

Introduction to DXP Premium Integrations



Delivering Personalized Content & Product Experiences

Speakers



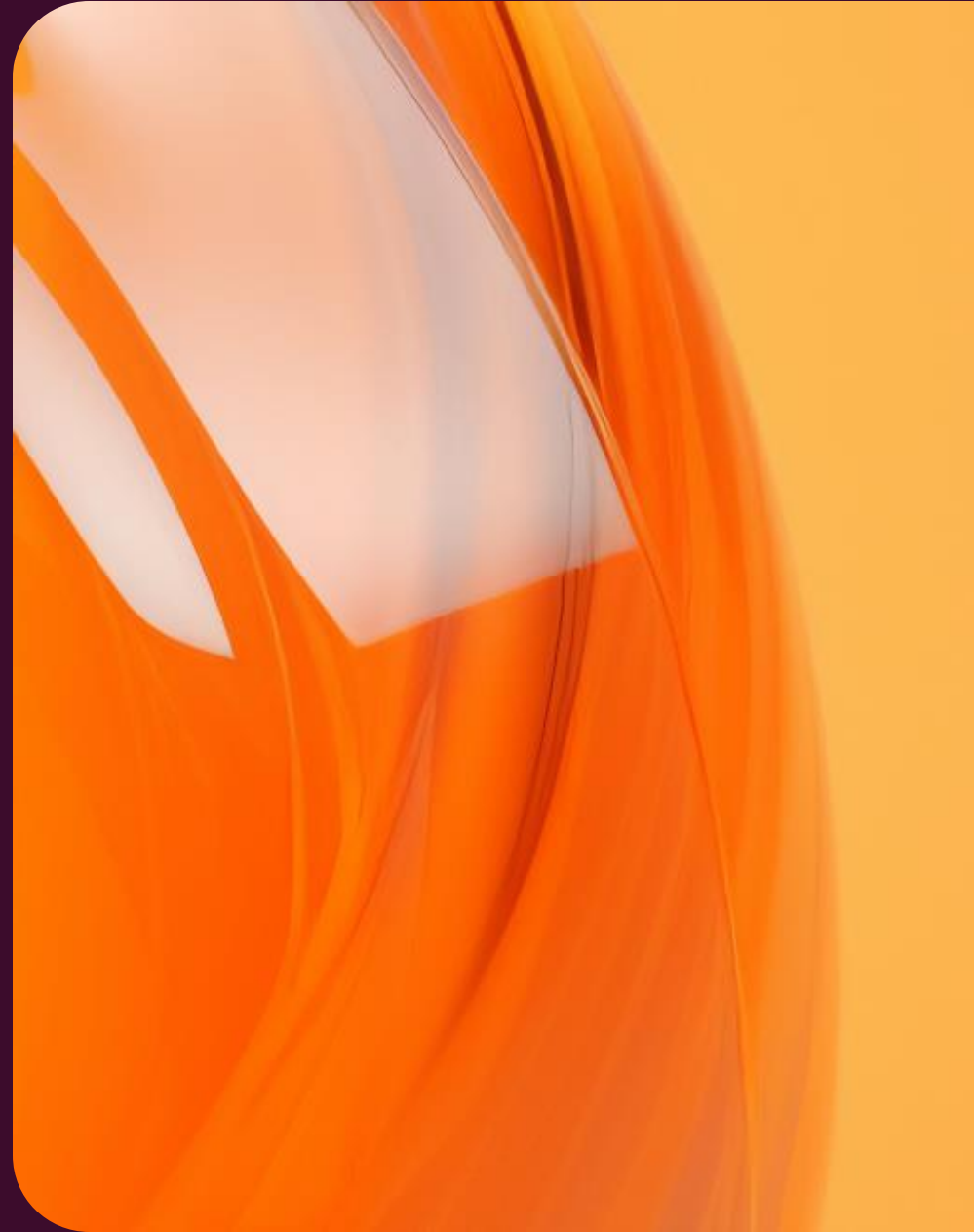
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Director of Product
Ibexa



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Key Account Manager
Ibexa

Agenda

- The Reality Today
- What We Built
- Demo Intro
- Why It Matters
- What's Next



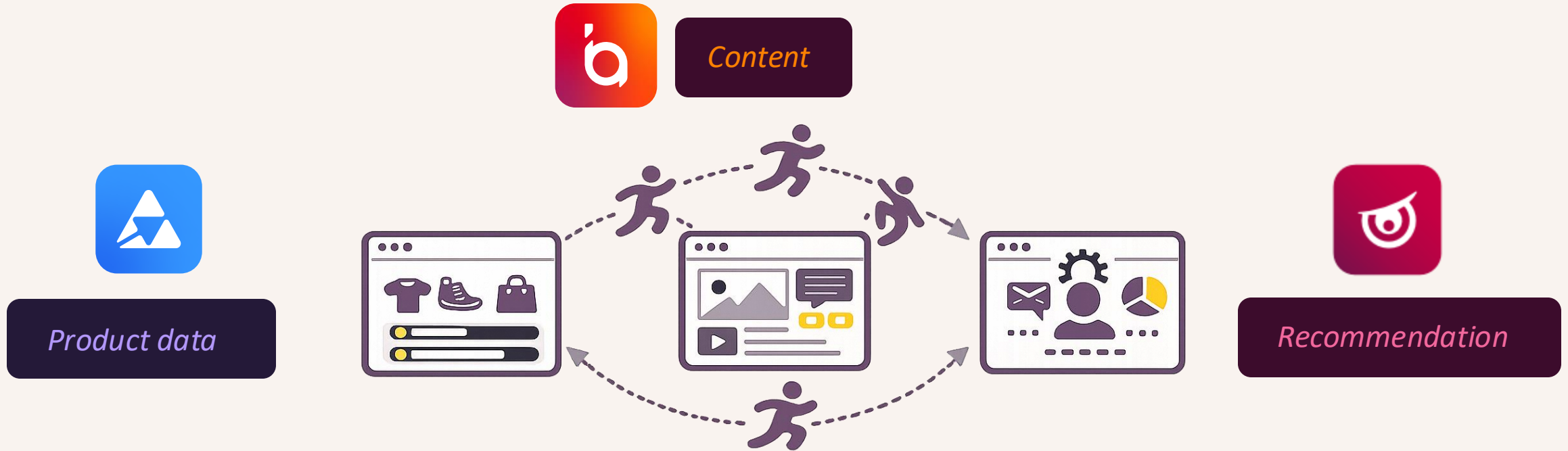
FROM INTEGRATION TO ORCHESTRATION

Let's manage the *Customer Journey*



Ibexa's products.
Brilliant individually. Exceptional together.

The reality today – friction we set out to remove

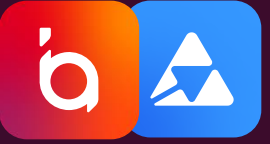


Fragmented workflow

Teams jump between tools switching context, duplicating work, which slows down the execution.

Experience quality is hard to guarantee.

Integrations are fragile and costly to maintain Custom projects and dependence on IT for every iteration hinders agility.



Transparent & efficient workflow minimizing manual effort ensuring consistency of product information

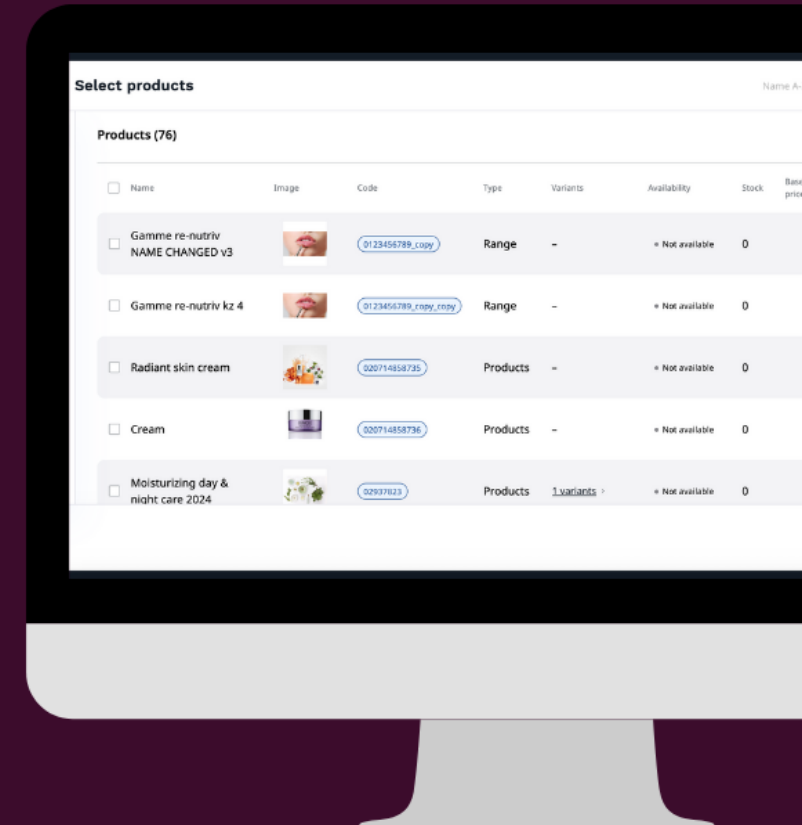
Connection setup & initial sync + real time updates

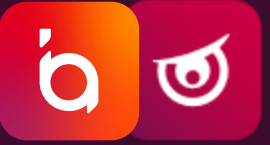
Direct redirections to Quable interface to manage product information

Data mapping & product visibility in DXP (e.g. Catalog, Product Picker, global search)

Management of product prices and availability

Experience touchpoints – ability to use products directly within the content via new embed functions.





UNIFIED COMPOSABLE PLATFORM

What we *build*

Tech foundations

- 🔗 Client-side & server-side tracking
- 🔗 Recommendation API
- 🔗 REST client
- 🔗 Ibexa Connector in Recommendation Engine

Ensure accurate event tracking to power global, contextual and user-based recommendations

Pre-integrated recommendation strategies as Page Builder blocks

- 🔗 Configure, style, and publish without leaving DXP
- 🔗 Drag-and-drop smart blocks; configure count, display template
- 🔗 Fine-tune advanced settings in Raptor when needed

Unified experience & Time-to-publish acceleration

Initial set of strategies

- 🔗 Content, product & commerce recommendation blocks
- 🔗 Contextual recommendations e.g. Other customers have also seen this content
- 🔗 Global recommendations e.g. Most popular products*
*expanding gradually over milestones

Use most common use cases across content and products

Let's launch new product line: *Harmony*



Amy Williams
Marketing Manager



Manage
products



Select *product*
collection



Configure *product*
recommendations



Adjust *pricing*
& availability



Create campaign
landing page



Embed products
into *content*



Add
recommendation
blocks to the
landing page

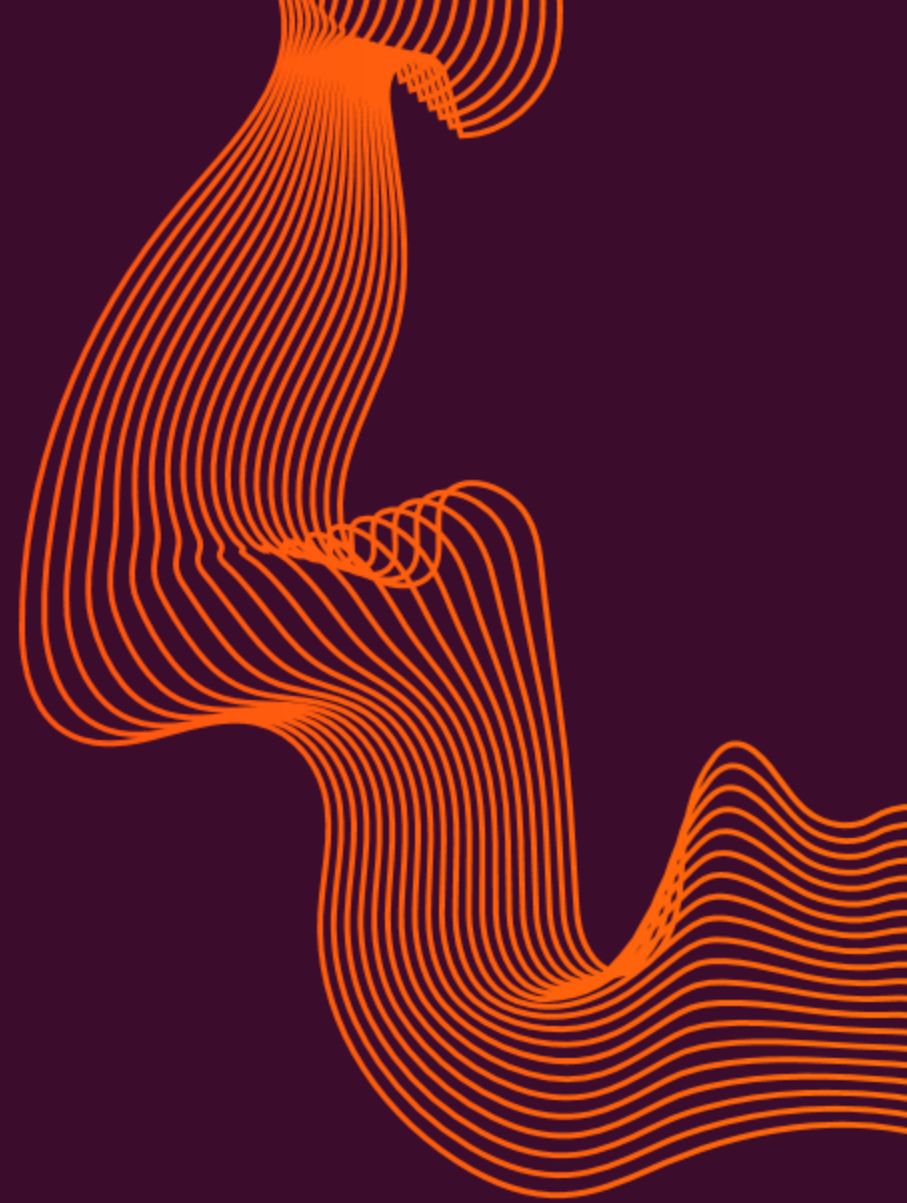


Iterate without
rebuilding



DEMO

Let's experience it!





Why it matters

Clients

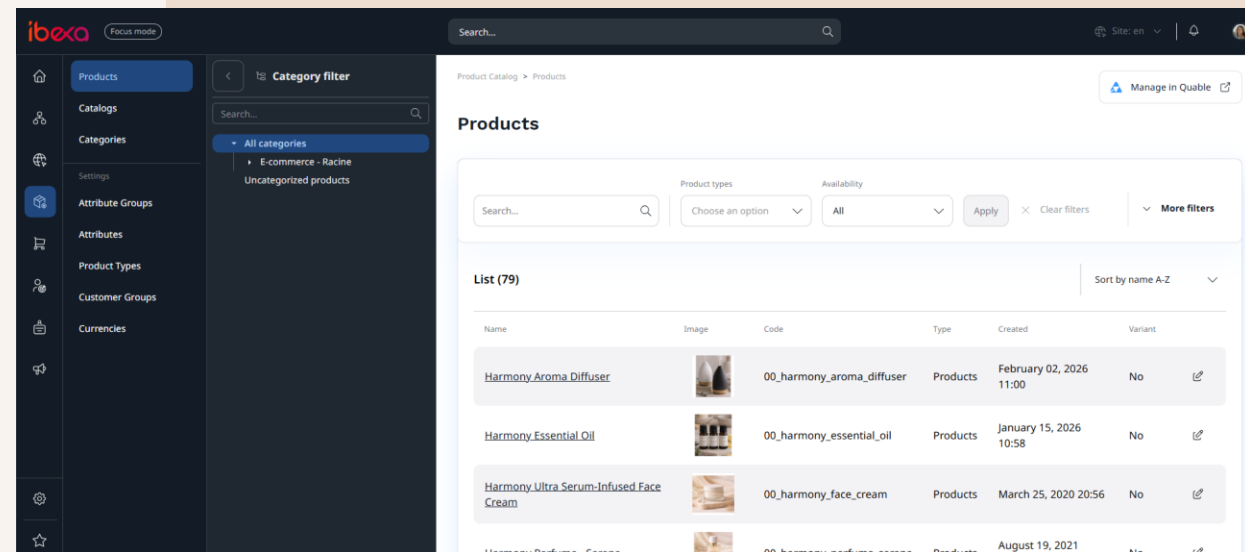
Partners

Ibexa

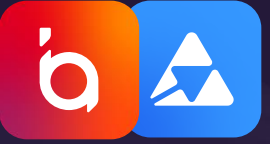
- 🔗 **Transparent product data flow** – information remains consistent and reliable
- 🔗 **Craft product-centric content experiences** without manual data synchronization.
- 🔗 **Always up-to-date product information:** campaign pages, product lists and selections in DXP reflect the latest product changes.

- 🔗 Streamlined delivery
- 🔗 Less custom work

- 🔗 Product + content orchestration
- One ecosystem



What's Next



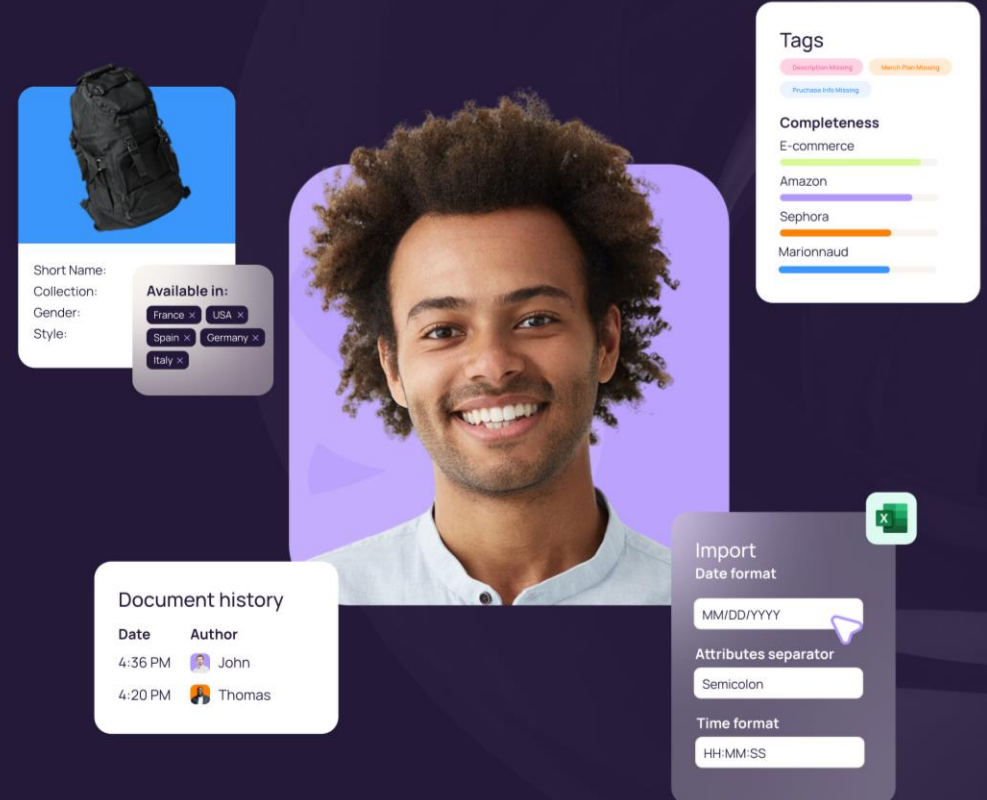
WHAT'S NEXT

Elevating the Product Experience Layer

- 🔗 Richer Product Context
(assets synchronization & management)
- 🔗 UI & UX (product attributes classification, error handling, multi-language alignment)

In parallel:

Single Sign-On (SSO) for Ibexa and Quable



Goals & direction

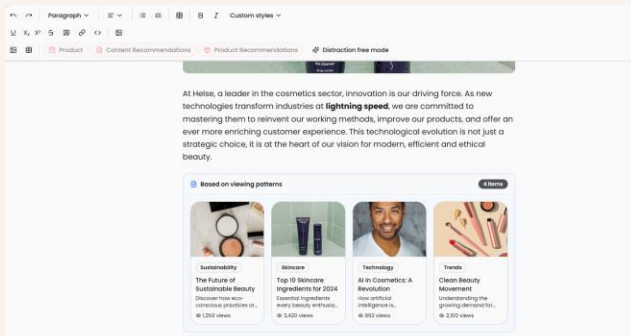
Personalization of regular content types

Value:

- Boost engagement in blog posts, articles

Capabilities:

- Embed content & product recommendations within content items in Rich text



Unified Recommendation performance tracking

Value:

- One place to review performance, aligned to marketer KPIs.

Capabilities:

- Track KPIs for recommendations, then adjust scenarios for better outcomes.

Smart recommendations performance			
Block Name	Status	Impressions	Views
Other customers have also seen this content	Performing	45,200	12,800
Content associated with the given Product	Good	32,100	8,900
Content associated with the given Product BrandId	Needs Attention	28,500	7,200
Merchandising content sorted by personal preferences	Performing	38,900	11,200
The Personal Shopping Assistant	Good	25,600	7,800
Other Customers Have also Purchased	Performing	41,200	13,500

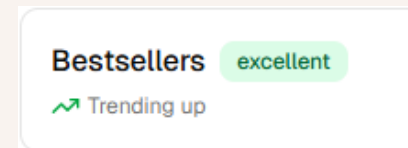
Recommendations goals & performance alerts

Value:

- React & optimize

Capabilities:

- Set up & track a measurable goal for each selected and active recommendation
- Automated alerts for underperforming scenarios



Performance Alerts

- Cross-sell block underperforming
CTR dropped 25% in last 7 days
Optimize now →

Thank you



From Integration to Orchestration

Enabling Product Experiences At Scale



actito



Quable



Qualifio



raptor



ibexa