



5 must-haves for your B2B and B2C commerce platform.

A guide to delivering exceptional commerce experiences.

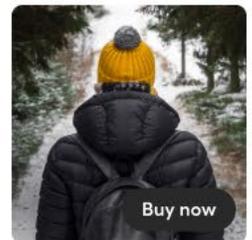
Payment method

 VISA

 Mastercard

 American Express

Recommendations based on your shopping history



Get 20% off jackets 9:41 AM
Looks like you forgot something

Today's commerce customers expect personalized experiences across their journey, online and offline, from any device. To capture customers' attention and earn their loyalty, B2C and B2B brands need a fast, flexible, and cloud-based commerce solution that allows you to deliver hyper-personalized experiences consistently across channels, at enterprise scale. The ideal commerce platform provides tools to enhance customer relationships, build trust, and increase conversions and loyalty while saving time, reducing costs, and improving overall efficiency.

In this guide, we explore five critical capabilities to prioritize when considering a commerce platform — and the tools and features that support them.

Capability 1: Personalization at scale.

Consumers expect tailored ecommerce experiences. This is especially true among millennial and Gen Z customers who are quickly becoming the main ecommerce demographic. But siloed data, lack of AI tools, and customer profiles that are not unified and updated in real time prevent many businesses from delivering the personalized experiences their customers expect. Without the right tools, creating these experiences requires a significant amount of manual work, time, and resources that many businesses don't have.

80%

of US adults want personalization across digital touchpoints.

Source: [McKinsey](#)

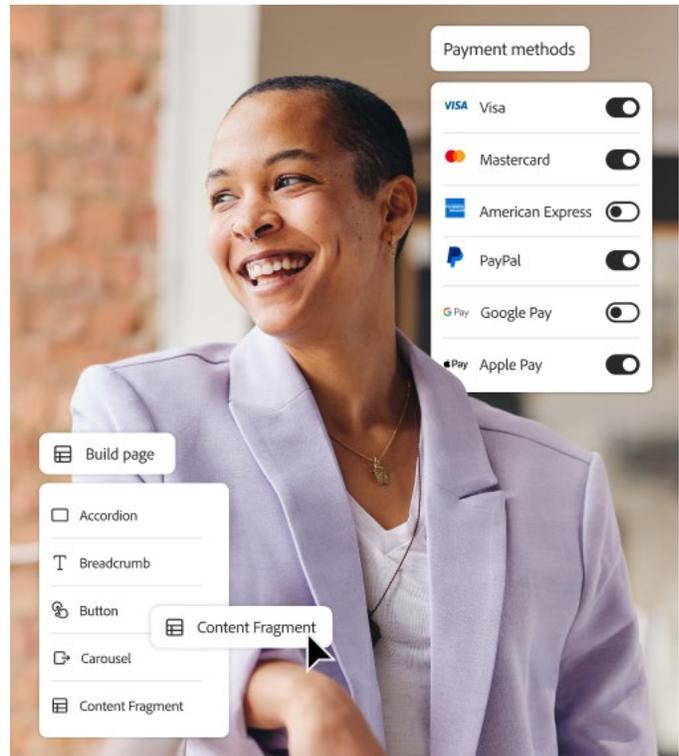
Why this capability is a must-have.

Buyers are more likely to make a purchase and stay loyal to businesses that deliver experiences tailored to their preferences and channels. A robust commerce platform makes it easy to synthesize real-time commerce data with insights from other sources to create rich customer profiles and personalize every step of the customer journey. Advanced AI tools are also critical for quickly providing personalized product search results, recommendations, and offers based on shopper behavior and trends.

Personalization features for delivering exceptional customer experiences at scale.

AI-powered merchandising tools.

Adobe Commerce helps you quickly match customers to the perfect products by delivering fast, relevant, search-as-you-type results in 35 languages, with AI-powered rules to optimize results. It allows you to personalize category pages to showcase the most relevant products for each customer, including live search, product recommendations, intelligent category merchandising, and more to increase sales and average order value. Dedicated reporting and tools like Adobe Commerce Intelligence provide actionable insights and the ability to scale operations efficiently.



Real-time commerce data.

Automatically send real-time customer behaviors, order status, profiles, and purchase history to Adobe Experience Cloud solutions like Adobe Real-Time Customer Data Platform (CDP) and Adobe Journey Optimizer without complex coding or lengthy integrations. Combine this data with other Adobe product integrations to enrich customer profiles, segment audiences, deepen customer relationships, and drive sales with personalized content across channels.

Unique digital storefronts.

Improve engagement and conversion rates with personalized storefront experiences. With Real-Time CDP integrations, you can define segments and tailor content, promotional offers, and product cross-sell and upsell recommendations. Use generative AI for scalable 1:1 personalization, and harness dynamic content blocks and easy page builders to adjust experiences based on customer segments.

Flexible payment options.

Increase sales by securely offering your customers their preferred payment methods, including debit and credit cards, PayPal, Venmo, Apple Pay, and Google Pay. Reach customers in the US, Canada, UK, France, and Australia, and grow your sales confidently with Payment Card Industry Data (PCI DSS) compliance, 3D Secure (3DS) transaction security, and fraud and abuse protections — all managed from one dashboard.

Capability 2: Exceptional storefront experiences.

Meeting demand across digital channels is essential to increasing revenue, and businesses need tools that make it easy to launch ecommerce storefronts and optimize rich content based on performance data. Your commerce solution should streamline processes such as content creation and website updates while offering front-end flexibility to support dynamic, personalized interactions.

70%

of customers think it's important for organizations to provide a seamless experience wherever they interact with a brand.

Source: [Gartner](#)

Why this capability is a must-have.

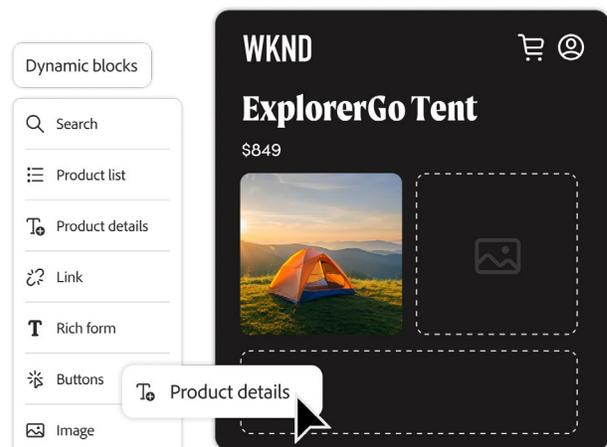
Your company's website is often your customer's first digital touchpoint and a critical piece of a unified brand narrative. A robust, flexible storefront boosts SEO rankings and organic traffic and provides seamless, optimized experiences wherever your customers are shopping. The ability to quickly create, manage, and deploy shopping experiences across audience segments improves retail conversions and online loyalty. When storefront performance lags, bounce rates, cart abandonment rates, and loss to competition rates all go up.

Additionally, the pressure for digital channels to deliver higher revenue streams continues to grow. Flexibility is essential — not just in developing and deploying storefronts, but also in testing and refining them based on evolving customer demands. Many companies are also prioritizing direct-to-consumer (DTC) sales through their own channels, where they retain control over the customer experience and gain access to valuable first-party data. This advantage is often lost when relying on marketplaces or paid channels.

Exceptional storefront experience features for greater customer impact.

Scalable content creation and delivery.

Adobe Commerce integrates with advanced AI technologies like Adobe Firefly to help your teams reimagine workflows for product merchandising. You can even develop immersive, high-converting experiences by supporting 3D, video, and other rich media formats — and deliver these experiences with lightning-fast speed to improve SEO rankings and increase organic traffic.



Headless commerce functionality.

Adobe has a high-performance headless storefront that seamlessly connects with Adobe Commerce. It allows you to quickly build content pages using a boilerplate and drop-in components for key functions like product listings, carts, and checkout. Save time by styling and extending with APIs, and realize significant ROI thanks to faster page loads, higher Google Lighthouse scores, and increased traffic and conversions with efficient caching, phased rendering, and continuous testing. You also have the flexibility to use GraphQL APIs and API orchestration to tap into other front-end technologies.

Flexible authoring tools.

Create and publish compelling content your way in minutes using familiar tools like Microsoft Word and Google Docs or a WYSIWYG visual editor. Use Adobe Experience Manager authoring tools to centralize content management and delivery across all channels, allowing you to update content once and automatically apply changes everywhere.

Personalized product merchandising.

Personalize every visit with the right product imagery based on customer profiles and journeys in real time. Easily create millions of personalized product and marketing asset variations using Adobe Express and Firefly, with tools for cropping, resizing, color adjusting, and changing backgrounds. With 1:1 merchandising and rapid A/B testing, you increase loyalty and revenue by connecting customers to the products they want, while avoiding wasted efforts on ineffective experiences.

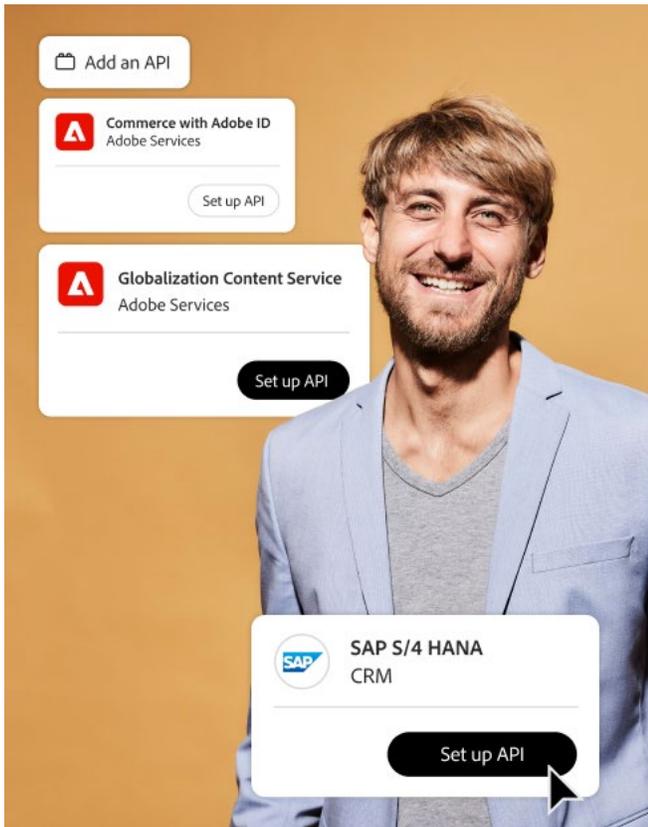
Capability 3: Composable development.

Commerce services should be integrated seamlessly to deliver a cohesive shopper experience, but ecosystems have become increasingly complex, relying on multiple third-party vendors for services like catalog, cart, search, personalization, content, order management, and more. Disparate schemas, extensibility models, and developer tools across vendors often force IT teams to build complex point-to-point integrations. Rigid integrations can make it difficult to connect new services and adapt to market changes, with ongoing maintenance that increases costs and slows operations. Over time, this can lead to commerce environments that are brittle, difficult to change, and expensive to maintain, shifting IT focus from innovation to merely keeping things running.

Why this capability is a must-have.

Your commerce platform should strike a balance between being decoupled from other systems and monolithic, tailored to your business needs and technical resources. Adobe Commerce accelerates time to market by consolidating all workstreams under one easy-to-use platform. This gives you the flexibility to add, change, or remove business services while streamlining maintenance and lowering the total cost of ownership.

Adobe Commerce is a composable, cloud-native platform with built-in security and compliance that offers the flexibility to prioritize solutions that deliver value quickly while integrating additional services as needed. For example, enhancing your checkout experience with advanced tracking on orders can be seamlessly achieved by adding a best-of-breed, third-party service to your composable platform.



48%

of technology function budget goes to optimizing existing business capabilities, while only 21% goes toward creating new value-generating business models or entering new markets.

Source: [Deloitte](#)

Composable platform features for a flexible commerce ecosystem.

Powerful extensibility.

Build commerce experiences anywhere using a headless platform equipped with GraphQL and REST APIs, Webhooks, Events, and UI Extensibility. Support scalable, event-driven integrations with third-party applications to create unique shopping and merchant experiences.

Incremental service adoption.

Increase agility by adopting Adobe business services for your catalog, merchandising, payments, and storefronts as needed. These scalable, composable services work together natively and can be replaced with third-party services when necessary.

Flexible orchestration tools.

Adobe Commerce helps future-proof your commerce experiences with the ability to orchestrate events and APIs instead of building rigid point-to-point integrations. Using comprehensive APIs and developer tools, extension points, and runtime services, you can seamlessly connect your tech stack for easy customization. Use API orchestration, event routing, and microservices development to eliminate technical debt and quickly add or remove business services as needed.

Seamless system integration.

Quickly connect your commerce system to back-office solutions with an integration starter kit featuring bi-directional data synchronization, onboarding scripts, and best practices. Tailor integrations to your business needs and reduce development time and costs with apps for systems like SAP S4/HANA, Microsoft Finance & Operations, Epicor, IBM Sterling Order Management, and Zuora Subscription Management.

Capability 4: Scalable operations.

The right platform allows you to scale your B2B and B2C digital sales confidently, without the need to add more solutions. With Adobe Commerce, you're able to handle unlimited traffic for millions of products and over 200,000 orders per hour with a PCI-compliant, high-availability, global infrastructure. With a flexible catalog model, multi-site architecture, and localization features, you can support hundreds of different brands and regions. Leveraging data through pre-built dashboards and visualization tools, you can continuously identify new growth strategies by analyzing sales, product performance, and customer behavior.

36%

of ecommerce businesses anticipate expanding to six or more new countries over the next one to two years.

Source: [Adobe](#)

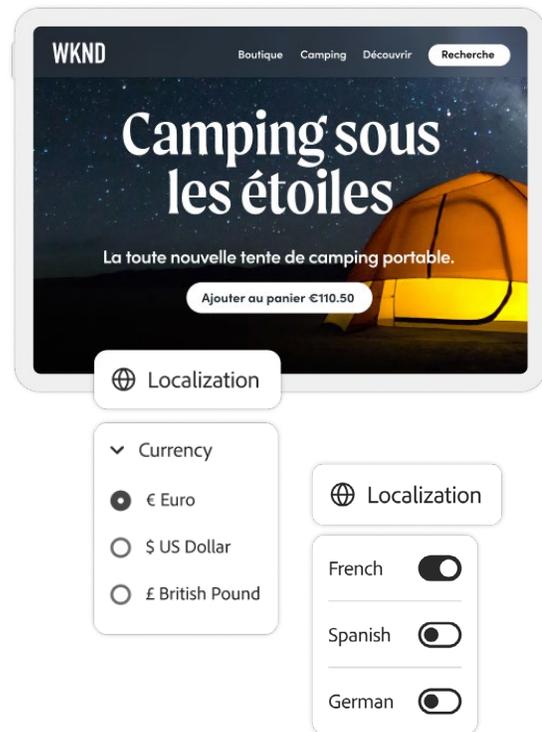
Why this capability is a must-have.

Scaling commerce operations is complex. Enterprises handle vast catalogs with millions of products, requiring rapid scaling during sales, events, or holidays. Adding to the challenge are multiple third-party vendors and regional variations in tax, shipping, and payment requirements. Consolidating operations on a single platform simplifies management, improves catalog performance, and accelerates time to market. It also reduces costs, streamlines staffing, and eases maintenance — especially when acquiring new companies or business units, or during brand launches.

Enterprise-grade scalability features for accelerated business growth.

High-trust platform.

As a highly scalable, highly secure platform recognized a Leader in Digital Commerce by Gartner® for eight years in a row, Adobe Commerce allows you to handle unlimited traffic and process over 200,000 orders per hour, even during peak sales events. It allows you to offer your B2B customers a seamless experience, including support for large carts, deliver fast shopping journeys powered by microservices for catalog, search, and personalized recommendations, with API response times under 200ms. Reassure your customers with commerce experiences that are PCI-compliant, HIPAA-ready, and protected by advanced AI threat detection and real-time monitoring.



Scalable catalog.

Manage millions of products and thousands of catalogs with customer-specific B2B pricing, ensuring accurate, real-time product details, inventory, and pricing. Rapidly sync large datasets into Adobe Commerce using high-throughput ingestion APIs to enrich and use them for merchandising. A flexible data model enables a single catalog to power hundreds of sites across brands, business units, and regions and support even the most complex product structures, including configurable products, bundles, and nested bundles.

Expanded digital sales.

Accelerate your business growth with a platform that supports global ecommerce and multiple business models. Localize with region-specific currencies, languages, and payment methods while using configurable catalog policies to deliver the right products to the right channels. A strong ecosystem of solution partners is available to expertly guide your expansion globally. Adobe Commerce offers full functionality for both B2B and B2C markets out of the box, so there's no need for specialized solutions. Easily test new revenue streams, like subscriptions or marketplaces, using plug-and-play connectors to link to third-party solutions.

Actionable insights.

Uncover growth strategies with integrated business intelligence tools. Use pre-built dashboards, drag-and-drop reporting, and data visualization to analyze insights like customer lifetime value, marketing ROI, and the effects of promotions. Enable smarter, faster decisions with cloud tools and automated reports for seamless collaboration.

Capability 5: B2B commerce optimization.

B2B commerce requires a specific set of capabilities. Without a unified platform, you'll need to buy and implement an entirely separate ecommerce platform for each business model, which means new tools, data models, and infrastructure — all of which come with added maintenance costs, data silos, and complexity.

83%

of B2B buyers
now prefer
digital channels
for ordering
and paying.

Source: [Gartner](#)

Why this capability is a must-have.

B2B ecommerce is a staggering \$35 trillion market opportunity for businesses, with digital sales growing 213 times faster than traditional offline sales. This epic shift in buyer attitudes emphasizes the importance of digital transformation for B2B companies. By shifting to ecommerce, brands once hindered by more traditional business methods are now able to offer 24/7 ordering. This helps them reach a broader, more global customer base, while also providing self-service options to simplify operational processes and give buyers more flexibility over purchasing.

Adobe Commerce is a B2B-focused platform that lets you handle multiple buyer groups and user roles with ease; offer personalized buying experiences with tailored catalogs, pricing, payment options, and promotions; and simplify orders with fast checkout and automated approval processes. It allows you to operate a range of business models from a single platform, going beyond B2B to support direct-to-consumer expansion strategies and B2B2C and B2B2B sales through channel partners.

B2B commerce features for increasing sales and streamlining purchasing.

Around-the-clock sales.

Expand your B2B sales with an always-on portal that personalizes the experience with customer-specific pricing and catalogs. Streamline ordering with quick forms, file uploads, and saved lists, while automating purchase approvals to align with company policies. Buyers can easily switch between accounts and choose from flexible payment options, including company credit, credit or debit cards, and digital wallets.

Customizable account management.

Attract new customers with an online account application form and approval process. Support company accounts with multiple buying groups, user roles, and purchase permissions. Company accounts can be organized into parent-child hierarchies to support customer operating structures and support B2B2X sales with channel partners.

Sales enablement tools.

Help your teams be more proactive by outfitting your sales reps with tools for digital selling and support. They'll be able to quickly generate and negotiate quotes online, including creating standing quotes that can be used for follow-up purchases without going through time-consuming approvals. They can also log in as the customer to assist them directly with orders, product configurations, or issues to help convert quickly and drive loyalty.

Self-service management.

Provide an always-on, available 24/7 self-service portal to put customers in control of their accounts and purchasing. Customers can track shipments, view order history, access invoices, monitor company credit, process returns, and manage buyers and permissions — all without having to call your support center.

Unified commerce platform.

Grow your business and unify your brand under one platform that sells to both B2B and B2C customers. You can create unified or separate site experiences with customer-specific pricing and catalogs, and your team can share catalog and merchandising resources across all parts of your business for operational efficiency and consistent branding.



Helping to construct the world.

Learn how Sunbelt Rentals, the second largest equipment rental company in North America, transformed its sales model with Adobe Commerce and Adobe Experience Cloud.

Read the [Sunbelt Rentals](#) customer success story.

A commerce platform for driving engagement, loyalty, and revenue growth — Adobe Commerce.

By consolidating B2B and B2C operations within a single platform, Adobe Commerce not only streamlines business processes but also creates a unified, flexible solution capable of driving growth across all digital and retail touchpoints. From personalized shopping experiences to exceptional storefronts, Adobe Commerce empowers businesses to deliver seamless, scalable, and innovative solutions that exceed customer expectations and fuel long-term success.

Whether you're a boutique B2C brand or a global Fortune 500 B2B enterprise, Adobe Commerce provides the essential tools and flexibility you need for multi-channel success. With thousands of customers and billions in annual gross merchandise value processed through our cloud platform, Adobe Commerce powers the world's largest and most complex commerce experiences for retailers, consumer brands, manufacturers, and wholesale distributors.

Learn more about how [Adobe Commerce](#) can transform your commerce platform and drive revenue.