

FirstSpirit Starter Package for Salesforce Commerce Cloud

The Content-Driven Commerce Experience Engine

The most powerful hybrid (decoupled and headless) content management system (CMS) on the market is now available as a cloud-based jumpstart package.

FirstSpirit's Starter Package for Salesforce Commerce Cloud helps you create content-rich online stores with lightning speed. Gone are the days of drawn-out implementations, blown deadlines and cost overruns. Launch your content-driven commerce site in one to two days and start delivering the shopping experiences that turn your customers into lifelong fans today.

Increase time to value for dramatic cost savings.

- Accelerate time to market and eliminate the risk of delays with a turnkey content-driven commerce shop that goes live in two days.
- Jumpstart your website project with a highly-customizable template—no FirstSpirit knowledge required.
- Save as much as \$50-\$100K on implementation costs for greater ROI.

Get everything you need right out of the box.

- Content modules, photo galleries, fashion blogs and so much more are pre-built and ready to use.
- You get enterprise-class, headless content management and customer experience features for an e-commerce edge.

A certified and proven partnership.

- Rely on our certified Salesforce Commerce Cloud integration that works with SiteGenesis and the Salesforce Storefront Reference Architecture.
- Use FirstSpirit to manage Salesforce shop content on any page, and easily create custom product pages for upcoming campaigns well in advance.





Deliver the commerce experiences customers demand for an e-commerce edge.

- Enrich catalogs** with shoppable videos, images, CTA overlays, etc to compel customers to action.
- Create cross-phase customer experiences** at every stage of the customer journey.
- Deliver targeted content** to any channel with AI-powered personalization and real-time targeting.
- Reach customers** wherever they may be with globalized and localized content.
- Gain insights** into visitor behavior and enable better experiences using AI-powered analytics.

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 Salesforce Commerce Cloud for e-commerce, and FirstSpirit** 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 multi-brand and multi-channel content distribution and greatly reduce time to market.



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.

Deliver digital experiences that compel shoppers to action at every step of the customer journey and turn your customers into lifelong fans. **Request a demo today.**

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

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