



Future proof your online shopping experiences

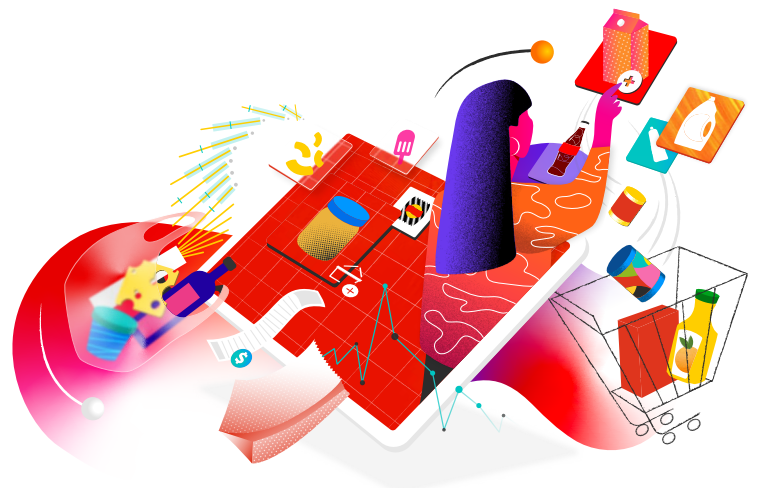
4 tips for building a powerful, profitable e-commerce channel



Online commerce has changed the game for all B2B and B2C businesses. By digitising and automating sales processes, you have the chance to grab greater B2B market share, as well as spot new direct-to-consumer opportunities.

This sheet will help to explain how you can create more seamless shopping, fulfilment and return experiences, across multiple digital touch points, channels and markets.

We will look at some of the important questions which B2B organisations have to answer around e-commerce, and provide some best practice tips for getting started.



What's holding you back?

B2B businesses typically grapple with several different challenges when trying to create better online experiences:



Connecting browsing, search payment, fulfilment and returns processes across different channels.



Creating a composable business model that can easily add and subtract new channels, products and content according to customer demand.



Personalising customer experiences and providing unique offers and journeys for every person, across multiple geographies and markets.



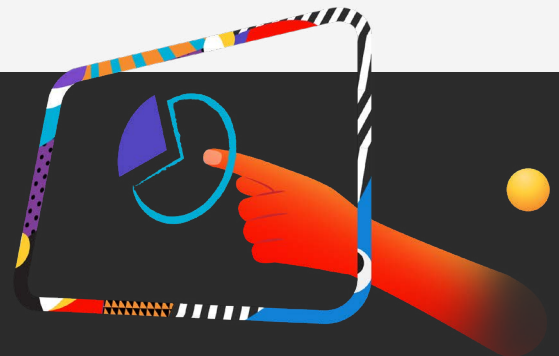
Digitising commerce, by embracing technologies like AI and automation to create a more future-focused operation.



Ensuring efficiency with control over headcount and spending, even with a growing customer base and increasing revenue.

With the right channel mix and digital platform, you can cut through those issues to deliver more impactful, profitable experiences – and a more valuable e-commerce business model.

Four answers to the e-commerce puzzle



Creating effective online customer journeys isn't easy – and connecting them across many different moments and channels is even more complex. But with the right ideas and technologies, you can confidently launch, scale and manage experiences and storefronts, to drive conversion and go for growth.

Here are four non-negotiables when thinking about your e-commerce strategy.

Scalability

When creating online customer experiences, you need the ability to plan for the future as well as today. If your customers use multiple channels and want to access your services on different devices, you need a platform which allows them to do so. Otherwise, you risk losing them to a competitor who can. Choose an approach which helps you extend your online experience across multiple channels, and quickly scale services up, so you can capture demand when and where it's available.



Unified management

It's important you can manage customer data, content and experiences in one place, to more easily combine different go-to-market strategies. Unified management of customer data, content and offers also helps you deliver more consistent shopping experiences and personalisation. Consolidated digital infrastructure means you can pick and allocate the right tools to engage your audience at any moment in their online journey, improving your operational efficiency.



Intelligent insight

By harnessing customer data, you can understand who your customers are, what they like, and how they prefer to interact. Investing in AI and other technologies which help you learn more about your customers, gives you the insight to match your sales and marketing efforts to each stage of the customer lifecycle. So whether it's providing product recommendations, personalised payment platforms or preferred fulfilment options, you can shape customer experiences to improve relevance and performance across as many channels as you need.



Simplified operations

Diversifying your online business may come at a cost. But you can do it in a way that doesn't add unnecessary complexity and confusion to your channel mix and operational processes. By focusing on uniting the back and front ends, with native integrations and AI-driven processes, you can simplify workflows and limit costs. This helps you create a more flexible e-commerce operation, where you can manage channels as one, making for a more connected customer experience, as well as allowing you to scale more confidently.

Qualities to look for in your e-commerce solution

When you're evaluating a platform to build your online brand and expand your presence, choosing one which allows you to easily create, scale and measure experiences is vital.

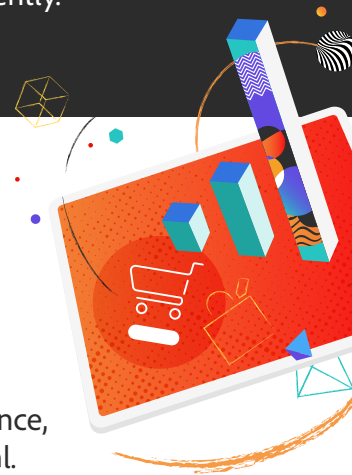
Here are a few valuable features that can help you set your digital business apart.

Page building

Quick, easy-to-use webpage creation can help get your channels up and running fast, and update content more regularly. You can more easily reuse content across channels, ensuring more consistent branding and greater reach per piece of communication. If you can integrate segmentation too, you can also develop and share more tailored content, delivered directly to your customers at speed and scale.

Product recommendations

A platform that can understand and use your customers' data is invaluable. Understanding preferences and past purchases lets you easily turn browsing into buying, with relevant product recommendations and content for each customer. Helping you connect customers with the products they want, at the moment when they are most likely to convert.



Broad fulfilment options

When it comes to e-commerce, lining up front and back-end processes helps you ensure that customers get a consistently good experience from their first interaction to their last. By choosing a platform that helps to integrate omnichannel fulfilment options into the online experience, you can streamline the whole process and improve storage and warehousing efficiency.

Payment services

With an e-commerce platform that supports integrated payments across every channel, you can accept and manage all customer transactions in one place. As well as giving your customers a more connected experience, you can also see underlying payment data, making it easier to reconcile finances and improve reporting.

B2B-specific integrations

B2B organisations have the same need to develop and scale new channel opportunities as B2C businesses. By choosing a platform designed for B2B, with features that let your customers manage their business accounts and personalise their journeys, you can differentiate your online offering and modernise your business.



Introducing Adobe Commerce

Adobe Commerce helps you to sell more products, by helping you to build multi-channel shopping journeys quickly and effectively, in one place. You can create a connected operational approach, from cataloguing to payments, supported by deep, data-led insight into how your customers behave. Supported by a global network of partners, you can bring your brand and platform vision to life, with content, web design and operational flexibility that help you to connect with your customers, sell more and drive loyalty.

Let's create something new

Discover the full range of enterprise-level experience features that Adobe Commerce has to offer by visiting our website. You can take a full product tour and learn more about the partners and solutions you can work with on the platform.

Take the tour



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