

# Scaling Digital Commerce

## A Global Retailer's Shift to Salesforce Commerce Cloud



### Business Context & Our Customer

**Industry:** Retail and Consumer Goods

**Salesforce Products Used:**

- Salesforce B2C Commerce Cloud
- Salesforce Service Cloud,
- Salesforce Marketing Cloud
- Einstein AI

Our client is a global retail brand operating across North America, Europe, and APAC. With a rapidly expanding customer base and increasing expectations around digital experiences, the brand sought to transform its online storefront into a modern, scalable, and customer-first platform. They had an ambitious vision: to unify their commerce, marketing, and service strategies to drive higher engagement and repeat purchases, especially across mobile channels.





## Problem Statement / Challenges Faced

- Legacy e-commerce system with high maintenance costs and limited scalability
- Poor mobile responsiveness and high cart abandonment
- No real-time personalization or AI-driven product recommendations
- Fragmented customer data across commerce, service, and marketing systems
- Inability to quickly launch localized campaigns or new products across regions



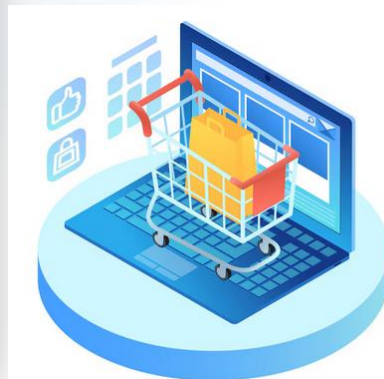
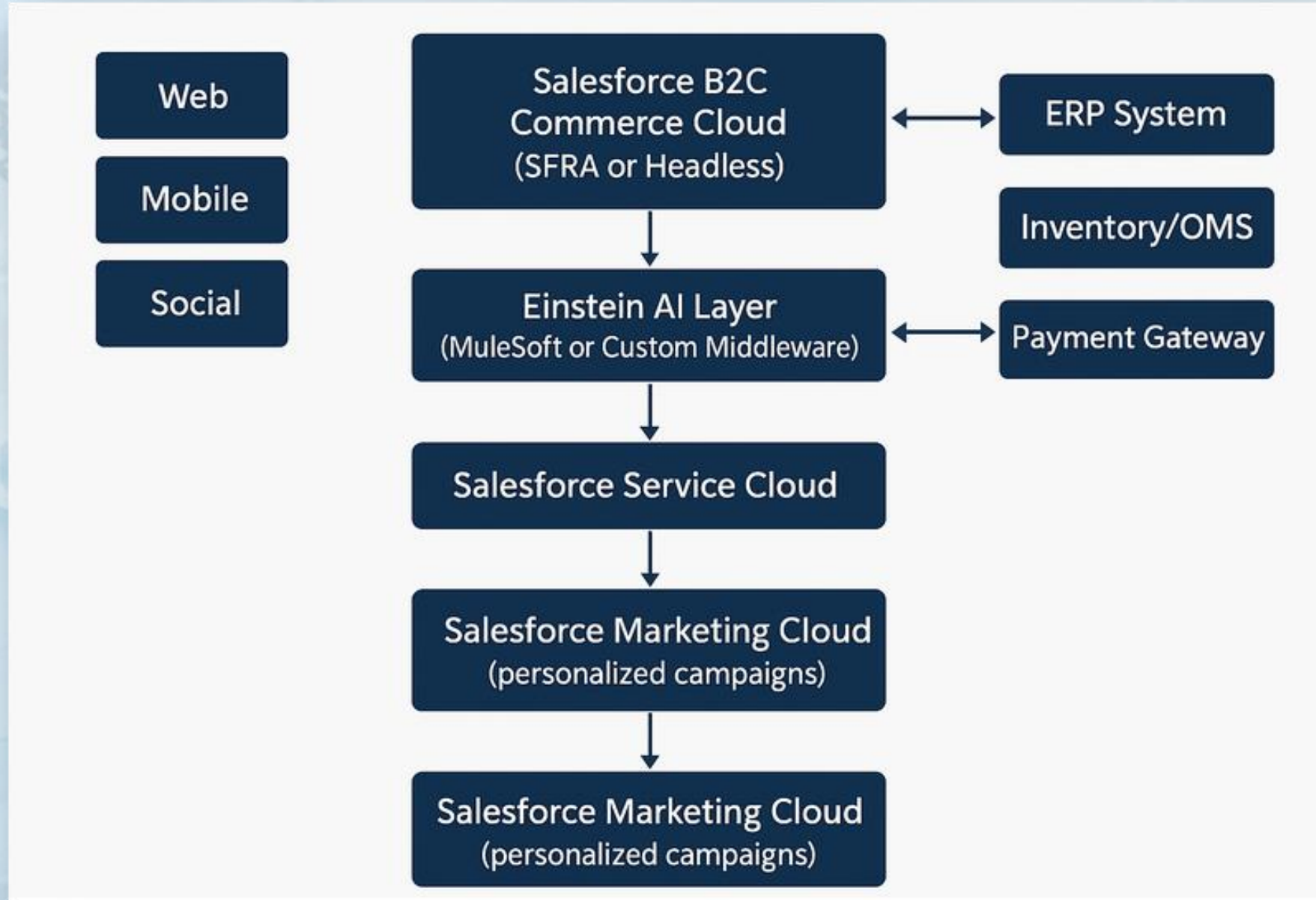
## What We Did

- Implemented Salesforce B2C Commerce Cloud (SFRA architecture) as the core e-commerce engine
- Integrated Einstein AI for intelligent product recommendations, dynamic search, and personalized content
- Built real-time integrations with ERP, Inventory, and Payment Gateways using MuleSoft
- Connected the solution with Marketing Cloud for campaign automation and Service Cloud for omnichannel support
- Designed a responsive and mobile-first UI for optimized performance and UX across devices





# High Level Architecture Diagram





## Value We Offered

- 28% increase in mobile conversion rates
- 35% improvement in page load speed
- 18% reduction in cart abandonment
- Seamless launch of localized storefronts and promotions
- Scalable architecture ready for headless and composable commerce expansion
- Unified customer experience across commerce, service, and marketing



### Conclusion

This transformation enabled the client to deliver **intuitive, personalized, and seamless shopping experiences** while preparing their digital stack for future innovations such as **headless commerce** and **Salesforce Data Cloud** integration. With Salesforce Commerce Cloud at its core, the brand is now positioned as a digital leader in its industry, ready to scale globally and innovate faster than ever before.