Commerce Connector Pack

Transform your e-commerce experience

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Transform your e-commerce experience

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 CMS empowers content creators with codeless CMS tools while keeping the native shopping cart and order functionality of external e-commerce solutions. The Commerce Connector Pack with its flexibility and ready to use connectors offers 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.

commercetools
Next generation commerce

Adobe Commerce Cloud

salesforce commerce cloud

SAP®

- **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.
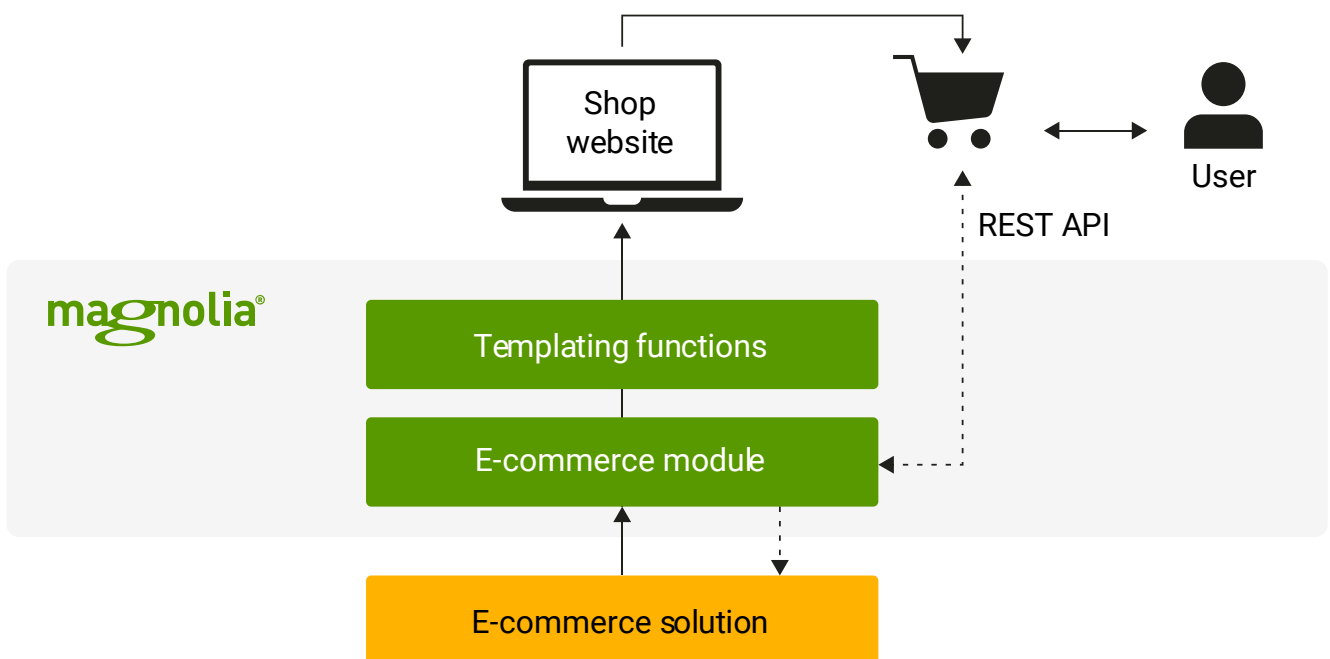

Empower Content Creators

Overcome the CMS limitations of e-commerce platforms

Using the Commerce Connector Pack, 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.
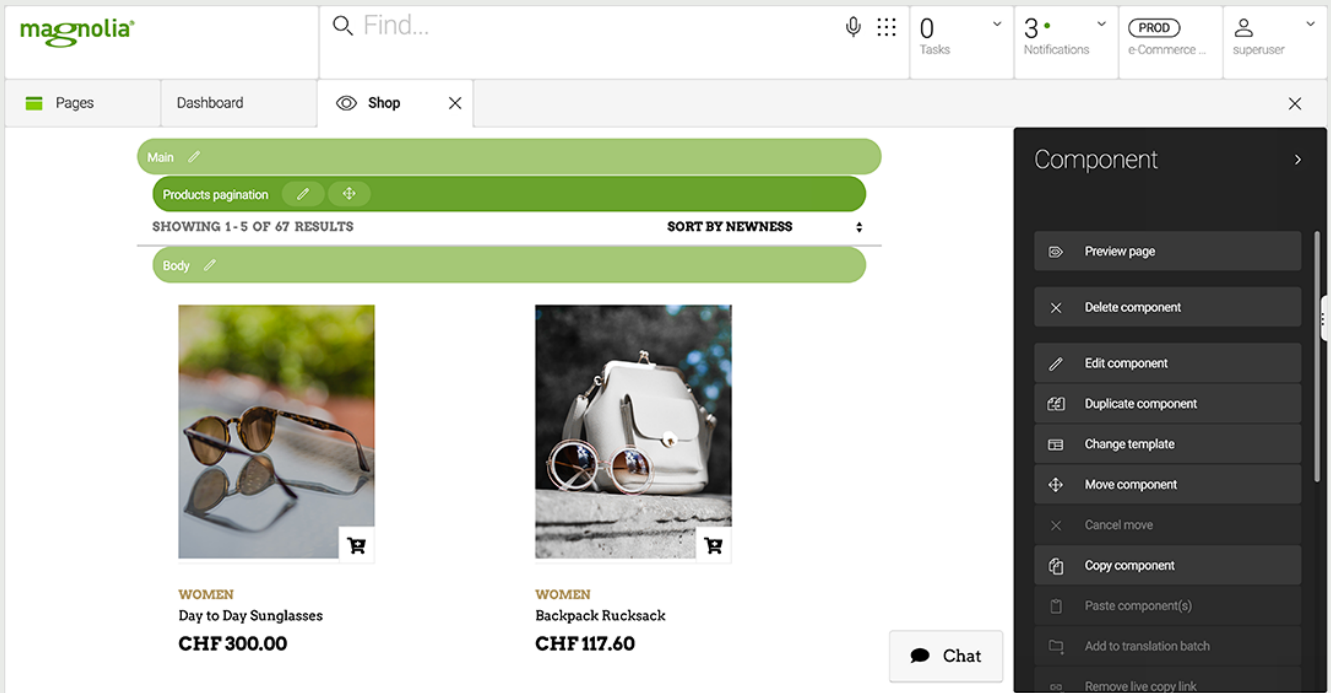
Content and Commerce

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 the Magnolia Commerce Connector Pack to create story-driven content and offer a seamless customer journey. Content and commerce belong together.
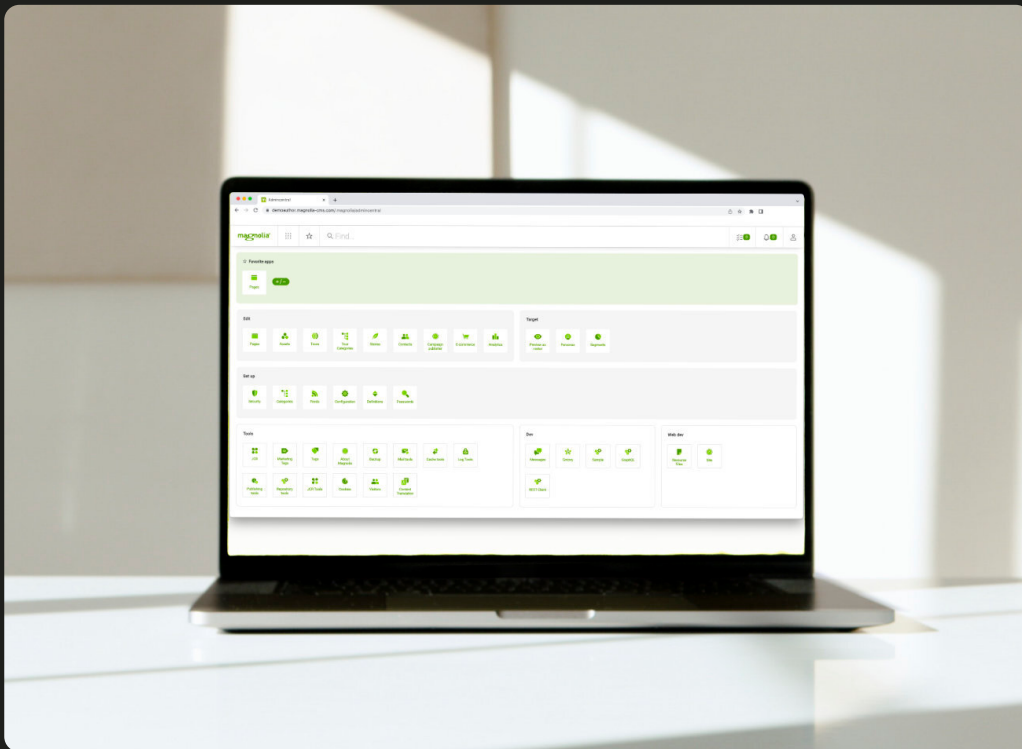
Get in touch

To learn how Magnolia can help you launch great digital experiences faster, contact us at:

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