

Integrate Content and Commerce to Increase Conversion

salesforce commerce cloud

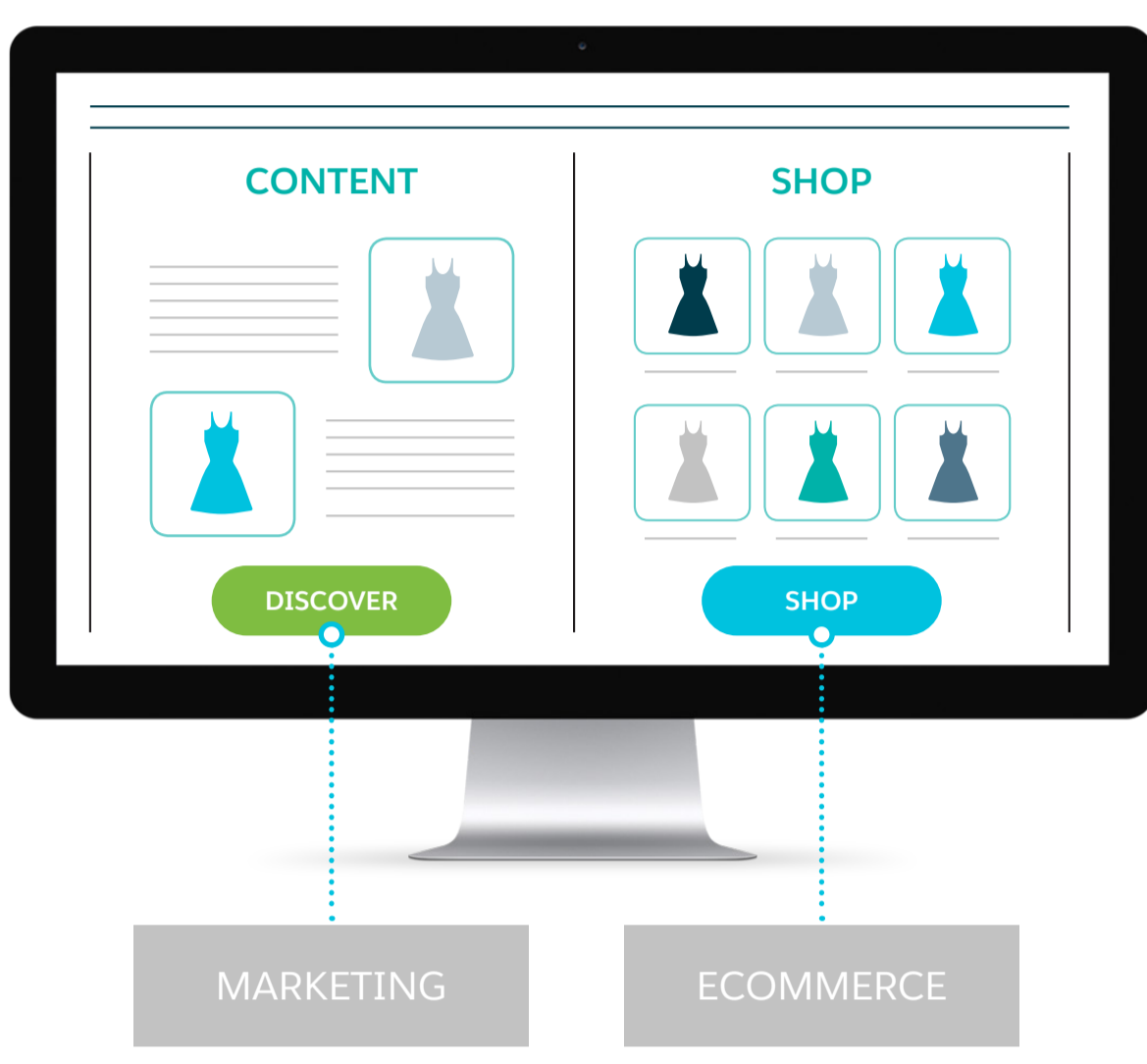


Retailers invest heavily in branded content. However, much of it leads to a dead-end.



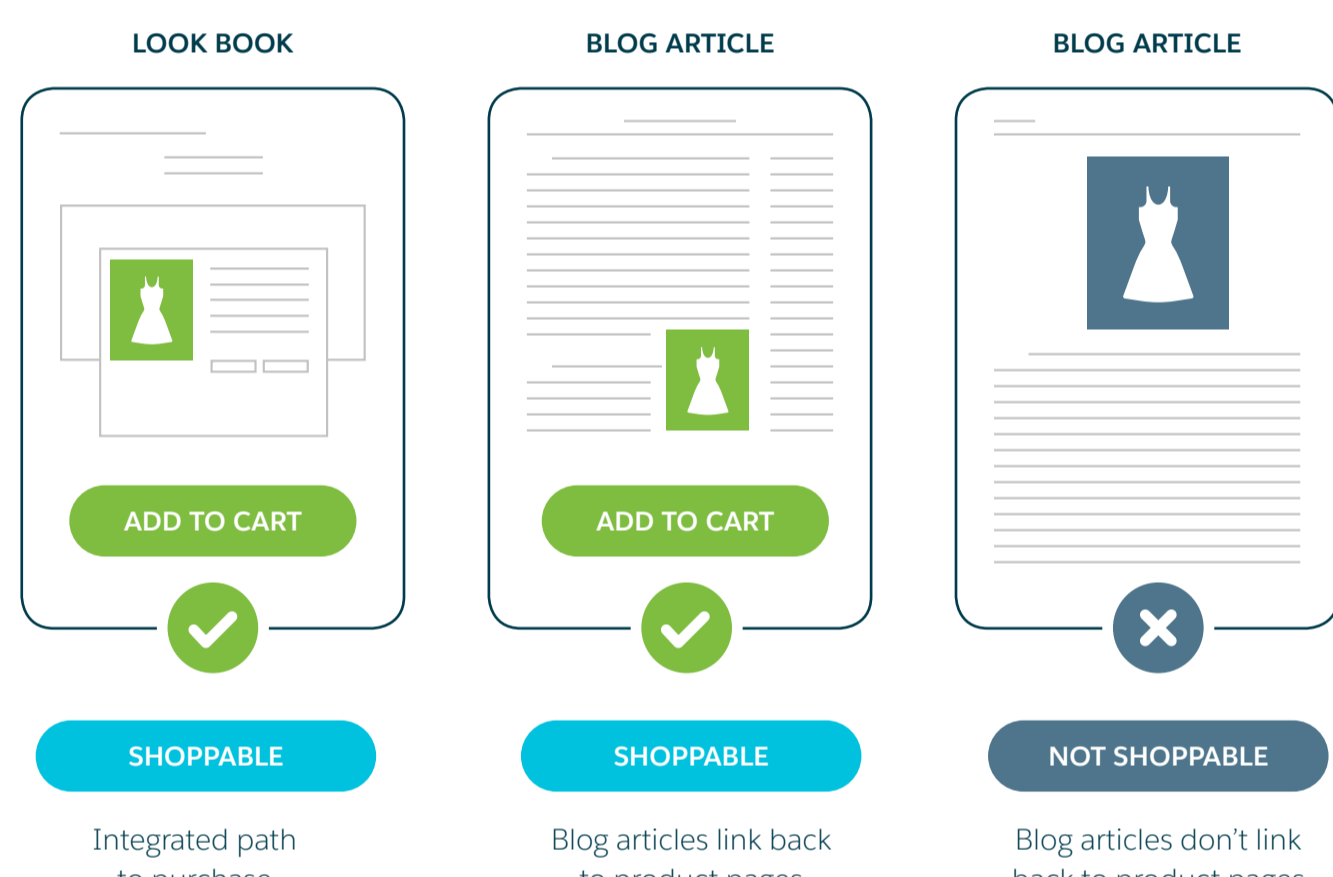
Why do brands still ask customers to choose between content and shopping experiences?

The "double-door" site experience leads to missed opportunities.



Teams must collaborate to create a seamless experience that blends product and content.

Integrate content and commerce to streamline the shopping journey.



Branded content has the biggest impact

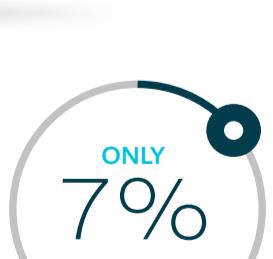
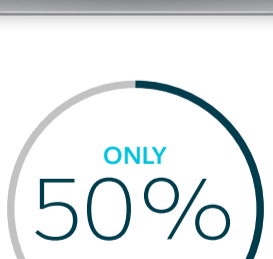
beating out user-generated and expert content.

PERCENT LIFT ON PURCHASES \$50-\$399



Source: "The Role of Content in the Consumer Decision-Making Process," Nielsen, March 2014.

Guided selling influences consumers along their path to purchase.



THE OPPORTUNITY?

Brands with content deeply integrated throughout the shopping journey see higher conversion rates than their peers.

Read our guide for the most effective ways to create digital guided selling experiences.