Future of eCommerce with Magento & Adobe

Increased Creativity for Stakeholders - Eg: Page Builder: Page Builder makes it easy to create content-rich pages with custom layouts that enhance your visual storytelling, and drive customer engagement and loyalty.

Complete Ecosystem in construction - With acquisitions of companies like Marketo (inbound marketing, social marketing, CRM)

Sayspring (designers can create voice-enabled apps without code)

Livefyre (engage consumers through a combination of real-time content, conversation and social curation)

Of the several **customer engagement phases**—awareness, consideration, purchase, and retention, Magento addressed one, while Adobe the other three. Post acquisition, Adobe would be able to address all four of these.

One-Point Solution - You can sell to B2B, B2C or C2C. Now with Progressive Web Apps you may not need an app with Magento

Adobe Commerce Cloud - Combine Magento Commerce with Adobe's enterprise-grade analytics, personalization and AI to build the world's most powerful shoppable experiences.

Common Integration Framework : Adobe has significantly enhanced the user experience of E-commerce platforms by simplifying the complex business scenarios, for instance a significant amount of marketeers and content authors need CMS tools for comprehensive buyers experience. In such cases, Adobe and Magento has brought the best of both worlds by providing a single platform to manage both brands and user-experience.

What does that mean for your business?

With Adobe and Magento coming together, a collective experience for e-commerce, marketing and analysis is available under one roof. This makes customer's shopping experience seem-less and like never before.

Co-operation and improved market position of both companies.

Revenue from Adobe's Customer Experience Cloud,

which includes the company's Magento eCom-

merce technology, increased 34% in the fiscal third quarter, as total revenue increased by 24%.

Adobe reported an increase of more than 40% in third-quarter customer bookings of Magento Commerce.

Joint innovations of Adobe & Magento, with special attention for the Magento community.

- **Sensei-** Sensei integration brings the power of AI (Artificial Intelligence), it creates one cohesive experience for customers. This complete integration with the Adobe stack helps Magento's small-to-medium business customers and offer much more personalized experiences than would typically be within their reach.

"This will provide a fuller end-to-end analysis of what kinds of content and experiences will take people from clicks to conversions to subscriptions. And having a clearer understanding of the digital customer journey provides more opportunities to automate personalized "next best actions" that improve the journey experience," Leary told TechCrunch.

- Adobe adds **Amazon Selling feature and Google Shopping ads** tools to increase the sales. About 60% of the magento sellers are their on the Amazon. So,

adding this feature enhances the pricing module which helps retailers to set their pricing on the site directly.

- **Strengthening the community :**

> Innovation is happening across our community every single day. **Magento Innovations Lab** aims to elevate community members who are not only pushing the boundaries of possibility, but defining a new reality. Adding to that, Adobe also aims to increase the numbers of Magento Events in which selected Innovators receive well-deserved recognition and accolades from the Magento Community.

According to Forrester Consulting, an American company, the e-commerce businesses attribute 10% – 80% of their revenue uplift to Magento

the merchants will achieve an even better revenue uplift. Thanks to Adobe's acquisition of Magento, which promises a highly improved shopping experience and a massive conversion boost.

Adobe will bring a significant improvement to the user experience of the e-commerce platform.

With Commerce Integration Framework (CIF), Adobe can make Magento more effective in supporting more complex business scenarios. For instance, a considerable number of marketers and content authors prefer CMS tools for handling the buyer experience. In other words, they like to use a single device to manage both the brand and the user experience, rather than different software to perform various functions. In this scenario, CIF can come very handy. It enables Adobe to deliver a common tool for managing the user experience for content and e-commerce in a much better way than the existing solutions through Magento.

creative software giant offers a suite of products, including Content Management, Data Management, and analytics, with its experience cloud. In the long run, they can provide a massive boost to the Magento offering. With Adobe's highly advanced ecosystem, Magento will be able to fight vigorously with not only Shopify but also the other popular e-commerce platforms on the market.

future of the Open Source Magento?

With more than 300,000 developers, 800 technology partners and 350 system integration partners. Active engagement with open source communities and standards has been an increasingly vital tenet of Adobe's and Magento's engineering culture.

Magento's robust global community of contributors, partners and developers play a critical role in driving innovation.

Since several South East Europe companies use the Community edition, what are its strengths in Digital Marketing, data collection, segmentation, etc?

For customers, the order checks out pages are simplified with single page layouts. Nobody likes to have an order checked out with multiple pages which take several minutes to load! Also, the payment platforms are well organized to enable faster and secured transactions. Many ecommerce sites are having their own wallet options to provide a hassle free transaction.

In order to reward customers who have actually boosted up sales by spending the largest of numbers, Magento offers standardized statistics.

With smart analytics which thoroughly analyses each customer's buying habits. It keeps track of the most browsed and recent searches of a user. This analysis is then used to recommend products to the customer, periodic buying options are also taken into consideration. Also, customers are sent out communications regarding product offers, discount, vouchers, coupons etc.

Magento comes with an in-built SEO which makes search engines link to your ecommerce site. Also, it supports

misspelled searched words to perform a seamless search for the customer.