OSF PRODUCTS

OUT OF THE BOX
ECOMMERCE SUCCESS
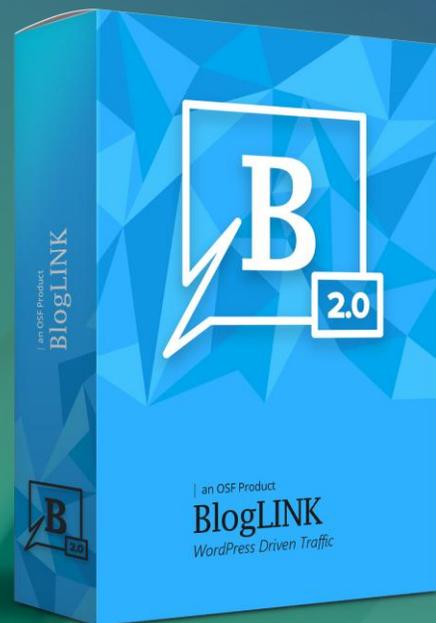
WORDPRESS DRIVEN TRAFFIC

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBILE

Compatible with SFRA, Salesforce Commerce Cloud customization model and blueprint for site design.

MULTI BLOG AND MULTI LANGUAGE

The ability to integrate multiple blogs and multiple languages in Business Manager.

UNIQUE INTEGRATION

The only LINK Certified Cartridge that integrates your WordPress Blog with Salesforce Commerce Cloud.
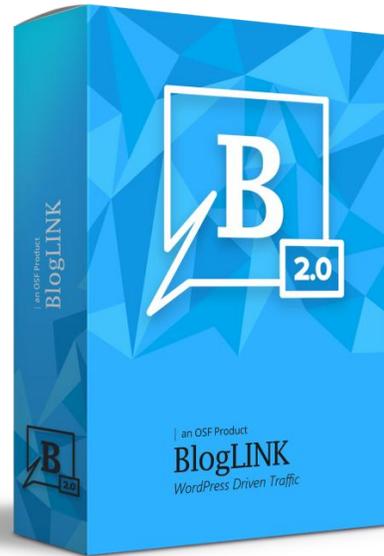
EASY CONTENT MANAGEMENT

Use WordPress as a back-end CMS to update your blog Content Assets and to manage the placement of articles on your website.

SEO AT ITS BEST

The blog section is created as a subfolder of your ecommerce website, unifying blog and commerce traffic and enabling search engines to index them as one.

USER-FRIENDLY

WordPress blog articles are brought to Commerce Cloud as Content Assets, while Categories and Tags are brought together in the Library Folder.

| an OSF Product
BlogLINK
WordPress Driven Traffic

OSF|DIGITAL

VideoLIB

Makes **managing your video content** easier and more efficient directly in **Salesforce Commerce Cloud Business Manager**

EASY VIDEO MANAGEMENT

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBLE

Compatible with SFRA, Salesforce Commerce Cloud's new customization model and blueprint for site design.

SUPPORTS TWO VIDEO TYPES

YouTube videos manageable from Business Manager, and MP4 videos, hosted externally on Amazon or Vimeo.

| an OSF Product

VideoLIB
Easy Video Management

FEATURED VIDEOS

Merchants can add promoted videos to showcase at the top of the landing or category page.

SORTING & VIEWING OPTIONS

Newest to oldest as well as two options for playing the video: in container or in modal.

INDEPTH DETAILS

Each video has a dedicated detail page & possibility to add related products to the page.
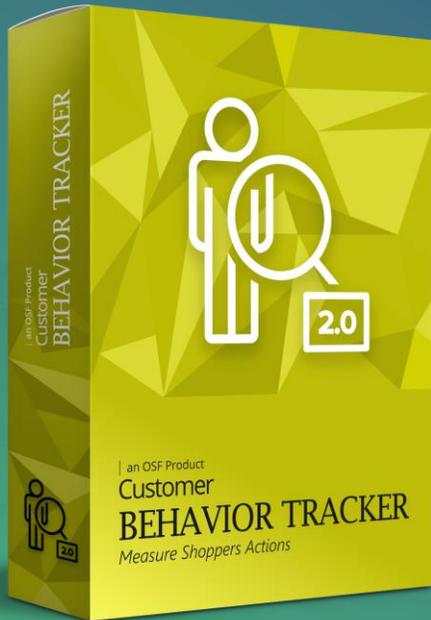
MEASURE SHOPPERS ACTIONS

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBILE

Compatible with SFRA, Salesforce Commerce Cloud customization model and blueprint for site design.

ADDED EVENTS

This version has new events set at the PDP level and triggered by clicking, scrolling, and hovering over product information, including product images, size, and composition details.
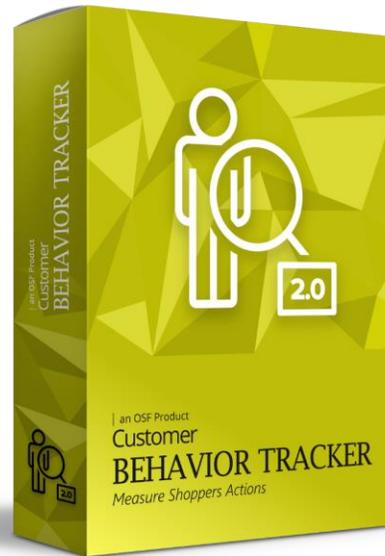
DETAILED REPORTING

Enjoy performance reports offered by Google Analytics combined with advanced Salesforce Commerce Cloud capabilities.

TRACK CUSTOMER BEHAVIOR

Use the transactional, built-in triggers, such as shopping cart actions, checkout funnel, and purchase confirmation, to know your buyers' behavior.

OSF|DIGITAL
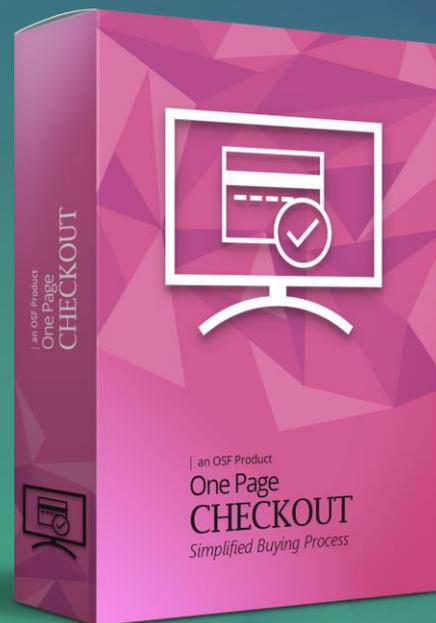
One Page CHECKOUT 1.2

Enhanced checkout experience
reduced to one page for Salesforce
Commerce Cloud online shops

SIMPLIFIED BUYING PROCESS

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SHIP TO MULTIPLE ADDRESSES

Shoppers can now ship items in the same cart to multiple addresses.

EVERYTHING IN ONE PAGE

Consolidate SiteGenesis default checkout steps (shipping, billing, and order placement) into a single page for a highly functional and user-friendly shopping experience

A/B TESTING ENABLEMENT

Run A/B tests to compare checkouts, and identify opportunities to increase loyalty, drive sales, and generate additional revenue.

ACCORDION-LIKE DESIGN

Improve usability by collapsing and expanding all sections during the checkout process.

GUEST CHECKOUT

Win back cart abandoners who would rather not register to finalize a purchase.

*Compared to their traditional counterparts

| an OSF Product

One Page
CHECKOUT
Simplified Buying Process

OSF|DIGITAL
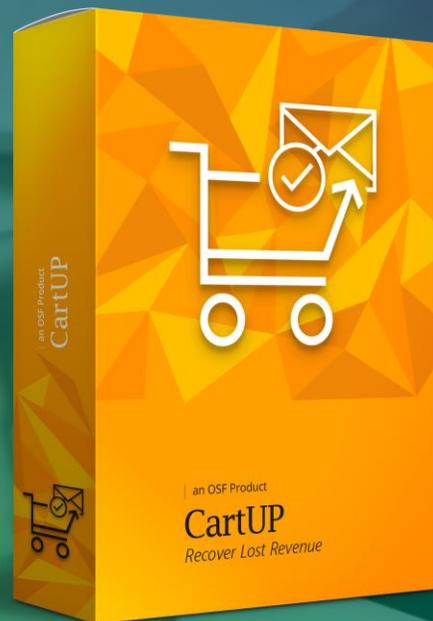
CartUP

Recover lost revenue with a cart recovery email strategy and convert cart abandoners into paying customers

RECOVER LOST REVENUE

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBILE

Compatible with SFRA, Salesforce Commerce Cloud customization model and blueprint for site design.

BRING BACK ABANDONERS

It collects customer add-to-cart data from your Salesforce Commerce Cloud website, triggers cart recovery emails containing the exact items that were left in the cart.

CUSTOMIZABLE SENDING TIME

Send customized emails hours or days after customers have left your website.
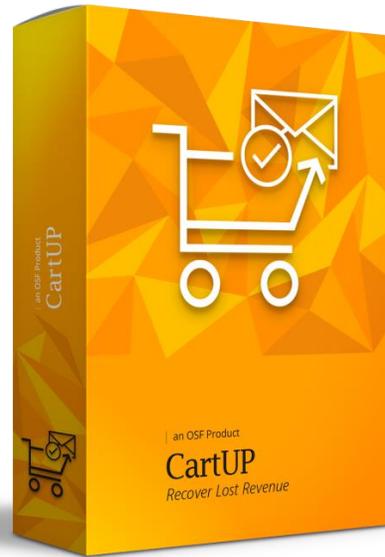
PERSONALIZED EMAILS

Motivate your customers to complete their purchase with personalized emails recovering their abandoned carts. A link inside the email will send them directly to the cart page where the abandoned items are displayed.

REPORTING DASHBOARD

Keep track of all items that have been purchased and abandoned carts vs. recovered carts. View real-time statistics on the Total Revenue Recovered from abandoned carts and Average Recovered Cart Value.

an OSF Product

CartUP
Recover Lost Revenue

MANAGE ORDERS QUICKLY

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBILE

Compatible with SFRA, Salesforce Commerce Cloud customization model and blueprint for site design.

ORDER SEARCH

Simple search by Name, Email, Order ID with auto-suggestion. Advanced search with extra criteria is available.

ORDER EDIT*

You can remove/add products, modify quantity/size/color, change shipping type, change other order details such as statuses, contact information, addresses and more.
*This feature is available only for orders with Not Captured status.

PROMOTIONS & DISCOUNTS

Under Order Edit, you have the option to add to an order a coupon with a discount or a promotion.

ORDER CANCELLATION

Cancel an order and void payment; Issue a gift certificate; Do a mixed payback of void payment and gift certificate; It's also possible to cancel an order with no payback.

MANAGE REFUNDS

Partial or full refunds; Immediate refund without a product return; Refund with a product return: a pending return is created, and the refund is granted after the product return is confirmed; Different refund types such as credit card credit, issuing a gift certificate or providing a mixed refund (credit card credit + gift certificate).
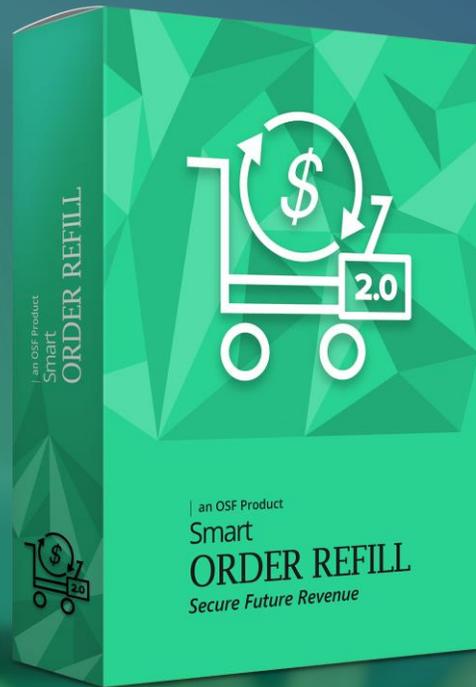
| an OSF Product
Fast OMS

an OSF Product
Fast OMS
Manage Orders Quickly

SECURE FUTURE REVENUE

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBILE

Compatible with the new SFRA Salesforce Commerce Cloud customization model.

SALES CONTINUITY

Customers can automate orders for the products they purchase most often, according to their desired interval, assisting you in increasing your customer retention rate and building loyalty.

COMMITMENT SUBSCRIPTIONS

Shoppers can secure a better deal if they commit to a subscription for the specified timeframe that you've set. Rely on secure revenue and minimize the risk of canceled subscriptions.
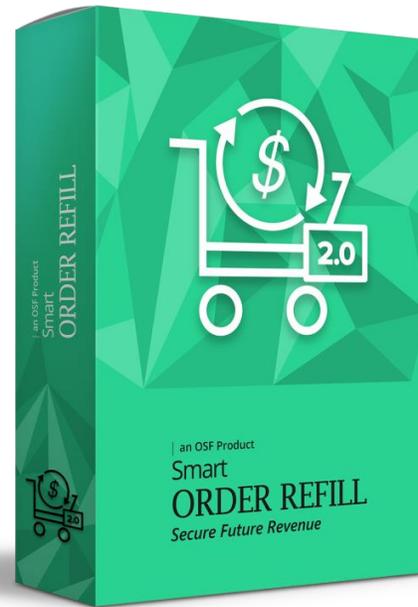
REPORTING MODULE

Easily search and manage all subscription orders and view details about each subscription including products, order status, and the recurrence interval.

TARGETED CAMPAIGNS

A loyal customer is a returning customer. Create groups of customers so you can send special promotions, offer free shipping and even offer free samples.

BETTER STOCK MANAGEMENT

Easily control stock-at-hand cashflow issues and optimize your inventory levels.

an OSF Product
Smart
ORDER REFILL
Secure Future Revenue

OSF | DIGITAL

an OSF Product
eGift Card
A New Purchase Option

salesforce Storefront Reference Architecture Certified

eGift Card

Offer your clients a new purchase option by integrating an **online gift card cartridge** with Salesforce Commerce Cloud

OSF.DIGITAL

A NEW PURCHASE OPTION

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA DEDICATED

The cartridge was created to be added on websites that are using SFRA, Salesforce Commerce Cloud's new customization model and blueprint for site design.

USE MULTIPLE GIFT CARDS

A shopper can use multiple gift cards in one order. They will see the amount each gift card contributes to the entire order, as well as the sum of all gift cards they've entered.

CHECK BALANCE

The recipient of the gift card can check its balance by entering the code they received via email in the Gift Cards section of the website.

WISH LIST & GIFT REGISTRY

Gift cards can be added to a wish list or gift registry and set as public. Customers can use the search engine on the site to view a wish list or gift registry and purchase a gift card directly from this location.
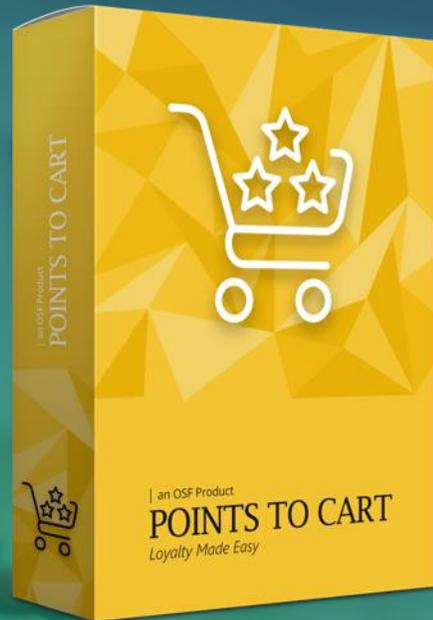
| an OSF Product
eGift Card
A New Purchase Option

LOYALTY MADE EASY

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBLE

Compatible with Storefront Architecture Reference (SFRA), Salesforce Commerce Cloud's new customization model & blueprint for site design.

EASY ENROLLMENT

When creating an account, a user can choose to join the loyalty program. From their account, they are able to review relevant information related to their balance, date joined and current tier. They can also easily cancel enrollment.

HIGHLIGHT YOUR PROGRAM

Ensure shoppers are aware that you offer a loyalty program by making it visible throughout the entire shopping journey on the menu, category page, product details page, checkout page and in the My Account dashboard. Customers receive instant pop-up notifications when points have been granted.
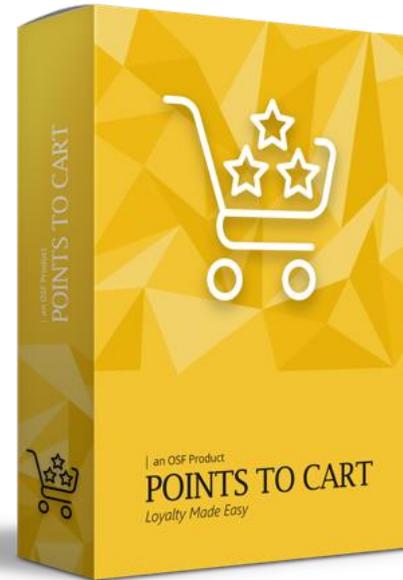
LOYALTY DASHBOARD

Customers can track their loyalty program activities with the help of a user-friendly client loyalty dashboard. The dashboard presents information about their available balance, pending balance, lifetime balance and current tier.

LOYALTY POINTS

Loyalty points are granted after the shopper performs an action: enrolls in the program, purchases a product, adds the product to the wishlist*, and/or shares the product on social media. Information about the various ways to earn points is presented in a dedicated area in the My Account section. *Getting points for adding products to a wishlist is available only for the SiteGenesis version of POINTS TO CART.

REWARDS CATALOG

Merchants can select what products or services can be purchased using loyalty points and make them available in the Rewards Catalog. Items can be shown in both grid and single product page formats. Shoppers can redeem their points by making purchases from the Rewards Catalog.

| an OSF Product
POINTS TO CART
Loyalty Made Easy

OSF|DIGITAL
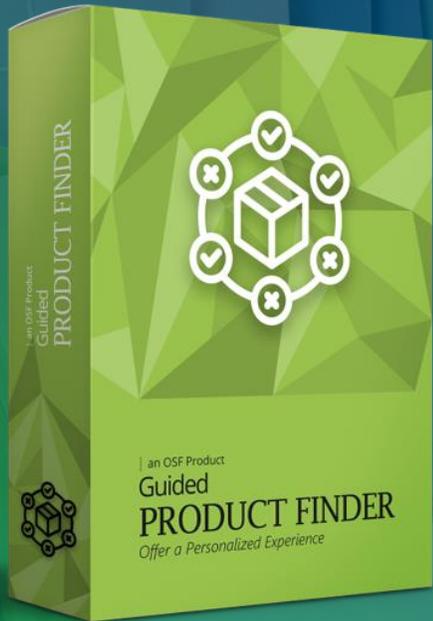
Guided PRODUCT FINDER

Guide customers **through the sales process** with the help of **a quiz** enabled on the Salesforce Commerce Cloud online shop's storefront

| an OSF Product
Guided PRODUCT FINDER
Offer a Personalized Experience

salesforce
Storefront Reference
Architecture Certified

OFFER A PERSONALIZED EXPERIENCE

EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBILE

Compatible with SFRA, Salesforce Commerce Cloud's new customization model and blueprint for site design.

FLEXIBLE RESPONSES

Customers can navigate through questions without a fixed flow, choose from single or multiple answers, and even start the quiz over if they wish. Merchants are able to set a minimum or maximum number of selected answers for a question.
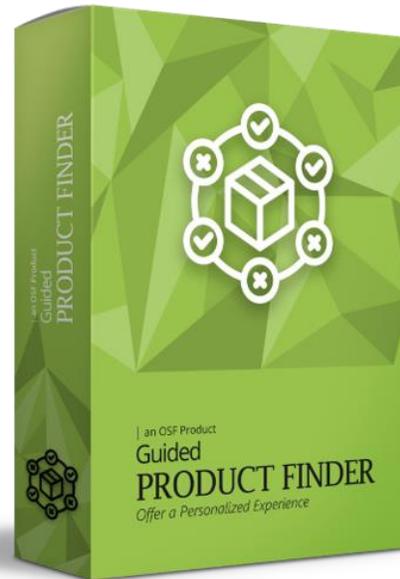
TWO QUIZ TYPES

Two flows are available when creating a quiz:
1. linear flow - the previous question doesn't affect the following questions and gathers all answers until the end,
2. decision-based flow - a question influences either the next question that's displayed or the answer.

MULTI-LANGUAGE QUIZZES

Create multi-language quizzes directly in Business Manager and set the quiz to be public or private. A customer must be authenticated to take the quiz if it's set to private.

OSF|DIGITAL
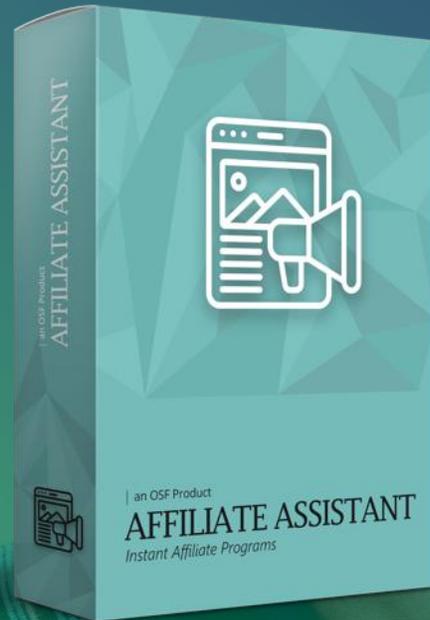
Affiliate Assistant

Manage your **own affiliate marketing program** directly in Business Manager and **maximize profits**

INSTANT AFFILIATE PROGRAMS

## EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBILE

Affiliate ASSISTANT can now be integrated with Salesforce Commerce Cloud's Storefront Reference Architecture (SFRA), the blueprint for site design.

PARTNER DASHBOARD

Once the cartridge is installed, affiliate partners can register for your affiliate marketing program and have access to an easy to use dashboard to search for products they want to promote and generate the product tiles to add on their websites.

BUILT-IN SEARCH ENGINE

Affiliate partners can search for products by introducing keywords or product numbers in the search engine available on the partner dashboard. A search by keywords will result in a list of the merchant's available products for the searched item from which the partner can choose what to promote.
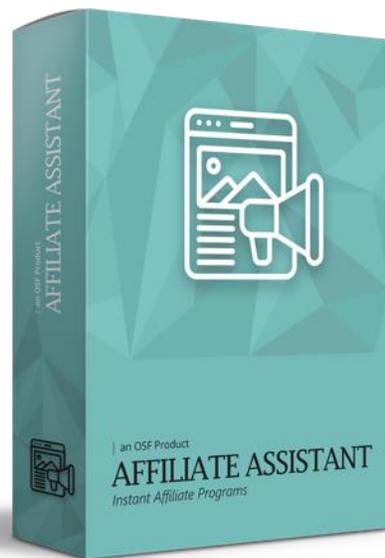
LAYOUT OPTIONS

Product tiles are customizable. Affiliates can create them via a code generator from their dashboard and tiles will appear in a vertical or horizontal display and with two color options for the background.

PRODUCT TILES

Shoppers can view product details (price, color, size), select the quantity of the product and complete the full purchase process from the product tile on the affiliate's website.

MERCHANT DASHBOARD

Merchants can quickly and easily view sales results in a dashboard within Business Manager. The dashboard includes information such as the affiliate's name, ID, orders and the revenue each one has generated during a specific period.

| an OSF Product
AFFILIATE ASSISTANT
Instant Affiliate Programs

OSF | DIGITAL
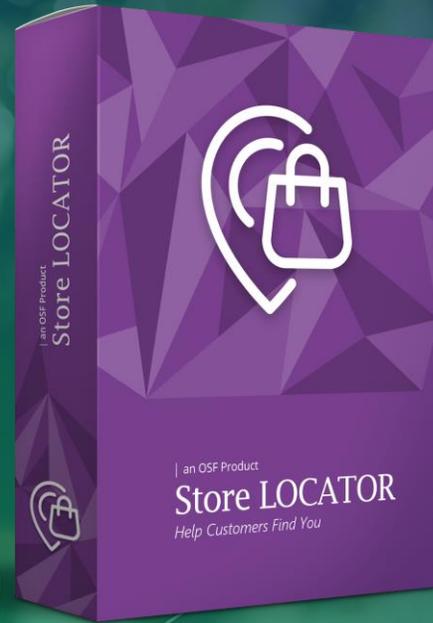
Store LOCATOR

Help customers find you offline by integrating a **store locator cartridge** with your **Salesforce Commerce Cloud** online shop

Store LOCATOR
| an OSF Product
Store LOCATOR
Help Customers Find You

salesforce
Storefront Reference
Architecture Certified

OSF.DIGITAL

HELP CUSTOMERS FIND YOU

## EASY-TO-USE SALESFORCE COMMERCE CLOUD CARTRIDGE

SFRA COMPATIBLE

Compatible with Storefront Architecture Reference (SFRA), Salesforce Commerce Cloud's new customization model & blueprint for site design.

DETECT CUSTOMERS' WHEREABOUTS

Provide relevant details about the nearest stores by detecting a customer's whereabouts using their browser or MaxMind in case the customer doesn't provide access to their location.

DISPLAY STORE CARDS

Display cards containing store information and distances provided by Google Maps Distance Matrix API.

| an OSF Product

Store LOCATOR

Help Customers Find You
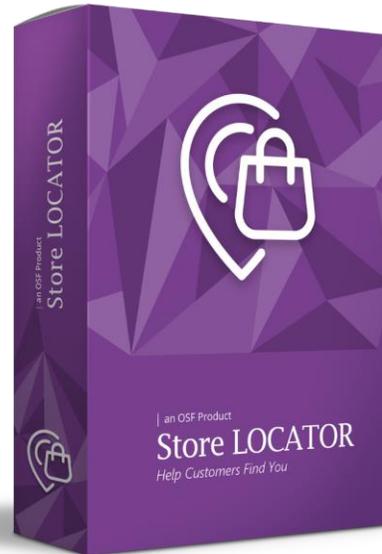
MANAGE AND CUSTOMIZE STORE INFO

Add and modify information about your stores directly in Business Manager. Customize store information cards, path colors and shapes according to your brand identity.

ADD EVENTS

Configure, detect and manage events for each separate store easily from Business Manager. Allow your customers to subscribe to an event and receive an email notification before the day of the event.

WHO RECOMMENDS US

WANT MORE THAN JUST OUT OF THE BOX?

Our Certified Commerce Specialists can help you with:

INTEGRATION SERVICES

Nobody knows better than us how to seamlessly integrate our products on your website

LIVE DEMO

We want to show you our products in action and give you tips on how to use them best

CUSTOMIZATION SERVICES

Your business is unique and we know how to enhance our products to better suit your needs

OUT-OF-THE-BOX ECOMMERCE SUCCESS

CartUP
Recover Lost Revenue

Store LOCATOR
Help Customers Find You

Customer
BEHAVIOR TRACKER
Measure Shoppers Actions

VideoLIB
Easy Video Management

BlogLINK
WordPress Driven Traffic

Smart
ORDER REFILL
Secure Future Revenue

POINTS TO CART
Loyalty Made Easy

Guided
PRODUCT FINDER
Offer a Personalized Experience

Fast OMS

EXPLORE OUR COMMERCE CLOUD CARTRIDGES PORTFOLIO