Note: User documentation was moved to the Optimizely Support Site. This content is no longer updated. For user documentation, see https://support.optimizely.com/hc/en-us. For developer documentation, see https://docs.developers.optimizely.com/. If you have questions or feedback about the documentation, submit a ticket.

You are here: B2C Commerce

Optimizely Commerce

In this topic

Note: The Optimizely Digital Experience Platform contains many features to support you in your daily work. Depending on how your solution is set up, some features described in this documentation may not be available to you. Contact your system administrator to find out more. See Optimizely World for

| technical
information.

Optimizely Commerce lets you create and deploy a flexible e-commerce website, combining powerful content management and display with advanced back-end web shop management.
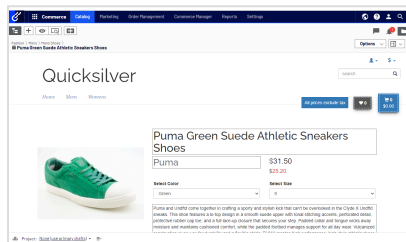
| **Note:** See Getting started to log in, access features and work with the Optimizely user interface.

Catalogs and products

Manage catalogs, product categories and products. Catalogs are independent from each another. See Catalog features.

- Structure and organize catalogs into categories, products, SKUs, bundles, and packages.

- Add new products and change a catalog's structure.

- If you add or modify a product in one location, all e-commerce websites and channels are automatically updated.

- Run multiple catalogs in parallel on the same platform.

- Associate and recommend related products to increase up-sell and cross-sell opportunities.

Orders

Use the Orders subsystem to monitor, track, change or create new orders, ship out items, ship to multiple addresses, and create returns or exchanges.

- Create purchase orders with split payments, split shipment, split shipping addresses, and other options.

- Create recurring payments and

process them automatically.

- Create a one-page checkout or let customers make a purchase without registering on your site.

- Optimizely Commerce supports multiple payment types, currencies, and shipping options—including tax and shipping calculations that automatically show your customers their costs, including duty and taxes—so you can expand your business into new markets.

Merchandising

Optimizely Commerce automates your merchandising, so you can bring more targeted visitors to your website and turn them into customers.

- Get detailed information about your visitors and their buying patterns. Monitor

your e-commerce website to see how much a customer has spent over time and how often they return to your site.

- Learn what visitors are looking for and which products are most popular.

- Create targeted content through personalization. Optimizely Commerce lets you define personalization criteria such as the number of orders and amount spent within a defined period, along with customer buying intention for a product type or category.

- Create product landing pages by uploading content and dropping it into place. Shared blocks automatically update content throughout your site.

Customers

Store customer records and track orders placed across multiple websites. See [Customer management](#).

- Access shopping [carts](#) and wish lists to see what your customers want.

- Manage internal users, customers, partners and [organizations](#) through the same interface. Generally, only your team of internal users have access to the administrative parts, and have varying access to the subsystems and menu items within each system.

Pricing and promotions

You have control over promotions, from developing custom discounts to deciding when the campaign should go live.

- Manage promotions from the [Marketing subsystem](#).

- Choose a preset promotion or create a custom campaign, managed without the need of web development.

- Create your own promotions or use built-in ones such as *Buy N of product X and get a discount* or *Buy N of product X and get one free*.

- Create a promotion that is visible prior to checkout or configure a promotion that displays during checkout.

- Apply a shipping cost discount.

- Develop custom campaigns and pricing based on sales seasons or regions. Optimizely Commerce automatically shows customers targeted promotions based on their industry, interests, demographics, or other data. The built-in pricing and information rules

include volume pricing, tiered pricing, and pricing for specific customer groups.

Multi-site and language features

Create and deploy two or more localized e-commerce websites on a single Optimizely Commerce platform.

- Control your product catalogs, customer data and local market data in a unified web interface.

- Manage your content, products and regional settings for multiple markets with globalization support.

- Service international customers with multiple language, payment, shipping, tax and currency options. For example, you can create custom promotions for specific markets to further drive sales, or

enable regional origin or drop shipping to better support international operations.

Multi-channel e-commerce

Create content in one place and share and distribute it to multiple channels, such as mobile, social, email, and on the e-commerce website.

- Create targeted campaigns by offering a special promotion code to anyone who *likes* your Facebook page or scans a QR code in a mobile campaign.

- Add new channels for future use.

Security

Optimizely Commerce gives you total control over who can access your e-commerce website back-end so that only authorized users can modify your

website or view customer
data.

- Configure access
  rights for users, user
  groups and
  functions. Optimizely
  Commerce has roles
  for managing store
  procedures and
  website content and
  files.

- Create access based
  on personalization
  and visitor groups
  using virtual roles.

- Set up your own
  roles.

Content

Marketers and
merchandisers work from
the editorial interface to
create and update content.

- Create a campaign or
  a landing page and
  edit product content
  in the product
  catalog.

- Create news or an
  article with content
  related to the
  products in your web
  shop.

- Drag and drop
  content blocks or
  pages into the
  content area of
  another web page to
  create dynamic
  websites putting
  important content in
  focus.

Administration and configuration

You can manage e-
commerce administrative
and configuration tasks.

- Set up shipping and
  payment gateways,
  default language,
  currency, units, tax
  configuration, and
  search.

- Manage common
  website
  administrative tasks
  such as setting
  access rights for web
  pages in the page
  tree and block folder
  structure,
  management of
  scheduled jobs, and
  language settings.

Did you find this information helpful?

Yes   No

Need help?   FAQs   Glossary   Site map   Videos

Optimizely User Guide | Released: 2022-03-21 | Contact | Privacy policy | Send us your feedback