

Nitro: Functional Specification

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1 Introduction

This document specifies the features that come out-of-the-box with Avensia Nitro starter site.

Note that the starter site, its features and UX will be adapted to customer specific requirements during an implementation project.

2 Starter site

2.1 Editorial content

Web editors can use the Nitro CMS blocks and pages to create content and design.

2.1.1 Start page

The **start page** is the website's default landing page. Content on the start page is created by a web editor using the Nitro CMS blocks.

2.1.2 Content page

A **content page** is the most common and generic page type for editorial content. It contains one big content area where the web editor adds generic editorial content using Nitro CMS blocks.

2.1.3 Site wide message banner

A **site-wide message banner** displays a message at the top of all web pages (e.g. to highlight campaigns or inform visitors of important website notifications). Web editors select text and background colour for the banner. There may be multiple site wide banners on a website.

2.1.4 Nitro CMS blocks

Avensia Nitro adds the following block types to the Optimizely CMS.

2.1.4.1 Row layout block

Web editors can use the **Row layout block** to control the order and flow of the content. With the row layout block, the web editor can define one or more rows on the website with content of their choice. Any other Avensia Nitro CMS block can be used within the Row layout block. The row layout block can also be nested, meaning that a row can contain other row layout blocks.

The row layout block has multiple different layout options:



Web editors can enable or disable spacing between the blocks within the Row layout block and control the spacing around the row layout block, using different padding options for top/bottom/side spacing and desktop/mobile view.

Many block types in Avensia Nitro have options when used within a row layout block.

2.1.4.2 Editor block

Web editors can use the **Editor block** to create rich text content using the Optimizely TinyMCE editor.

Editors control the spacing around the block, using different preset options for top/bottom/side spacing and desktop/mobile view. However, these settings are ignored if the block is placed within a Row layout block.

2.1.4.3 Image Block

The **Image block** displays an image or a video on the webpage. It also adds text, buttons, and banners.

- Web editors can use the Image block to display images or mp4 videos.
- Web editors can use different images and videos for desktop and mobile views.
- Images and videos are uploaded using the Episerver Assets manager.
- Web editors can add an optional title and a CTA button (with label text and target link) to be displayed as an overlay on the image or video.
 - Web editors can control the position of the overlay (horizontally: left/center/right, vertically: top/center/bottom).
 - Web editors can control the theme of the overlay, using different preset options (dark and light).

- Web editors can enable or disable a text shadow in the overlay.
- Web editors can add an optional description text. This will be used as the alt text of images.
- Web editors can control the spacing around the block, using different preset options for top/bottom/side spacing and desktop/mobile view. These settings are however ignored if block is placed within a Row layout block.
- Videos will start silent but the visitor can un-mute the video.

2.1.4.4 Image Hotspot Block

- Web editors can use the **Hotspot block** to display a hero image with “hot spots” (e.g “merchandise on image” or “shop the look”).
- Editors can add “hot spots” and specify which variation they should display.

2.1.4.5 CTA Block

- Web editors can use the CTA block to display a call-to-action, with a label text and target link.
- Web editors can control the background color, text color, text position (left/center/right and top/center/bottom), font size, padding around text and hover effect (background color, text color, underline, scale effect).

2.1.4.6 Product Block (Voyado Elevate 4)

Web editors can use the **Product block** to display a list of product cards on a web page. Product selection/filtering of the list is done in the Elevate 4 Apps. Web editors supply the identifier of the product list from Elevate 4 on the Product block.

There is support for preview, so admins can preview their changes on the site without publishing changes in Elevate Apps.

2.1.4.7 Product block (Voyado Elevate 3, Optimizely Search & Navigation)

Web editors can use the **Product block** to display a list of product cards on a web page.

- Web editors can control which algorithm is used to select products to display, see the table below for details.
- Web editors can select commerce content (products, brands or categories) to include and exclude in the block.
- Web editors can choose only to display products that have a discounted price.
- The block will display 1 to 6 products, depending on where in the layout of the page the block is used.
- Only buyable products (in stock and not discontinued) will be included.
- Web editors can control the spacing around the block, using different preset options for top/bottom/side spacing and desktop/mobile view (*Known limitation: only Voyado Elevate 3, not Optimizely Search & Navigation*). These settings are however ignored if block is placed within a Row layout block.

	Voyado Elevate 3	Optimizely Search & Navigation
Algorithm	Sales (top sellers) Relevance Recommend based on product Recommend based on cart Recommend based on customer	Relevance Price PriceDesc New Name NameDesc Discount

2.1.4.8 Category links block

Web editors use the **Category Links block** to add a carousel with links to e.g. the main categories on the site (note that the block is not limited to links to categories, web editors can choose any link). The list displays circle images that are slightly animated when the user hovers the image.

- The web editor specifies the link URL, link text, and an optional description that will be used as alt text on the image.
- Editors add an image for each link. Images are uploaded using the Optimizely Assets manager.
- The list can have an optional heading above the carousel.
- Web editors can control the spacing around the block using different preset options for top/bottom/side spacing and desktop/mobile view. However, these settings are ignored if the block is placed within a Row layout block.

2.1.4.9 USP Block

The USP block is used to add USPs on the product detail page. The USP block contains a list of USP items. For each item, web editors can specify a display text and an icon.

2.1.4.10 Find Nearest Store block

Web editors use the **Find nearest store block** to display a CTA to find the visitor's nearest store and the nearest store info.

- When the visitor clicks the CTA, the nearest store is found using the geo-location reported by the web browser. If no geo-location can be found, it will default to Vävaregatan 21, Lund (55.709389, 13.184771).
- Nearest store found will be stored in a cookie for subsequent requests.
- The block will also display a link to the store's overview page.
- Web editors can add an optional title, description text and text label for the CTA.

2.1.5 CMS blocks for third party integrations

2.1.5.1 Video block (YouTube/Vimeo)

Web editors can use the **Video block** to add Youtube or Vimeo videos to the content of a web page. The videos are not uploaded to the Optimizely asset manager. The web editor has these options:

- Add an optional title and rich text description for each video.
- Allow or disallow the video player to be expanded into full screen mode.

- Control the spacing around the block, using different presets options for top/bottom/side spacing and desktop/mobile view. These settings are however ignored if block is placed within a Row layout block.

2.1.5.2 Instagram block

Web editors can use the **Instagram block** to display images or videos from a public Instagram account.

- Web editors can choose to display only images or only videos.
- Web editors can choose to limit the number of Instagram posts to show.
- Web editors can choose to hide or show image captions.
- The Instagram posts are cached for performance reasons. There can be a delay of up to an hour before new posts from Instagram are displayed because of this.
- A background job will periodically refresh the required Access Token from the Instagram API.

2.1.5.3 Hubspot Form block

Web editors can use the Hubspot Form block to embed a form created in Hubspot. Submissions of the form will be registered directly in Hubspot.

2.1.5.4 Hubspot CTA block

Web editors can use the Hubspot CTA block to embed a CTA button created in Hubspot. The CTA action is registered in Hubspot so behaviour can be tracked by Hubspot.

2.1.5.5 Optimizely Forms blocks

The **Form Container Block** is used together with a **Forms Block** to add an Optimizely Form on a web page. The form is created with Optimizely Form editor included in the Optimizely Asset manager.

2.1.5.6 Optimizely Feature Experimentation Block

The block type is used to implement A/B testing of CMS blocks using experimentation from Optimizely Feature Experimentation. Editors can create A/B tests using all the other Nitro CMS blocks.

2.1.6 Blog

2.1.6.1 Blog start page

Web editors use the **Blog Start Page** to create a starting point for blog posts.

- A blog start page displays the blog title and blog description.
- A blog start page lists all blog categories. Each category links to its category page.
- A blog start page lists the latest blog posts (from all categories). For each blog post, it displays the blog post's main image, title and preamble text. Each blog post links to its blog page.
- Web editors can set number of rows of blog posts to display on the blog start page (default is 4 rows, each row has 3 blog posts).
- Web editors can control the sorting of the blog posts (using the "Sort subpages" property of the blog start page).

- Web editors can use the Nitro CMS blocks to create rich content on the bottom of the blog start page.

2.1.6.2 Blog category page

Web editors use the **Blog Category Page** to categorize blog posts into categories.

- A blog category page displays the category title and description, category image.
- A blog category page lists all blog posts in this category. For each blog post, it displays the blog post's main image, title and preamble text. Each blog post links to its blog page.
- A breadcrumb displays the selected blog category and its parents.
- Web editors can set number of rows of blog posts to display on the blog start page (default is 6 rows, each row has 3 blog posts).
- Web editors can use the Nitro CMS blocks to create rich content on the bottom of the blog category page.

2.1.6.3 Blog page

Web editors use the **Blog Page** to add blog posts.

- Web editors can use the Nitro CMS blocks to create rich content on the blog page.
- A blog page displays the blog post's title, main image and publish date, as well as the author's name, email and profile picture.
- A breadcrumb displays the selected blog category and its parents.
- A blog post will belong to the category page which is its parent in the Optimizely content tree. Web editors can also assign additional categories to a blog post (using the "Additional tags/categories" property of the blog page).

2.1.7 Stores

2.1.7.1 Store list page

- Web editors can use the **Store List Page** to display an overview of all stores.
- The store list page lists all stores. For each store, it displays the store name, visiting address, opening hours (including future special opening hours), phone number and e-mail address. Each store links to its store page.
- The store list page displays a map with locations for all stores (Google Maps).
- Visitors can filter the store list by supplying a search phrase.

2.1.7.2 Store page

- Web editors can use the **Store page** to display details about a specific store.
- The store page will display the store name, image, rich text description, visiting address, opening hours (including future special opening hours), phone number, e-mail address, services available in this store and location on Google Maps.
- Web editors can tag stores using a pre-defined list of store services (e.g. Counseling, Click and Collect, Self Checkout).
- Web editors can use the Nitro CMS blocks to create rich content on the store page.
- Store pages can be created and updated from an external store master system using the store import endpoint in Avensia Nitro.

2.1.8 Opal AI

- Opal AI can be enabled on all “rich text” fields in Optimizely CMS and Commerce.
- Opal AI can generate text based on a prompt – e.g. can help you to generate text and to rewrite, shorten or lengthen the generated content.
- Opal AI is default enabled on the Editor Block’s body, the Video block’s description, the Site Wide Banner’s text and the Store page’s description.

2.2 Commerce catalog content

2.2.1 Product detail page

The product detail page displays the following product information:

- Brand (with link to brand page)
- Heading: Product name, variation colour, variation size
- Current price and if applicable, current campaign price and name of campaign.
- Product description
- Product details:
 - Product code (article number)
 - Product material description
 - Product images

2.2.1.1 Variant selector

- A variant selector will be displayed if product has multiple variants, displaying variant color and size. The first variant is automatically selected.

2.2.1.2 Add to cart

- If variant is buyable (variant is in stock and product is not discontinued):
 - Add to cart CTA with quantity selector is displayed
 - Stock status “in stock” is displayed
- If variant is out of stock, but product is not yet discontinued:
 - Back in stock notification CTA is displayed
- If product is discontinued:
 - Text “This product can no longer be purchased” is displayed instead of Add-to-cart CTA

2.2.1.3 Wish list

- A product can be added to and removed from the wish list from the product detail page.

2.2.1.4 Related products

- A **recommendation** product panel is displayed on the product detail page, see details below.
- A **related** products panel is displayed on the product detail page, see details below.

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Recommendations	Recommend based on Product panel and Top Sellers panel from Voyado Elevate	The Upsell recommendation list from Voyado Elevate	No recommendations
Related products	Specified by editor as "Related entries" in Epi Commerce	The Alternatives recommendation list from Voyado Elevate	Specified by editor as "Related entries" in Epi Commerce

2.2.1.5 Store availability

- Visitors can check product availability in physical stores.
- The store availability feature is available from the product detail page. It displays all stores and their stock status for the current variant. Each store links to its store page.
- Visitors can filter the store list to show all stores or only show stores where a variant is available.

2.2.1.6 Other information

- A **"News" badge** is displayed if the product is considered "new". Number of days a product is considered "new" is configurable and counts from the product's publish date in Epi catalog.
- A **breadcrumb** is displayed which adapts to the current context, e.g. if the customer navigates to the product from the brand page, the brand is included in the breadcrumb. If customer navigates to the product from a category page, the current category structure is displayed in the breadcrumb.

2.2.1.7 Editorial content on the product page

- Web editors can modify all product information (including sorting of images) using the Epi-server Commerce UI.
- Web editors can add USP blocks to the product page.

2.2.2 Product Listing Pages

Nitro contains five types of product listing pages: **category page**, **brand page**, **campaign page**, **search result page** and a generic **product listing page**. This section describes the common features of all product listing pages.

- All product listing pages display 24 products (desktop version). It starts to fetch more products when the user clicks the Show More-button on the bottom of the page. The page fetches more products while the visitor scrolls the page.
- Every product is displayed on a **Product Card**.
- The products are default sorted by relevance by the search engine used in the solution.
- See sorting options and filter options in table below.
- The visitor may change the sort order.
- Filters that will give zero products are not displayed.

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Sorting options	Top sellers Name A-Z Name Z-A Lowest price Highest price Article number	Top sellers Lowest price Highest price Publish date Discount value	Top sellers Name A-Z Name Z-A Lowest price Highest price Article number
Filter options	Brand Color Size	Department Brand Size Color Price	Brand Color Size

2.2.2.1 Product cards

A **product card** is a standardised layout to display a product in a product list. The product card is used on all product listings on the website.

A product card displays the product price, product image and name, and if applicable, current campaign price and campaign name. A product can be added to and removed from the wish list from the product card.

2.2.3 Product Listing Page (Elevate 3 + Optimizely Search & Navigation)

- Web editors can create **product listing pages** and select the content to include or exclude on the page by selecting categories, brands or products from the Optimizely Commerce Catalog.
- The web editor can select to only include products that currently has a discounted price.
- The web editor can select the default sort order that will be used by on the page.
- A product listing page is rendered in the same way as a category page.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.2.4 Product Listing Page (Elevate 4)

- Web editors can create **product listing pages** and select the content to include or exclude on the page by configuring a filter on the the corresponding page in Voyado Elevate apps.
- A product listing page is rendered in the same way as a category page.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.2.5 Category page

A **category page** is a Product listing page that shows products within a category in the product catalog.

- A category page displays products from a specific category, including all child categories.
- The category page is accessed from the main menu or directly through a URL in the web browser address field.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

- A breadcrumb displays the selected category and its parents, including the web site start page.
- A menu displays links to the current category's subcategories.

2.2.6 Brands

2.2.6.1 Brands overview page

The overview page displays all brands in the commerce catalog, grouped in alphabetical order, with clickable links to the brand pages.

The brands overview page exists in Nitro automatically (web editors cannot create it).

2.2.6.2 Brand page

A **brand page** is a Product listing page that shows all products within a selected brand.

2.2.7 Campaigns

2.2.7.1 Campaigns overview page

- Web editors can create **campaign overview pages**.
- A campaign overview page will list all campaign pages underneath it. For each campaign page, it will display the image banner and page name. Each campaign page links to the campaign page.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.2.7.2 Campaign page

- Web editors can create **campaign pages**. The web editor selects the products to include on the page by selecting a campaign from Optimizely Commerce Marketing.
- Web editors can specify a campaign image banner displayed for this campaign page on the campaigns overview page.
- The web editor can select the default sort order that will be used by on the page.
- A campaign page is rendered in the same way as a category page.
- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.3 Commerce features

2.3.1 Mini cart

- The **mini cart** is available from the page header on all pages.
- The mini cart lists all items in cart. For each item, the mini cart displays:
 - The main product image, the variant name, variant color and variant size. Product image and variant name are links to the product detail page.
 - The price, and if applicable also the campaign price. Price displayed is:
 - The row total (price multiplied by quantity)
 - The price that was the valid price when item was added to cart
 - The public price (e.g. the non customer specific price).
 - The quantity in cart, with possibility add to or subtract. Adding or subtracting quantity will cause an update of the price to the currently valid price. Visitor can also remove the item from cart.

- The mini cart displays total sum to pay (excluding any payment or shipping fee).
- Visitor can navigate to checkout from the mini cart.
- If cart is empty, mini cart displays a message "Your cart is empty."
- Visitor can toggle between prices including or excluding VAT (this can be disabled by config).

2.3.2 Checkout

- The **checkout page** is available from the mini cart.
- The standard page header (including e.g. the mega menu) is hidden on checkout. Instead, there is a link to "continue shopping" which leads to start page and a logo in the page header. Any site wide banner is also visible, as well as the page footer.
- Checkout page **lists all items** in cart. For each item, the checkout page displays the same info and features as the mini cart, besides any error messages:
 - If item is no longer available or
 - If the requested quantity is not in stock and backorders are disabled, error message "This product cannot be ordered right now" is displayed.
 - If the requested quantity is not in stock, an error message is displayed.
 - If any error message is displayed, it is not possible to complete purchase. Message "There is something wrong with one or more line items that prevents the purchase from being completed" is displayed.
 - Web editors can modify all validation error messages.
- Customer can add a **discount code** (this can be disabled by config).
- Customer can add a **gift card** as payment (this can be disabled by config). If the order is fully paid by a gift card, message "Nothing left to pay" will be displayed instead of the payment options.
- Checkout page displays the shipping fee (for the selected shipping option), payment fee (for the selected payment option), total discount, total price (including any payment or shipping fee), and VAT. If prices are displayed without VAT, there are two totals: one without VAT and one with VAT,
- Customer can choose among the available **shipping options** (depending on configuration)
- Customer can choose among the available **payment options** (depending on configuration)

2.3.2.1 Checkout B2C

- The **shipping address form** is displayed unless customer chooses a payment option where the address information is entered in a widget from the payment provider (like Klarna Checkout or Qliro).
 - Customer can choose to log in as member. If logged in, shipping address form is prefilled with info from the member account.
 - Shipping address consists of first name, last name, address (one or two rows), postal code, city, state (if language is English), e-mail address and phone number.
 - All fields (except optional second row of address) in the shipping address are mandatory.
 - Customer can specify an alternative shipping address, which consists of first name, last name, address (one or two rows), postal code, city and state (if language is English).

2.3.2.2 Checkout B2B

Assuming the customer is logged in as a B2B user:

- The **shipping address form** is displayed unless customer chooses a payment option where the address information is entered in a widget from the payment provider (like Walley B2B or Avarada B2B).
 - Customer can select which shipping address to use (selecting from the customer's organisation's shipping addresses).
- The **contact details form** is displayed. Form is prefilled with info from the member account. Contact details consists of first name, last name, e-mail address and phone number.
- **Billing address** is fetched from customer's organisation
- If customer chooses to pay with **invoice**:
 - Customer can fill out the invoice references form: Our reference, purchase order number, and order comment.

2.3.2.3 Complete purchase

- Customer can complete purchase, upon which the cart is converted into a purchase order.
- If a **minimum allowed order value** is set in configuration, customer cannot complete purchase if order value is less than the allowed minimum order value.
- **Order number** of created order will be prefixed with an environment specific prefix, to prevent colliding order numbers between e.g. test and production environment. Orders in prod will be prefixed with "O", orders on preprod with "PREP" and orders on integration with "INT". Locally, orders will be prefixed with developer's username.

2.3.2.4 Editorial content on checkout page

- Web editors can use the Nitro CMS blocks to create rich content to display when cart is empty.
- Web editors can modify all labels on the checkout page (including all known validation/error messages)

2.3.3 Order confirmation page

Visitor is redirected to the **order confirmation page** after completing purchase. The order confirmation page displays:

- B2C: Order number, order date, order status, shipping address, shipping method, payment method.
- B2B: Order number, order date, order status, billing address, delivery address, shipping method, payment method, invoice references (our reference, purchase order number, order comment).
- A list of all ordered items. For each item, it displays the main product image, the variant name, item number, quantity, total row price and if applicable, campaign price.
- Shipping fee, payment fee, total discount, total price, and VAT

2.3.3.1 Editorial content on order confirmation page

- Web editors can change the heading of the order confirmation page.

- Web editors can use the Nitro CMS blocks to create rich content on the order confirmation page.

2.3.4 Order confirmation email

- An **order confirmation email** is sent to the customer after completing purchase.
- The order confirmation email contains:
 - Heading, preamble and “thank you for your order” texts
 - The order number and shipping address
 - A list of all ordered items. For each item, it displays the variant name, variant size, unit price, quantity, and total row price.
 - Shipping fee, payment fee, and total price.
 - “Any questions” and “contact support” texts
- All labels and texts in the order confirmation email can be edited by web editors.

2.3.5 Order export

- When customer completes purchase on checkout page an **order** is created.
- The order is placed in a queue for export to ERP.
- A background job processes the order queue and exports orders to ERP. See separate Integration specification document for details on the export.

2.3.6 Stock reservations

- When an order is created, Nitro creates stock reservations for all items in the order.
- When Nitro receives stock updates from ERP it takes the stock reservations into account, making sure Nitro does not oversell items.
- When an order is exported to ERP, the stock reservations are deleted. There is also a background job that deletes all stock reservations older than 20 minutes.

2.3.7 Wish list

- The **wish list** is available on all pages from the page header.
- The wish list lists all products in the wish list. For each product, it displays the product image, product name, product price and if applicable, the campaign price and campaign name. Each product links to its product detail page.
- Visitors and members can add products to and remove products from the wish list on the product detail page and on product cards.
- When visitors log in, the contents of their visitor wish list are transferred to their member wish list.

2.3.8 Back in stock notifications

- Visitor can subscribe to **Back in stock notifications** for variants that are out of stock but product is not yet discontinued. Visitors supply their e-mail address. For logged in members, e-mail address is prefilled in form.
- When variant is back in stock (when purchase available quantity is more than 1), **Back in stock notification emails** are sent to all subscribed e-mail addresses.

2.3.9 Abandoned cart notifications

- Member that abandons a cart will get an **abandoned cart notification** email.

- A cart is considered abandoned if it is not changed and not purchased for X days. X is configurable by web editors.
- Nitro sends 1 notification per cart.
- Members can unsubscribe from the notifications from My pages. New members are automatically subscribed.
- The email contains:
 - The five most recently added variants to cart. Each variant links to its product detail page.
 - A link to the cart. Visitor will be prompted to log in before being redirected to cart.

2.3.10 Quick Order Page

The quick order page allows a user to quickly and easily add items to the cart by typing the article number and quantity. The user can also upload a file containing items to add to the cart.

- The **quick order page** is available from the page header on all pages (this can be disabled by editors).
- Customer can add items to the quick order by supplying article number or by uploading an Excel file with article numbers and quantities.
- Customer can use the "Add all to cart" button to add all items to cart and be redirected to checkout page.

2.3.10.1 Editorial content on Quick order page

- Web editors can add content to the top of the page by using Nitro CMS blocks.

2.4 Search

The on-site search in Nitro has been implemented according to UX best practices from Baymard Institute.

2.4.1 Interaction

- Visible search box in the header (desktop and mobile)
- Visual indication when focusing search box (desktop and mobile)
- Visual indication when hovering suggestions (desktop)
- Button to clear the search box (desktop and mobile)
- Button to close search (mobile)
- Keyboard navigation of suggestions
- Clicking on a suggestion or pressing enter will bring up the search results page

2.4.2 Suggestions and autocomplete

- When the user sets focus in the search box, the 5 most recent searches [by the user] are shown as suggestions. For Voyado Elevate 3 and 4, user's recent searches are combined with popular searches from Elevate.
- As the user starts typing, autocomplete suggestions are presented (max 9 in desktop, max 5 in mobile). Autocomplete suggestions are based on product data and search statistics (depending on the search engine).
- The "completing" part of the suggestion is visually indicated
- Adequate spacing between suggestions for touch navigation

2.4.3 Search results

- It is possible to search for article number, product name, color, category and brand – or a combination
- Content can be searched for by title and body
- Clicking on a suggestion or pressing enter will perform a search:
 - The current page url is updated to the search results page url
 - If search gives multiple hits, the matching products are displayed in relevance order
 - If search gives exactly 1 hit, user is redirected to the corresponding product page
- Search results page shows a list of products that matches the search criteria
 - Content matches are shown in a separate tab (if any)
- Search results page shares the same capabilities as the other product listing pages with regards to sorting and filtering (see section 2.2.2).
- Automatic correction of misspelled searches, e.g. searching for “jneas” will show results for “jeans”.
- Possibility to add manual search synonyms
- If no matches are found, user will be presented a list of popular products

2.5 Navigation

2.5.1 Mega menu (desktop)

- Web editors can add menu items to the **mega menu**.
- The mega menu is displayed on all pages in the page header except on checkout page.
- There is a limit on how many items that will fit in the mega menu (depending on design). Items that exceed the limit are not visible.
- On desktop, the mega menu displays three levels of navigation: when visitor clicks on an item in the top level, two sub levels are displayed. On mobile, visitor can click through all available levels in the navigation.
- Web editors can add **content pages** to the mega menu. The mega menu will automatically render sub menu items from the selected content. Web editors can control the sorting of the subpages.
- Web editors can add **commerce content** (usually product catalog top nodes, but it is also possible to add the brands container or an entire catalog) to the mega menu. The mega menu will automatically render sub menu items from the selected content.
- Web editors can add menu items **manually** to the mega menu, by specifying link text, link target and a list of sub menu items.

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Sorting of sub categories (commerce content)	By Elevate relevance.	By sort order in Epi-server UI or in Elevate apps.	By sort order in Epi-server UI.
Empty sub categories in main menu	Empty categories are excluded from main menu.	Main menu might include empty categories - depending on where navigation is controlled.	Empty categories are excluded from main menu.

2.5.2 Mobile menu items

Web editors can add links that will be displayed in mobile view only (not on desktop), below the mega menu.

2.6 Footer

2.6.1 Footer link groups

Web editors can add **link groups** that will be displayed on all pages in the page footer. Each link group has a title and a list of links.

2.6.2 Social media links

Web editors can add “follow us” links to social media platforms: Facebook, Instagram, LinkedIn, Twitter, and YouTube.

- The social media links will be visible on all pages in the page footer.
- The social media links are displayed as icons.

2.6.3 Newsletter signup

Visitors can signup for newsletters using the Newsletter signup form.

- The newsletter signup form is visible on all pages in the page footer.
- Web editors can modify the title, text, input placeholder and button text of the form.
- Note: Newsletter signups are queued in the system, but there is no integration with any newsletter service included. This must be developed as a customer specific add-on.

2.6.4 Copyright banner

A copyright banner is displayed on the bottom of all pages.

- Web editors can modify the copyright banner text.
- The copyright banner contains the current year (like “All rights reserved, Nitro - 2025”)

2.6.5 Logos

Web editors can add a list of logo images that will be displayed on the bottom of all pages. This can be used for displaying e.g. available payment providers or certification badges.

- Each logo has an image, an optional link URL and a description (which is used as alt-text of the image). Images are uploaded using the Episerver Assets manager.

2.7 Countries and languages

Visitors of the Avensia Nitro starter site can change country and/or language using the **Country Selector**.

- The Country Selector is available on all pages in the page header except on checkout page.
- The implementation project defines what countries/languages should be available for selection.

2.8 Members

2.8.1 Member registration (B2C)

- Visitors can register as members on the site.
- The **registration form** contains e-mail address and password. The e-mail address will be used as username for the new account.
- Supplied password must be at least five characters long.
- Visitors are required to agree to terms and conditions before registering as a member.
- Visitors can toggle between show/hide password in the registration form.
- Visitor is automatically logged in when the registration is complete.
- The new member account is registered in Optimizely using the standard Optimizely authentication module
- If using Voyado Engage or Hubspot CRM, a contact is also created in Voyado/Hubspot.

2.8.2 Login

- The **login form** is available on all pages from the page header.
 - Registered members can login by supplying their username (email address) and password in the login form.
 - Visitors can toggle between show/hide password in the login form.
 - User credentials are validated using the standard Optimizely authentication module.
- B2C: Visitors can also log in using **Facebook Login, Google Sign-in or Vipps Login**
 - User credentials are validated against Facebook/Google/Vipps.
 - The visitor does not need to be registered as a member before logging in with Facebook/Google/Vipps. A new member account will be created in Optimizely if it does not already exist.
- A **snackbar** displays a "You are now logged in" message on successful login.
- Web editors can select a specific page that members should be redirected to after logging in. If no specific page is selected, visitors will stay on their current page when logging in.
- Web editors can link to the login feature from the main menu and from other editorial content, optionally passing along parameters (e.g. returnUrl).

2.8.3 Forgot password

- Registered members can request a new password by supplying their e-mail address in the **Forgot password form**. The Forgot password form is available from the Login form.
- A **snackbar** displays a "If the provided email address exists in our system, you will receive an email with instructions on how to reset your password" message when the form is submitted.
- If there is a registered member with the supplied e-mail address, an e-mail is sent to this address with a link (including a security token) to the **Reset password form**.
 - The visitor can reset their password by supplying a new password in the Reset password form, providing that the security token is valid.
 - The security token is valid for 30 minutes.
 - Supplied password must be at least five characters long.
 - Visitors can toggle between show/hide password in the Reset password form.

- Web editors can select a specific page that visitors should be redirected to after resetting their password. If no specific page is selected, visitors will be redirected to start page.

2.8.4 My pages

Link to **My pages** is available for logged in members on all pages in the page header.

2.8.4.1 My details

- Logged in members can update their personal details in the **My details form**.
- B2C: The form contains first name, last name, address (line 1 and 2), postal code, city, email address, mobile number and subscribe/unsubscribe to communication via email/SMS.
- B2B: The form contains first name, last name, email address and mobile number.
- If using Voyado Engage or Hubspot CRM:
 - Member details are fetched from Voyado/Hubspot.
 - When submitting the My details form, member details are updated in Voyado/Hubspot.

2.8.4.2 My organisation (B2B)

- Logged in B2B members can view their organisation's organisation number, billing address and shipping addresses.
- If member is connected to multiple organisation, member can switch which organisation is currently active.

2.8.4.3 Change password

- Logged in members can update their password in the **Change password form**. The form contains fields for current password and new password.
- Supplied new password must be at least five characters long.
- Members can toggle between show/hide password in the Change password form.
- Web editors can use the Nitro CMS blocks to create rich content on the Change password page.

2.8.4.4 My order history (B2C)

- On the My Order History page, logged-in members can view a list of all their orders. The list contains the 25 most recent orders.
- The list displays order number, order date, total price and order status.
- Web editors can use the Nitro CMS blocks to create rich content to display if the member has not yet placed an order.
- Members can display details for a specific order in their order history.
 - The details include the order number, date, status, shipping address, shipping method, payment method, shipping fee, payment fee, total price, VAT, and a list of all ordered items.
 - The order history detail view displays the exact details for each ordered item as the order confirmation page.
 - Web editors can use the Nitro CMS blocks to create rich content on the order detail page.

2.8.4.5 My order history (B2B)

Assuming the customer is logged in as a B2B user:

- On the My Order History page, logged-in B2B members can view a list of all orders from members within the currently selected organisation. The list contains the 25 most recent orders.
- The list displays order number, order date, total price and order status.
- Web editors can use the Nitro CMS blocks to create rich content to display if the member has not yet placed an order.
- Logged in members can display details for a specific order in their order history.
 - The details include the order number, order date, order status, billing address, delivery address, shipping method, payment method, invoice references (our reference, purchase order number, order comment), total price, VAT, and a list of all ordered items.
 - The order history detail view displays the exact details for each ordered item as the order confirmation page.
 - Web editors can use the Nitro CMS blocks to create rich content on the order detail page.

2.8.4.6 Return form

- Logged in members can initiate the return process by filling out the **Return Form**.
- Member can specify:
 - Which items to return, by selecting items from the order history
 - The quantity to return for each item
 - Reason for returning
- Submitting the form will email customer services with the supplied information.
- Web editors can add rich content to display on the Return form page.
- Web editors can use the Nitro CMS blocks to create rich content to display when the form is submitted.

2.8.4.7 Avarda Invoices

The web page shows all invoices handled by the Avarda online invoicing service. Avarda invoices are created on the checkout page selecting the Invoice with Avarda payment option. The invoice is created by Avarda and then available on My Pages.

2.8.4.8 Logout

A logged-in member can log out from the website using the Logout link. The visitor is redirected to the start page when logging out.

2.9 Misc site features

2.9.1 Snackbar

- Nitro contains a snackbar to provide lightweight feedback about certain visitor operations (e.g. when visitor successfully logs in). The snackbar displays a brief message at the bottom of the screen.

2.9.2 Not found page (404)

- Visitors will be presented with a **Not found page** when navigating to an url that does not exist (on HTTP response code 404).

- Web editors can use the Nitro CMS blocks to create rich content on the Not found page.

2.10 SEO

2.10.1 Slug generation

- All urls are by default generated based on the *name* of the page/product.
- Invalid characters (such as : and &) are by default removed from the url. Spaces are automatically converted to dashes (-). Umlauts are converted to the corresponding letter.
- Variants are identified as a query parameter to the product page.
- Slugs can be manually overridden per page/product.
- If a name changes the slug will by default be intact.

2.10.2 Url structure

- Url structure is hierarchical, reflecting the page/catalog structure, e.g. `/<parent_page>/<sub_page>` and `/<main_category>/<sub_category>/<product>`

2.10.3 Canonical url

- A product may have multiple valid urls.
- The canonical url for a product is by default set to its brand (e.g. `/<brand>/<product>`).
- All product detail pages specify its canonical url in the canonical link element
- Category pages have canonical urls to deal with filters/sorting parameters
- Category pages support SEO-friendly pagination
- The domain (full address) is included in the canonical url

2.10.4 Title

- `<title>` by default reflects the name of the page/product but can be overridden by web editors
- If the name of the page/product changes, the title is automatically updated.
- All titles are by default suffixed with the name of the site, e.g. `<page> | <sitename>`

2.10.5 Metafields

- Web editors can set the following meta fields on all pages/products
 - Description
 - Robots index/noindex
 - Robots follow/nofollow

2.10.6 Structured data (JsonLd)

- The following pages emit JsonLd:
 - Start page (WebSite, Organization)
 - Product pages (Product, Breadcrumb)
 - Product listing pages (Breadcrumb)

2.10.7 Open Graph

- All pages emit basic Open Graph metadata
- Web editors can set the following metadata on all pages:
 - `og:title` (same as `<title>`)

- og:description (same as meta description)
 - og:image (will be used as sharing image on e.g. Facebook)
- In addition, the following metadata is automatically added to all pages:
 - og:url
 - og:type (value is "website" for all pages)
- For product pages, the following metadata is automatically added:
 - product:condition (value is "new" for all products)
 - product:retailer_item_id (value is the variation code)
 - product:availability (value is "in stock" or "out of stock")
 - product:price:amount (value is including VAT)
 - product:price:currency
 - og:image (value is the first product image)

2.10.8 Robots.txt and crawling

- Robots.txt contains **User-agent: *** and link to the Sitemap.xml
- Web editors can modify the contents of robots.txt per language/site
- All non-public sites are by default protected from crawling via the following mechanisms:
 - Pincode protection on entire site
 - **Disallow: *** in Robots.txt
 - **<meta name="robots" content="noindex, nofollow">** in head
 - Response header **X-Robots-Tag: noindex, nofollow**
- Crawling tools can be used in test environments for verification
- Nitro supports server-side rendering (SSR) to make sure bots can see the site properly

2.10.9 Sitemap

- Sitemaps are automatically generated on a schedule.
- Nitro provides one XML sitemap index file for each publicly available language.
- Sitemaps are automatically chunked into files containing max 10k entries.

	Voyado Elevate 3	Voyado Elevate 4	Optimizely Search & Navigation
Included content in sitemap	Products Categories Brands Content pages	Products Content pages Known limitation: Sitemap does not include categories or brands.	Products Categories Brands Content pages

2.10.10 Redirects

- Redirects are automatically established when content is renamed or moved in order to avoid 404s when content urls change.
- Redirect chains are avoided by skipping intermediate steps
- Old site urls can be imported, either using a static url map (old url -> new url) or via a sku-based map (old url -> sku).
- Custom redirect rules (with wildcard support) can be established by web editors

2.10.11 Google Product Feed

- Google product feeds are automatically generated on a schedule, per language/market.
- The feed contains all required fields (according to Google Product Data Specification)

2.10.12 Page speed

- Images are automatically optimized for device and size, using modern formats (such as av1 and webp)
- Images are cached in CloudFlare CDN
- We automatically detect largest content paint (LCP) image which will be eagerly loaded while images off screen are lazy-loaded.
- Pages are optimized to avoid layout shifts (CLS)
- Content is served using compression (gzip, brotli)
- Scripts, style sheets and other resources are cached in the CDN

2.10.13 Alt tags

- Product images automatically get alt tags based on the name of the product
- Content images can have their alt tags set by web editors

2.11 Accessibility

- Nitro supports WCAG 2.0

3 Backoffice

3.1 Access rights

- Nitro adds the following roles which can be used to grant access to backoffice:
 - **Editor** = can edit/publish in CMS, Catalog and Marketing
 - **Customer support** = can read CMS and edit/publish in the following Nitro Tools: Customer admin, Order admin, Overview and Search
 - **Administrator**
- Administrators can add custom roles
- Administrators can use Optimizely **Permissions for functions** to manage which role and/or user has access to each tool in Nitro Tools

3.2 Product Catalog

3.2.1 Products and variants

- The default product model has **2 variation levels** (product and variation). In a customer implementation project, products are assumed to have a maximum of 3 variation levels.
- All products are expected to have at least one variant.
- Products can be defined as **customer-unique products** so that only certain customers can see them. Customer-unique products require users to log in.
- A product can be assigned to multiple categories.

3.2.2 Prices

- Prices are assigned to variants based on Optimizely Commerce standard pricing model in the Optimizely Commerce Catalog.
- A price has a valid date period.
- A price is valid for a specific market only, but Nitro will look for prices stored on a fallback marked named “default market” if it cannot find any market specific price.
- Prices can be defined as **customer specific prices**, so that they are available only to certain customers. Customer specific prices require users to log in.
- **Cost prices** can be stored on variants. Nitro will send cost prices to Voyado Elevate to enable recommendations based on price margin. Cost prices can be stored in foreign currencies and will be converted to the current market’s currency using exchange rates registered in Nitro.
- Other price configs (requires config change by Avensia):
 - Prices can be stored either including or excluding VAT (default is including VAT)
 - Enable/disable visitor to toggle between displaying prices including or excluding VAT (B2C: default hide toggle, B2B: default view toggle)
 - Default value for displaying prices including or excluding prices (B2C: default including VAT, B2B: default excluding VAT).
- To enable compliance with the European price directive, Nitro stores all price changes. The default setting is to store 30 days of price history. (Displaying previous prices on the Product Detail Page must be implemented in the customer project).

3.2.3 Campaigns and discounts

- A campaign is a price discount that in some way lowers the price of the purchase.
- Nitro uses Optimizely Marketing for all campaigns.
- Campaigns are set up manually in Optimizely Marketing UI. (Integration between ERP and Episerver Marketing can be developed as a customer add-on.)
- The following Optimizely built-in promotion types are available:
 - Cheapest items for free
 - Buy products for fixed price
 - Buy products for discount from other selection
 - Spend for discounted selection
 - Spend for free items
 - Most expensive items for free
 - Buy products for discount on all selections
 - Buy products for discount in same category
 - Spend for discount on order
 - Buy products and get discount on order
 - Spend for discount on shipping cost
 - Buy products for discount on shipping cost
 - Buy products for free shipping
 - Spend for free shipping
- Editors can use the “Virtual Campaigns” tool in Nitro Tools to create multiple (e.g. customer-specific) one-time-use coupon codes for a promotion.

3.3 Nitro Tools

3.3.1 Overview

The Nitro Tools Overview page is the default view when logging into Nitro tools. It shows:

- A search bar (where you can search for customers, orders and commerce catalog content)
- 10 most recent orders
- Currently running jobs
- Failed jobs
- Queues with pending or error items

The overview page adapts according to current user's access rights.

3.3.2 Markets

For each market, admins can configure VAT-rates, payment options and shipping options used in the solution.

3.3.2.1 Payments

Admins can configure the following settings for the available Payment Service Providers:

- Display name
- Active
- Sort order (used on checkout page)
- ERP code identifier
- Price
- Settings unique per PSP

See Integration section below for list of available Payment Service Providers.

3.3.2.2 Shipping methods

Admins can configure the following settings for the available Shipping methods:

- Display name
- Active
- Sort order (used on checkout page)
- ERP code identifier
- Price
- Free shipping (on/off + cart value threshold) - this will create a promotion that gives customers free shipping above a certain cart value

See Integration section below for list of available Transport Service Providers.

3.3.3 Customer admin

3.3.3.1 Contact admin

- Create and edit contact
- GDPR: Download all privacy data for a user
- GDPR: Delete all data for a user (which will anonymise the user and all its orders, as well as delete all its addresses, cart, wishlist and "back in stock" monitorings and remove connection to the CRM contact)
- Connect contact to organization
- Assign contact specific price groups
- Assign contact specific product groups

- “Impersonate” customer: Log on site as customer (can add to cart + create order on behalf of customer)

3.3.3.2 Organisation admin

- Create and edit organization
- Create and edit sub-organization
- Create contact
- Assign organisation specific price groups
- Assign organisation specific product groups

3.3.4 Nitro job scheduler

The scheduler runs jobs according to their schedule. Jobs are scheduled using advanced cron schedule syntax, giving high precision scheduling down to the second.

- Can execute any number of jobs in parallel
- Possibility to control parallel execution of related jobs
- Scheduler will run on the dedicated scheduler instance in DXP, not affecting CPU on the services that are facing customers
- Possibility to control whether scheduler is active or not, e.g. when doing back copy/migration
- All job runs are associated with an id which can be used to group all logging related to that run
- Administrators can use the Nitro Job Admin UI to
 - See active running status
 - See outcome of job runs
 - Get details for job logs
 - Update job schedules
 - Update job monitoring settings
 - Group related jobs
- Projects customize the headings in the list of jobs in Nitro Job Admin UI and decide which job to display in which heading.
- Heartbeats mechanism to make sure the scheduler is active at any time
- Health-check endpoint to externally monitor the health of any jobs

3.3.5 GDPR

- Download all privacy data for a customer (via Customer admin)
- Delete all data for a user (via Customer admin)
- Job to anonymize all orders older than a configurable age (default 2 years)
- Option to anonymize orders when successfully exported to ERP
- Anonymize specific order (via Order admin)

3.3.6 Project startup tools

- Default CMS content import/export
- Product import from Excel file
- Price import from Excel file
- Stock import from Excel
- Generation of dummy stock data (for testing purposes)
- Store import from Excel

3.3.7 Developer tools

- Voyado Elevate 3 admin
- Migrations admin
- Instagram access token admin

3.3.8 Other back-office tools

- **Localizations.** Lets the web editor translate labels and captions not available in the block and page types.
- **Content Finder tool.** Shows where blocks and page types are used on the website.
- **Queues** admin
- **Search** (customer, order, catalog content)
- **inRiver PMC** product catalog import admin
- **Order admin**
- **Customer admin.** Administration of organisations and contacts.
- **Organizations admin.** Administration of organisations and contacts
- **Redirects admin.** Administration of redirects.
- **Feature toggles** (with global, site specific, market specific and site-and-market specific toggles) to toggle features on and off on the website.
- **Stock status viewer.**
- **Exchange rates admin.**

4 Integrations

4.1 API endpoints exposed by Nitro

The following API endpoints are exposed by Nitro:

- Price import
- Stock import
- Order export
- Shipment import
- Return import
- Return order export
- Store import
- Customer import
- Organization import
- Exchange rate import

See separate **Integration Specification** document for details about the API endpoints.

4.2 Content index (search and relevance)

The content index is used for search and relevance in Nitro.

Nitro supports three different content indexes:

- **Voyado Elevate 3**
- **Voyado Elevate 4**
- **Optimizely Search & Navigation**

4.2.1 Voyado Elevate 3

See sections on **Search, Navigation, Product block, Product detail page** and **Product listing page** above for more details.

4.2.2 Voyado Elevate 4

See sections on **Search, Navigation, Product block, Product detail page** and **Product listing page** above for more details.

4.2.3 Optimizely Search & Navigation

See sections on **Search, Navigation, Product block, Product detail page** and **Product listing page** above for more details.

4.3 CRM

Nitro can be used with either Voyado Engage or Hubspot as external CRM system. This integration to an external CRM system is optional - if opted out, Optimizely will be used as CRM together with SendGrid for transactional emails.

4.3.1 Voyado Engage

- When a visitor registers as a member on site, a contact is created in Voyado Engage as well as in Nitro
- When members log in, credentials are validated against Nitro
- When displaying member data on My pages, data is fetched from Voyado Engage
- When updating member data on My pages, data is updated in Voyado Engage
- The following emails are sent from Nitro via Voyado Engage:
 - Order confirmation
 - Order shipped
 - Partial order shipped
 - Return received
 - Order cancelled
 - Password reset

4.3.2 Hubspot CRM

- When a visitor registers as a member on site, a contact is created in Hubspot as well as in Nitro
- When members log in, credentials are validated against Nitro
- When displaying member data on My pages, data is fetched from Hubspot
- When updating member data on My pages, data is updated in Hubspot
- The following emails are sent from Nitro via SendGrid:
 - Order confirmation
 - Order shipped
 - Partial order shipped
 - Return received
 - Order cancelled
 - Password reset

4.4 PIM

4.4.1 inRiver PMC

Nitro has a product catalog import integration with inRiver PMC.

4.5 Payment service providers

4.5.1 Adyen

Nitro supports payments using Adyen Online Payments. The integration uses Web Components (v6) and the "Advanced flow".

Tested payment methods:

- Card payments (including 3DS2 cards)
- Google Pay
- PayPal
- Apple Pay
- Ideal
- Trustly
- MobilePay
- PayTrail
- Klarna ("klarna", "klarna_paynow" and "klarna_account")

4.5.2 Avarda

Nitro supports:

- Payments using Avarda Checkout v3.0, in B2C and/or B2B mode.
- Paying invoices/accounts from My Pages

4.5.3 Kustom (Klarna)

Nitro supports payments using Klarna KCO v3 (including Klarna Hosted Payment Page).

4.5.4 NetsEasy

Nitro supports payments using NetsEasy.

4.5.5 Przelewy24

Nitro supports payments using Przelewy24.

4.5.6 Stripe

Nitro supports payments using Stripe Payment Element.

Tested payment methods:

- Card
- Apple Pay
- Google Pay

4.5.7 Vipps

Nitro supports payments using Vipps.

4.5.8 Walley

Nitro supports payments using Walley Checkout, in B2B and/or B2C mode.

4.5.9 Invoice

Nitro supports placing orders using invoice as payment method.

4.6 Transport service providers

4.6.1 Ingrid

- Ingrid Checkout (with/without address form)
- Ingrid Product Page Widget
- Ingrid Delivery Tracking Widget

4.6.2 nShift

- nShift Checkout

4.7 Transactional emails

Nitro will use either Voyado Engage or SendGrid for transactional emails.

4.7.1 SendGrid

- The following transactional emails are sent from the system using SendGrid (when Voyado Engage is disabled):
 - Order confirmation
 - Order shipped
 - Partial order shipped
 - Return received
 - Order cancelled
 - Back in stock notification
 - Abandoned cart notification
 - Password reset

4.8 A/B testing

4.8.1 Optimizely Feature Experimentation

Nitro supports A/B testing with Optimizely Feature Experimentation.

- Editors can A/B test any CMS block versus any other CMS block in Nitro. Editors can create experiments on <https://app.optimizely.com> which will then be available in Nitro for the editor to populate the experiment with CMS content.
- More advanced tests can be built (requires custom development).
- Nitro tracks "orderValue", "revenue" and "transactions" to Optimizely when a new purchase order is created and "addToCart" when customer adds something to cart.

4.9 Other 3rd party integrations

4.9.1 Cision releases

- Releases from Cision can be automatically imported to Nitro as CMS pages.
- Custom development is needed to display the Cision releases on the website.

4.9.2 Contentsquare

Nitro supports tracking user behaviour with Contentsquare.

- Nitro tracks pageviews, transactions (purchases), opening/closing of flyouts/modals and scrolling to Contentsquare.
- Nitro masks sensitive data e.g. on order details page (in addition to the masking Contentsquare does automatically for all text input fields).

4.9.3 Google Maps

See section on **Store page** above.

4.9.4 Google Tag Manager and Google Analytics support

- Google Tag Manager code snippets can be implemented through CMS
- The following Google Analytics 4 events are pushed to the data layer.
 - page_view
 - view_item
 - add_to_cart
 - add_to_wishlist
 - remove_from_cart
 - view_cart
 - begin_checkout
 - add_shipping_info
 - add_payment_info
 - purchase

4.9.5 Instagram

See section on **Instagram block** above.

4.9.6 Facebook Conversions API

- The following events are sent from Nitro to Facebook Conversions API:
 - AddToCart
 - InitiateCheckout
 - Purchase
 - AddToWishlist
 - Search
 - ViewContent (PDP, category page, product listing page, brand page)
 - CompleteRegistration (signup on site and for newsletter)
 - PageView
- Supports deduplication of events sent to Facebook both via Conversions API and the Pixel (via Google Tag Manager), by sending the same eventId to both Conversions API and the Pixel

- Support for unique settings per site/market (e.g. different Facebook accounts for different sites)

4.9.7 Optimizely Forms

- Implementation of Optimizely Forms.
- Supports the following form elements: TextBox, TextArea, Number, Selection, Choice, Submit, reCAPTCHA (Google Captcha), free text, hidden value, Title, File Upload
- Support for webhooks on form submission
- Support for regexp validation on TextBox element

4.9.8 Optimizely Opti ID

- Possibility to use Opti ID for backoffice access