

Digital Commerce

Drive revenue growth, reduce costs, deliver better customer experiences and gain speed to market across channels

Offering summary

Build digital commerce solutions that meet the complex consumer and marketplace demands of today's business transactions. Apply the strategy, technology and teams to act on data and deliver meaningful, relevant and frictionless experiences. Using this intelligence enables you to identify the right products, prices, channels and fulfillment your clients are seeking.

Publicis Sapient offers people-centric 360° digital commerce solutions that help you connect data from online and offline points of sale to satisfy consumers, increase loyalty, seize upsell opportunities and powerfully compete in digital commerce.

Everything your business needs to gain a digital commerce edge

Digital commerce involves buying, selling and exchanging goods and services across a variety of B2B and B2C marketplaces. These transactions span industries, including making appointments, requesting customer support, refilling prescriptions, making an insurance claim, booking travel, moving merchandise from point A to point B and much more.

Whether you sell online, in shops or both, our 360° digital commerce solutions help you improve profitability, elevate experiences, reduce cost to serve and accelerate your speed to market through ongoing optimization. Bringing expertise, commitment and empathy, our skilled teams partner with you to understand your challenges, help you solve them and equip you to run successful digital commerce services.



Our comprehensive solutions address key opportunity areas in digital commerce:

Commerce Strategy & Experience

To succeed in B2B, B2C or both, you need to optimize market strategies and understand where to invest for maximum growth. Our flexible, scalable technology solutions and composable architecture—informed by vast audience data available through Publicis Groupe—enable you to identify the best investment opportunities across channels and act on data in real time to deliver truly customer-centric experiences.

Commerce Platforms & Marketplace Services

Your business can increase revenue by offering new products and services through modern e-commerce platforms and marketplaces. Publicis Sapient offers strategies, capabilities, accelerators and partnerships with leading commerce and cloud providers. Our smart solutions incorporate data intelligence to help ensure product availability, optimal pricing, targeted content and personalized customer experiences.

Third-Party E-Commerce Optimization

Optimize your digital shelf and win in e-commerce with data-driven content marketing strategies that promote products, increase sales and build customer loyalty. Our intelligent solutions allow you to anticipate, analyze, produce and deploy engaging, effective marketing content that accelerates growth. Your time to market is also reduced by working in three-week sprints.

Supply Chain Optimization & Order Management

Businesses must meet customer demands for fast, cost-effective delivery while optimizing supply chain performance. We connect strategy, vision and capabilities to help you gain end-to-end visibility and improve your supply chain. Our solutions enable better visibility of products from manufacturer to customer, and we equip your business to self-correct supply chain issues using machine learning.

How we've made an impact



MULTINATIONAL TOY MANUFACTURING AND ENTERTAINMENT COMPANY

The imperative for change:

- Launch a compelling value proposition that resonates with customers without jeopardizing retailer relationships

The transformative solution:

- Iteratively developed more than 12 direct-to-consumer (D2C) value propositions based on consumer insights, research and trends
- Developed technology and data requirements to realize those concepts



The business impact:

- **\$250M revenue identified from DTC e-commerce**
- **+60% operating profit identified over 4 years**



EQUIPMENT RENTAL LEADER

The imperative for change:

- Reimagine B2B commerce while opening the D2C market

The transformative solution:

- Redefined the engagement of existing B2B commerce channels
- Created a strategy to open the DTC market and introduced a new mobile app
- Provided end-to-end support from strategy to build for this solution



The business impact:

- **12% revenue uplift**
- **8% AOV increase by offering store inventory online**



LEADING LATIN AMERICAN RETAILER

The imperative for change:

- Need a supply chain control tower to improve visibility into inventory and cost

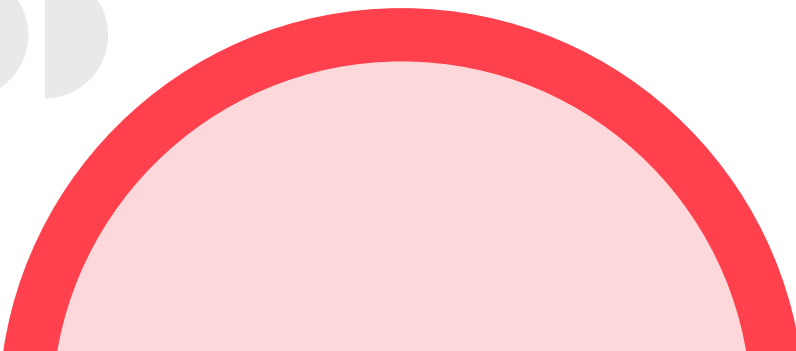
The transformative solution:

- Gained visibility into overall fulfillment cost per order, including reverse logistics cost and metrics of logistic cost per order (e.g., warehouse operations, transportation)



The business impact:

- **\$145M estimated savings in reverse logistics, including markdown and logistics costs**
- **Immediate \$2M by item level transportation cost calculation enabling optimization of routes**



What sets Publicis Sapient apart?

As a digital business transformation partner for more than 30 years, Publicis Sapient has redefined what is possible in e-commerce. In fact, **4 out of every 10 dollars** spent online goes through platforms built or supported by Publicis Sapient. We provide you with all the key components to deliver end-to-end digital commerce solutions—including strategy, design, technology, measurement and customer experience expertise all in one partner.

Profitable commerce is found at the intersection of digital commerce, experience transformation and customer engagement. These are the foundation of our wheelhouse.

Understanding that every client's journey is unique, we work across organizational silos to build digital solutions that unlock value quickly and enable competitiveness. Our relationships with all major commerce partners enable us to deliver best-in-class digital commerce solutions.

 commerce cloud	 Adobe Commerce Cloud	 SAP Commerce Cloud	 commercetools	 VTEX	 BIGCOMMERCE
Commerce platform trusted by industry-leading brands	Commerce platform to personalize B2B and B2C experiences	Enterprise-grade cloud-based e-commerce platform	Cloud-based headless commerce platform	A complete, connected and composable platform	E-commerce platform and service

Advantages at a glance:

- Our digital commerce solutions equip businesses to be nimbler and more responsive to customers by acting on data to improve experiences
- We help you to invest in solutions that deliver quick wins by improving experiences, reducing the cost to serve and driving efficiency
- Our skilled digital talent knows how to build platforms that improve customer loyalty and business profitability, and we impart our knowledge to you so that you can run successful digital commerce services

LET'S CONNECT

For more information, visit publicissapient.com/solutions/digital-commerce or [contact us](#) to learn more.

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.