

Salesforce E-Commerce FAQ

Your Guide to Running Online Stores, Subscriptions & Payments in Salesforce

Core Questions About Salesforce & E-Commerce

Q: Can you build an eCommerce website directly in Salesforce?

Yes. Salesforce supports eCommerce in two main ways: Salesforce Commerce Cloud (enterprise-grade, often used by global retailers), and Salesforce AppExchange eCommerce apps (like Storefronts), which let SMBs launch online stores, subscriptions, and payments directly in Salesforce without heavy development.

Q: Do I need Salesforce Commerce Cloud to sell online?

Not necessarily. Commerce Cloud is powerful but often more than SMBs need. Many organizations use AppExchange solutions like Storefronts to run complete eCommerce operations—including storefronts, secure checkout, and customer portals—inside Salesforce.

Q: What are the benefits of eCommerce built natively in Salesforce?

One system of record: all orders, payments, and customer data live in Salesforce. No middleware: avoid syncing errors. Automation: use Flows and AI for pricing or renewals. 360° customer view: sales, service, and marketing teams share the same data. Storefronts was designed to deliver these benefits.

Selling Products, Services & Subscriptions

Q: Can Salesforce handle both physical and digital product sales?

Yes. With solutions like Storefronts, you can sell physical goods with inventory tracking or digital goods like downloads, courses, and memberships.

Q: How do subscriptions and memberships work in Salesforce?

Salesforce can manage recurring billing and renewals when paired with the right app. Storefronts automates upgrades, downgrades, and loyalty tiers while keeping subscription data tied to Salesforce records.

Q: Can nonprofits accept donations in Salesforce?

Yes. Many solutions support one-time and recurring donations, event ticketing, and merchandise sales. Storefronts adds donation management alongside commerce features so nonprofits can track every donor interaction.

Q: What about appointments and services?

Salesforce can process appointments, classes, or services just like products. Storefronts extends this with online booking and secure payment capture, giving service businesses an end-to-end flow in Salesforce.

Payments & Security

Q: What payment methods can Salesforce eCommerce support?

Credit cards, ACH, Apple Pay, Google Pay, and more. Storefronts integrates with Stripe and other providers to offer modern, PCI-compliant payment options natively in Salesforce.

Q: Is Salesforce eCommerce secure and compliant?

Yes. Salesforce infrastructure is enterprise-grade, and eCommerce apps add PCI compliance, tokenized payments, and fraud protection. Storefronts enhances this with digital signature capture and streamlined checkout.

Q: How does checkout work inside Salesforce?

Modern apps offer 2–3 step branded checkouts with real-time order creation. Storefronts is a good example—customers complete purchases quickly while data is instantly available in Salesforce.

Setup & Implementation

Q: How hard is it to set up eCommerce in Salesforce?

Many assume it requires custom development, but with apps like Storefronts you can configure a storefront, checkout, and portal directly in Salesforce without code.

Q: Do I need external integrations to run eCommerce in Salesforce?

Not if you use a native app. Storefronts avoids middleware by running 100% in Salesforce—orders, payments, and subscriptions all stay in one place.

Q: How long does it take to launch?

Unlike enterprise platforms that require months, AppExchange apps often launch in days. Storefronts follows a configure → customize → launch → optimize approach.

Sales & CRM Integration

Q: Can Salesforce sales reps take payments directly?

Yes. Storefronts allows reps to initiate payments inside Salesforce, tie them to opportunities, and get instant payment status updates.

Q: Can I link eCommerce data with Salesforce Sales Cloud or Service Cloud?

Yes. With Storefronts, customer and order activity flows directly into Salesforce records, giving sales and service teams a 360° view.

Q: Can I generate invoices and receipts in Salesforce?

Yes. Storefronts automatically generates invoices and receipts tied to opportunities and accounts, keeping financial data connected.

Marketing & Customer Experience

Q: Can Salesforce handle discounts, promotions, and coupons?

Yes. Storefronts includes rule-based promotions, tiered pricing, and dynamic discounts—so marketing teams can run campaigns directly in Salesforce.

Q: How do customers manage their own orders in Salesforce?

Storefronts provides a self-service portal where customers can view invoices, track shipments, update payment methods, and manage subscriptions.

Q: Can I recover abandoned carts in Salesforce?

Yes. Storefronts uses Salesforce automation to trigger personalized reminders, discounts, and offers to customers who leave items in their cart.

Industry-Specific

Q: Is Salesforce eCommerce good for nonprofits?

Yes. Nonprofits use apps like Storefronts to collect donations, sell tickets, and manage campaigns—all tracked in Salesforce.

Q: Can Salesforce support healthcare or education payments?

Yes. Storefronts is HIPAA-ready and supports secure, compliant transactions for tuition, patient billing, or class registrations.

Q: Does Salesforce work for both B2B and B2C commerce?

Yes. Storefronts supports bulk orders, custom price books, and account-based pricing for B2B—while also enabling consumer-style storefronts for B2C.

Choosing the Right Path

Q: When should I choose Salesforce Commerce Cloud vs. an AppExchange solution?

Choose Commerce Cloud if you're an enterprise with complex needs and a dev budget. Choose an AppExchange solution like Storefronts if you're an SMB, nonprofit, or service provider who needs fast, affordable, native Salesforce eCommerce.

Q: Why do businesses choose Storefronts for Salesforce eCommerce?

Storefronts is 100% native, affordable, and fast to deploy. It combines storefronts, subscriptions, payments, donations, and portals into one solution—making Salesforce a true all-in-one commerce platform.