

 magnolia

Commerce Integrations

Transform your e-commerce experience

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Most e-commerce platforms fail to give marketers and non-technical users out-of-the-box tools such as templating, content repurposing, and robust segment targeting. Worse yet, extending e-commerce software with content management functionality—if the vendor even allows such customization—is a costly and time-consuming affair.

Magnolia DXP empowers content creators with codeless CMS tools while keeping the native shopping cart and order functionality of external e-commerce solutions. Our flexible and unified Integration Framework for Commerce, as well as our ready to use Commerce connectors offer a strong ROI for businesses looking to combine content and commerce effectively.

Integrate faster

Reduce the cost of integrating e-commerce platforms

It's expensive to integrate an e-commerce platform when the work involves a lot of custom code. Magnolia lowers the cost by reducing the workload for both back-end and front-end developers.

Back-end developers benefit from a faster integration time. Magnolia provides out of the box connectors for commercetools, Adobe Commerce Cloud, Salesforce Commerce Cloud and SAP Commerce Cloud, and you can create connectors for other e-commerce systems using minimal configuration and small amount of custom Java code.

Front-end developers save time by taking advantage of Magnolia's standard e-commerce API. In templating, front-end developers don't need to know the details of the external e-commerce API to access products and render them on a website.



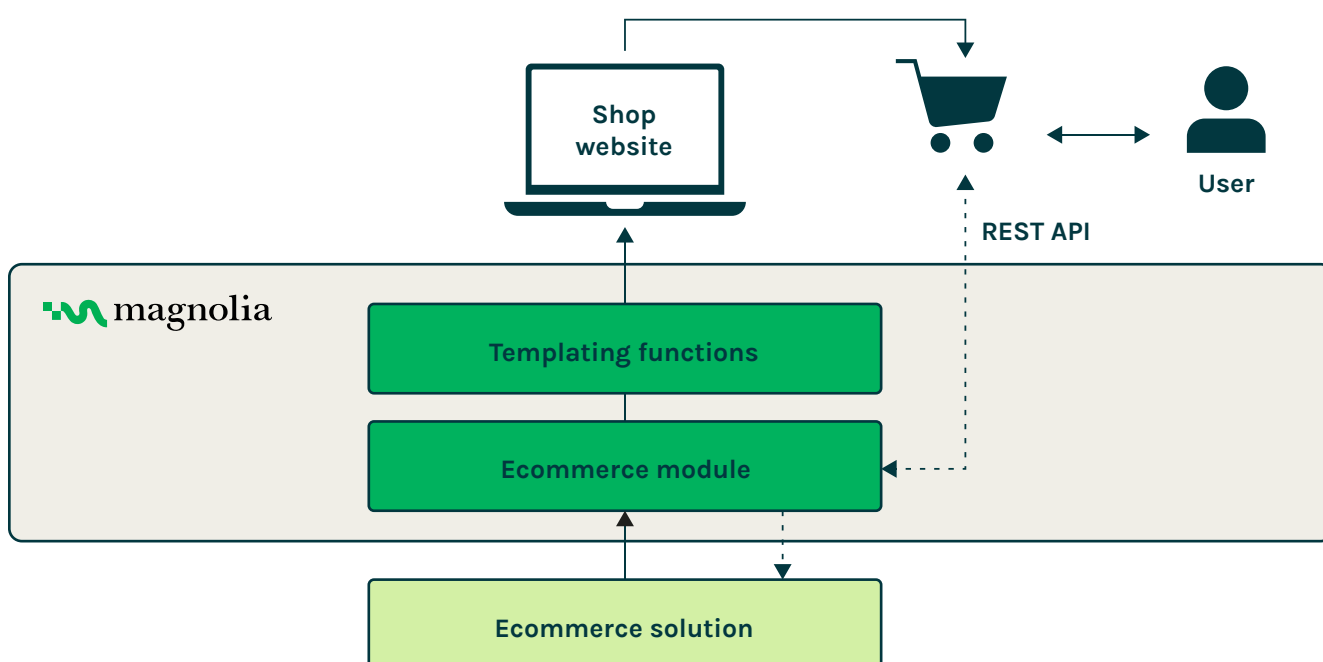
Magnolia gives you the freedom to choose the e-commerce solution that works best for your business and has made it cost-effective and straightforward to integrate.

Separation of concerns

Take full advantage of your e-commerce system

Magnolia will act as a bridge between the shopping cart on your website and your integrated e-commerce solution. Using a REST API, Magnolia will communicate to your e-commerce platform that a customer has added items to their shopping cart and proceeded to check out. The external e-commerce system in turn updates product stock, processes payments, and sends customers their orders.

You can unify the digital experience by eliminating the need for customers to go to another shopping cart system.

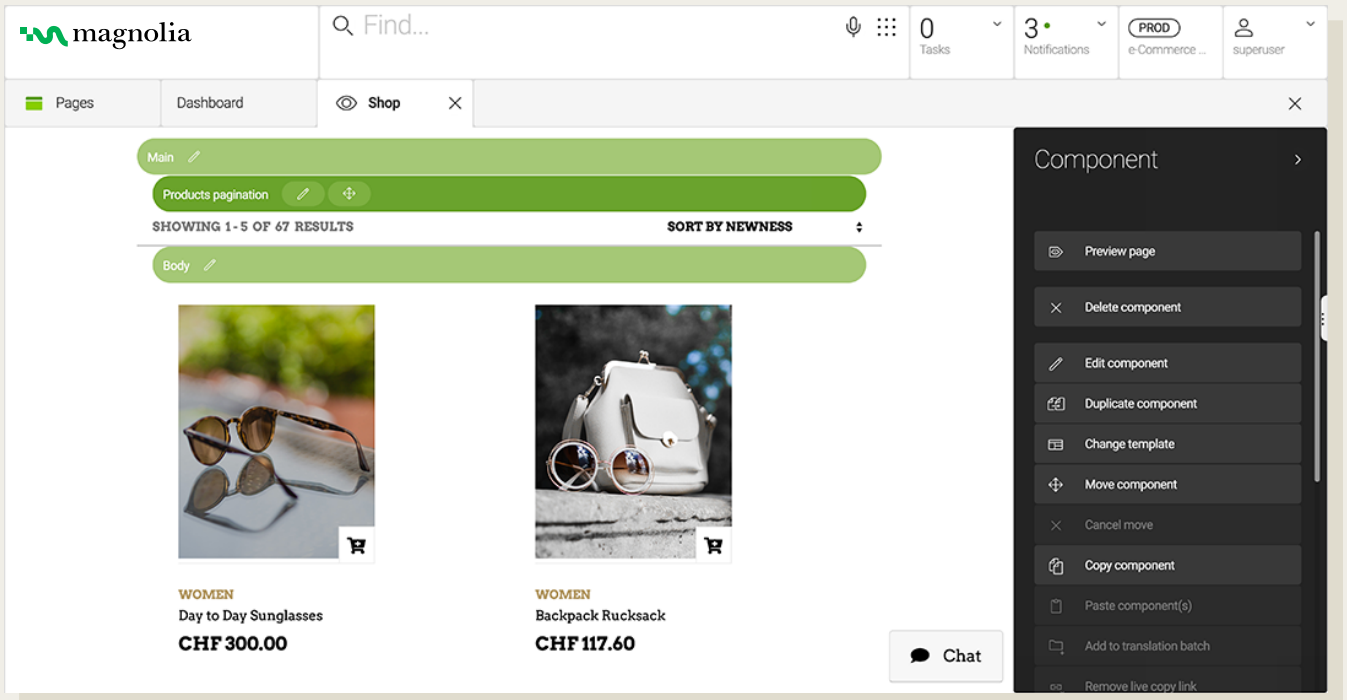


Empower Content Creators

Overcome the CMS limitations of e-commerce platforms

Using our Commerce integrations, content creators can retrieve the information they need from external e-commerce solutions. Marketers can find products in the Find Bar, browse the product catalogue, and view product details within Magnolia. They can place products into pages or components using templating, just like any other reusable piece of content.

Marketers can produce compelling, story-driven content related to your company's products. They can also make data-driven decisions by tapping into product information, and utilize Magnolia's segment-targeting features to place product content in front of the right consumers.



Content and Commerce

Combine the best of both worlds

Magnolia is committed to enabling a robust digital experience ecosystem, and this includes a straightforward, effective e-commerce integration. Reduce the burden on developers, and empower marketers to use e-commerce information to make data-driven decisions. Use Magnolia and your Commerce system of choice to create story-driven content and offer a seamless customer journey. Content and commerce belong together.

Get started with Magnolia

Navigating the wide range of digital experience technologies available today can be difficult. Even after exploring different solution types, deployment options, editorial experiences, development approaches, and delivery methods, you need to carefully weigh the benefits and drawbacks of each choice for your marketing and technology teams.

Magnolia helps you capitalize on the best technologies for your business while overcoming key limitations. You gain a truly composable, modular platform with essential building blocks for creating a robust DXP plus the flexibility for change. Magnolia also fosters real collaboration, enabling multiple teams to work together using a single, unified interface.

Importantly, Magnolia is committed to your success. Instead of remaining invisible to a large DXP vendor or attempting to build a DXP all on your own, you can work closely with our digital experience architects to help you realize your ideal business outcomes.



**Pierre-Yves
Lendenmann,**

Product Manager Extensions

Ready to learn more?

[Book a demo with us](#)