

Documentation for the Digital Assets

Client: Mercatus

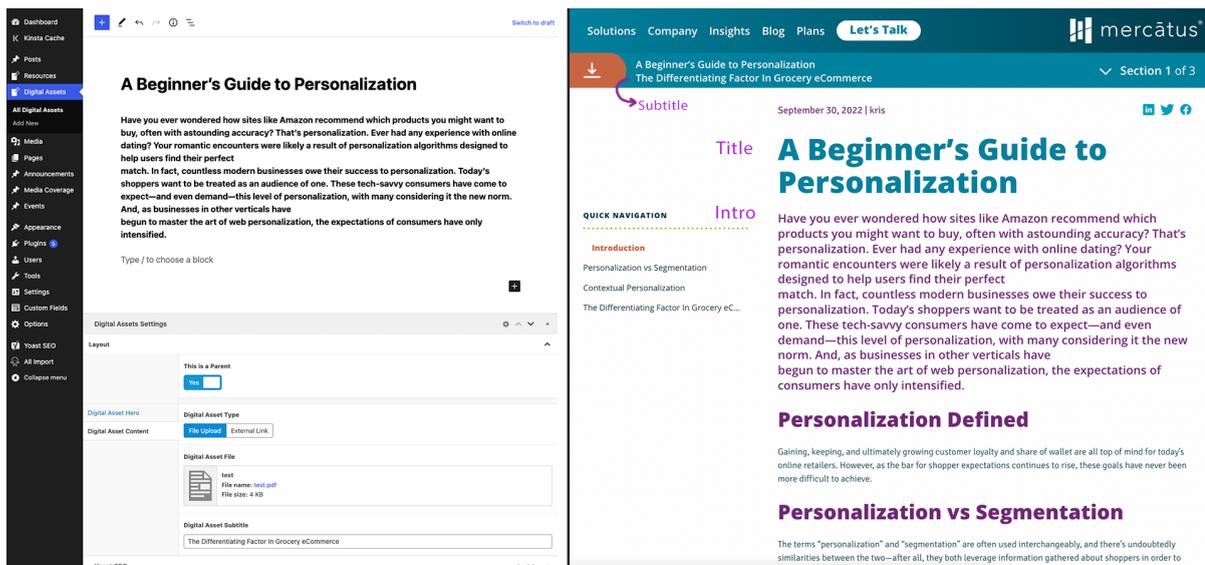
Prepared by JBox Creative

Asset Parent

We have a few options to format the Asset:

- The first things to note are the Title of the Asset, which is the Title that will be displayed on the front end.
- Any content added below the Title will be displayed as the Asset Intro on the front end.
- The way we organise the Asset structure and differentiate the first page, or the Parent, from its Children, is by clicking on the Toggle named “This is a Parent”.
- Once we have designated the post as the Parent, we now have the option to add a Hero Image.
- We can now also select if we will be uploading a file for the Asset, or if we are adding an external URL.
- Finally, we can add a Subtitle to the Parent. This is the Subtitle that will be displayed on the second line of the Navigation bar that sticks to the top of the page as we scroll down.

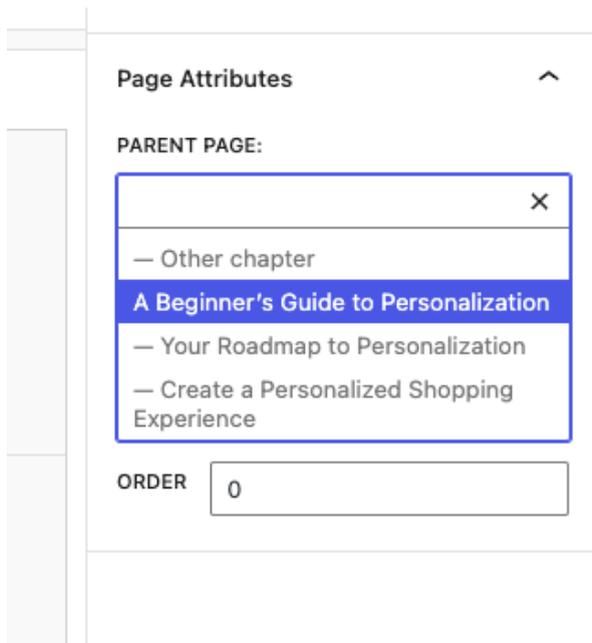
Below is a side by side comparison of these fields and where exactly they are displayed on the front end.



Children, or Chapters

We have different options when creating the Children of this Asset.

- We can add anchors within the content using the Mercatus Anchor block.
- We define the Parent of the inner Chapter on the bottom right where it says: Page Attributes, we click on the dropdown titled Parent Page, and we select the Parent Page. Here is an example of what this field looks like:



- Then we can organise the order of the inner Chapters or Children, by adding the Chapter number.
- And finally we have the option to add an anchor list, which is then displayed as the Quick Navigation on the sidebar in the front end. Here we can add the Title of the sidebar anchor, and then the anchor we defined within the content above. On the front end of the first page, we have an automatic anchor link on the sidebar that is called Introduction, and it will scroll you up to the intro section of the Asset.

Below is a comparison of these anchors and how they are displayed on the front end.

Personalization Defined

Gaining, keeping, and ultimately growing customer loyalty and share of wallet are all top of mind for today's online retailers. However, as the bar for shopper expectations continues to rise, these goals have never been more difficult to achieve.

Mercatus Anchor: **First Anchor ID**

Personalization vs Segmentation

The terms "personalization" and "segmentation" are often used interchangeably, and there's undoubtedly similarities between the two—after all, they both leverage information gathered about shoppers in order to create customized experiences.

Mercatus Anchor:

Contextual Personalization

Imagine the following scenario: a shopper walking into a store is informed by her smartphone of items on sale linked to her preferences and purchase behavior. Her coupons are automatically organized according to the aisle she's in. This may sound like personalization, but what's happening here is contextualization within the domain of personalization.

The Differentiating Factor In Grocery eCommerce

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QUICK NAVIGATION

- Introduction
- Personalization vs Segmentation**
- Contextual Personalization

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Digital Asset Settings

Layout

This is a Parent: No

Chapter Number:

Digital Asset Content

Anchor List

Anchor List Item	Anchor List ID
Personalization vs Segmentation	1
Contextual Personalization	2
The Differentiating Factor In Grocery eCommerce	3

First Anchor Title

First Anchor ID (as defined above)