

Provide a unique online experience that keeps your customers coming back for more

EXPERIENCE MANAGEMENT



1

DESIGN CUSTOM STORES

.....

Easily set up eye-catching online stores, that are personalized for each user.

2

CREATE IMPACTFUL CAMPAIGNS

.....

Use templates to design custom content and promotions without having to start from scratch.

3

TEST & IMPROVE

.....

Try different approaches with built-in A/B testing and find out what drives sales.

4

GET MORE SOCIAL

.....

Enable likes, ratings, and recommendations to encourage interaction and gather valuable feedback.

Want to turn first-time buyers into lifetime customers? Use Intershop's Experience Management to foster engagement through personalized content.



Treat your buyers like individuals

In a global market with endless options, a one-size-fits-all online store is not enough to make you stand out. **Intershop's Experience Management gives you the tools you need to create customized digital commerce experiences that convert.**

Tailor your content to meet the needs of individual customers, support different regions, and deliver unique content that supports your sales goals.

Low-effort, high-impact personalization

Customization doesn't have to be intimidating! With Intershop's Experience Management, you have instant access to pre-built templates and intuitive WYSIWYG design tools that help you **create personalized online stores and landing pages** in no time. Advanced segmentation capabilities let you easily deliver custom content and targeted marketing campaigns to different regions and audiences. A/B testing helps you identify the best-performing page variants and components to optimize your results.

Increase revenue and boost loyalty

Providing a remarkable, personalized digital buying experience and including interactive content like ratings and reviews is a proven way to drive online sales. But more importantly, it leads to **increased customer satisfaction and loyalty!** If customers feel a strong connection to your brand and your products, they'll go from one-time buyers to repeat customers and brand advocates.

How it works

Experience Management makes it easier than ever to deliver **customized digital buying experiences** with convenient templates, drag & drop design, and sophisticated testing and targeting.

Key features

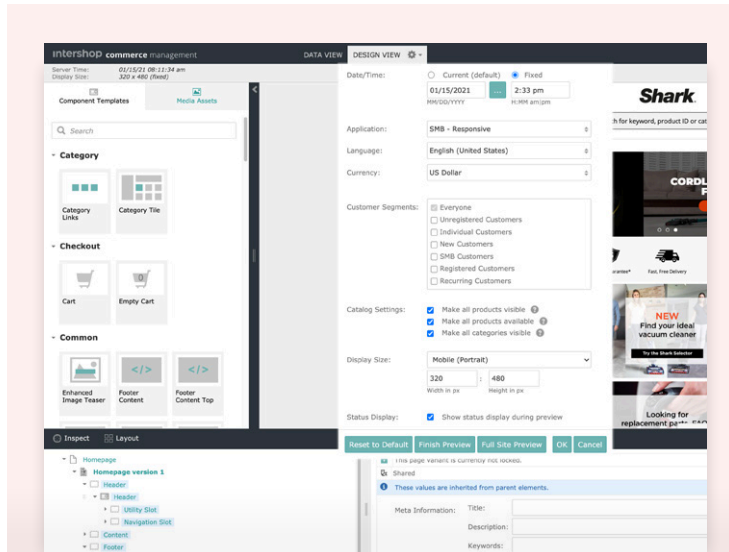
- 1 Edit, manage, and approve all your content from **one centralized content management system.**
- 2 Create a professional brand experience thanks to predefined **page and component templates**, drag & drop editing, and preview functionality.
- 3 Make multichannel marketing easy: **Responsive design** ensures your content appears at the ideal size and resolution for any device.
- 4 Improve your conversion with videos, renders, detailed product views and more thanks to the **media asset management.**
- 5 Help your customers find what they need with **extensive search capabilities**, including autocomplete, fuzzy search, and filtering.
- 6 Run targeted product content and campaigns to specific audiences with advanced **customer segmentation and customer-specific assortments.**

Benefits for your business

Design personalized buying experiences tailored to individual and regional needs. Attract new customers and boost customer loyalty with a complete solution that's time and budget-friendly.

Benefits for your IT team

Create and optimize custom websites and landing pages for a wide range of audiences without support from IT or your graphic design team.



Manage all your shops, products, touchpoints, and experiences from just one platform.

intershop®

We're built to boost your business.

See what Intershop can do for you at www.intershop.com.

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