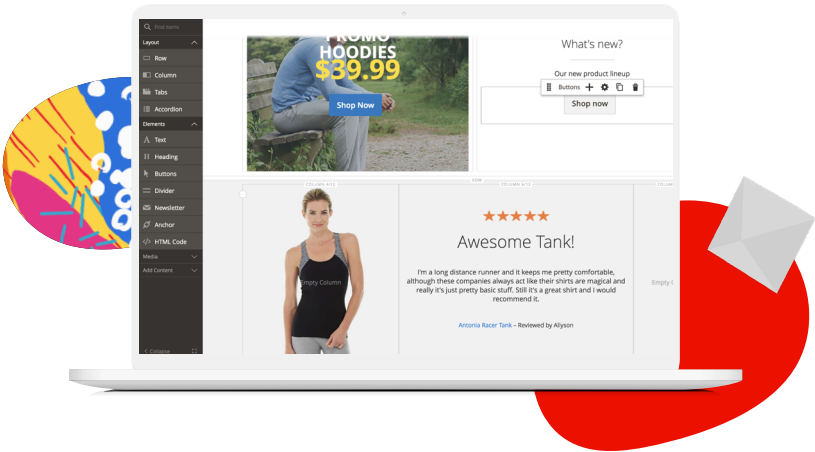
Save money on agency fees.

Page Builder lets nontechnical staff build new pages, so you don't have to outsource the work to a web development or digital marketing agency.

Free developers to focus on technical challenges.

Freed from the need to design and code web pages, your developers can focus on using technology to solve business challenges rather than to make day-to-day content updates.

Quickly create unique and attractive pages in your brand's style without having to rely on a developer or outside agency.



Setup is quick and easy.

To get started with Page Builder, you'll need help from a front-end developer. They will add all the styles from your theme into Page Builder and create reusable content types that your theme can support.

Once Page Builder has been connected to your theme, you'll be able to drag and drop new content without additional coding. Our [product documentation](#) will walk you through the process.





Page Builder: Learn the basics.

Whether you rely on Magento Open Source or Adobe Commerce, you can take advantage of Page Builder's core functionality to rapidly build and update great-looking pages and keep critical product information always up to date.

Flexible drag-and-drop layouts.

You can build a wide variety of page layouts by creating columns and moving elements around the page—no coding required. These layouts are great for refining existing content types or designing new ones.

Reusable content blocks.

As you create content blocks you can save them in a library for future use, which makes page creation faster and more efficient as your library grows.

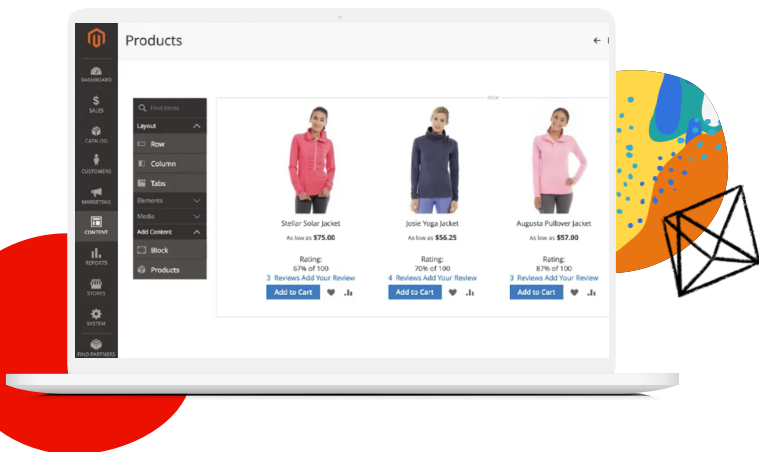
Point-and-click button creation.

You can create attractive and engaging interactive buttons in just a few clicks rather than having a developer code them from scratch.

Plug-and-play product information.

You can quickly and easily add product information and buy buttons to any content page—an approach proven to increase sales.

Build a wide variety of page layouts with flexible columns and elements—no coding required.



Support for multiple content types.

You can add all kinds of content to your page, including video, banners, and images, to give shoppers a unique branded experience.

Integration with Adobe Stock.

You can search for and license Adobe Stock assets within the Page Builder admin panel. It's a fast and affordable way to build web pages without the hassle of searching multiple royalty-free stock libraries for photos, videos, and other rich media. [Learn more.](#)

Quick, easy inline editing.

You can edit existing content inline for fast, efficient updates.



Page Builder: Grow with advanced capabilities.

Adobe Commerce customers gain access to additional capabilities that make it easier to control and personalize the commerce experience without assistance from an agency or a developer.

Pre-publish previewing.

You can stage and preview pages before they are published, so you can easily catch errors and make enhancements before your experience goes live. You can also share previews with your colleagues, so approvals and reviews are quick and easy.

Schedule when pages and promotions go live.

Page Builder lets you schedule when pages and special promotions go live. This way, you can ensure pages are available exactly when your customers are ready to see them—without having your team work overtime.

Deep integration.

With Page Builder, you can easily incorporate advanced Adobe Commerce functionality into your web pages to deliver relevant and engaging content. For example, Page Builder's Dynamic Blocks use Adobe Commerce's out-of-the-box segmentation tools to dynamically adjust your content based on the viewer's characteristics or behavior.



With fewer hours spent customizing page layouts, our marketing department can now launch new pages, campaigns, and promotions in a fraction of the time. Furthermore, this has allowed us to unveil more frequent and impactful content updates.”

Luigi Raffo

Senior Director of Global Digital Experience, [ELEMIS](#)

Product Recommendations powered by Adobe Sensei.

Adobe Commerce provides AI-powered Product Recommendations, a proven machine learning algorithm. It analyzes customer data in real time and automatically generates personalized recommendations for everyone who visits your store. Plus, it learns from performance data—so recommendations become more accurate over time, even as trends and seasons change.

With Page Builder, you can add personalized Product Recommendations to any page in your store in just a few clicks. Plus, you can segment Product Recommendations using Dynamic Blocks, so different types of product recommendations may be selected based on shoppers' demographics or behaviors.

[Learn more about personalized Product Recommendations.](#)

Easily add seven different types of Product Recommendations to your pages.

With Page Builder in Adobe Commerce, you can add any of the following Product Recommendation types to your web pages:

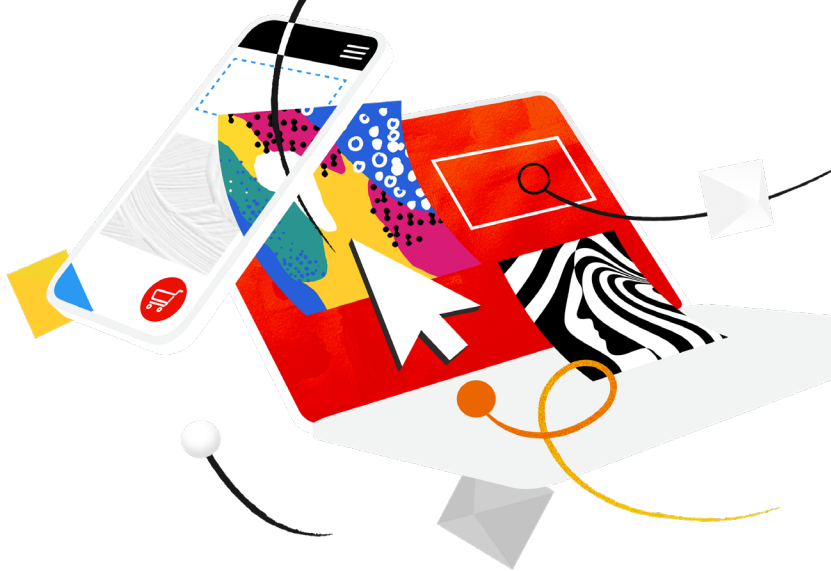
- Most viewed: Items most viewed by shoppers within the last seven days
- Most purchased: Items most purchased by shoppers within the last seven days
- Most added to cart: Items most frequently added to carts by shoppers within the last seven days
- Recommended for you: Items based on each shopper's current and previous onsite behavior
- Viewed this, viewed that: Items most often viewed by shoppers who viewed the specified item
- Viewed this, bought that: Items most often purchased by shoppers who viewed the specified item
- Bought this, bought that: Items most often purchased by shoppers who purchased the specified item



In the past, we always needed to ask a designer for a mockup, then have a developer hard code anything more than minor content changes. With Page Builder, we can easily build flexible, engaging, and creative content pages ourselves."

Eric van der Palen

Senior Manager, Online Marketing and Ecommerce, Brabantia



Supercharge your content capabilities.

The basic version of Page Builder comes with Magento Open Source. The most advanced version is available only with Adobe Commerce. While both can help you accelerate and streamline content updates, Page Builder in Adobe Commerce can help you transform your ecommerce marketing with content and experiences personalized for each customer's journey.

[Learn more about Page Builder](#)

[Learn more about Adobe Commerce](#)

Sources

- 1 ["2021 B2C Survey: Product Experience Satisfaction Around the World," Akeneo, 2021.](#)
- 2 ["Global B2B Survey 2020: The Rising Importance of Product Experience," Akeneo, 2020.](#)



© 2021 Adobe. All rights reserved.

Adobe, the Adobe logo, are either registered trademarks or trademarks of Adobe in the United States and/or other countries.