



# D2C on Lightning Salesforce Solution

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EcoElite All Products Bathroom Kitchen Innovation Service & Support Resale Marketplace

Q  Hi, Rachel  

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**Mizu**  
Single Hole Bathroom Faucet 1.2 GPM  
Style: Faceted  
Color: Brushed Gold

 1 

~~\$649~~ **\$597**  
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### Summary

Subtotal	\$597.00
Shipping	FREE
Tax	TBD
<b>Total</b>	<b>\$597.00</b>

Promo Code

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If you're looking to create or optimize your ecommerce strategy and already have Salesforce Sales Cloud or Service Cloud, the perfect answer is now Salesforce Commerce on Lightning. Monetizing assets and setting up an online selling channel with Lightning is likely going to be cheaper, faster, and easier to integrate into a cohesive program, bringing CRM and service center data into commerce and vice versa.

## Why D2C on Lightning

- Successful for both B2B and B2C selling motions.
- Greater flexibility with third-party providers (payment, tax, fraud, shipping, etc.).
- Faster time to launch for less-complex product lines.
- Easier rollout of Salesforce OMS, Data Cloud, or other activations.
- Greater reporting and CX across systems in order to personalize experiences and influence buying behaviors.

## How Studio Science can Help

- Our cross-cloud Salesforce expertise makes it easy to integrate your new commerce channel into your ecosystem for a holistic experience.
- We are CX consultancy, which means our designers and strategists can help you deliver impactful experiences across the buying journey.
- Our track record of launching sites means we can help guide the build process by consulting on third-party integrators, business process analysis, and customer experience strategies.
- If you're still evaluating platforms, our commerce teams can help you identify the right options for your specific needs.