# Bloomreach integration for Salesforce Commerce Cloud now available on AppExchange

Bloomreach has announced the launch of its B2B Search & Merchandising (brSM) connector for Salesforce Commerce Cloud on Salesforce App Exchange. The connector lets Commerce Cloud users integrate Bloomreach's site search and merchandising tools in their e-commerce environments.

## Why we should care

The AppExchange listing significantly extends availability to users working in Commerce Cloud environments. With the connector integration, Commerce Cloud users can provide their customers with more relevant search results while affording merchandisers the opportunity to focus on more strategic projects. Users of brSM technology have reported seeing substantial growth in conversion rates – a favorable outcome for new users accessing it through the AppExchange.

"Powered by Einstein, the Salesforce artificial intelligence layer, Salesforce Commerce Cloud delivers unique AI insights into data objects including customer profiles, transactional data and more, said Bloomreach CTO Arjé Cahn. "When combined with Bloomreach AI we are able to offer highly personalized and optimized product search & category experiences as well as product & content recommendations. This results in more engaging B2B experiences with higher conversions and improved business KPIs."

## More on the news

Key capabilities of Bloomreach Search & Merchandising include:

- Product ID search
- Segment based and 1:1 search
- Complex entitlement and contract support
- B2B semantic understanding
- Multi-lingual support
- Intelligent merchandising and analytics tools

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## About The Author

Jennifer Videtta serves as Third Door Media’s Senior Editor, covering topics from email marketing and analytics to CRM and project management. With over a decade of organizational digital marketing experience, she has overseen digital marketing operations for NHL franchises and held roles at tech companies including Salesforce, advising enterprise marketers on maximizing their martech capabilities. Jennifer formerly organized the Inbound Marketing Summit and holds a certificate in Digital Marketing Analytics from MIT Sloan School of Management.

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