Salesforce Commerce Cloud x Noibu Partnership FAQ

What is the Salesforce Commerce Cloud x Noibu partnership?

The Noibu x Salesforce Commerce Cloud (SFCC) partnership introduces an AI-powered performance and conversion optimization solution built specifically for SFCC merchants. This collaboration enables ecommerce businesses to proactively detect, investigate, and resolve critical site issues faster than ever before, ultimately improving customer experience and protecting revenue. Noibu's AI-powered platform is natively integrated into SFCC, providing real-time insights, automation, and performance monitoring to help merchants maintain seamless online experiences.

What are the main benefits of this partnership?

1. **Free consulting of top 10 issues**:
   o **What is included?** As part of the partnership, Noibu offers a free consultation to analyze and provide insights into the top 10 issues affecting a merchant's website.
   o **How does it help?** This consultation helps identify critical errors and areas for improvement, allowing merchants to prioritize their efforts in enhancing site performance and user experience.
   o **Who conducts the consultation?** Noibu's team of experts conducts the consultation, leveraging their extensive experience and knowledge in ecommerce error monitoring.

2. **Easy deployment of Noibu script installation:**
   o **What is it?** The Noibu script is a lightweight tracking code that enables real-time monitoring of user interactions, site performance, and errors on SFCC-powered ecommerce sites.
   o **How does it work?** Once installed via our SFCC Cartridge, the script continuously collects data on website behavior, tracking key metrics such as page load speed, checkout errors, and unexpected disruptions.
   o **Why is it beneficial?** It allows merchants to identify and resolve hidden technical issues and performance slowdowns that could impact conversions, ensuring a seamless and optimized shopping experience for customers.

3. **Noibu log product integration:**
   o **What is it?** Noibu's log integration improves SFCC merchants' ability to quickly debug and resolve errors by presenting client-side and server-side data all in one place.
   o **How does it work?** Noibu connects directly with SFCC to show error, warning, and fatal logs in the context of user sessions, providing 30 days of extended data retention and helping detect anomalies before they impact sales.
   o **Why is it beneficial?** Instead of switching between platforms to sift through logs, merchants gain comprehensive insights into client-side and server-side errors in the context of user sessions, allowing for faster issue debugging and resolution.

4. **Custom attribute tracking:**
   o **What is it?** Noibu enables merchants to track key attributes tied to user sessions, making it easier to diagnose issues and understand their business impact.

- How does it work? Custom attributes such as Customer ID, Session ID, Order ID, and Campaign ID are automatically captured and linked to site errors.
- Why is it beneficial?
    1. Customer ID: Connects errors to specific users, helping prioritize fixes for high-value customers.
    2. Session ID: Provides session-based insights, allowing merchants to pinpoint failures in individual user journeys.
    3. Order ID: Associates errors with transactions, ensuring that revenue-impacting checkout failures are addressed quickly.
    4. Campaign ID: Links marketing-driven site visits to technical issues, offering visibility into campaign effectiveness and potential conversion blockers.
5. AI-powered session search:
    - What is it? Noibu's AI session search enables teams to use natural language queries to discover session replays with evidence of user-impacting problems
    - How does it work? Merchants can interact with Noibu's AI by asking queries such as, "Show me sessions from yesterday where users hit an error on checkout" and receiving instant results with direct links to relevant session replays.
    - Why is it beneficial? The AI search streamlines the way product teams investigate and find evidence of user-reported issues. It reduces manual investigation time and ensures a faster, more efficient response to critical site issues.

How can I get started with Noibu on my Salesforce Commerce Cloud store?

1. Sign up: If you haven't already, sign up for Noibu through the [Salesforce AppExchange](#) by signing in and clicking 'Get It Now'.
2. One-click integration: Use the one-click integration feature within your Salesforce Commerce Cloud dashboard to connect your store with Noibu.
3. Schedule free consultation: Once integrated, schedule your free consultation with Noibu to analyze the top 10 issues on your site.
4. Implement solutions: Utilize the insights from the consultation and root cause analysis to fix identified issues and improve your website's performance.

Who should I contact for support?

- Salesforce Commerce Cloud support: For questions related to the integration process or issues with your SFCC store, contact [Commerce Cloud support](#).
- Noibu support: For inquiries related to error monitoring, consultation services, root cause analysis, or your free site consultation, reach out to [Noibu support](#).

Is there a cost associated with Noibu services through this partnership?

- Initial consultation: The initial two-week consultation of the top 10 issues is free as part of the partnership.
- Ongoing services: For continued use of Noibu's error monitoring and root cause analysis services, please refer to Noibu's pricing plans or contact their sales team for detailed information.