



# Building the future of ecommerce

Discover how Adobe's ecosystem provides a flexible foundation for rapid growth, whether you're B2B, B2C, or both.



We have entered the Age of Ecommerce—and there's no going back. According to a recent Forrester report, 43 percent of consumers either started shopping online or began doing it more often over the past year. And research by Adobe suggests global ecommerce sales will reach \$4.2 trillion this year. Meanwhile, a Digital Commerce 360 report found that sales on B2B ecommerce sites grew by 10 percent to \$1.39 trillion in 2020.

Whether you sell to consumers, businesses, or both, your ecommerce website is more critical to your organization's success than ever. The same Forrester report found that 70 percent of B2C businesses have seen website visits increase as retail foot traffic declines. And more than half of B2B buyers have identified vendor or product websites as one of the top sources of information they use during the purchase process, as reported by TrustRadius.

Delivering an industry-leading ecommerce experience, however, requires more than a standalone ecommerce software solution. You also need a complete ecommerce ecosystem that can connect your online experience to your other channels, scale to support rapid growth, and give your business the freedom and flexibility to deliver a truly unique customer experience.

Adobe's ecommerce ecosystem can deliver all that and more. "Adobe is known as the experience company for a reason," says Pat Toothaker, senior manager of product marketing at Adobe. "We are continually extending our ecommerce ecosystem so our customers can build groundbreaking commerce experiences in virtually any industry."

## Why you need a great ecommerce experience

According to research from Adobe and Forrester, customer experience-led companies grew revenue 1.7 times faster and increased customer lifetime value 2.3 times more than other companies in the past year.

However, only 38 percent of businesses are truly experience-led. This means that delivering a great digital experience will help your business stand out in today's crowded marketplace—and build customer relationships that last.



# 1.7x

faster revenue growth was achieved by experience-led organizations than by other companies in the past year.

# The five elements of Adobe's ecommerce ecosystem.

Adobe's ecommerce ecosystem boasts some pretty nifty stats. By working with more than 450,000 community members, 8,000 certified developers, and 450 partners, Adobe continually evolves its commerce platform. That helps ensure it plays nicely with other business-critical platforms, as well as emerging technologies such as artificial intelligence (AI) and augmented reality (AR).

According to Toothaker, "Our ecommerce ecosystem consists of five key elements—a strong open systems foundation, a thriving third-party marketplace, an engaged community, a global network of solution and technology partners, and support from Adobe. Together, they allow businesses to create ecommerce experiences that are both highly customized and highly scalable."

## 1. An open technology foundation

Adobe has chosen to design all its solutions to easily exchange data with other systems via well-documented [RESTful APIs](#). This allows businesses to connect their ecommerce platforms to other key systems such as CRM, ERP, and POS. It also allows businesses to quickly customize the platform—which, in turn, makes them more agile, and gives both Adobe and non-Adobe apps access to insights from Adobe's leading AI and machine-learning models.

In a survey of 13,000 developers, 30.6 percent of respondents said APIs played a role in their organization's ability to respond to COVID-19 by accelerating development. Similarly, IDC research commissioned by Adobe showed that businesses adopting Adobe Commerce increased developer productivity by 50 percent and were able to develop custom features 67 percent faster.

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**Pat Toothaker**

Senior Manager of Product Marketing  
Adobe



## 2. A thriving software marketplace

While open APIs make it easy for businesses to work with Adobe Commerce, they also make it an attractive proposition for leading technology providers. In fact, Adobe's Magento Marketplace features thousands of extensions and connectors built for the Adobe Commerce platform. These solutions support virtually every type of commerce, including wholesale, retail, and blended models as well as subscriptions.

In many cases, businesses can take weeks or even months off their Adobe Commerce deployment schedules by using pre-built extensions instead of custom, "from scratch" development. Adobe solution partners can help businesses choose the right extensions for their industry and unique needs and "right-size" their extension environment over time.

## 3. An active and engaged community

When Adobe acquired the Magento commerce engine, they also embraced its global community of users and developers. Today, this community includes more than 450,000 members who exchange tips and tricks for getting the most out of Adobe Commerce and Magento Open Source, which Adobe maintains. This community provides a wealth of resources and support to businesses that use Adobe Commerce as well as the software developers and solution partners that support them.

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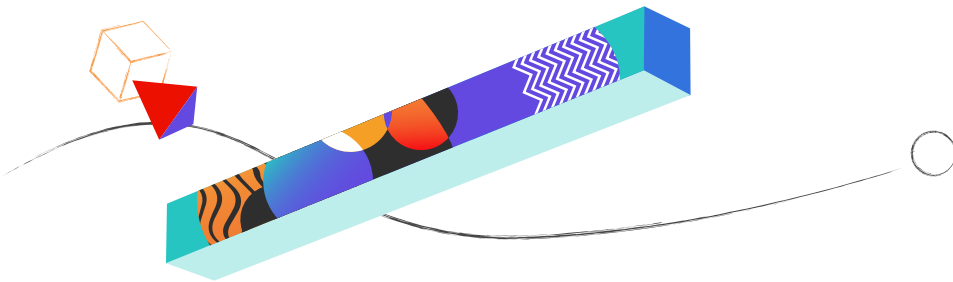
## 4. Proven technology and solution partners

Adobe has ecommerce partners everywhere and in numerous technologies and industries. The multiple technology partners and solution partners among them deliver a uniformly high level of quality and service. No matter where you're located or what industry you're in, you can easily find help.

Adobe's partnerships ensure that essential functions integrate natively with Adobe Commerce. This means you can access these technologies through your Adobe Commerce admin interface and quickly bring them online while delivering a great customer experience.

## 5. Support from Adobe

Adobe offers a consistently high level of financial and technical support for its solution and technology partners. "As an organization with a global reach and a world-class development team, Adobe can provide a wealth of resources to its partners," says Toothaker. "We're also committed to helping partners understand our product roadmap so they can better inform their own development strategies and advise joint customers."



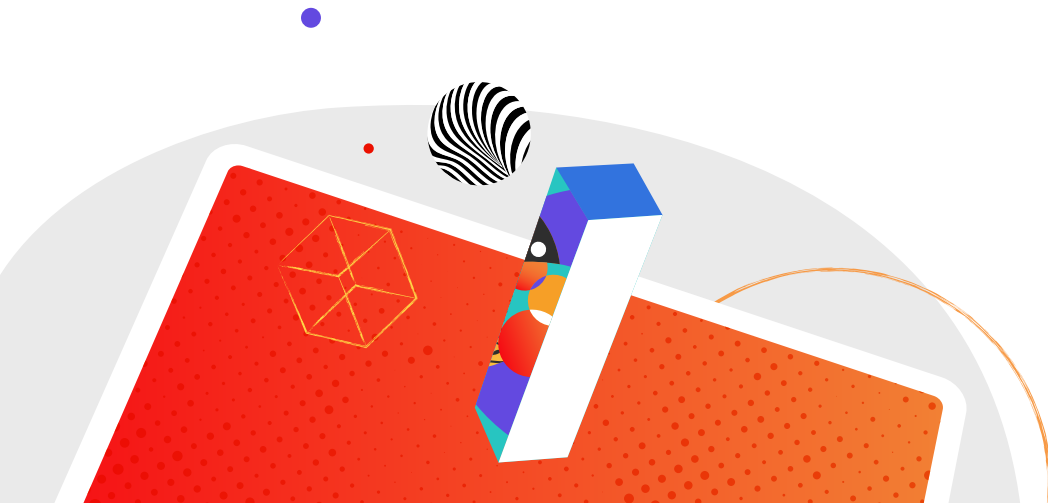
## Hear from Adobe partners.

Adobe understands the challenges of delivering a world-class digital commerce experience in today's fast-changing marketplace. Providing a simple and seamless experience to business buyers and consumers often requires highly sophisticated workflows and automation behind the scenes. Adobe's ecosystem is designed to make advanced ecommerce automation available to businesses—including those with complex or innovative models—in every industry.

In this guide, you'll get advice from our top partners on how businesses can take advantage of Adobe's ecommerce ecosystem to transform the customer experience, unite sales channels, and achieve outsized goals.

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## AWS: Scaling the ecosystem

The headless commerce strategy offers flexibility, speed, and efficiency for growing brands.

As the digital landscape changes, navigating those changes successfully can be a struggle. If a company's predictions are off, it may invest in IT infrastructure it doesn't need. Or it may risk underinvesting, hampering its ability to scale.

Recent disruptions in the ecommerce landscape have left plenty at stake for IT investment choices. According to GlobalData, 90 percent of the top 10 revenue earners in ecommerce reported double-digit growth during 2020. But that growth didn't happen accidentally. Companies seeking to increase market share are making thoughtful technology choices to reap the benefits of the current opportunities.

In the last few years, ecommerce options have become far more robust, flexible, and affordable. Many enterprise-level retailers are turning to omnichannel solutions that make scaling easier while personalizing the customer experience. They can gain access to the latest features and functions without burdening their IT teams with the need for constant updates.

Being able to adapt to market trends, customer interests, and tech is key, as is lowering the stress of scaling. One path is headless commerce—also called composable commerce.

## A look at headless commerce

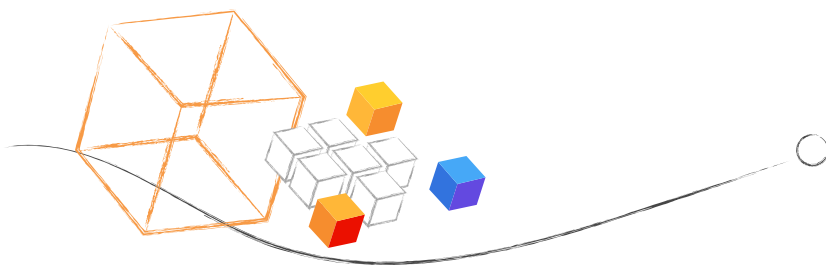
A traditional ecommerce site's back end and front end are designed to be locked together so that changing one affects the other. Any move to modernize the front end to a mobile-first interface will require changing the back end, too. That can be costly. It may even require migration to a new platform.

Headless development decouples the front end and back end. APIs communicate between the two, enabling faster load times. This decoupling helps established and growing brands stay agile without the risk of a complete migration. It essentially future-proofs the platform by allowing for functional changes without risking damage to other functions or the upheaval of a total migration.

## Get a full-stack solution without sacrificing flexibility.

Headless development allows for easy integration of separate modules—almost like designing a house to use drop-in rooms (living rooms, bedrooms, kitchens, and bathrooms) instead of traditional architecture, which can't be reconfigured without a major upheaval. With headless development, the “rooms” of the commerce platform can be set up however works best for current needs. When needs change, functions can be added, removed, or updated. Microservices can also be swapped in or out like kitchen appliances, rather than being fixed to the base. Plug-ins can be deployed for niche needs rather than global use.

Adobe Commerce is built on a flexible, API-first technology foundation. This built-in flexibility simplifies integrations and headless development. Extensions and plug-ins can be sourced from whichever provider is the best fit. For example, when choosing a machine learning solution to offer personalized product recommendations, a company might run trials of both the Amazon Personalized module *and* Adobe Commerce—and, not being locked in, it can select whichever solution fits the use.



# Decrease time to market while increasing security.

Turning to a composable commerce solution saves time over building modules from scratch. Adobe Commerce includes AWS support for plug-ins, accelerations, and apps. That helps reduce the time needed to get a product to market, or to migrate to a new system in response to changing customer expectations.

Adobe Commerce incorporates the data privacy standards that customers demand into each tool. AWS, with its dozens of worldwide server facilities, boosts security with location redundancies. Together, Adobe Commerce and AWS offer speedy deployment of new features, whether the brand is going mobile-first or protecting data against cyber threats. Adobe's many solution partners can help you create a headless deployment of Adobe Commerce, powered by AWS.

# Scale across languages, currencies, regions, and brands.

Scaling is about more than size. Today's digital sellers must often manage several brands with separate product catalogs—and do it across languages, currencies, and regions. Headless commerce brings strategies for simplification and efficiency, allowing for holistic scaling.

Scaling includes:

- Simplifying brand vision
- Reducing the customer interaction workload
- Designing consistent experiences across touchpoints
- Collecting data for 360-degree views of customers
- Developing an omnichannel presence



# Take the next step.

In today's changeable market, it's important to find right platform for the industry. For example, fashion brands need a strong presence in social media, while travel brands may focus more on seasonal swings.

When considering ecommerce platforms, look for:

- Mobile-first design
- Full-stack IT
- Headless, composable architecture
- A robust feature set
- Reliable support and a reputable brand

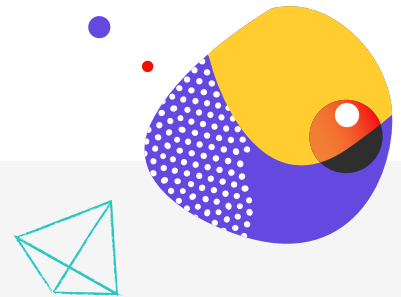


## About AWS

AWS works seamlessly with the Adobe Commerce back end and can easily fit into your headless implementation. By choosing AWS and Adobe Commerce, your company gets a full stack plus headless commerce—a great choice for growing enterprise-level sellers. Adobe Commerce is in the AWS Partner Network (APN) and holds the AWS Retail Competency designation, ensuring reliable support and a wide range of features. AWS Retail Competency Partners provide innovative technology offerings that accelerate retailers' modernization and innovation journeys across all areas in the enterprise.

AWS Retail Competency Partners, including Adobe Commerce, are uniquely positioned to help retailers achieve key objectives because of their expertise in not only retail, but also AWS microservices.

The AWS Competency Program is one of the toughest designations an AWS Partner can achieve and maintain, giving retailers confidence in working with top APN Partners





# Blue Acorn iCi: Anatomy of a successful digital commerce ecosystem

Reimagine the digital commerce ecosystem for the modern shopper.

Brands and retailers face strong pressure to create delightful, convenient customer experiences across myriad platforms. By upgrading to a modern digital commerce ecosystem, brands can craft holistic customer experiences that help drive revenue. A digital commerce ecosystem brings together a network of functions for launching, maintaining, and optimizing the end-to-end online shopping journey. When done right, it can deliver personalized, data-driven customer interactions—regardless of where a customer engages with the brand.

Creating a revenue-driving digital commerce ecosystem demands more than just an ecommerce platform. It takes seamless integrations of hosting, extensions, and third-party applications. And it requires a team with the skills to deploy them all.

# Assess your key business functions.

When creating or upgrading a digital commerce ecosystem, you should factor in both business needs and customer preferences. The right mix of systems and platforms will help you solve critical business problems, streamline workflows and processes, unify data and content, and provide tools to build and optimize the customer experience.

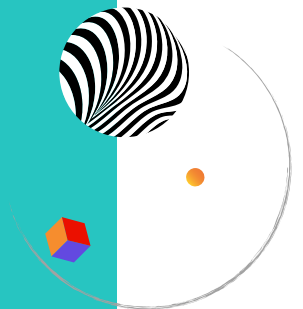
Consider your organization's requirements for:

- A commerce platform
- Enterprise resource planning (ERP)
- Customer relationship management (CRM)
- A customer data platform (CDP)
- A content management system (CMS)
- Product information management (PIM)
- Order and inventory management
- A marketing automation platform

Using a solution that integrates these functions helps you reduce the risk of disjointed customer and inventory data or clunky workflows. Your digital commerce platform should offer seamless integrations and scalability. For example, Adobe Commerce is integrated into the Adobe Experience Cloud, a collection of applications and services that centralizes data in real time and delivers comprehensive customer experiences from a single platform.



The right mix of systems and platforms will help you streamline workflows and processes, unify data and content, and optimize the customer experience.



# Enhance the customer experience with integrations and third-party applications.

Once you've identified your key business functions, you can choose integrations and third-party apps to attract and retain shoppers. Features like personalized loyalty programs, in-store pickup for online orders, automated tax calculation, and diverse payment options can help your brand delight customers.

If you have physical stores, integrating your commerce platform and your offline point-of-sale (POS) system allows the channels to communicate. POS integration helps data about sales, inventory, and customers to flow seamlessly. With unified real-time data, you can present personalized experiences to the right customer at the right time in the shopper's preferred channel.

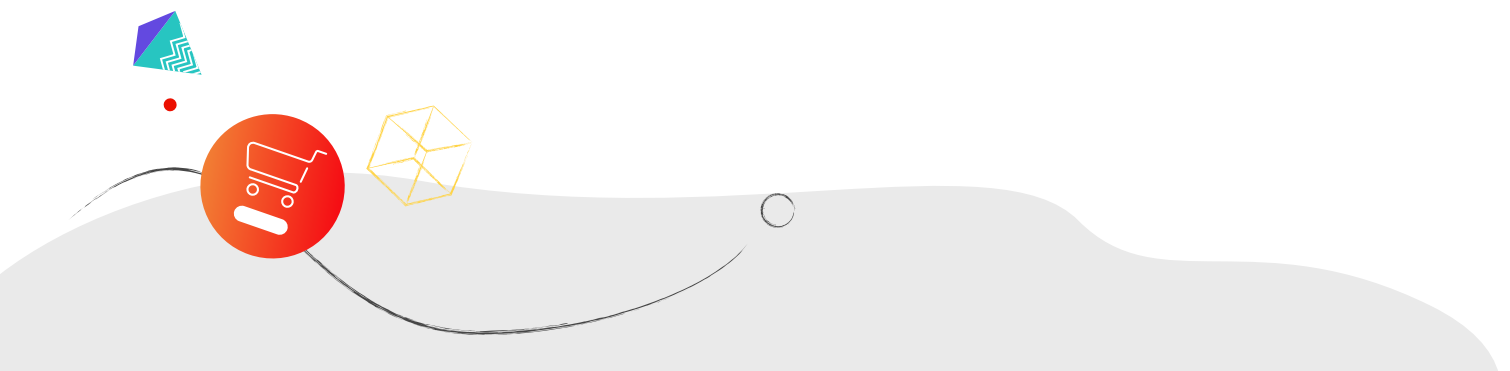
## Work with a proven solution partner.

Building a successful digital commerce ecosystem requires strategists, project managers, front- and back-end developers, business analysts, data scientists, and UX/UI design experts. Companies building their own digital commerce ecosystem will spend a significant amount of time and money to hire and train all these roles. Working with a solution partner, you can immediately deploy the skills and expertise needed to build a successful online store.

### Instant expertise

Effective solution partners:

- Specialize in specific commerce platforms and have certified developers with extensive platform and third-party application knowledge
- Offer proven processes that help keep clients on time and budget
- Have years of experience working with brands and retailers across industries, and digital maturities they can leverage to offer technical and strategic guidance



# Take the first steps.

Creating a scalable digital ecosystem that aligns with business and customer takes research, strategic planning, and goal setting. Here's what you can do this month to start building your digital commerce ecosystem:

1. Define goals for your brand's digital commerce channel and how you'll measure progress toward those goals.
2. Determine your current business challenges and what systems you'll need to solve those problems.
3. Create a direct-to-consumer roadmap that identifies needed roles, processes, and technology.

With your goals, challenges, and roadmap in hand, you're prepared to start building your digital commerce ecosystem.



## About Blue Acorn iCi

Blue Acorn iCi, an Infosys company, is a leader in digital customer experience, analytics, and experience-driven commerce services. We enable clients to navigate digital transformations and master scalability to deliver unprecedented levels of performance and customer delight. With services that include strategy, analytics, design, and engineering, we elevate global brands across industries including media, consumer goods and retail, financial services, manufacturing, and technology. For more information visit [blueacornici.com](https://blueacornici.com). To learn more about launching a digital commerce channel, download our [Total Cost of Ownership tool](#) and read our eBook, [6 Steps to Launch a Direct to Consumer Channel](#).





# dotdigital: The customer connection

Build customer-first experiences by learning about customers and protecting their data.

In today's fast-paced economy, brands are under increasing pressure to connect with customers in a timely and meaningful way. Creating seamless, relevant customer-first experiences requires centering interactions on the customer from start to finish. Customers seek more from brands than the right products at the right prices: they want shopping experiences that create trust.

## Demonstrate responsibility.

Smart multichannel marketing offers powerful solutions that comply with ever-changing industry standards for data privacy, security compliance, and sustainability. Brands that demonstrate responsibility while serving the customer's interests can build trust. Recent research by dotdigital shows that confidence in brands has become the make-or-break differentiator for merchant businesses, and that 70 percent of consumers cite trust as being more important than ever.

Customers look for clues on:

- How their data is handled and whether it's safe
- What the brand is doing to curb its environmental impact
- Whether the brand is built on values they share

## Offer choices.

Giving customers opportunities to make choices helps gain their trust. By using zero-party data collection with double opt-in as a standard, you can offer subscribers more flexibility in the data-exchange process. Choices can include demographics collection, preferences, channels, and message frequency.

Offering choice in contact methods allows brands to adapt to customers' preferences in various situations. For example, your customers might prefer to get time-sensitive information like order updates via transactional SMS for Adobe Commerce yet prefer live chats for customer service interactions.

## Protect data fiercely.

True customer-first ecommerce brands track contact consent history, as required for compliance with data privacy standards such as the GDPR and CCPA. Be sure your ecommerce tools allow you to keep logs with details such as which message prompted a signup and when the customer subscribed.

Data protection is serious. Check that your provider's tools have earned ISO 27001 and ISO 27701 certifications for strict compliance with best practices. The certification requires a comprehensive information and security management system (ISMS) with processes, procedures, and controls for identifying and addressing information security risks.

Seamless data flow between platforms facilitates hassle-free segmentation, campaign creation, and content curation. Single sign-on tools let users switch between platforms easily, saving your company time and effort while connecting customer data and touchpoints.



**dotdigital's "Data Watchdog" tool** checks data imports for quality and helps the responsible marketer. It all starts with consent—so check that your forms and messaging:

- Set accurate expectations when connecting with customers on any channel
- Offer transparency by letting customers know what their data will be used for (and why)
- Clearly identify the type of information offered to subscribers, such as sales promotions, how-to guides, or editorial content



# Gain a deeper understanding of your customer.

Each customer view brings valuable data, supercharging the relevance of marketing campaigns and driving ecommerce success. The combination of order data with behavioral and preference-based insights makes each customer connection unique, yielding more relevant messages at every touchpoint. Learning about customers puts them at the center of their experience and makes them not only happier, but also likelier to spend more or buy more frequently.

## A strategic focus on customers

- Uses eRFM—engagement recency, frequency, and monetary value—to filter customers into personas
- Targets customers with the right message at the right time
- Gives your campaigns a personal feel
- Pinpoints which customers are champions (and which ones need nurturing)
- Grows engagement, revenue, and ROI

## Build up to the customer-centered model.

Look for strategic tools that will help the brand demonstrate an understanding of customers' preferences and values while protecting their data. By gaining your customers' trust, you can build a solid reputation that will support lasting revenue streams.



# Take the next step.

When choosing an ecommerce tools provider, ask these questions:

- Does the provider adhere to strict data security, privacy, and compliance practices?
- Will the platform enable us to put customers first and gain their trust?
- Can we market responsibly using these tools, connecting with customers sustainably and transparently?



## About dotdigital

dotdigital is a top choice for B2C and B2B ecommerce marketers looking to increase online orders and drive customer lifetime value while saving organizations time and resources. Our intelligent data and automation features seamlessly connect merchants' Adobe Commerce Cloud store data with tools for creating, automating, and scaling personalized multichannel customer journeys quickly and easily. With a range of advanced ecommerce tools—from AI-driven product recommendations and live chat to abandoned cart emails and eRFM segments—you'll never miss a conversion.

dotdigital offers a resilient, future-proofed solution to help sellers ensure they're ready for the ever-evolving, always-rising expectations of the modern consumer. More than 4,000 merchants rely on dotdigital to help them connect with customers, build long-standing trust, and drive results.



## **Vertex: Mapping the business value of Adobe's commerce technology ecosystem**

Broaden sales channels while supporting back-end business needs.

Many retailers leaned more heavily on their online presence during store closures brought about by the pandemic, but ecommerce still holds untapped opportunities for even greater growth. Savvy sellers are turning to an omnichannel approach.

As you explore new sales channels, remember that back-end functionalities must be in place to serve operational needs. Customer relationship management (CRM) and loyalty programs, data privacy, analytics, predictive modeling, inventory visibility, and price management systems all require support.

# Capitalize on omnichannel opportunities.

Solid technology capabilities are at the heart of a sophisticated omnichannel shopping experience. You want to create an online environment that attracts and satisfies customers, yet maintains a consistent look and feel across channels. It should quickly and easily scale up and down in response to sales cycles and market pressures.

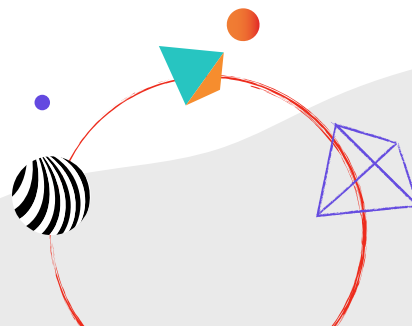
Your network will need to accommodate both shopper volumes and traffic behind the scenes. Be sure to factor in an increase in dynamic calculations to support all the different tax codes that come into play with ecommerce. Communications across different marketplaces need to be supported, too. If you bring in logistics data from other systems—by making additional delivery options available to shoppers, for example—that will impact your network traffic requirements.

A technology architecture that's reliable, highly available, and scalable, with a secure infrastructure and applications free from latency issues, provides the foundation for a successful evolution of your omnichannel approach.

## Align your omnichannel strategy with tax calculations and logistics.

As you adjust your omnichannel presence to drive better engagement with shoppers (and more sustainable revenue), you should prepare for the resulting impact on your tax programs. A more geographically dispersed customer base makes it more difficult to calculate tax accurately for each jurisdiction. Some state and local laws base their tax rates for retail purchases on the ship-to address (the structure familiar to most retailers) *and* the ship-from address. Consider:

- Are you opening a distribution center in a new region to better serve ecommerce customers?
- Have you started shipping online orders directly from stores to reduce transit times?
- Can customers pick up their web orders in person at a nearby locker or other physical location?



## Expect frequent changes to regional tax regulations.

Market reactions to COVID-19 restrictions threw cities and states for a loop. Many are now grappling with significantly diminished tax revenues along with other financial shortfalls. There will likely be changes to local tax structures and rates in the coming months as jurisdictions seek to maintain their tax bases. Your tax department needs to be part of the omnichannel discussion, so your operations remain compliant. You should frame forecasted cost efficiencies from new ecommerce activities in the context of the rest of your brand's financial picture.

## Ramp up your reach.

The worldwide impact of the pandemic has radically changed the retail landscape. Shoppers are both more willingly purchasing goods from new stores in distant places and consciously increasing their patronage in the local community. Retailers are searching for ways to adapt to fluctuations in product availability and shipping costs. And sellers are using omnichannel ecommerce solutions to expand into new markets—and to reach new customer bases.



### The changing landscape of product fulfillment

Long-standing fulfillment programs have undergone significant changes during the pandemic. Retailers can expect to continue to feel the effects of these issues:

- Worldwide supply chain disruptions
- Shipping challenges and fluctuations in transportation availability
- Product shortages caused by skyrocketing demand
- Limited production capabilities stemming from social distancing measures and worker illnesses
- Narrower assortments as manufacturers focus on key items
- Changing customer expectations regarding how (and how quickly) items are delivered



# Take the next step.

The post-pandemic economy will require new approaches and greater agility than ever before. Brands with a strong reinvention approach will be best equipped to succeed in navigating the new paradigm and strengthening their market share. This success will require leveraging the latest technology tools, seamlessly supporting complex transactions, and complying with multi-layered regulations.

Adobe Commerce leverages Vertex for tax calculation and compliance. To see how our partnership delivers value and confidence to scale, we suggest [learning more](#).




## About Vertex

Vertex, Inc. is a trusted global provider of indirect tax software and solutions. The company's mission is to deliver the most trusted tax technology, enabling global businesses to transact, comply, and grow with confidence. Vertex provides cloud-based and on-premises solutions that serve specific industries for every major line of indirect tax, including sales and consumer use, value added, and payroll. Headquartered in North America and with offices in South America and Europe, Vertex employs over 1,100 professionals and serves companies across the globe.

For more information, follow Vertex on [Twitter](#) and [LinkedIn](#).





## Yotpo: Driving retention by focusing on the customer experience

The experiences a brand provides can turn a one-time shopper into a lasting brand advocate.

Between growing ecommerce competition, customer acquisition costs (which our research shows have risen 60 percent in the past six years), and the privacy measures being incorporated into smart device operating systems, today's brands must maximize every dollar spent across every channel.

### Strengthen customer loyalty to get better ROI from the acquisition.

A customer who makes a one-time purchase is of significantly less value to a brand than one who has bought repeatedly, joined a loyalty program, or signed up to stay engaged by receiving SMS messages. In the book *Marketing Metrics*, its authors maintain that the probability of selling to an existing customer is 14 times higher than that of selling to a new customer.

Customer acquisition will always be an important part of a marketing strategy, but now is the time to work on earning customer loyalty rather than settling for one-time sales. Retention is more than the new acquisition—it's the engine driving long-term brand growth. What's the key strategy that drives lasting retention? Building amazing customer experiences at every touchpoint helps keep customers coming back, again and again (and again).

## Maintain engagement between purchases with a loyalty program.

An on-brand, highly engaging loyalty program keeps customers connected before, during, and after every purchase, and between purchases as well. According to *Harvard Business Review*, brands with strong loyalty marketing programs grow revenues 2.5 times faster than their competitors. With a robust loyalty program, you won't just increase customer retention rates—you'll also acquire new customers. Per Bond's 2019 Loyalty Report, 73 percent of consumers are more likely to recommend brands with good loyalty programs.

If you're delivering superior customer experiences and rewarding your loyalty-program members with perks, those customers will share their great experiences with your brand through reviews, referrals, and word of mouth.

## Maximize social proof to build trust.

While customers may opt in to a program when rewarded by simple financial incentives, they may be less likely to buy repeatedly if they don't feel your brand's values align with their own. Of those who responded to a recent consumer survey conducted by Yotpo, 84.3 percent said they were more inclined to be loyal to a brand whose values aligned with theirs.

Build a customer experience that puts your customers first by making them feel understood, heard, inspired, and *seen*. Social proof can be incorporated across your marketing channels with real reviews, ratings, and customer-submitted photos and videos. Seeing other customers who've experienced satisfaction with your brand creates an experience of community and connection that can ultimately convert undecided shoppers into loyal customers.

# 2.5x

faster revenue growth is enjoyed by brands with strong loyalty marketing programs, compared to their competitors.

# 73%

of consumers are more likely to recommend brands with good loyalty programs.

# 84%

of customers said they are more inclined to be loyal to a brand whose values align with theirs.

# Integrate your ecommerce efforts.

Integrating your ecommerce technology solutions can help maximize your success with less effort. With an integrated platform, your brand can both streamline operations and focus on what matters most: delivering cohesive (and high-converting) customer experiences.

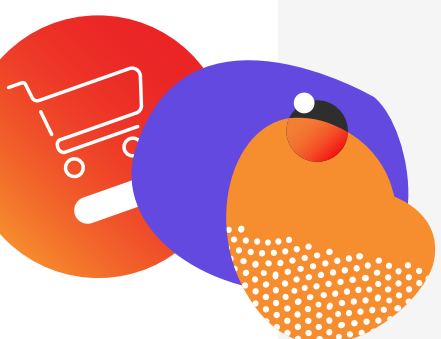
An integrated platform ensures that your brand has a trove of unified customer data—data that can be used to build a personalized purchase funnel for each shopper, based on their unique preferences and purchase habits. For example, when a customer reaches your website, an AI-powered integration can ensure that they see relevant reviews and user-generated photos. Automated content can be filtered by the customer's demonstrated product interests to speed shopping and drive conversion. Customers can be automatically rewarded with loyalty points for leaving reviews—providing a full customer experience that incentivizes engagement.



**yotpo.**

## About Yotpo

Yotpo, the leading ecommerce marketing platform, helps thousands of forward-thinking brands like Patagonia, Rebecca Minkoff, MVMT, Tweezerman, and Bob's Discount Furniture accelerate direct-to-consumer growth. Yotpo's single-platform approach integrates data-driven solutions for reviews, loyalty, SMS marketing, and more, empowering brands to create smarter, higher-converting customer experiences. Learn how you can [drive retention with Yotpo](#), and discover how [Yotpo solutions work with Adobe technologies](#).





## Additional resources

Learn more about Adobe's Magento Marketplace and community:

[marketplace.magento.com/](https://marketplace.magento.com/)

[community.magento.com/](https://community.magento.com/)

## Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed specifically to create customer experiences. Each product is built on a foundation of artificial intelligence and works seamlessly with other Adobe products. And they integrate with your existing technology and future innovations, so you can consistently deliver the right experience every time.

## Adobe Commerce

Adobe Commerce is the world's leading digital commerce solution for merchants and brands. With Adobe Commerce, you can build engaging shopping experiences for every type of customer—from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.

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