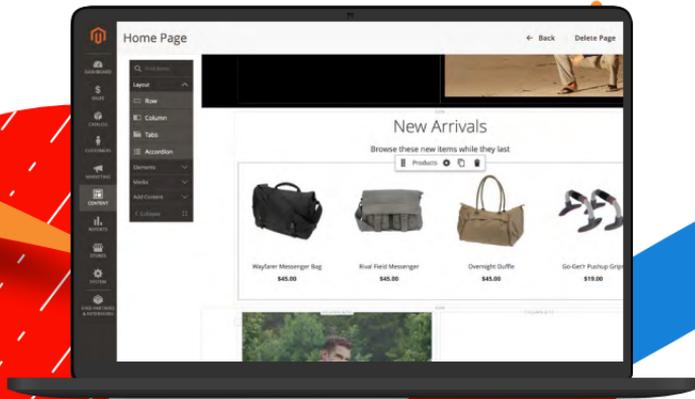


Supercharge Your Content Updates with Page Builder

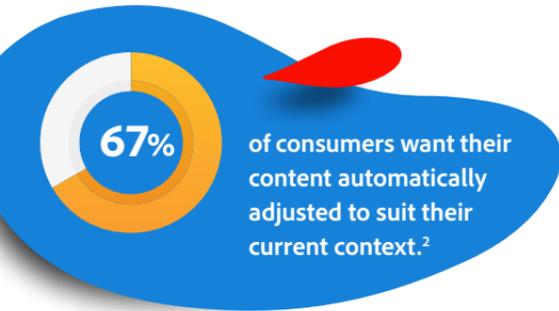
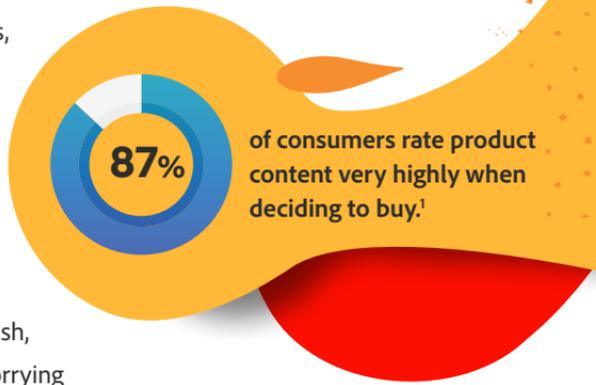
Magento Commerce makes content
creation fast, easy, and efficient



Content is essential to eCommerce success

Content helps consumers find you on Google and other search engines—and it's a critical part of the customer experience. 87 percent of consumers rate product content very highly when deciding to buy.¹ And 67 percent say they want their content automatically adjusted to suit their current context.²

To connect with today's customers, you need to continually create and publish new, relevant content—and get it online fast. If you have to write new code, grapple with a complicated interface, or work with a third-party agency every time you publish, you and your team can end up worrying about content updates instead of growing your business.



How can you get off the content update treadmill?

When you upgrade to Magento Commerce you get Page Builder, a new content creation solution that can dramatically accelerate content updates.

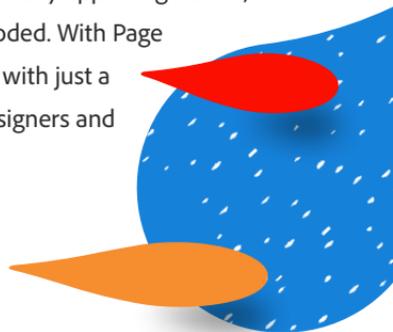
This eBook provides an overview of Page Builder and of how it can change your content updates forever.



The simplicity of even small tasks makes a significant impact. If you wanted to add a link to another page you had to either use a full link or a hyperlinked word. To turn that into a visually appealing button, you needed to go to your SI to get it hard coded. With Page Builder you can add, style, and edit buttons with just a handful of clicks without any waiting for designers and developers. That alone can save hours.

Sjoerd Alofs

CEO,
Wallgroup



Simple to set up

To get started with Page Builder, you will need to work with a front-end developer. They will add all the styles from your theme into Page Builder and create reusable content types that your theme can support.

Once Page Builder has been connected to your theme, you'll be able to drag and drop new content without additional coding. Magento Commerce documentation will walk you through the process.

To learn more, check out [Page Builder developer documentation](#).

Discover Page Builder

Page Builder is a suite of content creation tools that make it easy for merchants to create and publish content pages without a developer. It's only available with Magento Commerce.

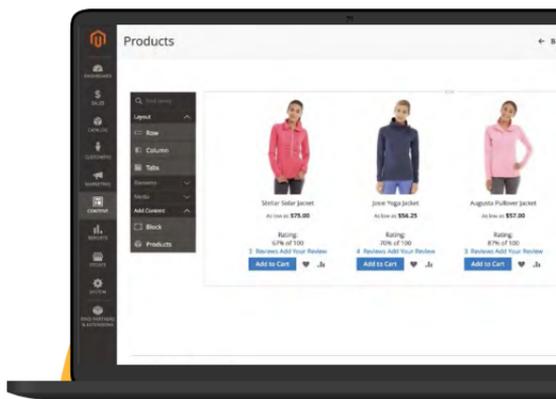
Flexible drag-and-drop layouts

You can build a wide variety of page layouts by creating columns and moving elements around the page—no code required. These layouts are great for refining existing content types or designing new ones.

Reusable content blocks

As you create content blocks you can save them in a library for future use, which makes page creation faster and more efficient as your library grows.

Build a wide variety of page layouts with flexible columns and elements—no coding required.



Point-and-click button creation

You can create attractive and engaging interactive buttons in just a few clicks rather than having a developer code them from scratch.

Plug-and-play product information

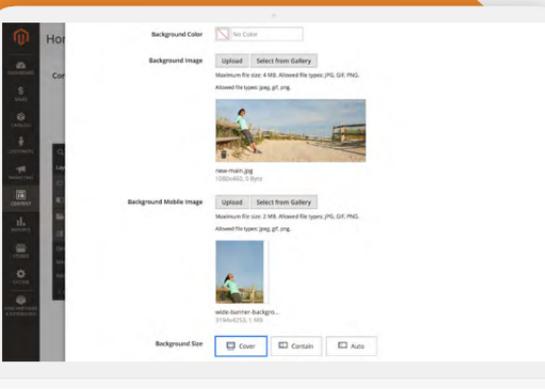
You can quickly and easily add product information and buy buttons to any content page—an approach proven to increase sales.

Support for multiple content types

You can add all kinds of content to your page, including video, banners, and images, to give shoppers a unique branded experience.

Integration with Adobe Stock

You can search for and license Adobe Stock assets within the Page Builder admin panel. It's a fast and affordable way to build web pages without the hassle of searching multiple royalty-free stock libraries for photos, videos, and other rich media. [Learn more.](#)



You can add many media types—including video, banners, and images—to your page with just a few clicks.

Quick, easy inline editing

You can edit existing content inline for fast, efficient updates.

Pre-publish previewing

You can preview pages before they are published, which gives you the opportunity to catch errors and make enhancements before your page goes live.

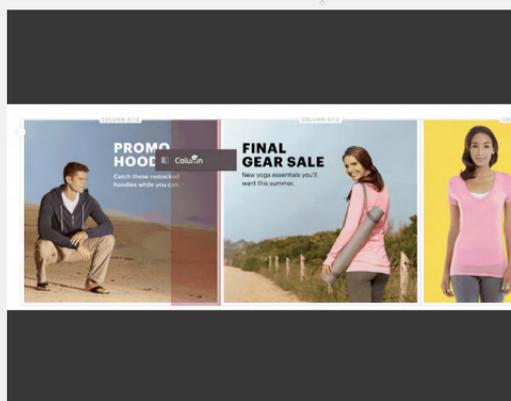
Deep integration

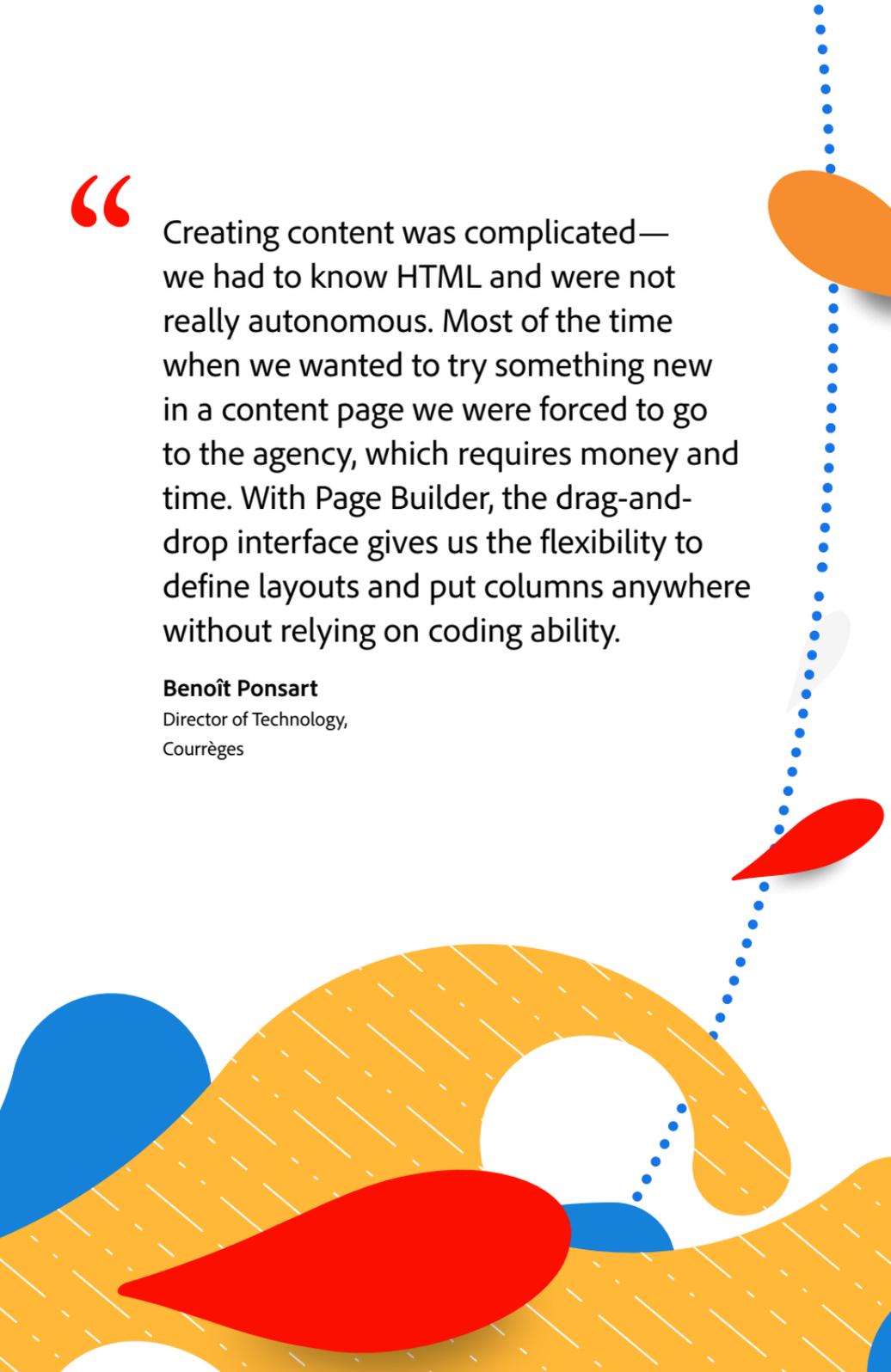
Not only does Page Builder bring new content tools to the table, it augments existing Magento Commerce functionality. Stage and preview your content updates for seamless transitions, or use Dynamic Blocks designed with Page Builder to deliver personalized experiences to visitors.

Product Recommendations powered by Adobe Sensei

Product Recommendations powered by Adobe Sensei makes it easy to add AI-powered product recommendations to any pages you create within the Page Builder interface. [Learn more.](#)

Page Builder augments existing Magento Commerce functionality so you can create seamless transitions with ease.



A decorative graphic on the right side of the page. It features a vertical dotted line of blue dots. To the left of this line are several abstract shapes: an orange oval at the top, a red teardrop shape in the middle, and a large yellow shape with a white circular cutout at the bottom. The yellow shape has a pattern of small white diagonal lines. There are also blue and red shapes at the bottom left and bottom right corners.

“Creating content was complicated—we had to know HTML and were not really autonomous. Most of the time when we wanted to try something new in a content page we were forced to go to the agency, which requires money and time. With Page Builder, the drag-and-drop interface gives us the flexibility to define layouts and put columns anywhere without relying on coding ability.

Benoît Ponsart

Director of Technology,
Courrèges

How Page Builder transforms your content updates

If you spend hours each week on designing and publishing content—or waiting around for a developer or third-party agency—adopting Magento Commerce with Page Builder can deliver major benefits.

Add and update content faster

Instead of waiting for a developer or an agency to get around to your update, you can add or edit pages whenever you're ready. Also, because it's so easy to use, you can create new pages in minutes.

Create a more engaging branded experience

By using Page Builder's flexible design tools, you can create unique and attractive pages in your brand's style as well as integrating video and banners. You can invent new content types, extending the capabilities of what's out of the box to fit your brand's style and voice.

Save money on agency fees

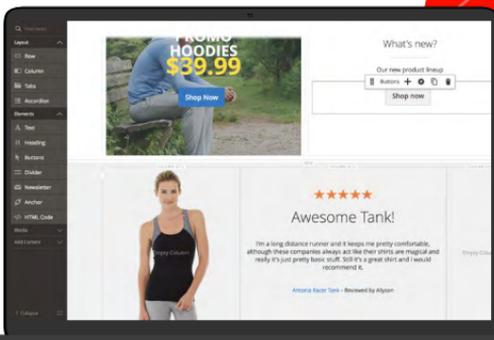
With Page Builder, you can rely on nontechnical staff to build new pages rather than outsourcing the work to a web development or digital marketing agency.

Free developers to focus on technical challenges

Freed from the need to design and code web pages, your developers can focus on using technology to solve business challenges rather than to make day-to-day content updates.



Quickly create unique and attractive pages in your brand's style without having to rely on a developer or outside agency.



Magento Commerce customers share their experiences with Page Builder



In the past, we always needed to ask a designer for a mock-up, then have a developer hard code anything more than minor content changes. With Page Builder we can easily build flexible, engaging, and creative content pages ourselves.

Eric van der Palen

Sr Manager,
Online Marketing and eCommerce,
Brabantia



Adding content is very important and Page Builder makes it much easier. We don't need HTML knowledge to build a beautiful page.

Sjoerd Alofs

CEO,
Wallgroup



Before Page Builder I would build very basic non-responsive pages in Magento that were not designed for the modern web user. The pages and blocks were not truly responsive and were difficult to lay out and format. The whole process was a hassle.

With Page Builder, I can build a modern page in minutes; easily drag and drop in fully responsive blocks, graphic assets, products, and text. Depending on how much content I want to share on the page, the whole process takes 20–60 minutes, virtually eliminates the need for a front-end developer, and is light years ahead of a standard WYSIWYG editor.

I'm very happy with Page Builder and think Magento has really improved the day-to-day workability of the platform with this feature. I'm excited to see the future improvements to the module.

Tim Reibling

CEO,
VegaDirect



Supercharge your content capabilities

To get Page Builder, you must upgrade to Magento Commerce.

[Explore Page Builder](#)

[Learn more about Magento Commerce](#)

[Plan your Magento Commerce migration](#)

[Try an interactive demo](#)

Sources

¹ *Cracking the Consumer Code 2017*, Salsify.

² *Consumer Demand for Personalized Content Reaches an All-Time High*, CMO.com, February 8, 2018.

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, **Adobe Experience Cloud** gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.



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