Compel customers to action with content-driven commerce experiences.
The FirstSpirit Headless Content Management System (CMS) extends Salesforce Commerce Cloud’s online store functionality by empowering e-commerce and marketing teams to easily create content-rich, personalized digital experiences anytime, anywhere to support your global B2C and B2B commerce strategies.

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

CASE STUDY

L’Oreal brand—Urban Decay—uses the FirstSpirit and Salesforce Commerce Cloud solution to deliver the best content-driven commerce experiences and expand into new global markets. As a result pageviews have increased by 258%, time on site by 134% and site entrances by 1600%.

“We needed an easy to use tool to generate content, publish that out, localize it. This implementation has met and exceeded our goals. It has been a stable, functional tool that lets us be the stars. FirstSpirit has really come through.”

John Perasco, AVP E-Commerce at Urban Decay Cosmetics
Act now for a true competitive advantage.

**Certified Salesforce Commerce Cloud Integration.** It’s a proven partnership that the world’s largest retail brands use to solve their biggest digital marketing challenges.

**Choose your delivery option.** Choose FirstSpirit Cloud, or opt for our On Premises solution.

**Dramatically reduce costs.** FirstSpirit’s hybrid CMS uses a decoupled and headless architecture, all-in-one. That means Salesforce Commerce Cloud’s proven delivery infrastructure is used for delivering FirstSpirit content so there’s no need for extra servers; and, FirstSpirit’s headless CMS capabilities, with in-context preview and editing, enables support of any channel.

**Accelerate time to market.** Integrate FirstSpirit with your Salesforce Commerce Cloud instance in a matter of days not months saving valuable time.

**Really accelerate time to market.** For more pressing deadlines, choose our jumpstart package—Salesforce Connect—and you’ll have a fully functional content-driven commerce site live in as little as a few days. You get comprehensive enterprise capabilities in a pre-built template that you can customize to your liking.

Experience the content-driven commerce edge.

**Easy to Use.** Marketers, meet your new favorite tool. Our legendary usability empowers non-technical Salesforce Commerce Cloud users to easily and intuitively manage e-commerce content—without using HTML.

**Personalized.** Differentiate your company and compel your users to action with personalized, content-driven commerce experiences.

**Enterprise Class.** The FirstSpirit Headless CMS was built for global businesses needing to simplify complex, distributed environments, in the cloud or on premises.

**Omnichannel.** Deliver content-rich, synchronized e-commerce experiences on any channel, wherever customers may be.

**Interoperable.** We play nice with everyone. FirstSpirit is highly interoperable with any system or app—PIM, DAM, mobile, etc.

About e-Spirit

e-Spirit’s FirstSpirit Digital Experience Platform, offered through a SaaS or on-premises model, helps businesses engage customers and increase revenue with personalized, content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the FirstSpirit platform—which includes a hybrid (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.

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, Grohe, Santander Bank, Signet Jewelers, Reitmans, Carter’s and many others. For more information, go to www.e-Spirit.com or call us at 781.862.5511.