

# Digital Experience Technology for an e-Commerce Edge

Create exceptional digital experiences online or in-store that increase engagement, and turn your customers into lifelong fans.

## Enable digital experiences and deepen engagement

Commerce systems alone won't deliver the experiences customers expect when shopping, whether online or in-store. It takes content—videos, images, text, illustrations, and so on—to tell stories, educate, and deliver personalized promotions that make your product catalog come alive. True engagement comes only when content and commerce are strategically united—and that's how you turn your customers into lifelong fans.

Offered through a SaaS or on-premises model, the FirstSpirit Hybrid (decoupled and headless) Content Management System (CMS) has deep, certified integrations with Salesforce Commerce Cloud, SAP Commerce Cloud, Websphere, Spryker and other e-commerce platforms. And that's the content and commerce difference. Our CMS helps you increase the ROI you get from your e-commerce platform by creating content-rich online stores that deepen engagement and turn shoppers into loyal customers.

## Create exceptional content-driven commerce experiences.

- Enrich product content with shoppable videos, images, text, illustrations, and so on to tell stories that make your product catalog come alive.
- Create great content-driven commerce experiences at every touchpoint regardless of channel or device being used for true engagement.
- Deliver omnichannel content to the right visitor at the right time with AI-powered personalization and real-time targeting.
- Easily maintain a consistent brand globally while localizing content for consumers wherever they may be.
- Gain insights into visitor behavior using real-time, AI-powered analytics and enable better experiences.

## Make managing commerce content radically simple.

- Create and manage all of your commerce content with easy drag and drop from one simple and intuitive user interface—no coding required!
- Use your enterprise e-commerce platform for e-commerce, and our hybrid CMS to enrich product content and create digital experiences for increased revenues.
- House content in a central repository where it can be located and re-used across multiple channels with ease.
- Master the challenges associated with content distribution for multiple brands, channels, languages and regions and greatly reduce time to market.

### SELECT CUSTOMERS

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MODERN SOUTHERN STYLE

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## Convert visitors with personalized, real-time targeting.

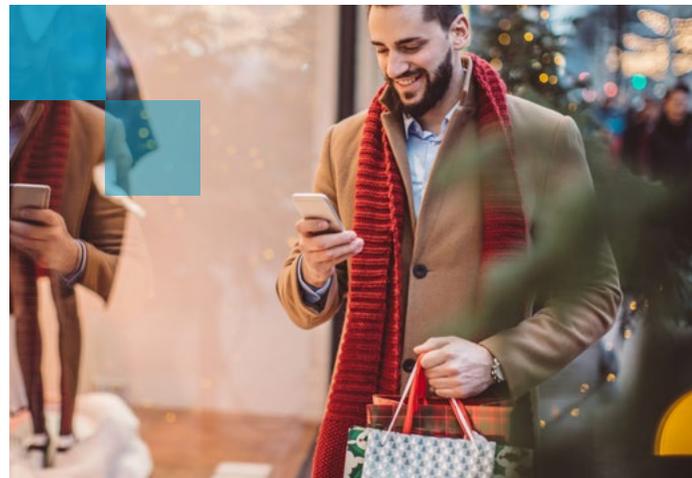
FirstSpirit offers the most future-forward technology for personalized content-driven commerce available today—at scale. It uses AI technology to unify data silos for a holistic view of the customer and more targeted commerce content throughout all stages of the customer journey. These content-driven commerce experiences compel customers to action for increased revenues.

## Get a content-driven commerce digital experience edge.

**Empowerment.** Easy to use tools and an intuitive UI that empower non-technical users to intuitively create and deliver personalized, content-driven experiences that inspire customers to action wherever they may be—without using HTML.

**Intelligence.** Use our AI-powered personalization, A/B testing, predictive analytics, and optimized automation to deliver data-driven and contextualized omnichannel experiences at scale for greater engagement and revenue.

**Agility.** FirstSpirit has a high degree of interoperability with adjacent technologies, services and data sources combined with proven integrations and a flexible API-driven microservices architecture for faster time to value.



## About e-Spirit

e-Spirit's FirstSpirit Digital Experience Platform, offered through a SaaS or on-premises model, helps businesses turn their customers into lifelong fans with personalized, content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the FirstSpirit platform—which includes a hybrid and headless CMS, AI-driven personalization and omnichannel marketing capabilities—for individualized and synchronized content delivery across all channels to differentiate their companies and compel their users to action. We call this the Digital Experience Edge.

e-Spirit, founded in 1999, is part of the adesso Group and has offices in 16 locations in the US, Germany, Great Britain, the Netherlands, Switzerland, Austria and Asia Pacific. Customers include international brands and corporations such as L'Oréal, Lancôme, Commerzbank, BASF, Bosch, Belk, Urban Decay, Olympus, Santander Bank, Carter's, Sterling Jewelers and many others. For more information, go to [www.e-Spirit.com](http://www.e-Spirit.com)

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