CLOUD READINESS

Oracle Commerce Cloud

June 2019

What's New

ORACLE®

TABLE OF CONTENTS

REVISION HISTORY

This document will continue to evolve as existing sections change and new information is added. All updates appear in the following table:

Date	Feature	Notes
28 JUN 2019		Created initial document.

OVERVIEW

This guide outlines the information you need to know about new or improved functionality in Oracle Commerce Cloud and describes any tasks you might need to perform for the update. Each section includes a brief description of the feature, the steps you need to take to enable or begin using the feature, any tips or considerations that you should keep in mind, and the resources available to help you.

GIVE US FEEDBACK

We welcome your comments and suggestions to improve the content. Please send us your feedback at oracle_fusion_applications_help_ww_grp@oracle.com. Please indicate you are inquiring or providing feedback regarding the Oracle Commerce Cloud What's New for June 2019 Update in the body or title of the email.

FEATURE SUMMARY

Feature	Action Required to Enable Feature			
	Automatically Available	End User Action Required	Administrator Action Required	Oracle Service Request Required
Admin				
Landing Page and Referring Site	✓			
Custom Query Parameters	✓			
Catalog				
Default Parent Collection: API Support			✓	
Publishing				
Publishing UI Improvements	✓			
Search for Scheduled Events	✓			
Promotions				

Feature	Action Required to Enable Feature			
	Automatically Available	End User Action Required	Administrator Action Required	Oracle Service Request Required
Shipping Discounts on Shipping Groups (PMDL/API Only)			✓	
Experience and Design				
Cross-Site Hreflang Support (API Only)			✓	
Audiences and Personalization				
AddThis Support		✓		

ADMIN

LANDING PAGE AND REFERRING SITE

Merchants can now build audiences of shoppers based on either:

- A landing page on the Oracle Commerce Cloud site
- Referring site (current session only)

String matching can be used to select a range of landing pages to apply an audience rule against. For example, this can be used to present a personalized experience to shoppers landing on a particular set of landing pages on the site (e.g. landing page URL contains "holiday").

This feature is useful for ensuring a consistent, personalized experience from a referring site through to the commerce website. It also allows merchants to automatically apply promotions for shoppers visiting from a particular referring site, as well as provide a different experience for segments of shoppers landing directly on a particular page of the website.

Landing Page Audience Rule Creation

Referring Site Audience Rule Creation
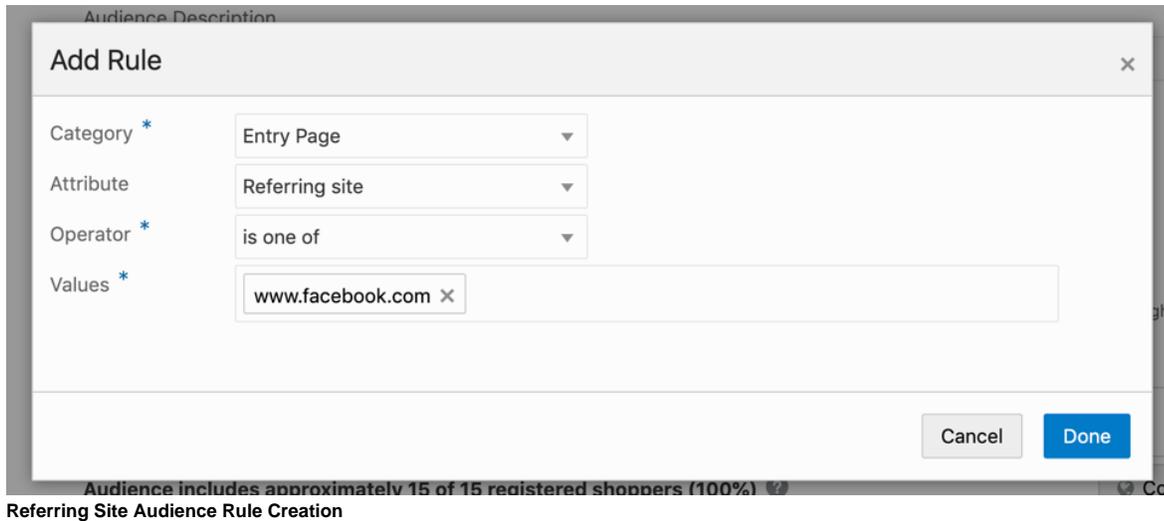
STEPS TO ENABLE

No steps are required to enable this feature.
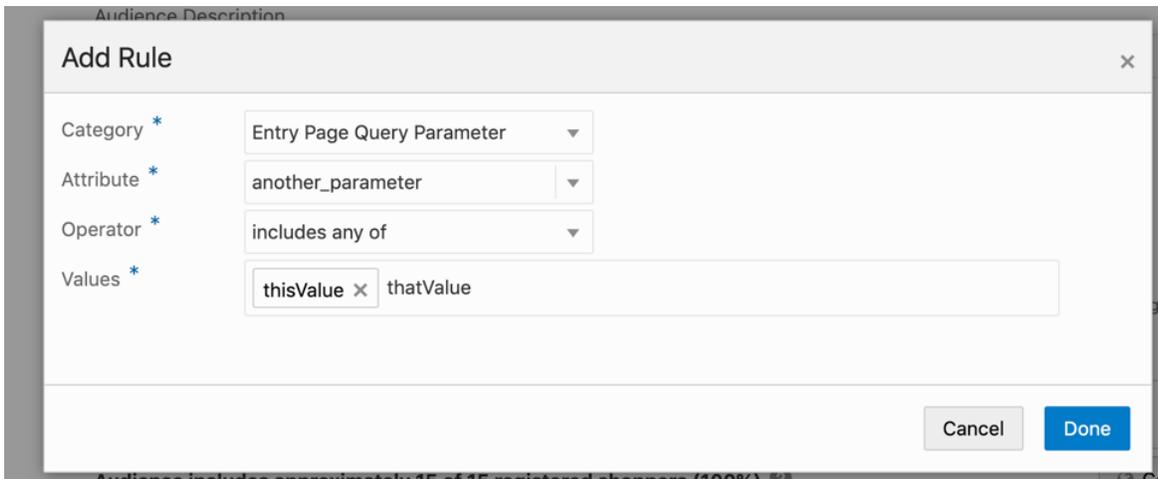
TIPS AND CONSIDERATIONS

Audience size estimates are not available for audience rules built against landing pages and referring sites.

CUSTOM QUERY PARAMETERS

In addition to being able to build audiences of shoppers based on UTM query parameters, merchants can now build audiences of shoppers based on other custom query parameters that are included as part of a shopper's visit URL (current session only).

This feature is particularly useful for merchants that do not use Google Analytics or use more sophisticated query parameters for marketing tracking.

Merchants can now ensure a consistent, personalized experience from external campaigns, such as email, PPC, or social ads, through to the commerce site. This feature also allows merchants to automatically apply promotions for shoppers visiting from a particular media source or with a specific keyterm.

Custom Query Parameter Audience Rule Creation

TIPS AND CONSIDERATIONS

Audience size estimates are not available for audience rules built against custom query parameters.

CATALOG

DEFAULT PARENT COLLECTION: API SUPPORT

Oracle Commerce Cloud now includes API only support for setting up a default parent collection both per catalog and per product. Specifically, it supports setting up:

- A default parent collection per catalog for linked collections which are visible in more than one catalog or collection.
- A default parent collection per product for linked products which are visible in more than one catalog or collection.

Default parent collections are required to be able to use the breadcrumb functionality within Oracle Commerce Cloud. This means that if a product is, for example, returned from a search, then the collection associated to that product will be displayed in the breadcrumb. If a product is in multiple collections, the breadcrumb will display the default parent collection.

This feature is especially useful in instances where merchants have multiple sites and each site has its own catalog. If each catalog reuses collections across catalogs, but also multiple times within the same catalog, the default parent collection for collections and products that have multiple parents must be set up, so that when breadcrumbs are displayed (or when the collection or product shows up in search results), they accurately reflect the appropriate parent for the catalog being viewed. If a collection or product has only one parent, there is no requirement to set up a default parent, however this is recommended, and assigning these defaults for a single catalog can also be done with this API.

Default parent collections have impacts on URL patterns. Merchants can set up their own URL pattern for collection or product URLs using the default parent collection as follows: {parentCategory}/{categoryId}. The URL would look something like this: [domain]/shoes/womens-shoes

6

Default parent collections are also used to properly attribute product and category views to parents for reporting and personalization purposes.

Review the REST service definition in the REST API guides to leverage (available from the Oracle Help Center > *your apps service area of interest* > REST API). If you are new to Oracle's REST services you may want to begin with the Quick Start section.

TIPS AND CONSIDERATIONS

NOTE: Adding or changing default parent collections has an impact on the site URL pattern for collection or product URLs, as well as the site map. Any changes made require a Service Request for a server-side 301 redirect, so that the URLs are properly resolved.

KEY RESOURCES

Refer to Create/Update Collection and Create/Update Oracle Commerce Cloud Product REST API documentation on how to set parentCategory property and scope for more details.

PUBLISHING

PUBLISHING UI IMPROVEMENTS

We've made two publishing-related UI improvements. First, we've made it easier to find items to publish in the change list. You can now Sort by Publishing Event.
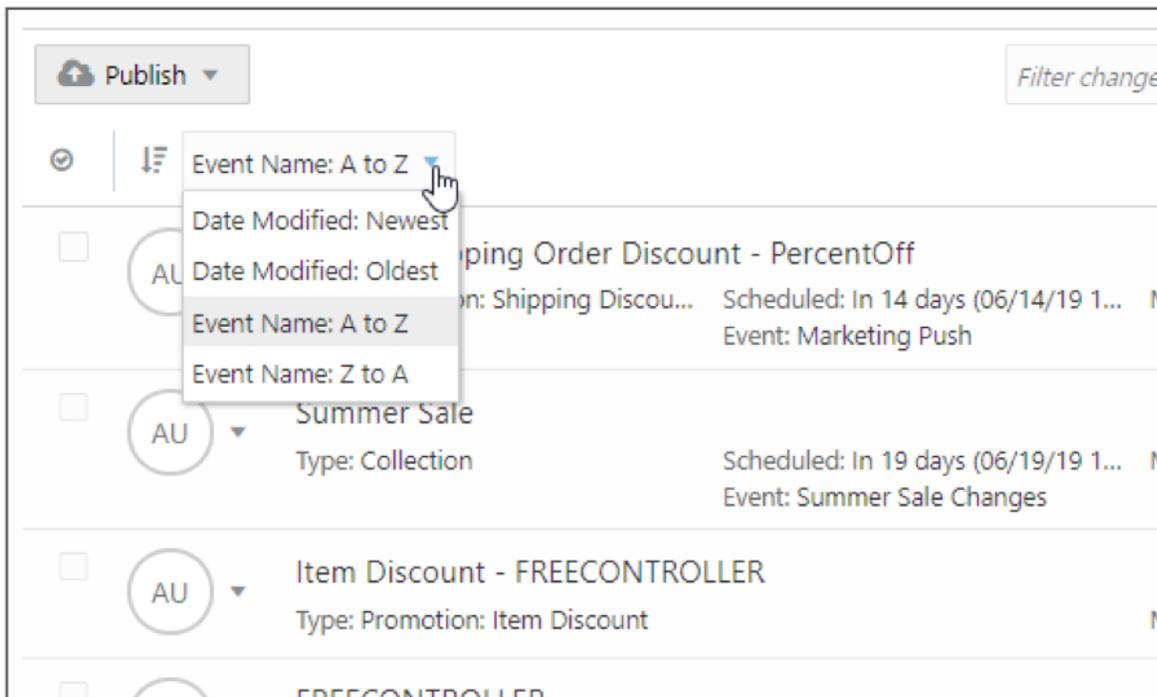
Sort by Publishing Event

Second, we've made it easier to find the Publish All option which allows merchants the ability to publish everything in the change list.
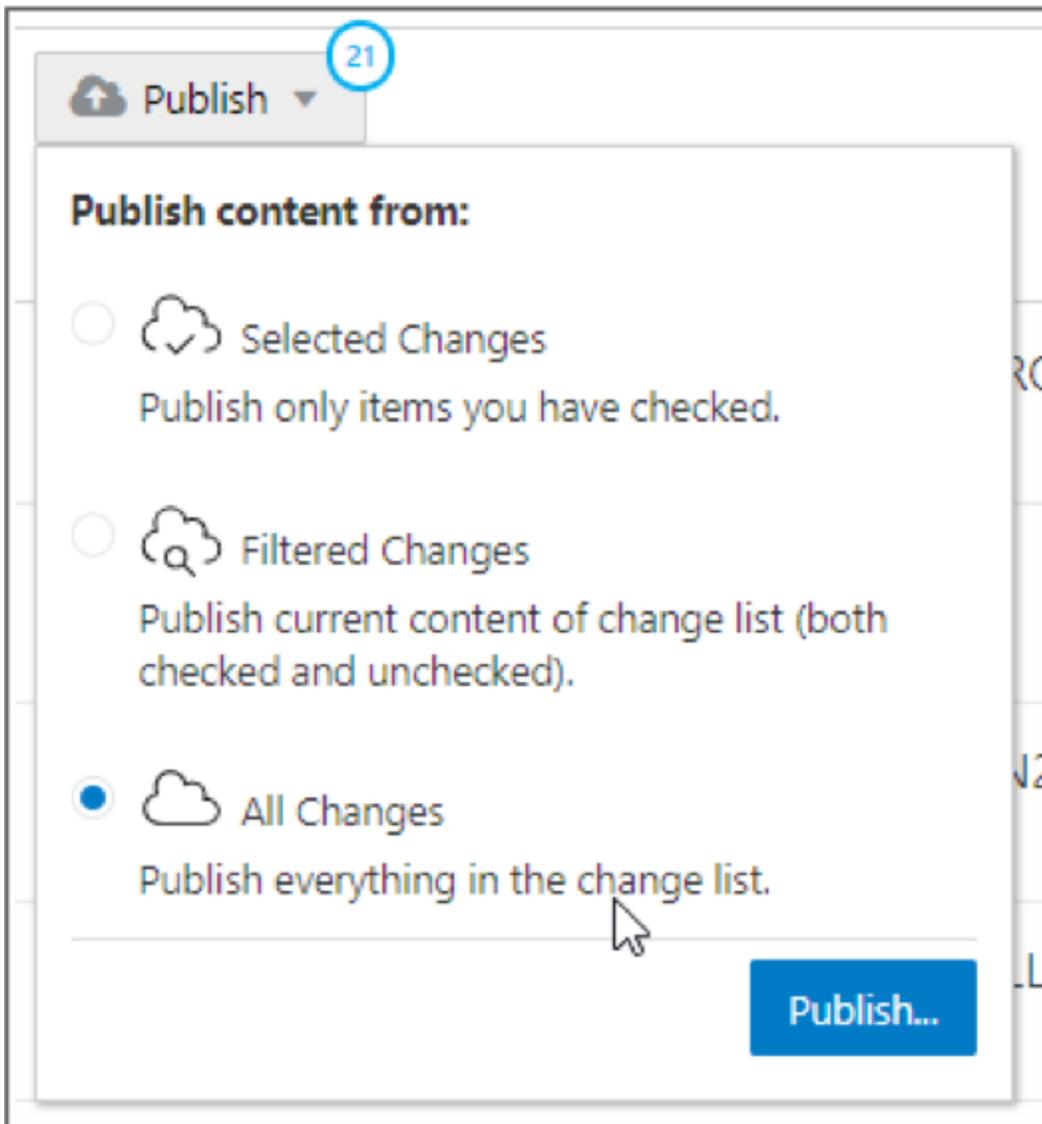
Publish All Changes

STEPS TO ENABLE

No steps are required to enable this feature.

SEARCH FOR SCHEDULED EVENTS

We've added the ability for merchants to search for publishing events by name, making it easier to find specific events they want to publish or review.

Search for Scheduled Events

STEPS TO ENABLE

No steps are required to enable this feature.

PROMOTIONS

SHIPPING DISCOUNTS ON SHIPPING GROUPS (PMDL/API ONLY)

Merchants can now apply shipping discounts to shipping group totals instead of just order totals. Shipping Discount promotions can be created based on number of items in the shipping group or the spend amount in the shipping group. For example, Spend $50, Get Free Standard Shipping (items must ship together) promotion is now supported.

With this new feature, merchants can target shipping discounts to a specific shipping group only (e.g. only overnight delivery or only standard shipping). It also allows the ability to create "items must ship together" discounts.

> **NOTE:** This is an API only feature available via PMDL.

STEPS TO ENABLE

Review the REST service definition in the REST API guides to leverage (available from the Oracle Help Center > *your apps service area of interest* > REST API). If you are new to Oracle's REST services you may want to begin with the Quick Start section.

TIPS AND CONSIDERATIONS

PMDL example:

```
<pricing-model>

  <qualifier>

    <greater-than>

      <value>shippingGroup.priceInfo.itemSubtotal</value>
```

```
        <constant><data-type>java.lang.Double</data-type><string-value>65.0</string-
value></constant>

    </greater-than>

  </qualifier>

  <offer>

    <discount-structure adjuster="0.0" calculator-type="standard" discount-type="
fixedPrice"/>

  </offer>

</pricing-model>
```

EXPERIENCE AND DESIGN

CROSS-SITE HREFLANG SUPPORT (API ONLY)

Hreflang tags tell Google which language is being used on a specific page, so the right result can be served when users are searching in that language. For merchants with more than one site, OCC now has native API support for hreflang references *across* sites, allowing merchants to utilize out of the box functionality for linking these language variations. This new API allows merchants to organize site-language combinations into hreflang groups of two or more. Hreflang tags will be applied on the storefront for language versions of the same page within a group. Allows for the ability to define a default for each group (x-default).

If no group is set up, the default behavior will apply hreflang references to languages within a site.

STEPS TO ENABLE

Review the REST service definition in the REST API guides to leverage (available from the Oracle Help Center > *your apps service area of interest* > REST API). If you are new to Oracle's REST services you may want to begin with the Quick Start section.

TIPS AND CONSIDERATIONS

NOTE: When utilizing this feature, merchants should make sure to group all new languages that are added. OCC defers the grouping responsibility to the merchant operating in this mode moving forward.

Example:

```
<link rel="alternate" hreflang="en" href=" https://www.example.com/my-fancy-shoe
/12345 ">

<link rel="alternate" hreflang="de" href=" https://www.example-de.com/mein-
schicker-schuh/12345 ">
```

AUDIENCES AND PERSONALIZATION

ADDTHIS SUPPORT

Merchants can now leverage Oracle AddThis data to help provide even first-time visitors (in addition to registered and anonymous shoppers) with relevant site experiences. AddThis data can be used alone or in conjunction with existing attributes and parameters to build powerful Audience rules for targeting content, promotions, and products to shoppers, driving conversion and retention.

AddThis is particularly useful for "cold start" personalization in instances where merchants do not have much (or any) data about a shopper visiting the site. This applies to first-time visitors, but AddThis data can also be useful for registered and anonymous shoppers, to help round out the picture and profile of a shopper and his/her preferences.

AddThis observes visitors anonymously as they visit one or more of the millions of sites that are partners of AddThis and determines which of approximately 400 different interests apply to each visitor. This information is made available through our out of the box OCC AddThis integration, so that merchants can do broad-based personalization for a new (or existing) shopper based on these interests. Merchants can combine AddThis interests with all of the other personalization features in OCC, to create more differentiated experiences.

AddThis Interests in OCC

Oracle Integrations

AddThis

☐ Enable Integration

Accept Terms and Conditions

By clicking "Accept" you agree that you are acting on behalf of your employer or company that has authorized you to access and use the Services, and agree to the AddThis Privacy Policy and Terms of Service on your employer or company's behalf.

Cancel   Accept

Cancel   Save
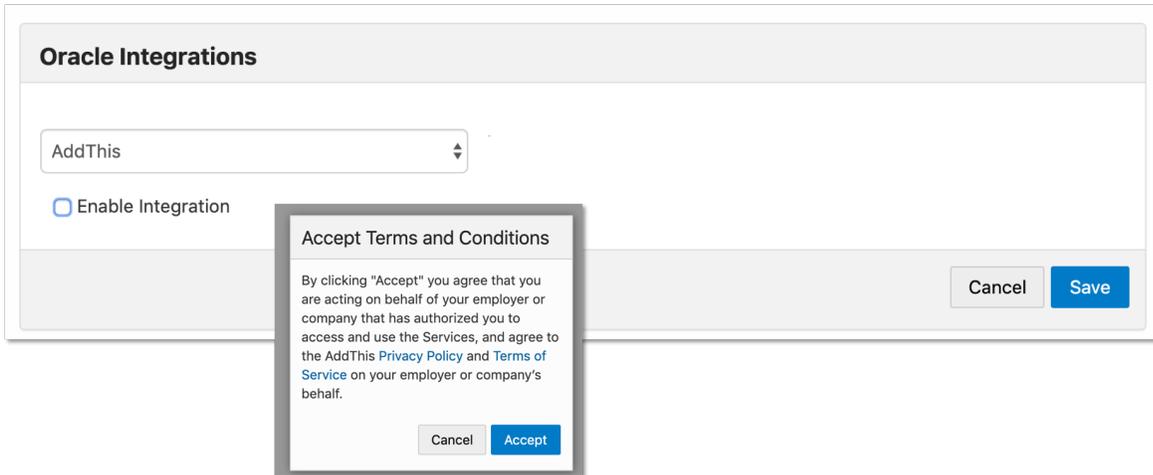
Enabling AddThis in OCC via the Admin UI

STEPS TO ENABLE

To enable the integration, go to the OCC Admin UI under Settings > Oracle Integrations and opt into the AddThis cooperative agreement.

TIPS AND CONSIDERATIONS

NOTE: Due to GDPR, AddThis is not operational in Europe, so audience rules that evaluate AddThis interests will behave as though European visitors have no interests."

Integrated Cloud Applications & Platform Services