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ENHANCE SHOPPING EXPERIENCE WITH INTERACTIVE PRODUCT TAGS
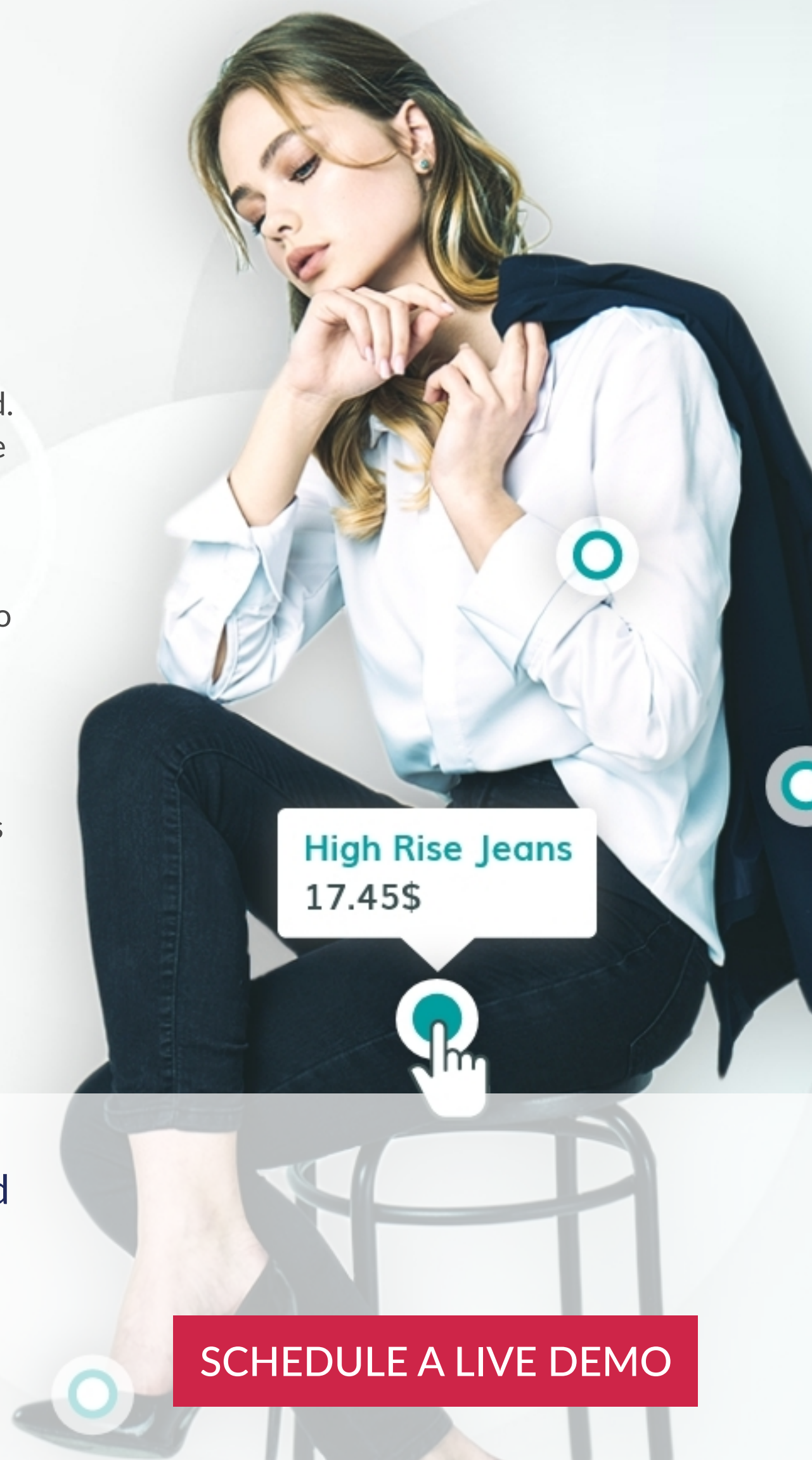
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Shoppable Images
Enable Interactive Product Tags

Narrow the path from browsing to purchase by enabling interactive shoppable tags on photos with **Shoppable Images**, our SFRA and SiteGenesis compatible cartridge for Salesforce Commerce Cloud. Customers can "Shop this look" to view their favorite apparel or footwear items in context–for example, how a pair of shoes fits with a certain bag–then click the product to quickly add it to their cart, without being redirected to another page. Merchants can also now showcase bundle products and promotions to enhance shopper engagement and user experience. Shoppable Images is also valuable if you're running a home décor business and use catalogs to showcase your products or an online grocery store with images of recipes where you can tag the products used to prepare meals.

High Rise Jeans
17.45$

PLATFORM: Salesforce Commerce Cloud
CONTACT: contact@osf.digital

✓ **LIVE** Demo

✓ **CUSTOMIZATION** Services Available

SCHEDULE A LIVE DEMO

A Connected Commerce and Digital Transformation Company

FEATURES & BENEFITS

COMPATIBILITY

The cartridge is compatible with both **SiteGenesis** and **Storefront Reference Architecture (SFRA)**.

CONFIGURABLE PRODUCT REVEAL

The shoppable image tags can be configured to showcase items using **tooltips** or **tile carousels** or quick view- according to your preferences. You can choose whether to display products in the same tab or a different tab when a user clicks a tag.

CUSTOM TAGS

The tag image can be personalized to match the look and feel of your storefront. You can **upload and select a preferred image** to use as a default tag.

SHOWCASE PROMOTIONS

With a More button on images, you can **showcase prices and promotions** on products.

PRODUCT VARIATION REVEAL

When clicking a tag, users can view not only the master product but also **available variations** of the product.

BUNDLE PRODUCTS

Offer bundles to showcase **products that go together**, making it easier for customers to view these products in one place.

OPTIMAL USER EXPERIENCE

Create different **configurations for desktop, tablet, and mobile**. You can choose to activate product tagging on fewer items on mobile devices to prevent overcrowding on smaller screens and maintain an ideal user experience.

RELATED PRODUCTS

You might not want to **enable shoppable tags for all items** in a picture or Lookbook, but you can still point them out neatly in the Related Products section.

IMAGE LIBRARY

Manage all your shoppable images in a dedicated library, where you can **easily search and configure** them without having to look in multiple folders. If you run multiple websites, the image library is accessible to all of them, and all custom tags are available for each website.

EXPEDITED BUNDLE CHECKOUT

With the **Add All To Cart** button, make adding bundled products to the cart and checkout process frictionless for your shoppers.

NEW PAGE DESIGNER

Create pages from BM directly, without a developer, by using the available **Page Designer** components. Build the content and layout of the pages quickly and with ease.

RESPONSIVE IMAGES

Shoppable images are responsive on all devices - laptop, mobile, or tablet. Configure different images on breakpoints, keeping in mind that the position of the markup label remains unchanged.

SCHEDULE A LIVE DEMO

Let's keep in touch!