7 Steps to Commerce **That Converts**

Leverage composable content, search and merchandising with any eCommerce engine to fast-track better shopping experiences.

With unlimited choice just a click away, online shoppers are looking for more than a product catalogue to decide if a brand is right for them. Pairing attractive products with content that helps, entertains, or inspires can pull customers into your brand story and keep them coming back.

For the many organizations not yet ready to replace their legacy eCommerce platform, composable solutions for content and product discovery offer a fast track to a modern, story-driven shopping experience. Here are 7 steps companies can take to get started.

1. Decouple your frontend

Gain the freedom to bring new technologies into your shopping experience by setting up your customer-facing frontend to only communicate with you eCommerce platform and other backend systems via APIs. With this foundation, you can replace the tools your frontend talks to piece-by-piece without disrupting the customer experience.

2. Implement CMS + Search & Merchandising

Now you can select solutions for content management (CMS) and product discovery that meet the needs of your merchandisers, marketers, and developers. With composable commerce you're no longer locked into the one-size-fits-all features of a legacy suite, but can mix and match best-in-class capabilities from vendors with specializations that help you differentiate your brand.

Traditional Commerce Suite

Locked into a set of features from a single vendor. Often customized to the point where it's difficult to make simple changes.

Composable Commerce Stack

Choose what you need from multiple vendors. Data is shared via APIs so solutions easily plug in - and out - of your stack.

3. Phase your experience improvements

A major benefit of composable commerce is that different areas of the experience can be improved at their own pace. Pick one region, brand, audience, or specific part of the customer journey to improve, test and iterate, then use the lift in performance and revenue to drive momentum for further transformation.

4. Revamp current categories

Create rich category pages that draw shoppers in with relevant content -- such as gift guides, how-to videos, and lookbooks -- to build confidence in purchases, increase conversion, and boost SEO.

## 5. Transform home and search pages

With agile content and product delivery powered by a machine-learning engine, each visitor is given a personalized shopping experience. The engine can take into account different business objectives and data sources to deliver search results and landing pages that are optimized to drive specific results.

6. Iterate through product pages

Go beyond product details and enhance product pages with inspiring images, reviews, unboxing videos, style tips, sizing guides, related items, and other content that showcases your brand story.

7. Create shoppable content marketing

Add actionable product recommendations to high quality, easily shareable content to drive revenue directly from marketing assets.
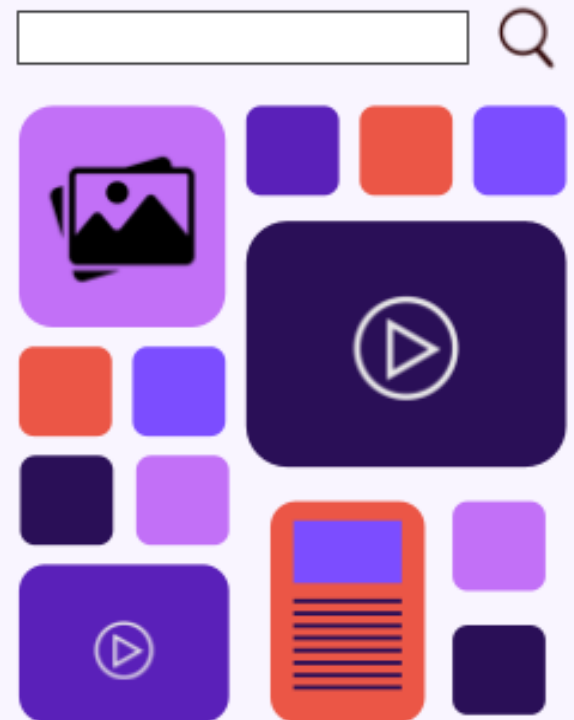
"What started as product recommendations has developed into mature search solutions that serve up congruent products and content related to the original query, much like how standing in a store would allow a consumer to see similar items in the aisle."

Drive Shopper Relevance With AI-Driven Digital Commerce Search, Forrester, 2 June 2021.

Ready to transform your digital shopping experience?

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