

Digital Commerce



Offering Summary

Digital commerce has become a critical driver of growth, customer engagement, and operational efficiency. Publicis Sapient and Adobe help organizations grow digital revenue, reduce cost to serve, and manage complex B2B, B2C, marketplace, and hybrid commerce models on Adobe Commerce. Commerce serves as the transactional foundation, connecting storefronts, catalogs, pricing, promotions, checkout, order management, and fulfillment to create seamless customer experiences.

When integrated with Adobe Experience Cloud, commerce data becomes even more valuable. Customer insights, content, personalization, analytics, journey orchestration, and AI-driven experiences work together to create more relevant interactions, stronger conversion, and measurable business outcomes. Publicis Sapient combines deep Adobe expertise with commerce transformation capabilities to help clients modernize platforms, accelerate growth, and prepare for the next generation of digital commerce.

What are the business challenges?

Modern commerce organizations face increasing pressure to grow revenue while managing more complex customer journeys and technology environments. Common challenges include:

Legacy Commerce Platforms

Many organizations rely on commerce platforms that are deeply embedded in their operations but increasingly difficult to evolve, making innovation costly and risky.

Complex B2B Buying Journeys

Supporting customer-specific pricing, account hierarchies, quotes, approvals, and repeat ordering requires sophisticated commerce capabilities that many platforms struggle to deliver effectively.

Fragmented Customer Experiences

Commerce, content, customer data, analytics, and personalization often operate in silos, making it difficult to deliver connected experiences across channels.

Marketplace & Omnichannel Complexity

Organizations must support expanding commerce models, including B2B, B2C, marketplaces, and third-party retail ecosystems while maintaining consistency and operational efficiency.

Limited Merchandising Agility

Slow product management processes and disconnected systems make it difficult to optimize catalogs, promotions, product discovery, and personalized experiences.

Supply Chain & Fulfillment Visibility

Customers increasingly expect real-time inventory, order status, and delivery transparency, requiring tighter integration between commerce and operational systems.

Modernization Risk

Organizations need a path to modernize legacy commerce environments without disrupting critical business operations or forcing large-scale replatforming efforts.

AI & Agentic Commerce Readiness

As consumers increasingly rely on AI-powered assistants and conversational shopping experiences, organizations must ensure their commerce data is structured, trusted, and accessible to support AI-driven discovery, decision-making, and purchasing.

How Publicis Sapient helps you win

We help organizations modernize digital commerce by combining Adobe Commerce with the broader Adobe Experience Cloud ecosystem to create scalable, connected, and future-ready commerce experiences.

Built on Adobe Experience Manager, Experience Delivery Services, and accelerated by our proprietary automation products, we turn slow, fragmented digital estates into AI-ready experience platforms that load faster, structure content intelligently, scale globally, and perform across every surface where your customers (and AI systems) discover your brand.

► Adobe Commerce Foundation

We design and implement Adobe Commerce solutions that support storefronts, catalog management, pricing, promotions, checkout, merchandising, and complex B2B capabilities.

► Adobe Experience Cloud Integration

We connect commerce with content, customer data, personalization, journey orchestration, and analytics to create more connected and relevant customer experiences.

► Commerce Strategy & Experience

Our teams help clients identify growth opportunities, optimize buying journeys, and prioritize investments that drive measurable business outcomes across B2B, B2C, and hybrid business models.

► Commerce Platforms & Marketplace Services

We create scalable commerce platforms and marketplace solutions that support complex catalogs, personalized merchandising, and connected customer journeys.

► Third-Party Commerce Optimization

We help brands improve digital shelf performance through data-driven content strategies that increase product visibility, engagement, and sales across retailer and marketplace channels.

► Commerce Supply Chain Optimization

We connect inventory, fulfillment, order management, and customer service systems to improve operational efficiency and deliver greater transparency throughout the commerce journey.

► AI-Powered & Agentic Commerce Readiness

We help organizations prepare for the future of commerce by ensuring product information, catalog data, pricing, availability, and fulfillment logic are structured, connected, and accessible across the Adobe ecosystem. This enables stronger personalization today while creating a foundation for AI-driven discovery, recommendation, and purchasing experiences tomorrow.

► Adobe Commerce Optimizer

For organizations not ready for a full replatform, Adobe Commerce Optimizer provides a phased modernization path that improves performance, flexibility, and customer experience while preserving existing business-critical systems and workflows.

How to Get Started

01



Discovery & Assessment

We evaluate your current commerce ecosystem, customer journeys, platform architecture, and operational processes to identify opportunities for growth and modernization..

02



Strategic Roadmap

We develop a clear roadmap aligned to your business objectives, identifying priority initiatives, technology investments, and phased modernization opportunities.

03



Implementation

Our teams design, build, and integrate Adobe Commerce and Adobe Experience Cloud solutions while minimizing disruption to ongoing operations.

04



Enablement & Adoption

We provide training, governance, and best practices to ensure internal teams can effectively manage and optimize commerce capabilities over time.

05



Continuous Optimization

Using data, analytics, and performance insights, we continuously improve conversion, customer experience, merchandising performance, and operational efficiency.

Why Publicis Sapient?

The partner that transforms commerce into measurable business growth.

Publicis Sapient combines deep Adobe Commerce expertise with decades of experience helping enterprise organizations modernize customer experiences and digital business models. Strengthened by the acquisition of Corra, a recognized Adobe Commerce leader, we help clients accelerate value realization while reducing modernization risk.

Beyond platform modernization, Publicis Sapient helps clients develop a practical commerce AI strategy. By combining Adobe Commerce, Adobe Experience Cloud, customer data, and emerging AI capabilities, we help organizations balance near-term business value with long-term readiness for agentic commerce.

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Advantages at a Glance

- Adobe Commerce expertise at enterprise scale across B2B, B2C, and marketplace models.
- Deep integration expertise across Adobe Commerce, AEM, Analytics, RTCDP, Target, Journey Optimizer, and the broader Adobe ecosystem. Adobe Commerce expertise at enterprise scale across B2B, B2C, and marketplace models.
- Proven capabilities supporting complex catalogs, pricing models, account structures, and buying workflows. Adobe Commerce expertise at enterprise scale across B2B, B2C, and marketplace models.
- Flexible modernization approaches, including Adobe Commerce Optimizer, to reduce risk and accelerate time to value.
- Ongoing optimization focused on conversion, merchandising, performance, and customer experience improvements.
- Strong preparation for agentic commerce through structured product, pricing, inventory, and fulfillment data foundations.
- Deep industry expertise across Retail, Consumer Products, Automotive, Healthcare, and other complex enterprise sectors.

Let's Connect

Ready to modernize your customer experience? Let's explore how Publicis Sapiient can help you achieve measurable impact—fast.

Start your journey today: publicissapiient.com/partners/adobe.

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Publicis Sapiient is a technology company that provides enterprise AI platforms and services. With over 30 years of digital business transformation experience, we enable enterprise clients to transform how they operate and serve their customers, unlocking new value and enabling them to thrive in an AI-driven world. Our platforms Sapiient Slingshot, Sapiient Bodhi and Sapiient Sustain use AI built off this deep enterprise context to help organizations modernize their legacy tech systems, build agentic solutions, and automate their IT operations. The combination of our AI platforms and the expertise of our people enables us to deliver faster and more effective outcomes through solutions that are specific to the unique needs of our clients' businesses, their industries and their customers. Publicis Sapiient is the technology hub of Publicis Groupe, uniting 20,000 people worldwide across 28 countries.

For more information, visit publicissapiient.com.