

DRIVING B2B SALES – AN INSIGHT INTO ADOBE COMMERCE SHARED CATALOG



SHOW THE RIGHT PRODUCTS TO THE RIGHT CUSTOMER

Today's fast-paced and profit-driven B2B landscape demands for more innovative, streamlined, and scalable solutions. At the heart of answering this call for B2B companies worldwide is Adobe Commerce's Shared Catalog feature. This 'out-of-the-box' solution is fully equipped to transform your e-Commerce experience, making it targeted, efficient, and lucrative.



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UNVEILING TRUE POWER OF PERSONALIZATION

Every B2B company strives to deliver bespoke shopping experiences to its clientele. Customization is not just a buzzword, but indeed a lever for profitability. The Shared Catalog feature allows you to maintain shared catalogs with custom-prices for each company or department effortlessly. You can provide the right products with the right prices to the right customers, thereby enhancing customer satisfaction and boosting sales.

CATERING TO EACH UNIQUE CLIENTELE

Consider an international Tech and IT solutions provider in the B2B landscape. They offer a wide array of products, including general tech gadgets, professional IT equipment, and even exclusive, branded merchandise for specific partners. Using Adobe Commerce's Shared Catalog, they can offer custom catalogs to its global clientele. For instance each customer group has distinct needs and preferences. For instance, tech startups may seek innovative tech gadgets, while universities might require professional IT equipment for their computer labs. For its tech clients, they can share a catalog of high-demand tech products at competitive prices. They can modify their catalogs at any time to incorporate distinctive assortments of products at unique prices, thus tailoring a unique shopping experience for each customer or customer group. These customized catalogs are just a few clicks away streamlining the process of offering custom deals and discounts.

Another great example are exclusive branded products for an individual customer. It might offer Dell-branded laptops for Dell's employees as a part of their partnership agreement. These exclusive products are not meant for general customers or other corporate partners. Using Adobe Commerce's Shared Catalog, they can effortlessly create a dedicated catalog featuring such exclusive merchandise and share it solely with the concerned corporate partner. This not only secures the exclusivity of the branded products but also offers a personalized shopping experience for the partner.



FLEXIBILITY AT ITS FINEST

The dynamic realm of B2B commerce calls for agility and fast-tracking processes. The Shared Catalog feature allows you to modify your catalogs at any time to accommodate necessary adjustments due to changing product availability or pricing. This ease of change ensures your customers are always aware of your latest offerings, hence keeping your business agile and ahead of the curve. Meanwhile updating prices of products in real-time enhances the customer experience to a whole new level of personalization resulting in strong customer retention.



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EMPOWERING B2B USERS

On the shop-user side, Adobe Commerce's Shared Catalog offers an easy overview of available products with individual prices. By logging into their company account, users gain access to a considerably more relevant view of products and prices, making their shopping experience more satisfying.

For instance, imagine being a shop-user at a large construction firm. Logging onto Adobe Commerce's portal, you could instantly view a tailored catalog featuring construction-specific products at exclusive prices, all available for bulk purchases. This not only enhances the shopping experience but also generates loyalty and an increased potential for long-term customer value.

B2B



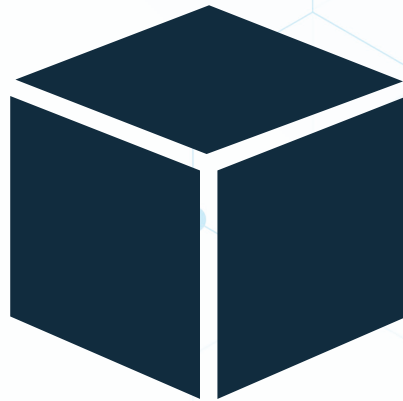
GRABBING THE MARKET PULSE

Moreover, this feature also integrates seamlessly with Adobe's robust suite of analytics tools. This means you can collect critical data on how your custom catalogs are performing, identify success areas, and harness insights for strategic decision-making.

Adobe Commerce's Shared Catalog feature is truly transformational. As a scalable, customizable, and efficient solution, it is beautifully primed to serve the modern-day B2B business landscape. Step into the future with Adobe Commerce and open up a new avenue of increased margins and realized revenues.



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With an international team of specialists based in several continents, we are working on opening new potentials for your customers from a wide range of industries every day since 2008. Over 800 projects, our courage to break new ground, our pioneering spirit and our belief in the limitless possibilities of the digital world are what set us apart.

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