

Elastic Path™
Dynamic Content Delivery

Dynamic Content Delivery

Available in Elastic Path Commerce 6.1.1

How your enterprise can benefit from dynamic content delivery

Dynamic content delivery allows the store marketing team to personalize the shopping experience. Presenting shoppers with items they will more likely purchase will help fulfill their needs and increase your transaction sizes. Elastic Path allows the marketing team to control dynamic content delivery without IT help or server downtime.

Personalized shopping experience

Dynamic content delivery determines which piece of dynamic content will show up on a specific part of a web page or web store.

You can also determine the segment of shoppers who see a specific piece of dynamic content in specific stores over a specific period of time.

Who: The segment of shoppers for the offer (e.g., all male shoppers over 40 years of age and referred from Google)

Where: The selling channel for the offer (e.g., some or all stores)

When: The time frame for the offer (e.g., Nov 25 to Dec 24, 2009)

Benefits at a glance

- Empower marketing users to create new content without IT release or server downtime
- Personalize the store experience for shoppers
- Improve conversion rates with in-store marketing

Tagging framework

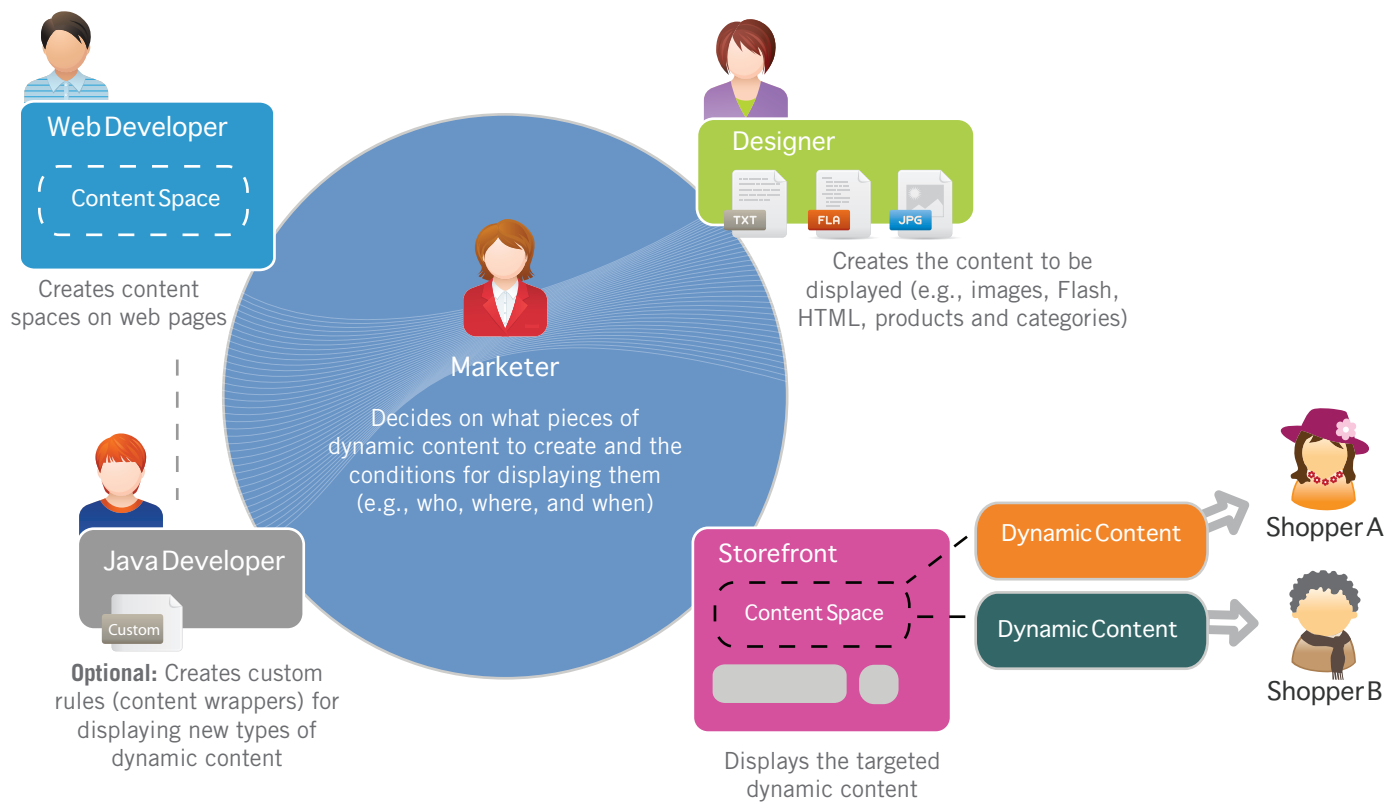
You can create your own tags to track specific customer information. For example, you could create a tag to track each shopper's web browser. Then marketing staff can use that tag in a condition to target a 50% off iPhone merchandise promotion banner at shoppers who use the iPhone web browser to access the store. Only iPhone users will see that banner when they access the storefront.

Elastic Path provides basic tags out of the box such as search engine queries, referring url, request url, customer age, customer gender, and last visit. You are also able to extend this feature to easily create custom tags as required.

Handling Conflicts

There may be conflicts in which two or more pieces of dynamic content compete for the same content space at the same time. For example, you may have a holiday banner competing for the same space on a web page as a free shipping banner. Elastic Path allows you to set priorities for delivery rules to handle these conflicts and determine a winner.

Dynamic Content Components and Roles



About Elastic Path

Elastic Path is the leader in digital commerce technology and expertise for enterprises selling digital goods and content. Major global brands such as Google, Time Inc., and Virgin Media rely on Elastic Path to monetize digital relationships with their customers in ways that are frictionless, social, and everywhere.

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