

Digital Commerce

Succeeding in today's complex digital commerce landscape

Navigating the world of digital commerce can be challenging for businesses today. The landscape is constantly changing, with evolving buyer expectations and fierce competition. As points of sale become more dispersed, knowing where to invest and focus efforts strategically is crucial. At Publicis Sapient, we understand the complexities you face. We can empower your business with a tailored commerce strategy, ensuring you not only adapt to the dynamic market but also seize every opportunity it presents.



Offering summary

Set up your organization for success with our cutting-edge digital commerce solutions on Salesforce Commerce Cloud. Our deep expertise in headless architecture, Data and AI, social commerce, and composable commerce ensures our clients are future-ready with solutions designed to grow e-commerce revenue/GMV, enhance profitability and maximize rapid ROI while delivering personalized experiences that delight your customers. We go beyond platform implementation to empower your organization with knowledge sharing, expert guidance, agile and scalable technology, and data-driven experiences. Learn the "how" of digital commerce and thrive in the dynamic marketplace.

Our comprehensive digital commerce approach



How we deliver measurable value

To succeed in today's fast-evolving world of commerce, you need a committed partner to lay the foundation for your digital transformation. From ideation to implementation and beyond, we bring an outcomes-focused approach. With Publicis Sapient at your side, you can expect:

- **Deep Expertise Across Commerce Dimensions:** 15 years implementing Commerce Cloud with deep B2B/B2C/B2B2C commerce, order management, headless and composable architecture, and social commerce across industries and continents.
- **End-to-End Commerce Guidance:** We are true end-to-end commerce experts, providing guidance that spans strategy, design, technology, measurement and customer experience.
- **Customized Market and Sector Solutions:** We set up clients for success by offering market and sector-specific solutions tailored to their unique business goals. From Retail to CPG, Life Sciences, Automotive, and Energy and Utilities, we have helped the world's leading brands thrive in diverse business environments.
- **Value Alignment Lab:** A highly collaborative workshop that delivers a comprehensive product strategy and roadmap within weeks to drive measurable results and sustained success.



ALLIANCE



Partner Advisory Board

What sets us apart

We are a world-renowned leader in end-to-end Commerce solutions, including strategy, implementation, thought leadership, and experience. For 15 years, we have been creating solutions on Commerce Cloud across all industries and customer types. Our Commerce practice has over two decades of experience in various Commerce platforms that we can use to support Salesforce Commerce solutions.

Publicis Sapient is a thought leader in innovative Commerce solutions – such as Headless and Composable architecture – as well as a member of the MACH Alliance, an organization dedicated to developing Composable solutions. The leader of our Global Commerce Practice has been honored with the Chairperson position in the MACH Alliance, highlighting our company's commitment to and influence within the industry. We have established partnerships with Commerce Cloud partners that bring these new-age solutions to life.

Together, Salesforce and Publicis Sapient have trailblazed the evolution of their new Commerce Cloud. Recently, we won Salesforce's Commerce Innovation Award for our work in deploying the first Composable architecture for a large retailer. We also have a seat on the Salesforce Partner Advisory Board for Commerce Cloud, which allows us to directly influence product strategy, feature roadmaps, and best practices. We continue to be at the forefront of Commerce Cloud innovations, like Composable, with other advanced strategies such as Social Commerce on TikTok and Meta.

We specialize in building solutions that support the entire commerce life cycle, including search, purchase, customer service, order management, returns and rebates. Whether you need to strategize your Commerce platform of the future, design a new site experience that delights all visitors on any device, or build and maintain the platform for scalability and availability, we are your partner.

Exceed your customer's expectations and gain a competitive advantage for your business

In the fast-paced world of digital commerce, standing out takes strategy, speed and agility, innovation and proven technology. We empower you to leapfrog the competition with the following:

- **Commerce Strategy and Transformation:** To stay ahead of your evolving customers' expectations—and the competition—you need a strategic partner throughout your digital commerce journey. We provide strategic planning, technology selection, and ongoing support to ensure that commerce strategies are tailored to your business objectives.
- **Rapid Composable Commerce Site Deployment:** The first to market is often the first to win. With our Salesforce Commerce Accelerators and Rapid Accelerator for Commerce Engineering (RACE) offering, we can quickly stand up your site with the latest user experience trends and technology.
- **Deliver Conversational Experiences:** Meet your customers where they are with our pre-built Social Commerce solution offerings that significantly reduce friction and close gaps across the entire customer journey. Stand out on social platforms, like WhatsApp and TikTok, with advanced features such as enable real-time offers, promotion to purchase, abandon cart management, and more.
- **Cutting-Edge, Future-Ready Architecture:** It can be challenging for brands to stay ahead in the ever-evolving digital marketplace. We future-proof your business with cutting-edge solutions like headless architecture, Composable commerce, Data and AI, and Social Commerce.
- **Real-Time, Data-Driven Decisions:** Businesses increasingly rely on data-driven insights to make informed decisions. We harness the power of AI with Salesforce Data Cloud to give you the robust tools and valuable insights you need to react and adapt to customer expectations, personalize their experiences, and ensure performance at scale.

Future-proof your business



Strategy



Accelerators



TikTok & Meta



Architecture



Insights

Drive Measurable impact to your business with Publicis Sapient and Salesforce Commerce Cloud



Enhanced Operational Efficiency

- Launch faster and reduce total cost of ownership
- Equip IT and your business for success
- Offload operational costs and burden

Revenue Growth and Customer Engagement

- Increase sales and revenue
- Drive revenue and engagement
- Boost brand loyalty and advocacy

Adaptive Platform and Speed to Market

- Flexible and centralized platform
- Increase speed to market
- Implement a best-of-breed solution

Omnichannel Excellence

- Unlock omnichannel experiences
- Maximize performance at scale
- Personalize the entire customer journey

Social Commerce with +

Unlock unprecedented growth opportunities by integrating your Salesforce Commerce Cloud with leading social media platforms TikTok and Meta. Our solution enables businesses to drive improved sales performance. This experience allows us to provide a solution that is not only flexible but also tailored to meet unique business requirements.

By embracing social commerce, your business can position itself at the forefront of e-commerce trends.

Key Features and Benefits:

- **Extensive Audience Reach:** Connect your Salesforce Commerce Cloud with TikTok and Meta, leveraging their extensive user base.
- **Streamlined Product Sync:** Sync your product catalog from Salesforce to TikTok and Meta effortlessly, saving time and ensuring accurate information.
- **Seamless Shopping Experience:** Enable direct purchasing with TikTok and Meta, reducing friction and cart abandonment rates.
- **Enhanced Targeting and Personalization:** Deliver tailored content and offers using advanced targeting and personalization capabilities.
- **Real-Time Analytics and Insights:** Gain valuable insights into social commerce performance through comprehensive analytics and reporting tools.

Maximize your Salesforce Commerce Cloud and tap into the power of social commerce today.



67% of users say TikTok inspires them to shop even when they don't mean to – [source](#)



4 in 10 users buy a product after seeing it on TikTok – [source](#)



57% of customers are okay with brands using their personal information to deliver relevant content and offers – [source](#)



98% of consumers plan to make at least one purchase through social shopping – [source](#)

How we've made an impact



LEADING BRITISH GROCER

The imperative for change:

This top British grocer, after separating from their parent company, required a digital transformation of their e-commerce and marketing strategies and technologies. The challenge was to achieve this without causing any disruptions to their internal operations or their customers.

Solution outcomes:

- Modern headless e-commerce platform
- Digital experiences to attract new customers
- Call center transformation for improved customer experience



Technology:

- **Service Cloud**
- **Commerce Cloud**
- **Marketing Cloud**



GLOBAL CONSUMER BEAUTY BRAND

The imperative for change:

Given the large number of brands across our client's various geographies, developing a common e-commerce platform was central to their re-platform strategy.

- Defining the implementation roadmap and orchestrating the delivery across all parties
- Defining the technology strategy and end-to-end architecture
- Setting up a scaled agile product organization

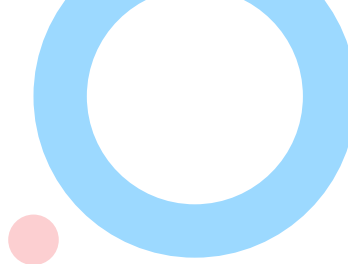
Solution outcomes:

- Digital Marketing: Delivering specially designed campaigns, including several holiday campaigns to help increase conversion and sales.
- Innovations: Develop and deliver innovations that help brands redefine the way they connect to consumers. For example, B2B2C solution to build a common e-commerce distribution channel for the entire Professional Products Portfolio.
- Long-term IT Support: Providing e-commerce platform support for 17 of the personal care brands—production support for business-critical issues, making weekly production releases throughout the year to continuously maintain and enhance the online stores.



Technology:

- **Commerce Cloud**



LET'S CONNECT

Contact us for a review of how our capabilities and partnership with Salesforce can establish, augment and extend your digital transformation.



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ABOUT PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.