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FOR IMMEDIATE RELEASE

Adobe Delivers Powerful Advances for Commerce Businesses of All Sizes

New Innovations in Magento Commerce Make Every Experience Shoppable

LONDON, UK — 13 May, 2019 — Today, Adobe announces major enhancements to Magento Commerce enabling businesses of all sizes to effectively target, reach and convert more customers than ever before. With 43% of UK consumers abandoning an online basket because the purchase process was too time consuming or complicated*, retailers need the tools to be able to compete for, and convert, customers who increasingly demand better, faster and more seamless experiences.

The new capabilities offered by Magento Commerce now include integrations with Amazon Sales Channel and Google Shopping ads Channel, which help retailers reach new audiences and sell via new channels. Further enhancements include the ability to quickly and easily update content on websites as well as to access enterprise-grade capabilities of Adobe Analytics, in Adobe Experience Cloud. These new capabilities will drive the ability to create seamless shoppable experiences for customers across channels and platforms.

“The updates to Magento Commerce announced today accelerate our vision and strategy to empower companies of all sizes with the capabilities to make every brand interaction personal and every experience shoppable. In the current tough retail environment, we are focused on helping our customers drive real revenue and profit across channels. These integrations with some of the world’s largest shopping platforms as well as access to powerful analytics tools and content management capabilities will arm merchants with the tools to drive loyalty and growth,” said Brian Green, Head of EMEA Commerce business unit, Adobe.

New capabilities in Magento Commerce include:

- **Expand customer reach:** With Amazon Sales Channel now generally available, merchants can seamlessly expand their footprint to the Amazon marketplace. Amazon Sales Channel effectively removes the barriers to entry for merchants trying to gain a foothold on Amazon by allowing them to quickly integrate their catalog, establish a bi-directional data flow and start managing listings from their Magento admin. By seamlessly integrating their Magento store with multiple Amazon accounts and regions, merchants can make their Magento Admin the central hub for all their critical Amazon marketplace activities, thereby reducing data silos, removing operational friction, and eliminating additional integration costs. The extension is available today for free download on the Magento Marketplace for Magento Commerce Pro and Magento Open Source 2.2.4 (and later) customers.
- **Target new audiences** with a fully integrated, end-to-end Google advertising solution now generally available as a free extension in the Magento Marketplace. Google Shopping ads Channel for Magento Commerce and Magento Open source 2.2.4 and later, directly integrates with Google Merchant Center and Google Ads to streamline workflow by managing advertising campaigns and reporting across the Google network from the ease of their Magento admin.
- **Launch powerful behavioral analytics:** Magento Commerce customers looking to gain a more complete understanding of customer behavior can now easily integrate Adobe Analytics using the **Adobe Experience**

Platform Launch Extension. This new development provides brands with the capability to quickly deploy the tag management required to enable the flow of data between Magento Commerce and Adobe Analytics, in just minutes. The extension is one of the first community-driven projects that empowers brands to unlock the potential of bringing the solutions together to drive rich customer behavior insights.

- **Accelerate time to market for high conversion mobile experiences:** Just months after its release, Progressive Web Applications (PWA) Studio now integrates Braintree (from PayPal) and makes it easier than ever for merchants, partners and developers to get started with debit and credit transactions with a trusted gateway. The integration translates to faster time to market and lower total cost of ownership. Over 60% of solution partners are planning to develop PWA sites in 2019 and to extend the core capabilities in PWA Studio. Magento Enterprise Solution Partner [Creativity](#) has developed an innovative, next-generation mobile experience for farm supply retailer [Rural King](#) to serve the needs of rural communities and will be showcasing these innovations at Imagine.
- **Expand global inventory management:** We are helping merchants realize their omnichannel aspirations with **Magento Order Management** by bringing new capabilities like multi-tender payment workflows, exception management for payments, more granular roles and permissions, full API coverage for omnichannel capabilities, microservices architecture for improved scale and reliability, and fully dedicated staging environment.
- **Speed up site content updates:** Marketers need to update their online site experience more frequently and more quickly than ever before. The powerful [PageBuilder](#) drag-and-drop editing tool for site content, enables merchants to create a best-in-class shopping experience 10 times faster without creative limits or the need for developer support. Now with the new BlueFoot Content Migration tool, merchants who are using BlueFoot on Magento 2.1.x or 2.2.x can quickly upgrade to Magento 2.3.1 with Page Builder 1.0.0 without losing their website content.

Notable Magento Commerce customers from across the EMEA region include: British Heart Foundation, Celtic Football Club, Liebherr, Gabor Shoes, Monin, Strauss Coffee, Rossignol, Ego Shoes, DC Thompson and Bauhaus to name a few.

With Magento Commerce now powering Adobe Commerce Cloud, these advanced commerce capabilities are also natively integrated, enhanced and managed within Adobe Experience Cloud to serve the needs of global B2C and B2B companies to support multiple brands, sites and countries and to orchestrate commerce across every channel. Offered as an Adobe Managed Service, Adobe Commerce Cloud puts agility, performance and security at the forefront to help brands improve time to market and streamline operations to exceed customer and business expectations.

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*Data Source: Adobe UK Consumer Experience Expectations Survey 2019. April 2019 n = 1,001