

Simplify eCommerce

with unified:

- ✓ eCommerce
- ✓ Product Information Management (PIM)
- ✓ Content Management (CMS)
- ✓ Digital Marketing

Whether your customers are businesses or end-consumers, doing business online has become the new norm. Gone are the days of placing orders at the speed of email, phone or fax. Your buyers need the ability to research products and place orders 24/7.

By offering online purchasing options or self-service capabilities, your business can empower your customers, accelerate your digital transformation, expand sales channels, and increase profit margins.

New channels are waiting to be unlocked to help you sell more products, faster – beyond what traditional sales channels can achieve. DynamicWeb specializes in complex data integration and process requirements so you can take full advantage of eCommerce and self-service automation. Let us help you modernize and streamline processes for your customers and employees with a fully-integrated, unified platform for eCommerce, Product Information Management, Content Management, and Digital Marketing.



Improve buyer experiences for customers

Your customers need to know exactly what products are available, how many, and when. Enable customers to browse products 24/7 by any product characteristic, inventory availability, and more.



Better sales processes for your teams

Equip sellers with a mobile, digital ordering platform they can use to place orders whenever or wherever they need.



Manage product info in one place, publish everywhere

Centralize all product info in one solution and instantly publish to any channel, like your website, catalogs, marketplaces, partners, portals and more. Improve conversions and get found by search engines with detailed product information online.



Expand your sales and marketing outlets

Expand online and open your doors to new markets and customers with a user-friendly website and customized browsing experiences for each type of customer.



Become data-driven and improve profit margins

Unleash valuable customer data from connected eCommerce, ERP and CRM to launch tailored promotions, drive better decision-making, and improve business processes.

Connect to Microsoft Dynamics

DynamicWeb fully-integrates with Dynamics 365 FO, BC, NAV, AX and CRM to automate processes from your website all the way to financials, inventory, fulfillment and customer records.

Our flexible API approach allows us to connect with virtually any point in your ERP and CRM without the need for expensive customizations.



One platform to fuel your entire online strategy

DynamicWeb unlocks new digital sales channels, but your capabilities will go well beyond eCommerce. We're a complete suite of tools that grow your digital presence and help you scale, including eCommerce, Product Information Management (PIM), Content Management (CMS), and Digital Marketing. We integrate seamlessly with Microsoft Dynamics to improve operational efficiencies and connect data for better decision-making.



eCommerce and self-service

- Work with multiple shopping carts
- Filter and search by product characteristics
- Share favorites lists between members and groups
- Multi-stock management
- Related products and recommendations
- Unlimited product variants
- Customer-specific pricing
- Define publication periods on products
- Flexible payment methods
- Shipping fee calculation
- Multi-currency, multi-country
- Order history and easy reordering
- Virtually unlimited product SKUs and categories
- Loyalty programs and tailored promotions

Product Information Management (PIM)

- Product data enrichment workflows
- Easily import & export product data
- Search across product structures and languages
- Automate product catalogs
- Self-service for partners & reps
- Distribute product information to website, catalogs, sales and marketing content, and marketplaces
- Product completeness scoring
- Digital asset management (images, videos, pdf's, URLs, etc.)
- Integration to online data pools
- Integration to marketplaces

Content Management System (CMS)

- 100% website customizability
- Low-code/no-code development
- Content authoring
- Manage multiple websites
- User-specific web content personalization
- Mobile-responsive
- Webpage versioning and workflows
- Edit and resize images in real-time
- Specialized content, like news, calendar events, FAQ, maps, poll, forums, etc.
- Automate the production of product catalogs and collateral
- Empower customers and partners to download their own product lists and spec sheets

Digital Marketing

- Target customers by purchase history, website behavior, and more
- Personalize customer experiences and communications at scale
- Automate email marketing
- A/B testing
- Built-in SEO scoring and guidance
- Create webforms and landing pages to generate leads and engage visitors
- Track website visitor behaviors
- ERP & CRM integration
- Build cross-sell and upsell features into your experiences, like product recommendations and incentives

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