

**creator**<sup>™</sup>  
by zmags®



# 3 Ways You Can Do More with Salesforce Commerce Cloud Page Designer

How to get the most out of your Digital Experience Platform

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## Introduction:

# What is Salesforce Commerce Cloud Page Designer?

Salesforce introduced Page Designer to deliver a basic, visual page builder to compliment Commerce Cloud. Page Designer was made to be an easy-to-use, website design tool to empower marketing teams. While Page Designer allows users to quickly build online customer experiences it does come with limitations.

Page Designer users are often constrained by pre-built templates and components that restrict design speed and flexibility when building content for their websites. Teams often must either design content within those templates or have their development team code the pages out. This leads to frustration from design, marketing, and UX teams because they can't build interactive experiences that reflect their brand and drive sales.

However, there is a better way. By combining Page Designer with the power of Creator – a digital experience platform (DXP) – users can build better online customer experiences quickly and efficiently. Creator is made exclusively for eCommerce marketers, so there is no coding – just rich, shoppable interactivity made easy with a simple integration.

No more rigid templates or custom components. By taking advantage of Creator's Salesforce Commerce Cloud integration, you have the flexibility to break the mold and have the creative freedom to bring your digital experiences to life.



# Challenges & Solutions

## Cookie cutter website templates leads to vanilla UX

Many existing webpage building solutions, such as Page Designer, utilize the same style of cookie-cutter templates. These off-the-shelf solutions can be cost-effective and save time and money by not having to involve a developer, which is great for companies with limited resources. Unfortunately, this will typically lead to a bland user experience (UX) that will result in a lower conversion rate than if a more interactivity was leveraged to provide a unique customer journey.

One solution here would be directly involving a web developer to build out custom web pages for original digital experiences that will engage your visitors. With a more memorable experience you will be able to increase engagement and ultimately convert more visitors into paying customers.

## Bottlenecked editing capabilities increases cost to make changes

A disadvantage of using Page Designer or collaborating with a developer is the bottlenecked editing process. When you are having to rely on a developer to make any changes on your website the cost to edit increases and you must work around their schedule for availability and capacity. Ultimately, the cost in time and lack of flexibility can severely hurt your business in the digital world where speed is essential.

Tapping into a DXP that gives your marketing team flexibility to edit themselves without needing to code is becoming a must for any business that wants to stay ahead of the competition. Allowing your entire team to have the ability to easily make changes to your digital experiences with a couple clicks is significantly more efficient than needing to rely on a developer. While it may initially be slightly more expensive, the savings on the back end in time and flexibility will give your team an edge against any business that is having to wait for a developer to code changes when they have time.

## Delays in content creation

When there are multiple layers in editing and publishing content there is typically decreased ROI and lower conversion rates due to a lack of fresh content. Having multiple layers is common among companies that are utilizing a developer for interactive experiences but not for those leveraging a templated website builder with simplistic editing capabilities. While the UX is original, it can get stale if it is not updated frequently, and when you are on the developer's timeline it can take days or even weeks to make simple changes to your web pages.

Having a DXP that provides speed to publish changes gives your marketing team a leg up in a digital first world where speed matters. Keeping your content fresh and updating your webpages frequently will always ensure your UX never gets old and will increase conversion rates. This model will also save money on developer fees since your team can bypass the middleman and make the changes themselves.



# Why Creator should be your DXP of choice to enhance Page Designer ROI

Creator is a DXP built by marketing professionals for marketing professionals. From state-of-the-art widgets to 1-click publishing it is easy to understand why more marketing teams are choosing Creator as their preferred DXP.

Templates hold you back, and often force you to choose between brand vision and conversion-driving functionality. Bland, static, conventional content is no longer enough. Your website must stand out from the competition with interactive and shoppable experiences that exponentially drive more revenue and customer loyalty. By using Creator, your team can significantly reduce the time and cost it takes to create and publish content and eliminate your development dependencies.

Too good to be true? We can prove it.



## Hear what existing users are saying:



**Signature Hardware**

**Brand Design Manager**

Creator Design File Conversion cut the time my team spends creating content in Creator by over 90%. Creator saves time and gives me peace of mind that we will hit every deadline.



**Cox & Cox**

**CRM Manager**

I was looking for an interactive solution for a long time that was achievable without a developer. Creator has empowered us to use exciting interactive and shoppable elements without the need for additional resources or coding.



**Malina Ragoopath**

**Associate Director of Creative Communications and Digital Strategy**

We are excited to have something that enables us to create more engaging and interactive content for our audiences. It's visually appealing, easy to use, easy to update, and gives much opportunity for creativity.



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