# Adobe Experience Cloud



# **Adobe Commerce 2.4**

Adobe Commerce puts power in your hands to grow your business. Enjoy a rich feature set, dedicated support, and a managed cloud infrastructure to operate your business with confidence.

## **Boost sales & conversions**

Use advanced customer segmentation tools, Product Recommendations powered by Adobe Sensei and, industry-leading search to target promotions and merchandising for improved conversion rates and increased average order value. Spend less time with back end scaling and infrastructure for site search. Live Search powered by Adobe Sensei can deliver even as traffic surges.

# **Build customer loyalty**

Foster brand affinity and repeat purchases by enabling customers to earn reward points, create gift registries and multiple wish lists, receive store credit, and participate in exclusive private sale events.

## Simplify site management

Focus on growing your business rather than managing your IT infrastructure. Adobe Commerce provides a reliable, secure, and high-performance cloud service with 24x7 support.

# Benefit from dedicated support

Spend less time troubleshooting issues with help from our support team and special diagnostic tools. You'll also benefit from Account Managers who can advise you on how to get the most out of your solution.

# Increase business productivity

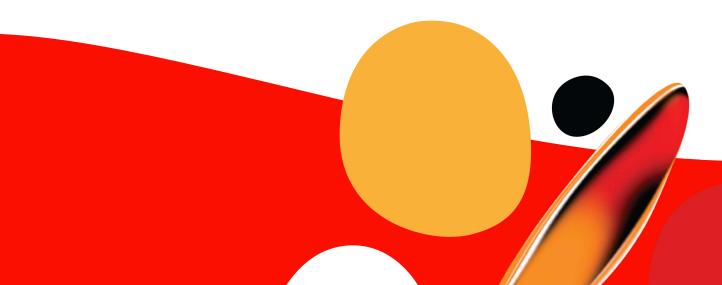
Easily create personalized experiences without IT support, by tailoring content using dynamic blocks. Once your new page or site has been created, review and schedule changes faster using content staging and preview capabilities.

## Sell to businesses

Get to market fast with native support for B2C and B2B selling on a single platform. Adobe Commerce supports company accounts, quoting, custom catalogs and pricing, quick ordering, and approval workflows to meet your business customers' needs.

# Gain powerful data capabilities

Harness the power of your commerce data and integrate external data sources for a complete 360-degree view of your business. Gain insights into your customers, what they are buying, how frequent they shop, how often they abandon carts, etc.



# Over 40 Reasons to Move to Adobe Commerce

Direct customer and product support	B2B functionality
24x7 technical support (phone, online)	Self-service company account management
Dedicated account management	Multiple buyers per company with assigned roles and permissions
Access to expert Adobe Services	Support for payments on account
Advanced feature updates as part of your subscription	Custom catalogs and pricing per company
Managed cloud experience	Streamlined online request for quote workflow
Single contact for licensing, hosting, and support	Quick ordering by entering SKUs or uploading CSV files
Reliable, secure managed hosting and CDN	Requisition lists to speed purchase of frequently-ordered items
Ability to deploy globally	Customer-configured purchase approval workflows
PCI Certified cloud infrastructure	Enable new account sign ups via an online form and approval process
AWS and Azure cloud services	Customer-specific payment and shipping options
Dynamic marketing & merchandising	Business user tools
Product Recommendations powered by Adobe Sensei	Advanced content experience capabilities
Live Search powered by Adobe Sensei	Business Intelligence toolset and 75+ customizable reports
Advanced segmentation and targeting	Content staging and preview
Custom attributes for deeper customer profiles	Return Management Authorization (RMA)
Drag-and-drop visual merchandising tools and sorting rules	Scheduled import and export of data
Rules-based related products, up-sells, and cross-sells	Support for larger administrative teams
Automated emails to recover abandoned shopping carts and wishlists	Patent or copyright infringement indemnification <sup>1</sup>
Enhanced CMS with drag-and-drop capabilities	
Increased customer loyalty	Powerful scalability & performance
Reward points with merchant-defined redemption rules	Site-Wide Analysis Tool
Virtual and physical gift cards	Cloud elastic scalability to handle peak selling days
Store credit for returns or gift card balances	Separate checkout, order management, and product databases <sup>2</sup>
Private sales with viral "invite-a-friend" emails	Fix code conflicts ahead of an upgrade with the Upgrade Compatibility Tool
Gift registry and multiple wishlists	Support for multiple secondary databases <sup>2</sup>
Gift wrapping options, gift receipts, and gift cards	Compatibility with MySQL Cluster <sup>2</sup>
	Queuing technology to speed checkouts and shared catalog updates

<sup>&</sup>lt;sup>1</sup> Indemnity capped at the amount of fees paid by the licensee for the Adobe software license in the first twelve-month period after the effective date

Find out how Adobe Commerce can grow your business.

1-877-574-5093 (North America) +353 1 7759 599 (Europe & Middle East) +61 2 9052 4961 (Australia)



<sup>&</sup>lt;sup>2</sup> Available with the on premises version of Adobe Commerce only