

# Content for Commerce: How to Create Emotionally Engaging Experiences that Convert

Live Webinar - Wednesday, June 18<sup>th</sup>, 1PM EST



# Webinar Panelists:



Ryan Bonifacino  
Vice President, Digital Strategy  
**Alex and Ani**



Ray Grady  
Vice President of Commerce Solutions  
**Acquia**



Stephen Powers  
Vice President and Research Director  
**Forrester Research**



Jon Vandergrift  
eCommerce Manager,  
**Timex**

# Making Leaders Successful Every Day



# Content for Commerce: How to Create Emotionally Engaging Experiences that Convert

**Stephen Powers**, Vice President & Research Director

June 18, 2013

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"AN ARTIFACT TO MAKE THE MOUTH WATER"  
-AMERICAN HERITAGE

HAIR EXTRACTS

Body Shirt teams up with all-wool flared Slacks

### Fashion Happenings

**PERMA-PREST®**  
Body Shirt highlighted with smart satiny stripes

1 The bodyline is today's front-running shirt feature. Handmade fabric is treated with satiny stripes. Stripes in the crown form the long pointed collar to its shaped stripe body panels. Flexible stays hold collar roll neatly in place. Long sleeves, two-button barrel cuffs. Long tabs. Blended of 50% Fortrel® polyester and 50% cotton. Machine wash, no-iron. Trunk: dots, freshly pressed. Sizes: 32-14 1/2 in. neck; 32 1/2-15 1/2 in. L to 32. \$32778847—Gold \$32778837—Green Shipping weight 1 pound..... \$3.00 Buttons with Sewt, (Shown with shirt.) Wear as shown or separate style 66. Hand rolled hem. 27 in. square. 33 C 3882—Blue 33 C 3882—Gold 33 C 3882—Copper Shipping weight 7 ounces..... \$6.00

**PERMA-PREST®**  
pure wool Dress Slacks with flared bottoms

2 This regular Fit for the true look, made of 100% pure wool, half-line with plain front. Front buttons, about a half inch longer on back crease than front crease. 2 button flap. "L" top pockets. Adjustable button through side tabs. Reinforced button-through front tab. Non-Roll waistband. French tabs for smooth trouser front. Nylon coil zipper. The quality wool wanted must be dry cleaned... pressing is not needed... even if cleaned by automatic machine. *Slack model also, show slacks.*

Wool content..... percent, weight

32	.....	36, 38, 30
32	.....	36, 38, 30
32	.....	36, 38, 30, 31, 32
34	.....	36, 38, 30, 31, 32
34	.....	36, 38, 30, 31, 32
36	.....	36, 38, 30, 31
36	.....	36, 38, 30

41 C 727189—Blue  
41 C 727188—Green  
41 C 727187—Medium brown  
Shipping weight 1 lb. 9 oz..... \$12.00

Stretch mid-length

sears

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Shop by Bed & Bath Bedding Essentials Blankets & Throws

Narrow By

Brand: Sunbeam (26), Cannon (2), Northwest Company (102), Shavel (26), Essential Home (8), Trademark Global (6), See More

Price: CAD 0 - CAD 29 (111), CAD 29 - CAD 59 (223), CAD 59 & above (35), CAD in CAD, Go

Current Offers: Clearance (1), All Items On Sale (332)

Discount, Audience, Color Family, Fabric, Item Type, New Arrivals, Patterns, Size, Style, Minimum Rating

Product	Price	Rating
Sunbeam Microplush Heated Blanket, Queen	CAD 118.26	★★★★★
Sunbeam Microplush Heated Blanket, King	CAD 142.49	★★★★★ (1)
Fleece Heated Blanket	CAD 41.55 - CAD 77.18	★★★★★
Sunbeam Fleece Heated Blanket, Queen	CAD 103.30	★★★★★ (2)
Sunbeam King Quilted Fleece Heated Blanket	CAD 82.98 - CAD 201.86	★★★★★
Sunbeam Microplush Heated Blanket, Twin	CAD 71.24	★★★★★
Sunbeam Fleece Heated Blanket, Twin	CAD 60.55	★★★★★
Sunbeam Fleece Heated Blanket, Full	CAD 81.93	★★★★★
Sunbeam Microplush Heated Blanket, Full	CAD 96.18	★★★★★
Essential Home Solid Snuggly Fleece Oversized Throw Blanket	CAD 15.43	★★★★★ (4)
ComfortTech Cuprus 3M Thinsulate Blanket	CAD 56.99 - CAD 85.49	★★★★★
Cannon Ultra Soft Throws	CAD 11.86	★★★★★
Oversized Reversible Plush Faux Sheepa Blanket	CAD 35.61 - CAD 49.86	★★★★★
Sunbeam LoFTec Heated Blanket, Queen	CAD 189.51	★★★★★
Sunbeam Microplush Heated Throw	CAD 60.55	★★★★★ (1)
Sunbeam RoyalLink Heated Blanket, King	CAD 296.39	★★★★★

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LOUIS VUITTON NEWS WORLD OF LOUIS VUITTON SHOP

Homepage Collections Women

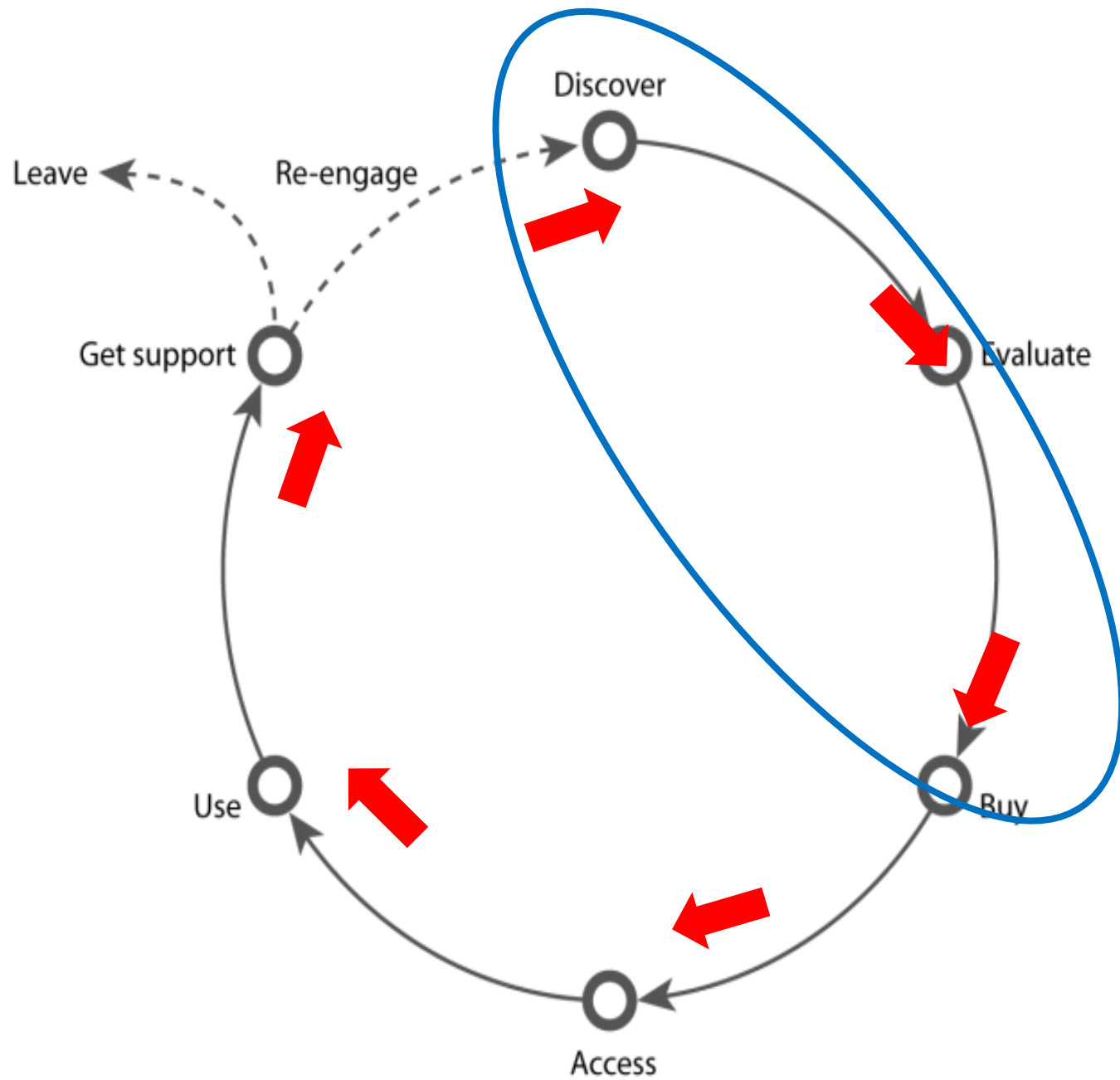
WOMEN

- SHOW FALL WINTER 2013
- ICONS
- HANDBAGS
- SMALL LEATHER GOODS
- ACCESSORIES
- TRAVEL
- SHOES
- TIEPIECES
- FINE JEWELRY
- BOOKS & STATIONERY
- MON MONOGRAM
- READY TO WEAR
- SHOW SPRING SUMMER 2013
- THE LEGENDARY MONOGRAM

Online stores are great catalogs...

But many brands crave glossy experiences





# Commerce and content segregation is commonplace

The screenshot shows the Canon website homepage. At the top, there is a navigation bar with the Canon logo and links for Support & Drivers, Product Registration, Supplies & Accessories, and Feedback. Below this is a secondary navigation bar with links for About Canon, Newsroom, and Contact Us, along with a search bar. The main content area features a large banner for counterfeit accessories with the text: "Counterfeit accessories are harder to spot than you think. And more destructive than you think. Learn about counterfeits and how to avoid them. GET INFORMED >". To the right of the banner is a "Latest News" section with three articles. Below the banner is a "Featured Products" section with four items: PowerShot SX510 HS, imagePRESS C7010VP, and PIXMA PRO-10. At the bottom, there are sections for "Support & Drivers", "Where to Buy", and "Recalled for Repair". A blue box highlights a "Shop Direct from Canon" button in the bottom right corner.

The screenshot shows the Canon website homepage with a large promotional banner. The banner features the Canon logo at the top left and a navigation bar with links for Cameras, Lenses & Flashes, Printers & All-in-Ones, Camcorders, Binoculars, Projectors, Scanners, Copiers & Fax, Calculators, Ink, Paper & Toner, and Accessories. The main content area is dominated by a large red and white banner for a "ONE-DAY ONLY 60% OFF" sale on "ALL CLEARANCE PRINTERS, PLUS RECEIVE A FREE DUNKIN' DONUTS CARD." The banner includes a "SHOP NOW >" button and a note that the offer ends on September 24, 2013, at 11:59 PM ET. To the right of the text is an image of a Canon printer and a Dunkin' Donuts cup. Below the main banner is a red bar with the text "SALE YOUR ONE STOP SHOP FOR BACK-TO-SCHOOL. CHECK OUT OUR WEEKLY DEALS AND SAVE. SHOP NOW >".

*“Two separate sites is confusing for our customers. But from a delivery standpoint, we were able to get things out quickly.”*

*“Our challenge now: 10 years ago, we were a B2B company and now we are going B2C, so it’s now more about [the] direct consumer rather than [the] dealer. We need to know more about that individual user and interact with them so we can personalize content. We see a better ability to link [our commerce and content sites] more fluidly.”*

**Bob Zachowski**

Director of IT,  
Canon

# con·tex·tu·al·iz·a·tion

\ 'kän-, teks-ch(ə-w)ə-lə-'zā-shən

*noun*

: A tailored, adaptive, and sometimes predictive digital customer experience.

- Contextualization combines and extends existing segmentation and personalization techniques with in-the-moment details. This enables more-dynamic, more-predictive experiences by processing explicit and implicit user information.

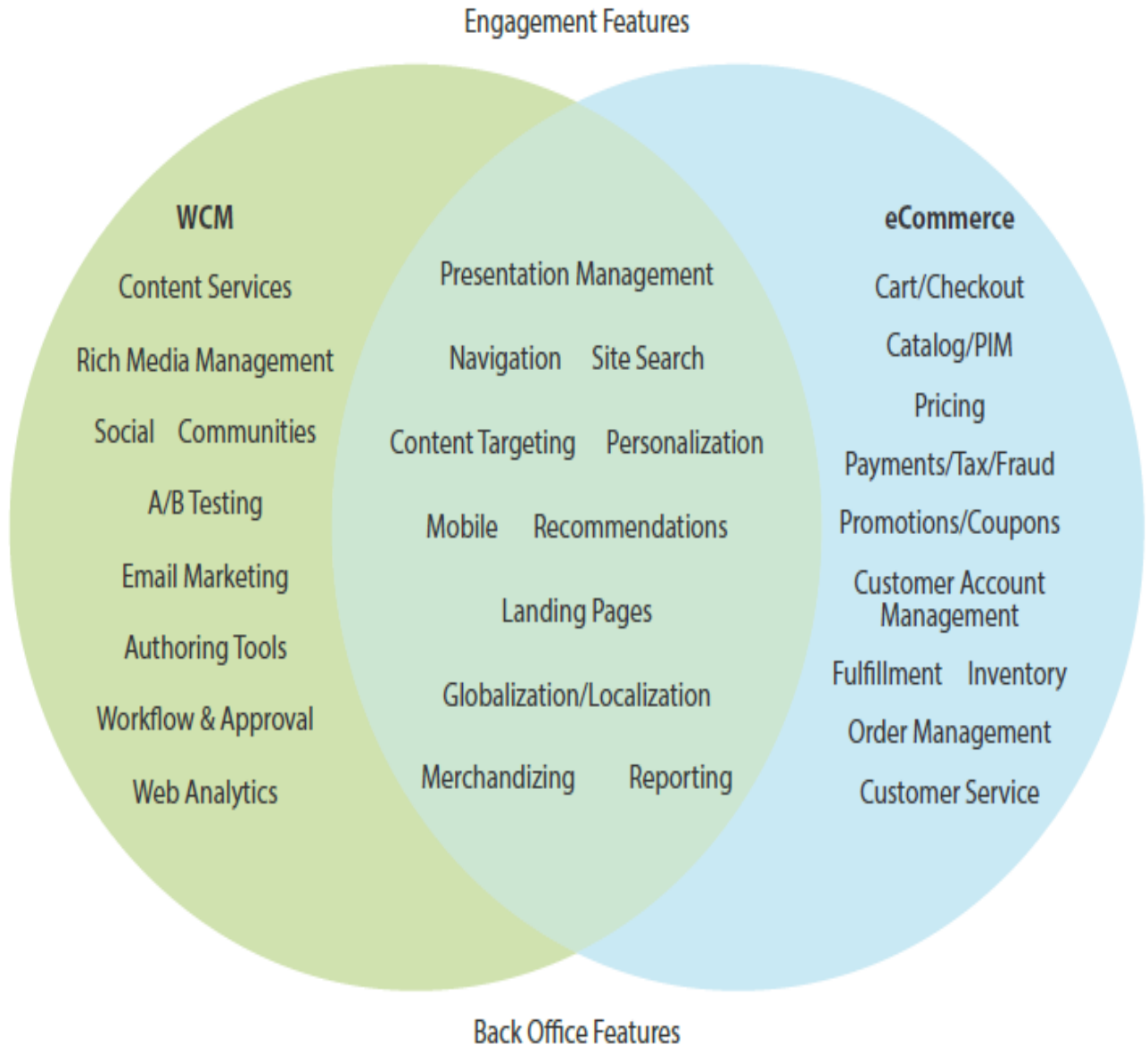
# Building a digital experience platform is a top priority for many firms

“Which of the following software solutions has your organization prioritized (e.g., investing in new tools, platforms, and/or significant enhancements) for the next 24 months (2014-2015)?”  
(select up to five)

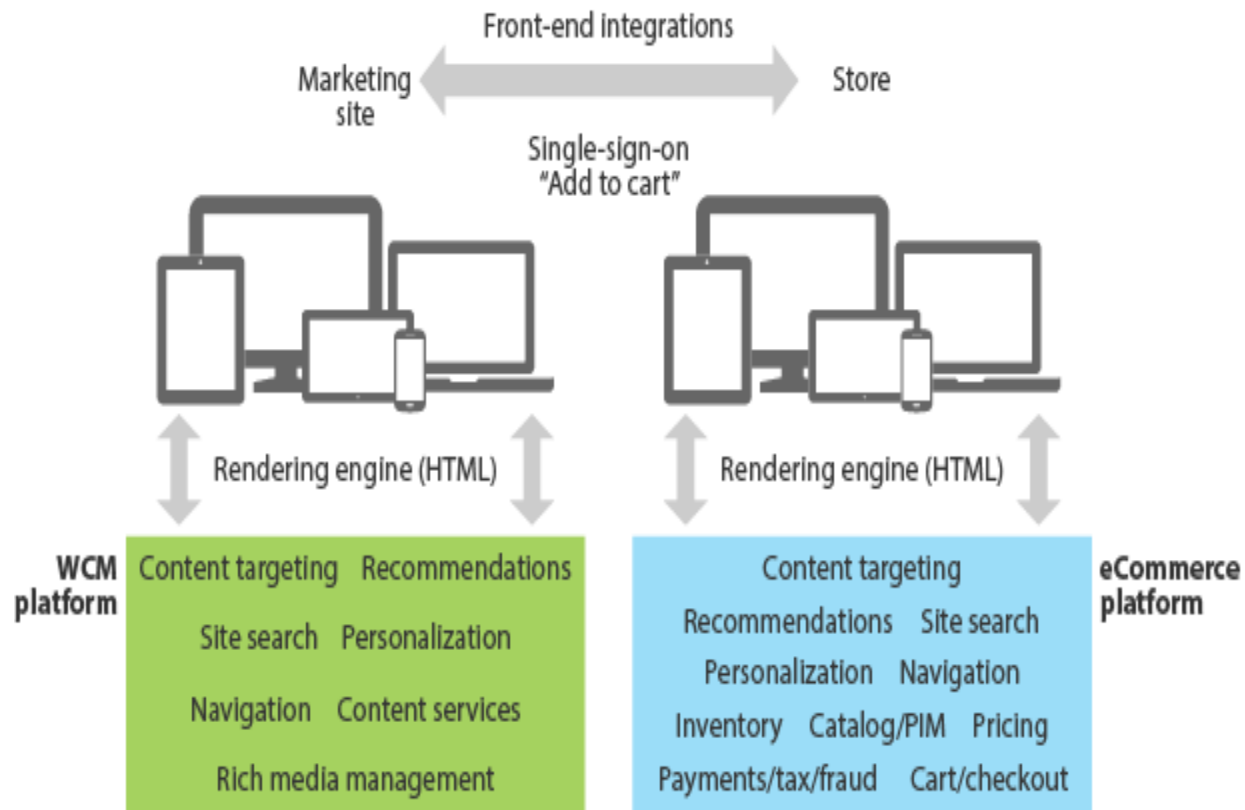




**Three integration options  
exist.**



# No. 1: The side-by-side (hybrid) approach



- > Pros: time-to-market, cost, integration simplicity
- > Cons: Segmented experience, hardware, software, contextualization



THE ICONIC STROLLER  
**EVEN BETTER**



**BUGABOO CAMELEON<sup>3</sup>**  
3 TERRAIN 3-IN-1 3<sup>RD</sup> GENERATION

Exploration  
leads to  
purchase but  
with experience  
duplication and  
disconnects.

**bugaboo camelion<sup>3</sup>**

Item code: Bugaboo\_Cameleon3

The iconic all-in-one stroller light and compact. It's also easy to lift and store. Suitable for a newborn or toddler, the multi-terrain Bugaboo Cameleon<sup>3</sup> can seamlessly adapt to your journey - whether that's through the city, woods, sand or snow.

The premium materials and endless accessory combinations will ensure your child stays comfortable in all weather conditions: spring showers, hot summer days, breezy autumn afternoons and cold wintry mornings.

The new and improved rotating carry handle gives you easy access to your child for those scoop-up moments.

To see exactly what you get with the Bugaboo Cameleon<sup>3</sup> you can view the 'what you get' section below.

**This item ships for free!**

in stock

quantity  \$ 979.00

choose the color for the base fabric:

choose color for tailored fabric set  
(sun canopy and bassinet apron):

[add to cart](#)

bugaboo camelion<sup>3</sup>  
the iconic stroller. even better.

3rd generation of the iconic all-in-one stroller is even more versatile, stylish and functional than ever before. Light and compact, it's also easy to lift and store. Suitable for a newborn or toddler, the multi-terrain Bugaboo Cameleon<sup>3</sup> can seamlessly adapt to your journey - whether that's through the city, woods, sand or snow. In fact, it can take you everywhere you want to go.

its premium materials and endless accessory combinations will ensure your child stays comfortable in all weather conditions: spring showers, hot summer days, breezy autumn afternoons and cold wintry mornings. The original and best just got even better.

[shop](#)

[build your own bugaboo camelion<sup>3</sup>](#)

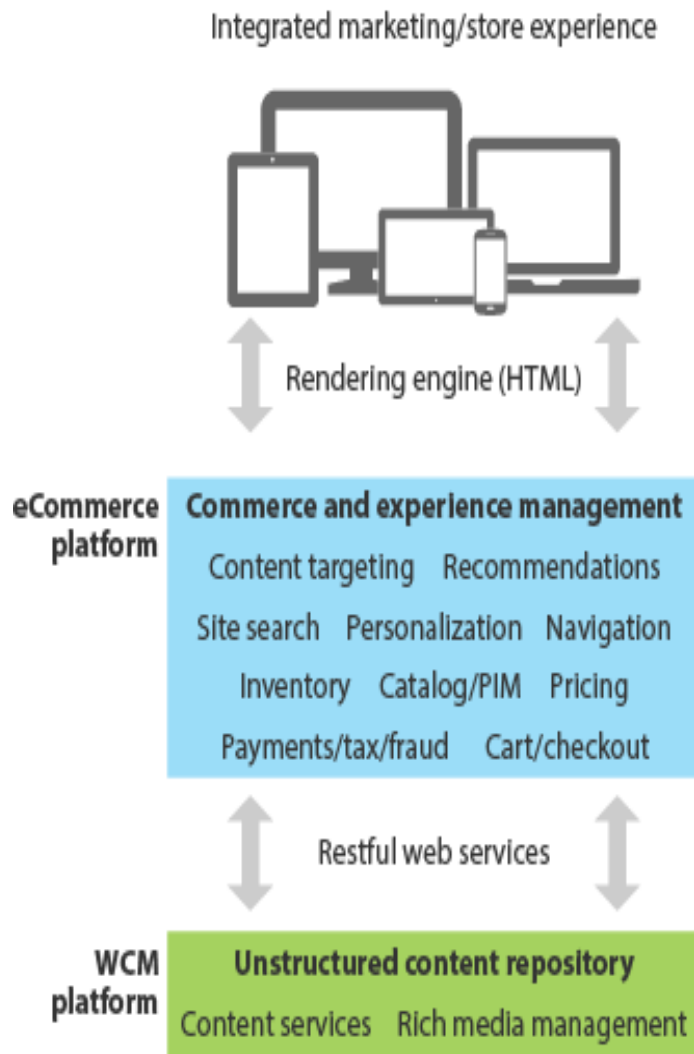
[my all-in-one-and-only platform](#)

[ask an owner](#)

chassis, wheels, seat / bassinet  
frame, carry handle

base seat fabric (shown in black)

# No. 2: The eCommerce-led approach



- > Pros: Integrated customer experience, strong commerce and product management
- > Cons: May be overkill for non-transactional experiences



WCM provides the context around the product.

## Features

### Built for work. Designed for life.

Imagine this: a touchscreen tablet and a Full HD laptop in one. It's called VAIO® Duo 13 Ultrabook™ convertible, and it opens up a wonderful world of possibilities. Use it in tablet mode for quick, convenient access to apps, photos, music and more. Touch, tap and slide your way through the web, or grab the included digitizer stylus to write notes and even draw on the 11.6" or 13.3" screen. Need to draft a document or lengthy email? Just slide back the screen and you'll have a full-sized keyboard in no time. With an available 4th generation Intel® Core™ i7 processor, master the most demanding tasks: multimedia, full on gaming and more at thrilling speeds while still enjoying an extra-long lasting battery life. Ultrabook™. Inspired by Intel®.



### Switch it up.

Easily go from tablet to laptop and back again. A clever Surf Slider® design allows effortless transitions between the two with a simple sweep. Perfect for toting and traveling, VAIO Duo's slender-yet-sturdy carbon fiber body is made with the same ultra-durable, extra lightweight material as race cars, bikes and private jets. It's the easy-to-access, touchscreen convenience of a tablet with the productivity potential of a laptop. Who says you can't have it all?

▶ See VAIO Duo's durability put to the test

## Specifications

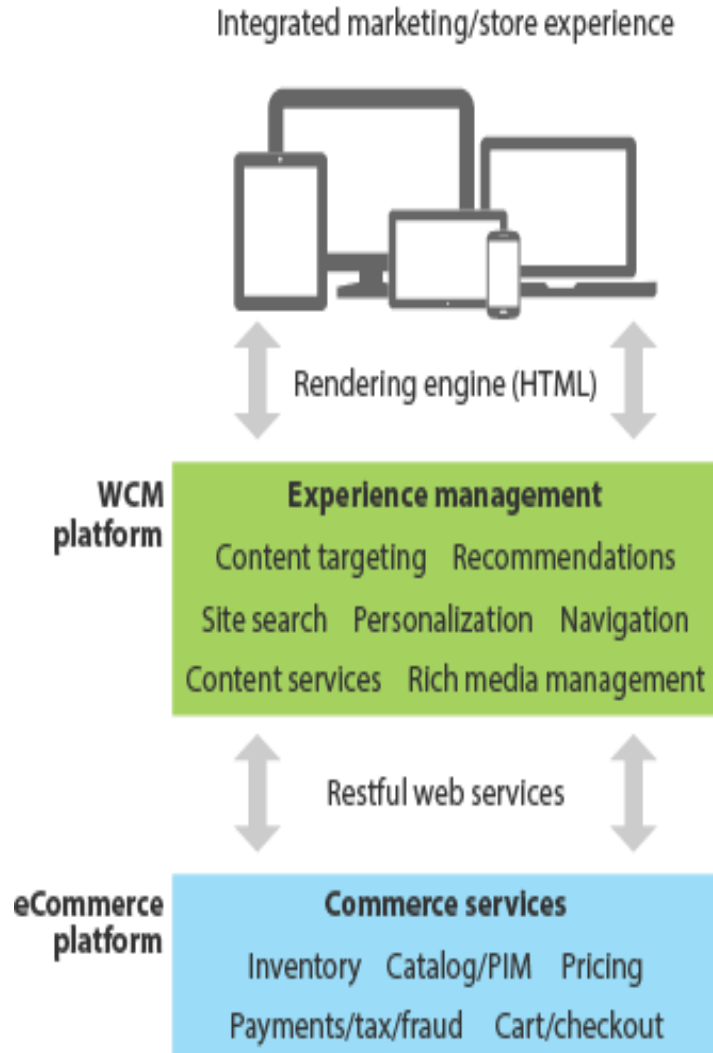
VAIO Duo 11 Ultrabook Convertible

VAIO Duo 13 Ultrabook Convertible



Configuration [See More](#)

# No. 3: The content-led approach



- Pros: Integrated customer experience, clean separation of structured and unstructured content
- Cons: Only basic transactional support

*Enjoy free shipping  
on all orders over \$125*

# RALPH LAUREN

MEN WOMEN CHILDREN BABY HOME GIFTS SALE STYLE GUIDE WORLD OF RL

SHOP ALL BRANDS PURPLE LABEL BLACK LABEL POLO RALPH LAUREN RRL DENIM & SUPPLY BIG & TALL GOLF TENNIS

## HIGHLIGHTS

NEW: Ralph Lauren Watches

**Trend Report: Safari Style**

The Beach Shop

Denim & Supply: New Arrivals

Golf Shop

Purple Label Boutique

RRL Shop

Create Your Own

Sale

## APPAREL

Polo Shirts

Casual Shirts

Sweatshirts & T-Shirts

Sweaters

Dress Shirts

Jackets & Outerwear

Rugbys



# Which approach is your best fit?

## **Content-led**

For brands, or for retailers with a small number of SKUs and limited revenue realized in the online channel relative to the rest of the business.

## **Commerce-led**

For retailers with a high number of online transactions, over 1000 SKUs, and a significant and growing amount of revenue realized in the online channel.

# Recommendations

- › Don't start with technology; start with organization and processes.
- › Lead with brand first when creating a global presence.
- › Understand that vendors will help with integration, not solve it.
- › Understand how other components – like DAM and PIM – fit in.

# Thank you

**Stephen Powers**  
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**@sa\_powers**

*forrester.com*



# 1. Who is your target audience?

**2. What is the top rated content for this audience?**

# 3. How are you measuring response to content?

**4. What platforms are you on and where have you found success?**

**5. Are you able to respond to most of your customers when they mention you on social media?**

**6. How do you assign internally who responds to what on social media?**

# 7. Are you measuring social ROI?

# Q&A

**Please submit questions using the questions tab on your control panel**



# Thank you!

Be sure to see both Acquia and Ryan Bonifacino at Luxury Interactive, October 13-15, New York, NY - Visit [www.LuxuryInt.com](http://www.LuxuryInt.com) for more information

