



Introducing the Sitecore Discover JS SDK

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Agenda

1. What is Sitecore Discover?
2. Sitecore Discover implementation options
3. What is Sitecore Discover JS SDK?
4. Events
5. Components

Sitecore Discover is a product discovery optimisation engine. It enables intelligent product search powered by AI and can enhance experiences anywhere merchandising information is displayed.

It is a headless platform that delivers omnichannel personalisation across mobile, web, email, and in-store. It is designed to optimise a site's SEO configuration to maximise product discovery.



Discover - What is it?

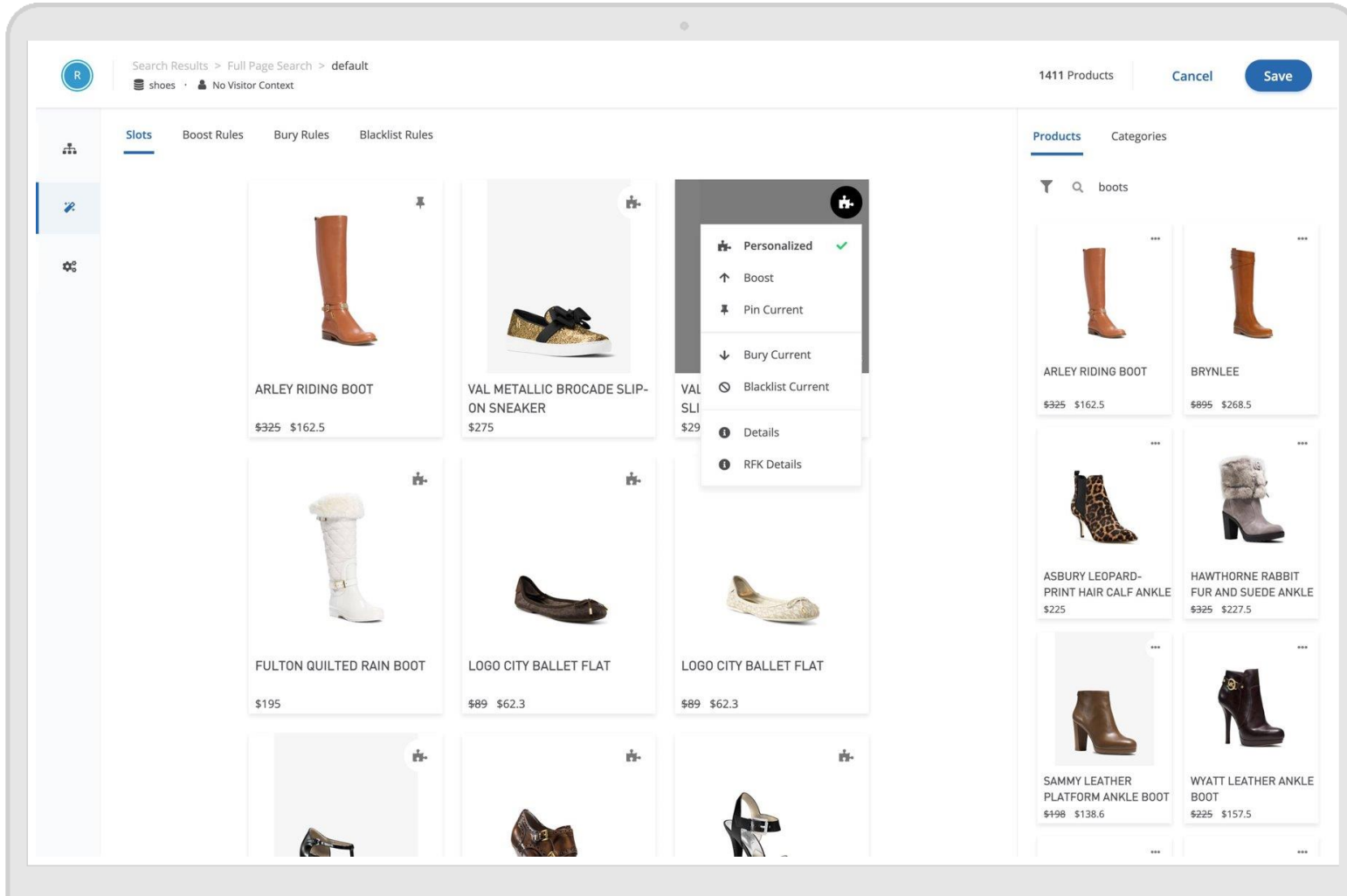


Full control over product visibility

Split-test rules and widgets for continuous optimization

Automate schedules for business rules

Generate SEO landing pages

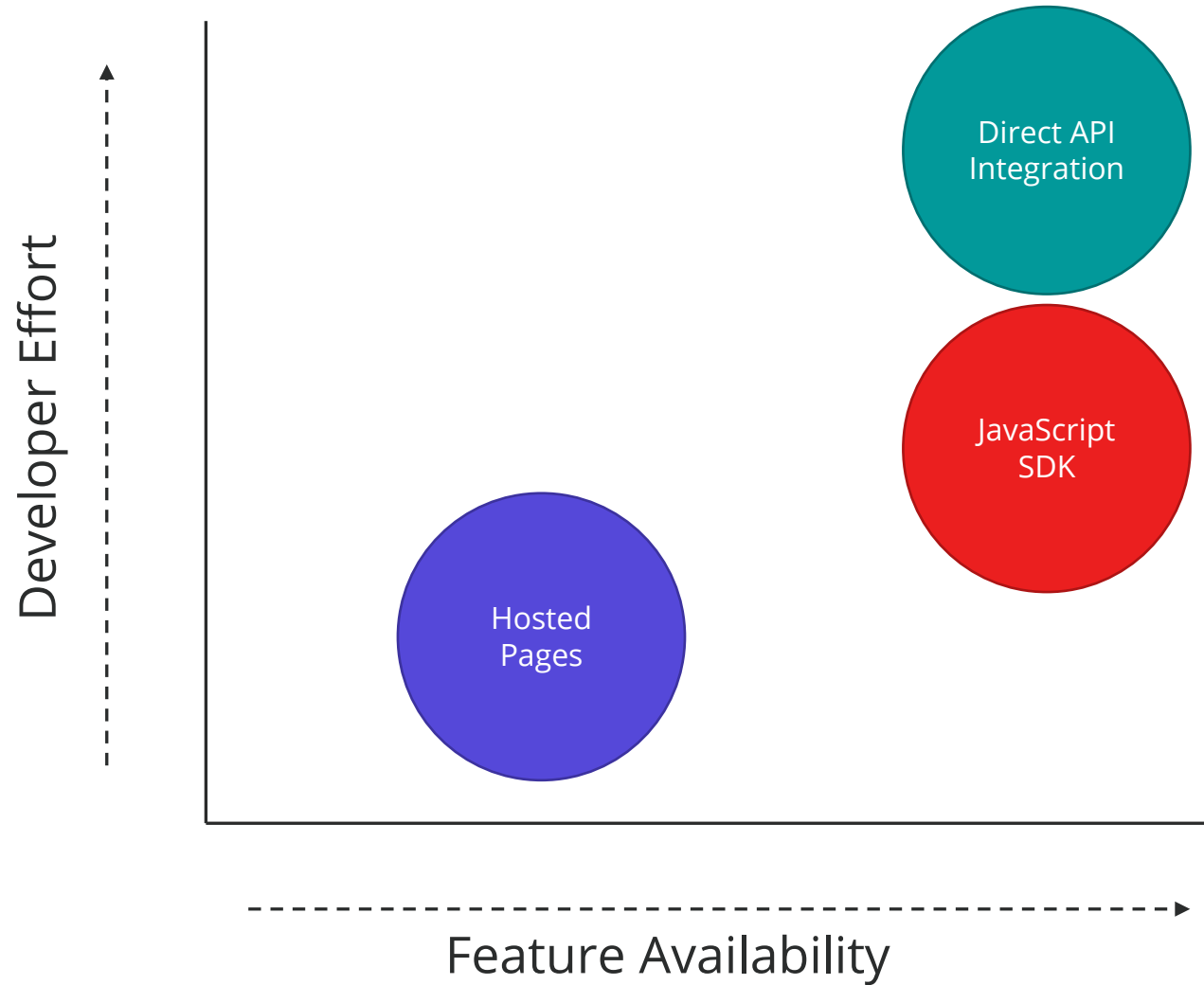


Pin - place product in static location

Boost - static or dynamic promotion

Bury - static or dynamic downgrade

Blacklist - remove products altogether





- Still in Beta
- Is designed specifically for React.
- Provides total control over user experience design.
- Inherently handles anonymous visitor tracking, page views events, widget events and clicks.
- Two NPM Libraries
 - `@sitecore-discover/react`
 - `@sitecore-discover/ui`

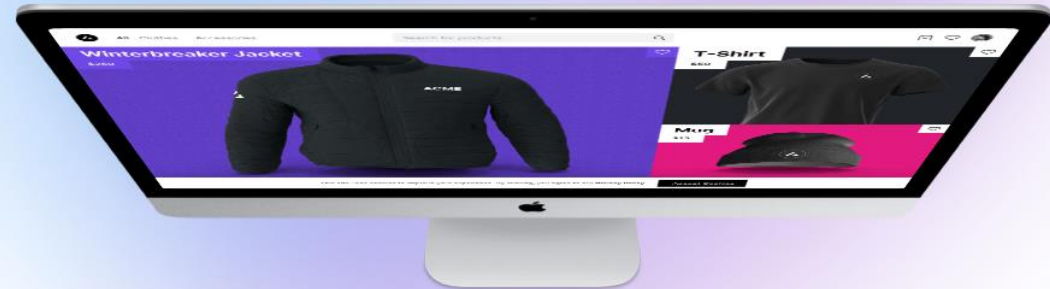
- OSS B2C Commerce Framework based on Next.js
- Shows layering Sitecore Discover over an existing storefront.
- Shows combining SSG with client-side hydration

Next.js Commerce

The all-in-one React starter kit for high-performance ecommerce sites. Clone, deploy, and fully customize with a few clicks.

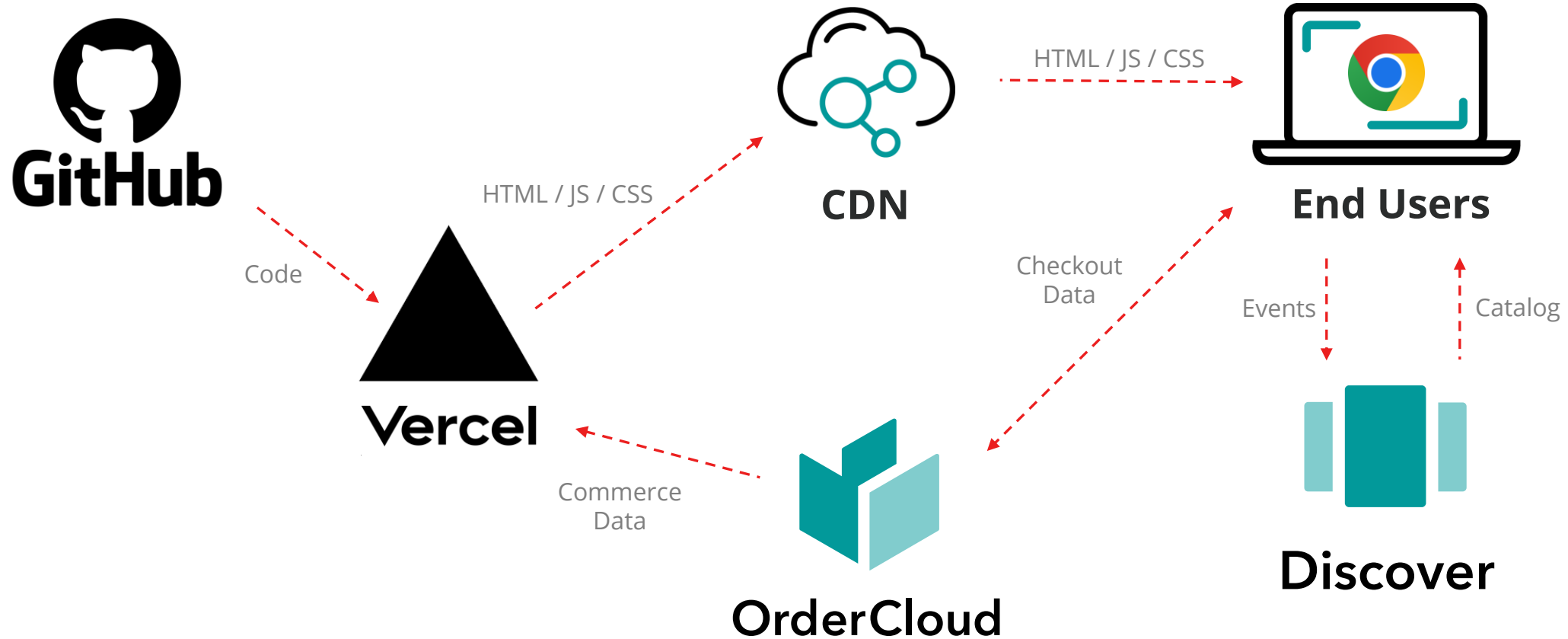
▲ Clone & Deploy

[View Demo →](#)



Fast out of the Box.

Online shoppers demand performance. Next.js enables developers to create delightful online experiences, then stay fast with [Next.js Analytics](#).



- Implement first to start getting data
- Simple to hook into existing React applications using SDK
- Some are provided out of the box, and some need to be wired up manually

Event interface	Event type	Automatically dispatched
trackAppearEvent	Global event	Yes by JS SDK for React.
trackSearchResultsClickEvent	Search results widget event	Yes by JS SDK for React.
trackSearchResultsFacetClickEvent	Search results widget event	Yes by JS SDK for React.
trackRecommendationClick	Recommendation widget	Yes by JS SDK for React.
trackPreviewSearchClick	Preview search widget	Yes by JS SDK for React.
trackPageViewEvent	Global event	Yes by JS SDK for React.
trackAddToCartEvent	Funnel event	No. Dispatch verbosely.
trackOrderConfirmEvent	Funnel event	No. Dispatch verbosely.
trackPDPViewEvent	Funnel event	No. Dispatch verbosely.
trackStatusCartEvent	Funnel event	No. Dispatch verbosely.
trackUserLoginEvent	Global event	No. Dispatch verbosely.



- How can you implement the Components?
 - Static Components
 - Dynamic Components (Generic Widgets)
 - Global Components (Every Page)
- What do you get?
 - Components vs Templates
 - Storybook
- How to create them?
 - Copy from storybook
 - CLI

- Do as much or as little with Discover as suits your use case
- Just as easy to implement Discover over an existing eCommerce site as it is to implement on a greenfield project.
- You can get access to JavaScript SDK Beta when you start a project, speak to your Discover Implementation expert.
- Lots of support when you choose to use the SDK approach – Storybook & the CLI can make implementations really simple!



Thank you

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