



Commerce Cloud Platform Adoption Playbook:

# Content Slots

Use content to enhance the site experience  
and personalize offerings.



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# Customizing the Shopper Journey with Content

There are several key places on the storefront where you can place content to enhance the shopper journey. Content slots allow you to schedule and display content for specific customer groups and time periods.

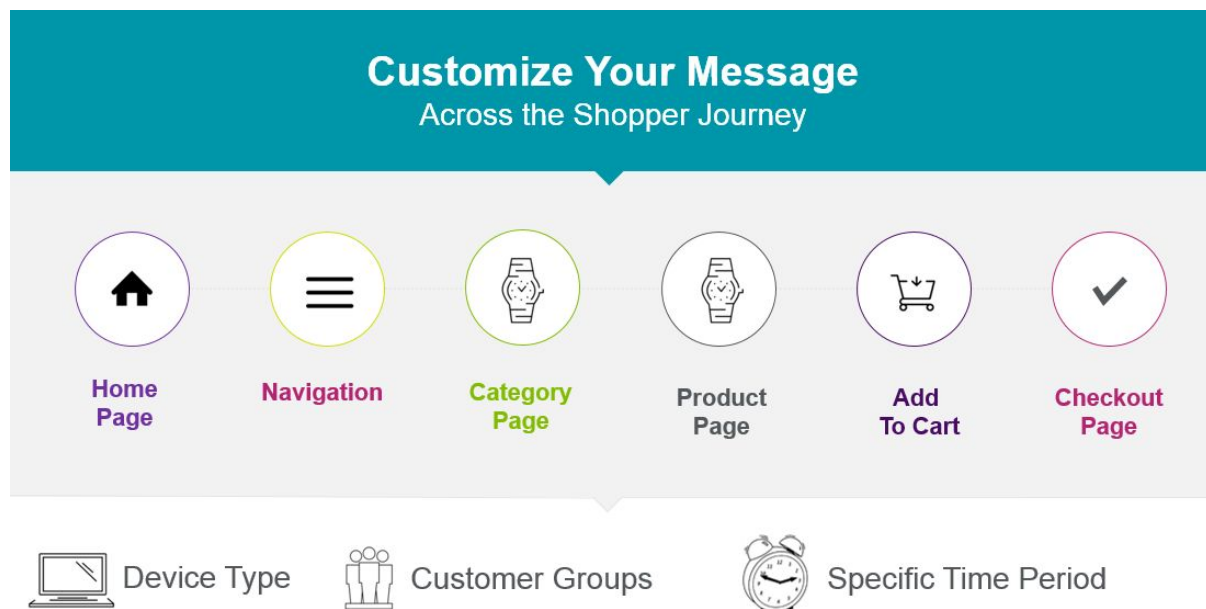
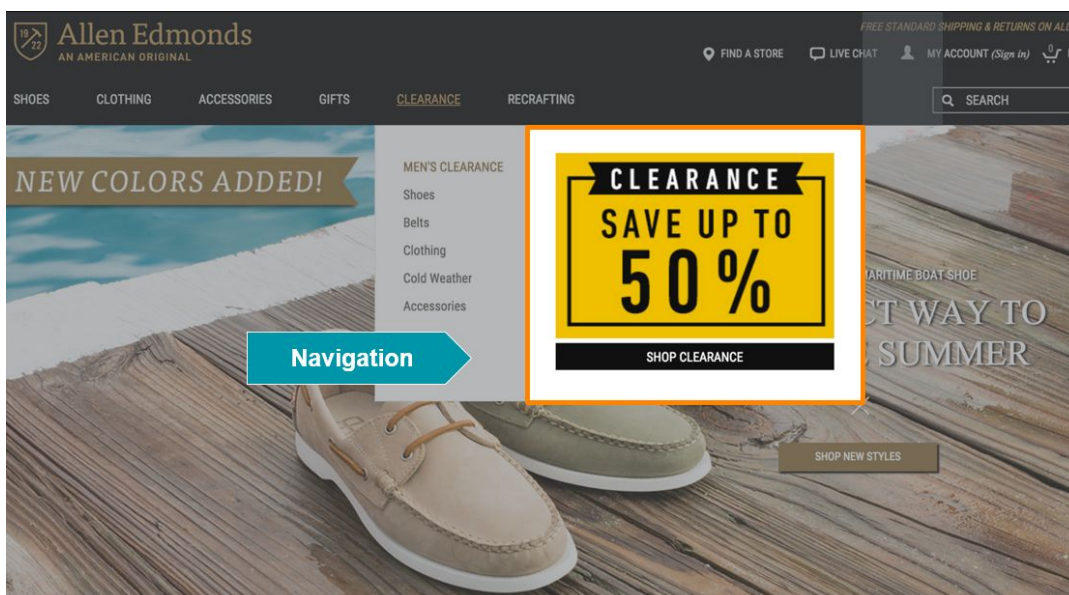


Figure 1. Customize your messaging across the shopper journey.

Let's start the shopper journey at the homepage. The homepage is all about your brand and key messages. Updating your homepage creative can increase customer engagement and drive product discovery.



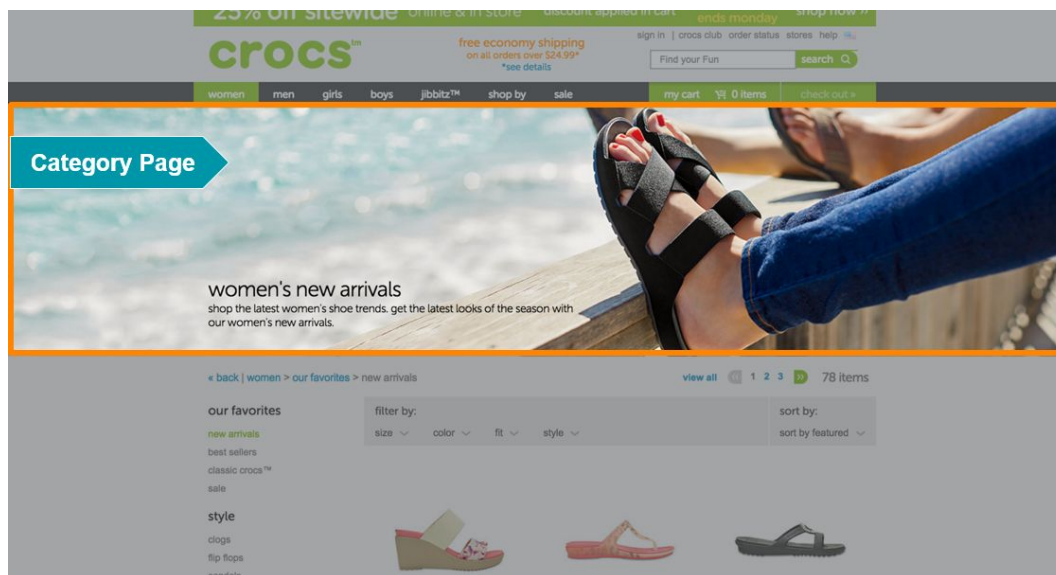
Continuing through your journey, content slots can be used to enhance your site navigation. It is also a great spot to include additional messaging such as new products, special categories, seasonal lookbooks or new collections.



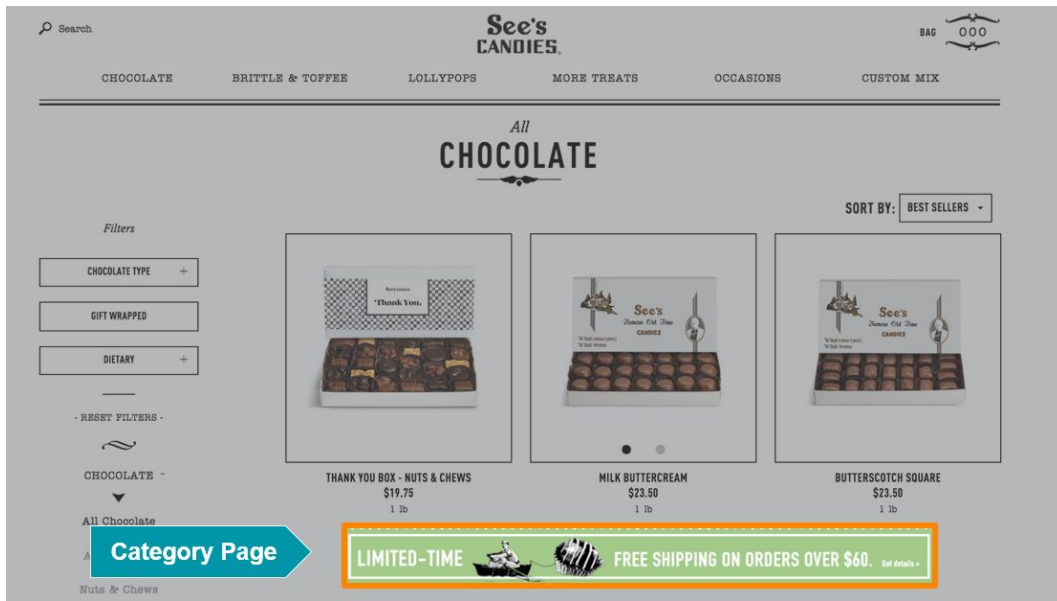
Content slots on category pages are a great place to carry your brand or key marketing message throughout the shopping experience.

In a category content slot you can:

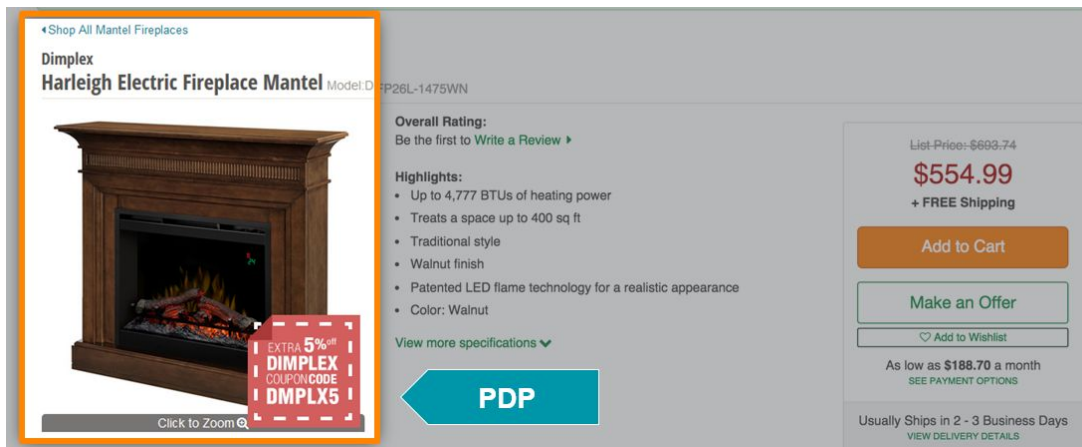
- You can choose to highlight lifestyle imagery.
- Include a description of the category.
- You can also provide links to sub-categories.



You can also infuse special messaging within the category grid page by customizing the grid template with a content slot. This strategy can be used to remind customers of a limited time offer.



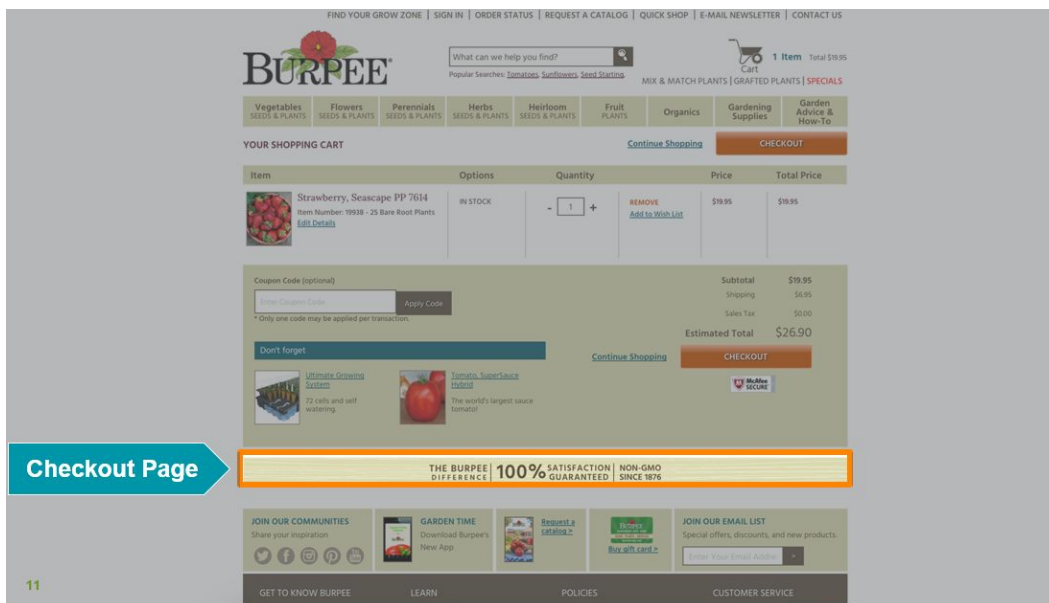
Content slots can be used on the product detail page to overlay a special message on a product image, to remind customers about promotions, or to promote your satisfaction guarantee.



The mini cart is another area you can use to display important messages in content slots. This can be effective in driving conversion by reminding customers about a promotion, a shipping offer or a special service you offer like free gift wrapping.



There are several applications for content slots in the shopping cart such as to promote your satisfaction guarantee, remind customers about a shipping promotion, display the payment types you accept, and remind customers about your loyalty program, etc.







## Static vs. Dynamic Content

Commerce Cloud sites contain both static and dynamic content. It is important to know the difference because it allows for more flexibility in terms of scheduling and customizing the site experience.

Content slots and content assets are a part of your Commerce Cloud templates and are configured on your site during implementation and coded into your page templates by developers.

**Static content** is content that is stationary and does not change frequently (i.e. the header and footer). **Dynamic content** changes regularly (i.e. homepage banners).

## Content Assets vs. Content Slots

**Content assets** are static and they generally contain more informational type content that changes on an infrequent basis. Common content assets include the header and footer or customer service pages. All visitors see the same content asset. Content assets are stored in libraries and folders for easy retrieval. You can create new content assets or import existing content assets. You can create content assets that include text, images, and links via URLs. Content assets are coded directly into a Commerce Cloud template.

**Content slots**, on the other hand, are dynamic. It's helpful to think of content slots as containers or picture frames, that hold any number of different configurations, which is the actual image and text that customers see. This means that you can show different content to different customers at different times. A content slot can be embedded in any part of your storefront site, depending on your template.

With content slots you can:

- target each content slot configuration to a particular customer group
- schedule the content slot configuration to go live and come down on a set day and time
- A/B test slot configurations in order to determine what type of content performs best in any given slot

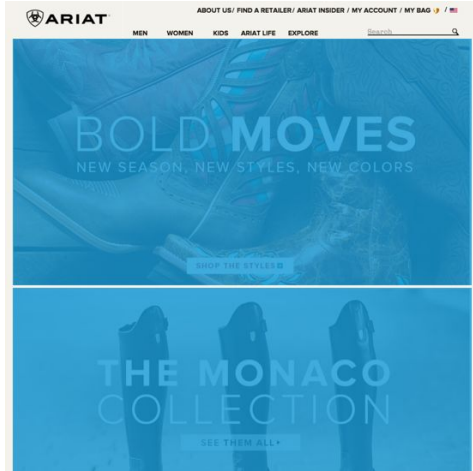
## Types of Content Slots

There are two types of content slots:

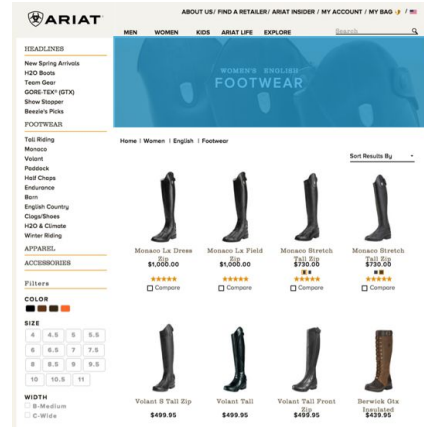
- **Global Content Slots** - used on pages that have a unique layout (non-category templates like the homepage).
- **Category Content Slots** - used on templates assigned to a category.



### Global Content Slots



### Category Content Slots



Slot ID/Description	Slot Configurations	Preview
<a href="#">404-banner</a> - Banner for error pages	1	
<a href="#">404-promo</a> - Banner for 404 error	1	
<a href="#">account-banner</a> - Banner for My Account pages	1	
<a href="#">cart-banner</a> - Banner for Cart page	1	
<a href="#">cart-empty</a> - Empty Cart page slot.	1	

Slot ID/Description
<a href="#">newarrivals (New Arrivals)</a> <rendering/c category/c atlanding>
<a href="#">womens (Womens)</a> <rendering/c category/c atlanding>
<a href="#">cat-landing-slotbanner</a> - Banner at the top of Category Landing Pages
<a href="#">cat-landing-slotbottom</a> - First slot below the Category Banner
<a href="#">cat-landing-slotbottom2</a> - Second slot below the Category Banner
<a href="#">womens-c lothing (Clothing)</a> <rendering/c category/c categoryproductthis>

Figure 2. Types of Content Slots in Commerce Cloud.

# How to Find Content on your Storefront

You can use the Storefront Toolkit to distinguish whether something is a content slot or a content asset. You can also use the Storefront Toolkit to navigate directly to the content you're trying to edit in Business Manager. Simply follow the instructions below:

1. Enable the Storefront Toolkit in Business Manager in **Merchant Tools > Site Preferences > Storefront Toolkit**.
2. Navigate to your storefront.
3. Check the "Content Information" box.
4. Hover over the content slot or asset you'd like to edit.
5. Click "Edit Content Slot."

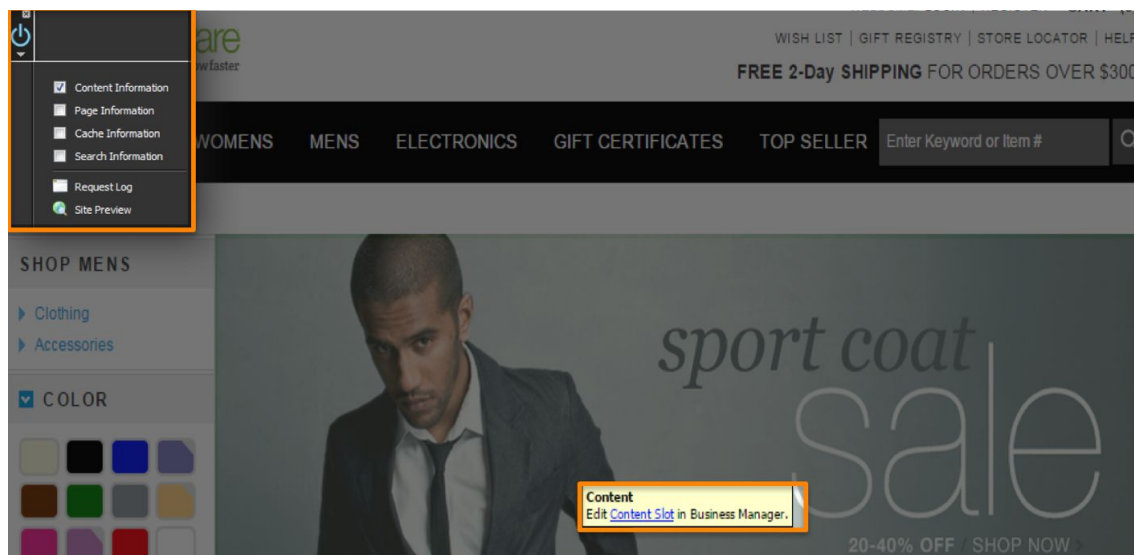


Figure 3. Locate content using Storefront Toolkit.

## Creating Dynamic Content

### Workflow to Execute Content

1. Create the content asset (assume creative/banner is built).
2. Select a content slot and create a slot configuration.
3. Create the customer group and link it to the slot configuration.
4. AB test the experiences to determine success.

## Step 1: Create a Content Asset

Navigate to **Merchant Tools > Content**.

Click New and fill in the ID, Name, Description, and other details.

Click Apply.

## Step 2: Create a Slot Configuration

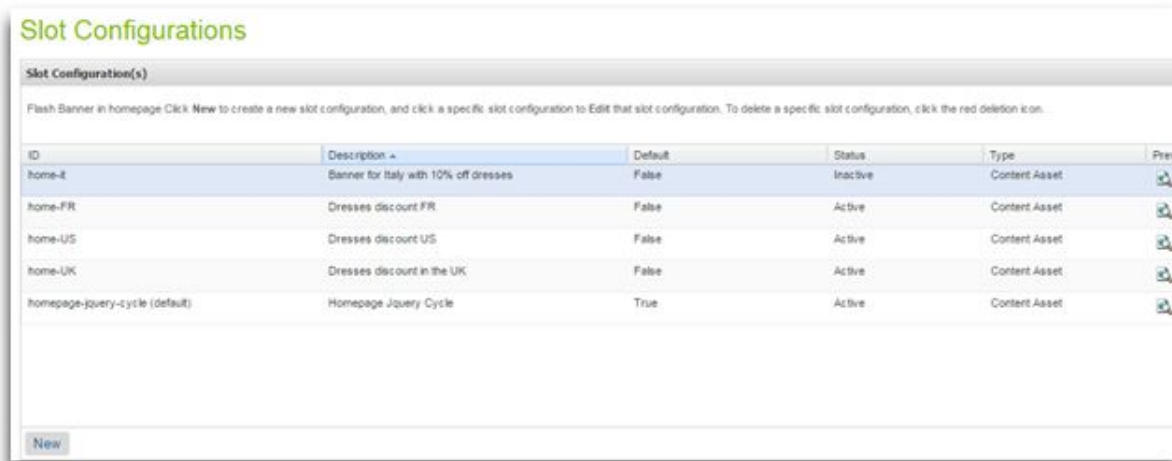
Any given content slot can have multiple slot configurations. You may create different configurations based on which customer group you would like to see a particular piece of content or you can create multiple configurations and set them to go live and come down at different times allowing you to automate content changes on your site.



Figure 4. One content slot, multiple slot configurations on the storefront.






This scheduling feature is quite useful especially during busy times such as the holiday season where you may have many content changes happening within a very short period of time. Scheduling allows you to configure all of the slot configurations for the season, schedule them out, preview them all in the storefront so you know exactly what they will look like and then once they are replicated to production they will simply go live on the set day and time without any additional work on your part.

In Business Manager, you can see all your content slots in **Merchant Tools > Online Marketing > Content Slots**.



**Slot Configurations**

Flash Banner in homepage Click **New** to create a new slot configuration, and click a specific slot configuration to **Edit** that slot configuration. To delete a specific slot configuration, click the red deletion icon.

ID	Description	Default	Status	Type	Prev
home-IT	Banner for Italy with 10% off dresses	False	Inactive	Content Asset	
home-FR	Dresses discount FR	False	Active	Content Asset	
home-US	Dresses discount US	False	Active	Content Asset	
home-UK	Dresses discount in the UK	False	Active	Content Asset	
homepage-jquery-cycle (default)	Homepage JQuery Cycle	True	Active	Content Asset	

**New**

Figure 5. One content slot, multiple slot configurations in Commerce Cloud.

To create the slot configuration:

Navigate to **Merchant Tools > Online Marketing > Content Slots**.

Find the slot you want to configure and determine the content type.

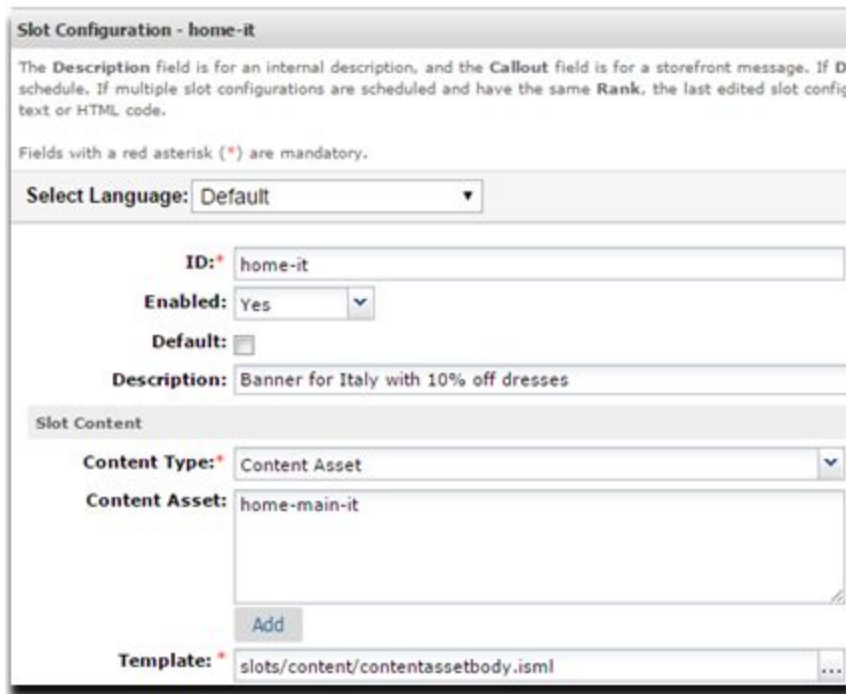
## Content Types

Content Asset	A content asset can be a Flash graphic, product carousel, product search result set, or marketing graphic. You can use Business Manager to create and schedule a slot configuration, instead of changing storefront code.
HTML	You can input any HTML code directly into a content slot by either copying and pasting it in or by using the HTML editor.
Products	Products can be pulled into a content slot.
Category	Displays pre-determined category information from a particular category in your category tree. This information is configured in the catalog attributes.  For example, if you'd like to change the banner image for the "Trend Shop" you'd navigate to the catalog attributes in Business Manager.
Predictive Recommendations	If you have Einstein product recommendations enabled, you can pull recommendations into a content slot anywhere on the site.

### Step 3: Assign a Rendering Template



Once you select a content type, next you will assign a rendering template which will determine how the content slot will display on the site. Templates are how you differentiate your brand. The rendering templates themselves are determined during your implementation and are created and restructured by developers in UX studio. To determine which rendering template should be used with each content slot, you can refer to your style guide which should have been provided to you during implementation.



**Slot Configuration - home-it**

The **Description** field is for an internal description, and the **Callout** field is for a storefront message. If De  
 schedule. If multiple slot configurations are scheduled and have the same **Rank**, the last edited slot confi  
 text or HTML code.

Fields with a red asterisk (\*) are mandatory.

Select Language: Default

**ID:** home-it

**Enabled:** Yes

**Default:**

**Description:** Banner for Italy with 10% off dresses

**Slot Content**

**Content Type:** Content Asset

**Content Asset:** home-main-it

Add

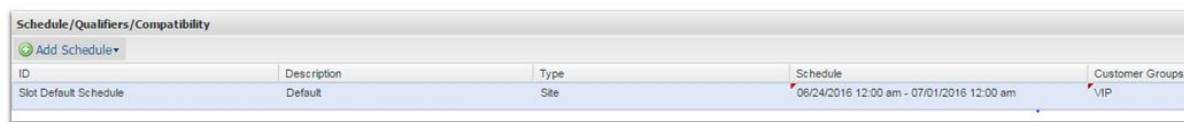
**Template:** slots/content/contentassetbody.isml

Figure 6. Defining content type and rendering template in the slot configuration.

#### Step 4: Schedule the Content Slot and Assign a Customer Group

Finally, you will set the schedule for your content slot configuration and determine whether the content slot is going to be targeted to a specific customer group.

- **Set a default slot configuration** - this will ensure that something will display in the slot if there is ever an error in scheduling.
- **Use scheduling to switch out content** - content can be scheduled to go live and come down on certain dates/times or be displayed continuously.



ID	Description	Type	Schedule	Customer Groups
Slot Default Schedule	Default	Site	06/24/2016 12:00 am - 07/01/2016 12:00 am	VIP

Figure 7. Scheduling a content slot.

**Note:** to learn how to add content slot configurations as an experience to a campaign, please see the [Campaigns Playbook](#).

### Step 5: Rank Content

If you have multiple content slot configurations live at any given time for the same customer, you can assign a rank to each configuration to control which content will be displayed.

For example, to make sure that your Flash Sale slot will beat out the continuous default slot, you need to rank the configurations to determine which content will be displayed. If you keep the tie or don't define a ranking, the configuration that was last edited will display as the experience on the storefront.

+
Add Schedule

ID	Description	Type	Schedule	Customer Group	Rank
Slot 1	default	Site	Continuously	Everyone	100
Slot 2	Flash Sale	Site	Tuesday Only	Everyone	10

**10 (Highest Rank) 100 (Lowest Rank)**

Figure 8. Slot configuration ranking.

### Step 6: Test the Site Experience

You can easily test content experiences using the Storefront Toolkit on Staging. You simply select the appropriate customer group and dates to preview the site.

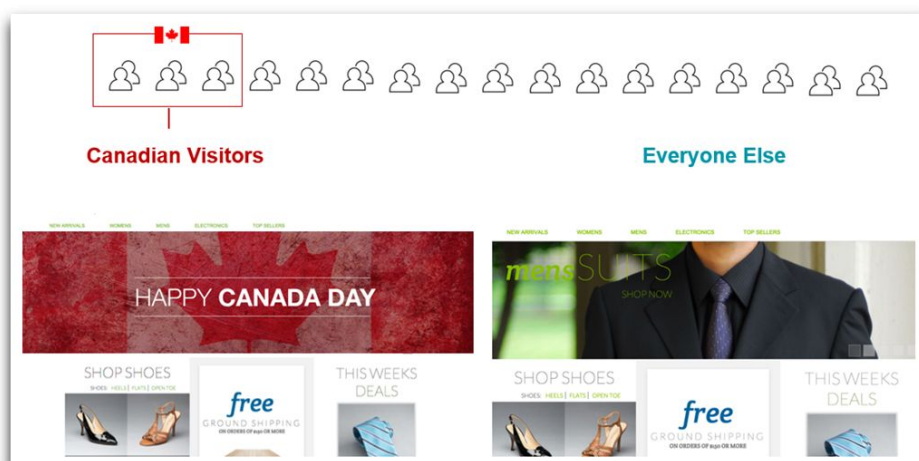


Figure 9. Different slot configurations for different customer segments.





## Additional Resources

### On-Demand Videos

Listen to and watch [Platform Adoption Webinars](#).

### Ask the Community

Get answers to your questions from Commerce Cloud experts, partners, and other customers via the [Ask the Community](#) forum on XChange. Commerce Cloud XChange login required.

### 1-on-1 Help

Request a [Commerce Cloud Accelerator](#).

### Upcoming Events & Webinars

Review the [calendar](#) of upcoming Commerce Cloud learning opportunities.