



Introduction to DXP Premium Integrations



Delivering Personalized Content & Product Experiences

Speakers



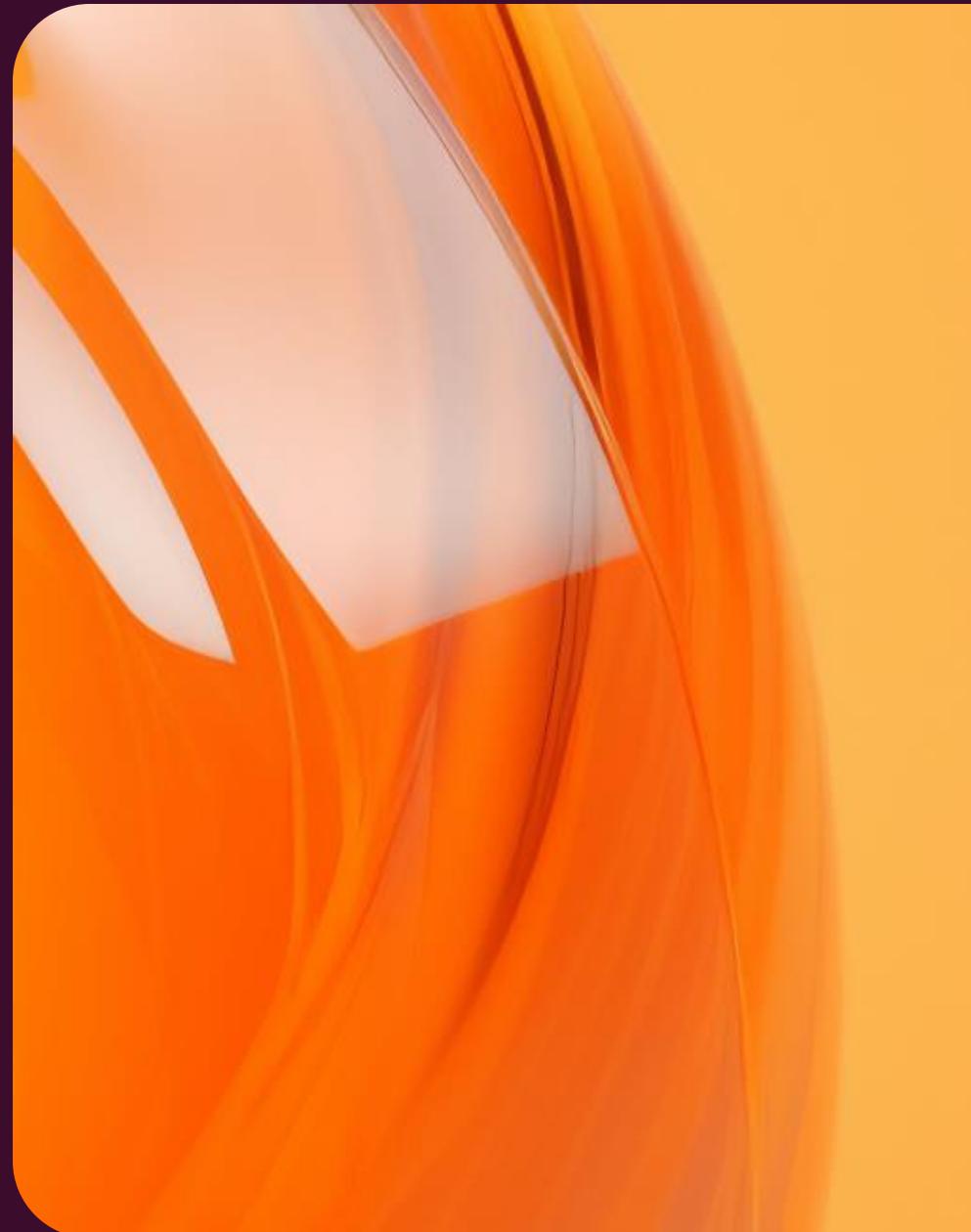
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Key Account Manager
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Agenda

- ➊ The Reality Today
- ➋ What We Built
- ➌ Demo Intro
- ➍ Why It Matters
- ➎ What's Next



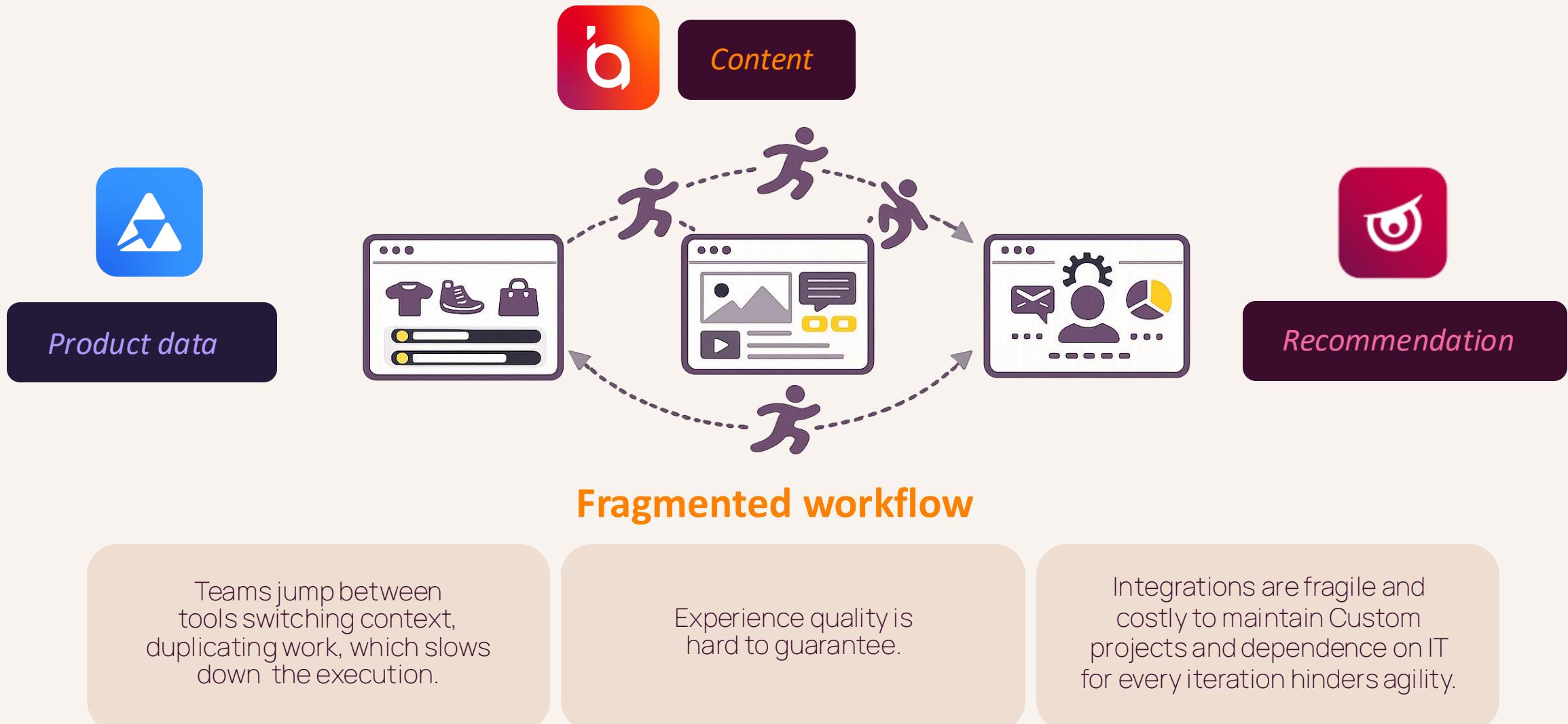
FROM INTEGRATION TO ORCHESTRATION

Let's manage the *Customer Journey*



Ibexa's products.
Brilliant individually. Exceptional together.

The reality today – friction we set out to remove



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

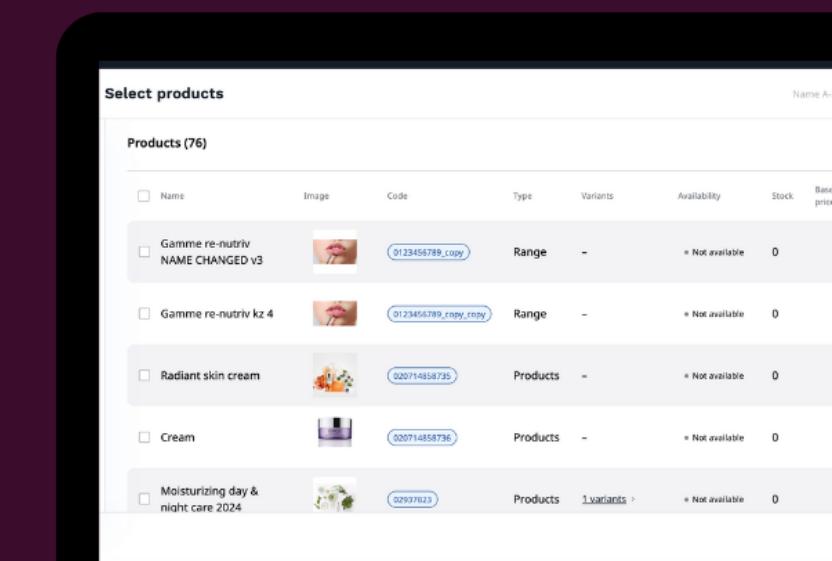
Connection setup & initial sync + real time updates

Direct redirections to Quale 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.



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

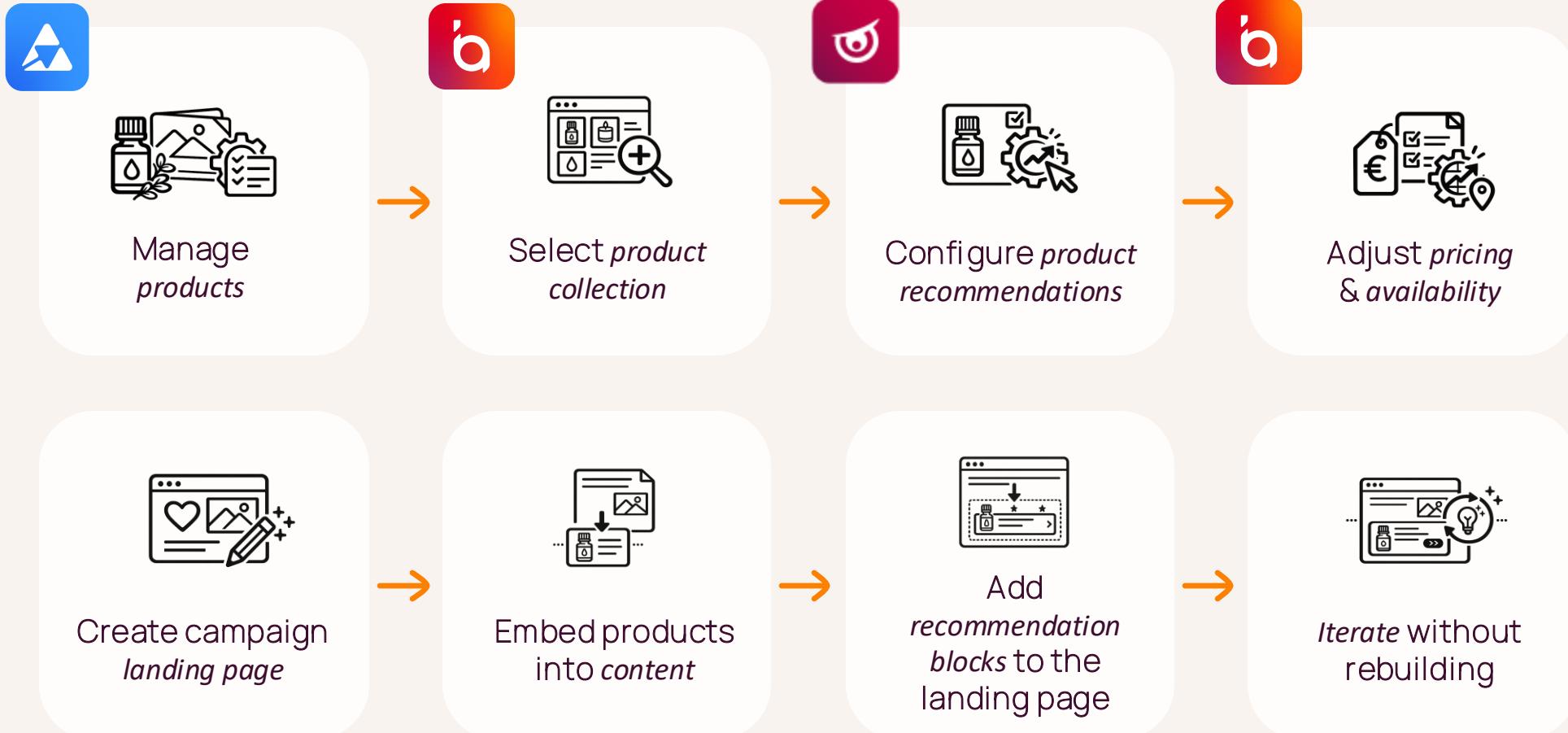
Unified experience & Time-to-publish acceleration

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*



The background of the slide features a dark purple or black color. Overlaid on this are several thick, orange, wavy lines that create a sense of motion and depth. One large, sweeping line starts from the top left and curves down towards the bottom right. Another prominent line originates from the top right and descends towards the bottom left. There are also smaller, more horizontal wavy lines in the lower right quadrant.

DEMO

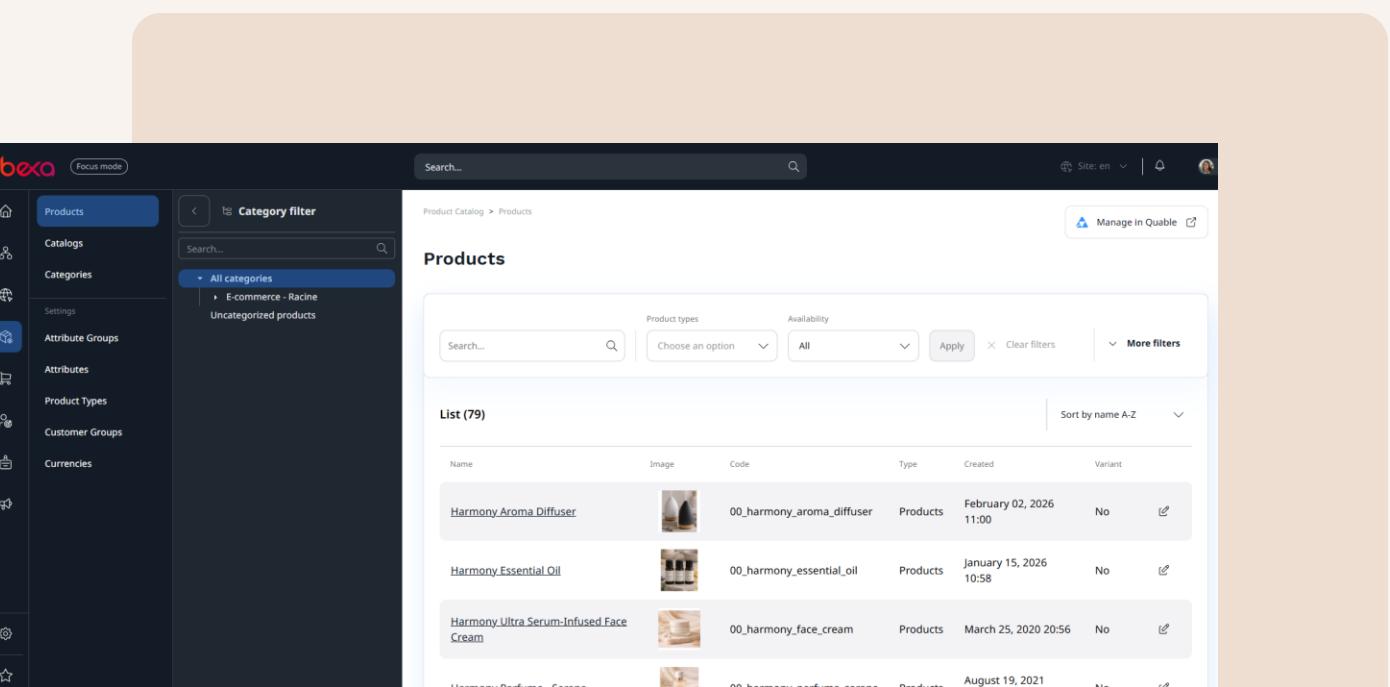
Let's experience it!



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.



The screenshot shows the Ibexa DXP Product Catalog interface. On the left, a sidebar menu includes 'Products' (selected), 'Catalogs', 'Categories', 'Settings', 'Attribute Groups', 'Attributes', 'Product Types', 'Customer Groups', and 'Currencies'. A 'Category filter' dropdown is open, showing 'All categories' (selected), 'E-commerce - Racine', and 'Uncategorized products'. The main area is titled 'Products' and shows a list of 79 items. The columns are: Name, Image, Code, Type, Created, and Variant. Some items listed are 'Harmony Aroma Diffuser', 'Harmony Essential Oil', 'Harmony Ultra Serum-Infused Face Cream', and 'Harmony Perfume - Coffret'.



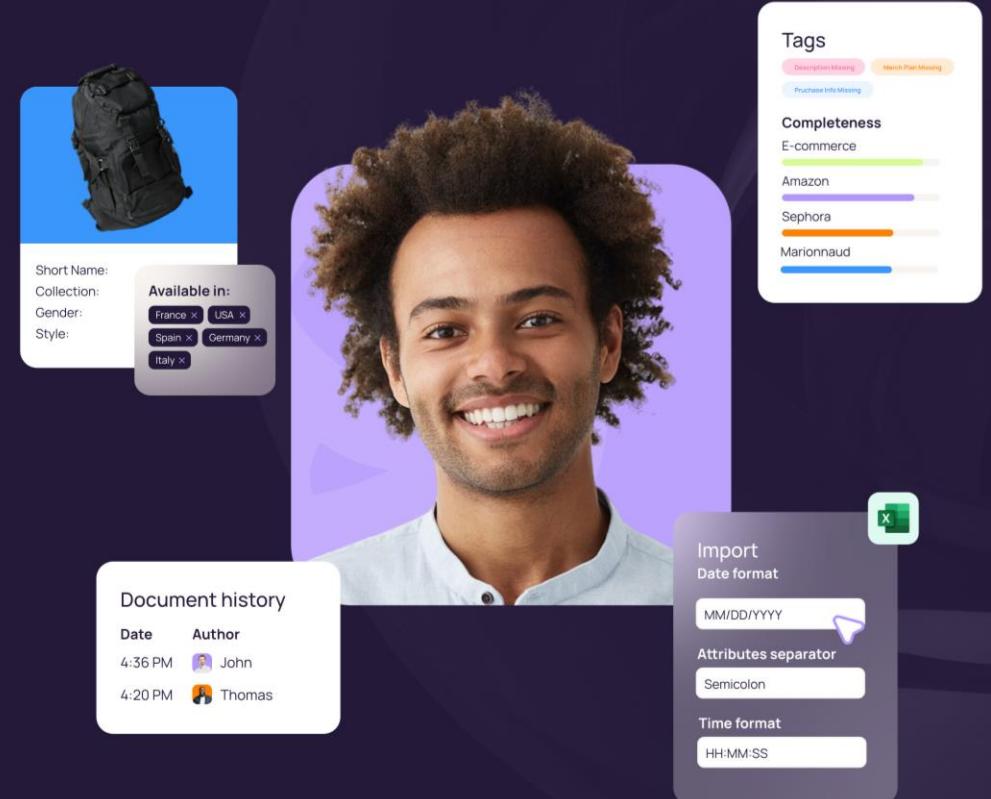
What's Next

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

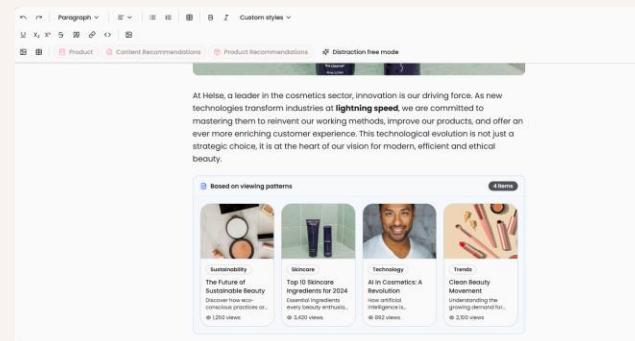
Personalization of regular content types

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

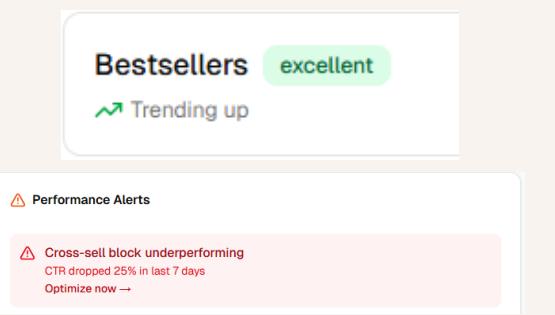
Recommendations goals & performance alerts

Value:

- 💡 React & optimize

Capabilities:

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


 A screenshot of a dashboard interface. At the top, there is a green box with the text "Bestsellers excellent" and "Trending up". Below this, there is a section titled "Performance Alerts" with a red warning icon. A message in the alert box says: "Cross-sell block underperforming CTR dropped 25% in last 7 days Optimize now →". The background of the dashboard shows a list of items with small thumbnail images and titles, similar to the one in the first section.

Thank you



From Integration to Orchestration

Enabling Product Experiences At Scale

ibexa



The background of the image features a dynamic, abstract pattern of orange and yellow organic shapes that resemble flowing waves or petals. These shapes are rendered with soft edges and varying opacities, creating a sense of depth and movement. The overall aesthetic is modern and fluid.

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