

# Master Your Digital Commerce Tech Stack for Revenue Growth

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Initiatives: [Sales and Revenue Technology](#)

Digital commerce leaders grapple with identifying technology that meets increasing buyer demands and drives customer conversion. This research enables digital commerce leaders to optimize the digital experience and integrate digital commerce into the broader organization.

## Overview

### Key Findings

- Digital commerce leaders struggle to identify technology capable of delivering a customer experience that meets the increasing demands of buyers and drives customer conversion.
- The digital commerce experience extends beyond the content and capabilities deployed on your website and/or mobile application to the broader customer journey. Customers expect personalized recommendations and pricing consistent with other channels, and real-time order tracking.
- Critical enablers of digital commerce execution remain siloed across organizations. For example, the 2022 Gartner Chief Sales Officer Strategy Survey shows that 62% of CSOs and senior sales leaders agree that customer data is stored and managed independently by different functions in their organization.

### Recommendations

To mobilize an enterprisewide approach across functions, digital commerce leaders should implement digital commerce applications across the following three high-level use cases:

- Optimize the digital buying experience with core commerce and commerce enrichment applications. Identify suitable capabilities that support buying journey progression and extend customer engagement both before and after the buying journey itself.
- Drive customer conversion by effectively orchestrating the end-to-end purchase process with commerce customer acquisition and growth applications and commerce operations applications. Assess capability gaps across the enterprise and identify integration needs for delivering the required functionality.
- Integrate digital commerce data into the broader organization's data and analytics applications and core enterprise applications by combining it with business-critical workflows, such as providing holistic customer insights using data from both digital and traditional channels.

## Introduction

As customer preferences continue to shift to digital channels, digital commerce has become a fundamental component of a go-to-market (GTM) strategy. In fact, 97% of organizations expect to have a digital commerce business by 2027.<sup>1</sup> As a result, sales and marketing leaders responsible for digital commerce are increasing their investments in technologies to provide dynamic, seamless digital experiences that meet customer expectations and deliver commercial results:

- Ninety percent of CMOs surveyed in early 2023 noted that increasing investments to support digital commerce is a top priority over the next 18 months.<sup>2</sup>
- Sales leaders tend to rank digital commerce among their top five use cases for selecting revenue technologies.<sup>3</sup>

The rapidly evolving, but also fragmented, digital commerce technology landscape presents a challenge to digital commerce leaders in identifying, evaluating and selecting the applications needed to deliver their strategies. Technology investments often focus on a core digital commerce platform, and the user experience — for example, the deployment of advanced, immersive content, or interactive tools. By contrast, investments in applications required for enabling commercial operations — such as pricing management, content creation and management, real-time customer data management, and logistics and fulfillment — are overlooked. This risks the following suboptimal outcomes:

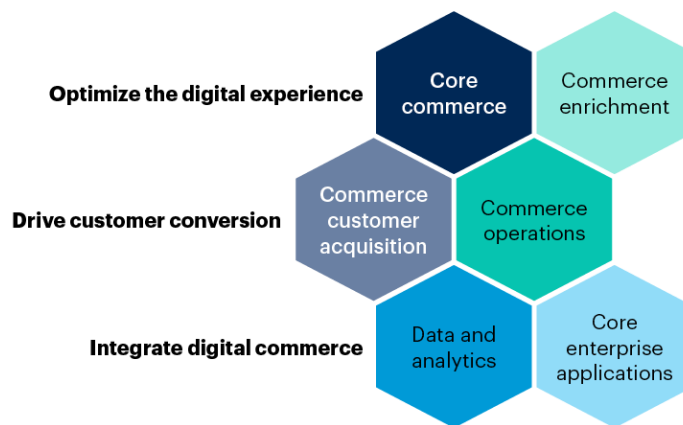
- Overengineering solutions that provide capabilities beyond customer needs, limiting the profitability of the digital commerce channel through unnecessary costs.
- Underinvesting in the tools and applications required to underpin and enable the desired end-to-end customer experience and appropriate internal processes. This stifles the opportunity for digital revenue, often resulting in the abandonment of the initiative altogether.

Digital commerce leaders must master the full breadth of technologies and applications required to enable successful digital commerce execution. In so doing, digital commerce leaders can surface application needs to mobilize cross-functional peers in marketing, sales, service, supply chain and IT to make technology decisions that establish the required end-to-end capabilities (see [3 Ways to Organize Digital Commerce Teams and Technology Across Geographies and Brands](#)).

This research provides digital commerce leaders with a breakdown of the applications that contribute to the six categories of the wider digital commerce tech stack (see Figure 1).

**Figure 1: The Digital Commerce Technology Stack**

### The Digital Commerce Technology Stack



Source: Gartner  
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**Gartner**

Applications in the digital commerce technology stack align with three high-level use cases:





- Optimize the digital experience.

- Drive customer conversion.
- Integrate digital commerce into the broader organization.

Use this document as a starting point for your cross-functional discussions. Incorporate your strategy, target digital commerce maturity, use cases and desired business outcomes to refine your detailed requirements (see [Innovate Revenue Technology Roadmaps With Conceptual Use Case Stories](#)). Note that organizations are unlikely to require every application listed in this research. Figure 2 shows the big picture of digital commerce maturity, and each table below indicates in the far-right column when you should begin to evaluate deploying each technology based on your organization's digital commerce maturity. Begin by implementing the fundamental capabilities provided by these applications before advancing functionality as your digital commerce maturity level evolves.

**Figure 2: Digital Commerce Maturity Model for Sales Framework**

## Digital Commerce Maturity Model for Sales Framework

	Nascent	Developing	Scaling	Optimizing	Transforming
 <b>Strategy</b>	DC recognized as an opportunity.	Short-term vision. Proof-of-concept stage.	Pilots transition into permanent channels.	Core DC expands. Exploring new channels.	Fully integrated. Co-creating with customers.
 <b>Execution</b>	Limited, company-centric execution.	Simple RTM based on existing models.	CX is tailored to customer needs.	DC integrates with sellers and offline activities.	Proactive, personalized buying journeys.
 <b>Operations</b>	Limited operational processes defined.	Ad hoc analytics and processes.	Basic governance. Dedicated processes.	Detailed governance. Insight-led processes.	Advanced analytics. Agile processes/CX.
 <b>Enablers</b>	No clear owner or dedicated resources.	C-suite owner and project team.	Permanent team and basic tech stack.	XFN ownership. Advanced tech stack.	Embedded BU teams. Leading-edge tech.

DC = Digital Commerce; RTM = Route to Market; XFN = Cross-Functional; CX = Customer Experience; BU = Business Unit

Source: Gartner

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## Analysis

## Optimize the Digital Experience

Digital commerce leaders should collaborate with marketing, sales and IT teams to ensure that their digital commerce technology stack provides the right blend of core and enrichment applications aligned with digital commerce maturity.

### Core Commerce Applications

These applications provide the fundamental product discovery and sales capabilities required for a self-service digital commerce channel (see Table 1). Ensure that the digital commerce technology stack provides a high-quality, intuitive core commerce experience, including the following capabilities: search, catalog, add-to-cart, pricing and promotions, check-out and payments (when required), and customer account.

**Table 1: Core Commerce Applications**

(Enlarged table in Appendix)

Application	Description	Digital commerce implications	Starting digital commerce maturity level
Commerce platform	Core technology that enables customers to purchase goods and services through an interactive and usually self-service experience.	Commerce platforms provide a self-service, interactive experience consisting of: <ul style="list-style-type: none"> <li>■ Search and navigation</li> <li>■ Product catalog and merchandising</li> <li>■ Product selection and add-to-cart</li> <li>■ Pricing and check-out</li> </ul>	Developing
Digital commerce payment vendors	Provide payment gateway, payment processing, acquiring services, payment security and fraud detection to support digital commerce transactions.	Payment is a critical part of digital commerce. Solutions must offer a low-effort check-out experience for customers, while being aligned to internal governance and operations.	Developing
Search and product discovery products	Enable differentiating product discovery, including merchandising, search personalization, product finders, semantic (natural language) and conversational search.	Although this capability is often found native to digital commerce platforms and some personalization engines and DXPs, replacing them with stand-alone best-of-breed solutions is increasingly popular due to the differentiating experience they can provide, and subsequent conversion rate improvements.	Scaling
Marketplace operations applications	Provide the technology that enables organizations to operate marketplaces selling third-party products with optional first-party products.	These apps enable the sales organization to control the customer experience and customer engagement data through: <ul style="list-style-type: none"> <li>■ Seller onboarding</li> <li>■ Product catalogs</li> <li>■ Order routing and management</li> <li>■ Financial management</li> <li>■ Reporting and analytics</li> </ul>	Transforming

Source: Gartner (March 2024)

## Commerce Enrichment Applications

These digital capabilities provide both compelling self-service digital and/or seller-assisted digital interactions (see Table 2). When buyers engage with supplier-provided digital tools in partnership with a sales rep, they are 1.8 times more likely to complete a high-quality deal than when they engage with the tools independently. <sup>4</sup>

Review these applications and identify suitable capabilities for providing effective customer learning interactions that support buying journey progression. If applications already exist in the sales organization, identify whether capabilities can be made available as customer self-service tools or combined seller-digital customer interactions. For new applications, define how these can be used as both seller- and buyer-enablement tools via the digital commerce platform.

**Table 2: Commerce Enrichment Applications**

(Enlarged table in Appendix)

Application	Description	Digital commerce implications	Starting digital commerce maturity level
Personalization engines	Enable the sales organization to identify, set up, conduct and measure the optimum customer experience based on knowledge about them, their intent and their context.	Sales organizations can tailor content, offers, recommendations and experiences across digital sales channels through personalized site navigation, content and guided selling.	Scaling
Digital experience platforms (DXPs)	Enable the composition, management, delivery and optimization of contextualized digital experiences across multiple touchpoints.	These can be used to build and deliver digital customer experience functionalities such as rich personalized content management and customer portal capabilities. They may also be used to drive core commerce features, when combined with a digital commerce platform.	Optimizing
Configure, price and quote (CPQ) applications	Enable sales organizations to automate and optimize the creation of quotes and the capture of orders.	CPQ applications integrate with the digital commerce channel via user interfaces (UIs), integrations and/or APIs to provide buyers with a self-service experience for product configuration. They are also made available to sellers to support pricing and quoting processes.	Optimizing
Composable product configurators	Support the definition and ordering of complex products with customer-selectable options and features through an intuitive end-user experience. Gartner views this as an emerging tech category as we anticipate a shift from monolithic, channel-centric CPQ apps toward compositions of modular business capabilities.	Deployed to self-service websites, the usability and discoverability of configuration applications become increasingly important for the buyer experience.	Transforming
Digital sales rooms (DSRs)	Persistent microsites that are privately formed between buyer and supplier to increase engagement and facilitate digital transactions.	DSR capabilities provide the opportunity for suppliers and buyers to collaborate digitally throughout their customer journey. DSRs can embed digital commerce platforms to provide seller-assisted sales motions.	Transforming
Interactive demo applications	Enable the creation of easily customizable substitutes for live product demonstrations and production product experiences.	Demos can be embedded in the digital commerce channel.	Transforming

Source: Gartner (March 2024)

## Drive Customer Conversion

Digital commerce leaders should collaborate with their peers in marketing to gain a thorough understanding of the commerce customer acquisition and growth applications already in their martech stack to identify existing capabilities, integration points and potential gaps. Additionally, collaborate with the marketing, supply chain and IT teams to ensure that commerce operations applications are in place to deliver the necessary capabilities needed to manage and operate the digital commerce business.

## Commerce Customer Acquisition and Growth Applications

As you reach higher levels of digital commerce maturity, define how digital commerce is integrated into the corresponding workstreams associated with these applications to ensure high-quality demand generation and successful customer journey orchestration. These provide the capabilities that help sales organizations guide customers through their buying journeys (see Table 3).

**Table 3: Commerce Customer Acquisition and Growth Applications**

(Enlarged table in Appendix)

Application	Description	Digital commerce implications	Starting digital commerce maturity level
Account-based marketing (ABM) platforms	Enable B2B marketing and sales teams to run ABM programs at scale, including account selection, planning, engagement and reporting.	ABM platforms can be used to implement outreach campaigns to drive traffic to, and engagement with, the digital commerce channel. Purchase history data from the digital channel can be used to refine account retention/expansion efforts.	Transforming
Ad tech platforms	The technology for managing digital advertising across channels and devices, including display, video, streaming TV, audio, in-app, social and search.	Digital advertising provided by ad tech platforms is critical to driving demand and traffic to the digital commerce sales channel.	Optimizing
B2B marketing automation platforms (B2B MAPs)	Support demand generation processes at scale, including awareness building, lead generation and nurturing, and customer journey orchestration.	B2B MAPs integrate with digital commerce platforms to enhance customer profile management and the delivery of a coordinated marketing strategy across multiple channels and platforms.	Optimizing
Content marketing platforms (CMPs)	Support the creation, curation and cultivation of content assets for distribution via marketing, communications and advertising channels.	CMPs are expanding their capabilities to integrate with digital commerce and DXPs, supporting experience design with text, video, images, graphics, audio, e-books, white papers and interactive content assets. These applications fuel paid advertising and demand generation activities for the digital commerce channel.	Transforming
Loyalty program platforms	Help drive the retention and acquisition of customers through loyalty cards, membership rewards, discount clubs, advocacy, promotions/offers, referrals and other tactics.	Loyalty programs must effectively integrate with the digital commerce channel to process transactions for participating customers and allow them to accrue and redeem rewards according to the program rules.	Optimizing
Multichannel marketing hubs (MMHs)	Orchestrate communications and offers to customers across multiple channels, including websites, mobile messaging, social, direct mail, call centers, paid media and email.	MMHs often support bidirectional integration with digital commerce. These applications leverage real-time engagement data from the commerce channel to build unified customer profiles and optimize interactions across channels, including content and messaging on the commerce platform itself.	Scaling

Source: Gartner (March 2024)

## Commerce Operations Applications

These applications provide foundational capabilities for critical digital commerce processes, including the management of:

- Product content and catalogs



- Pricing
- Inventory and fulfillment

Regardless of the digital experience provided, these processes are pivotal to the success of a digital commerce sales channel (see Table 4).

**Table 4: Commerce Operations Applications**  
(Enlarged table in Appendix)

Application	Description	Digital commerce implications	Starting digital commerce maturity level
Distributed order management (DOM) systems	Enable selling organizations to orchestrate and optimize the order fulfillment process. DOM systems increasingly provide real-time inventory services in distributed environments such as multistore retail.	Customers continue to expect increased service and visibility into their orders and deliveries. Selling organizations must offer customers appropriate delivery options and speed, and provide real-time capabilities, such as availability (inventory), order modifications and notifications of progress.	Scaling
Warehouse management systems (WMSs)	Help selling organizations manage and intelligently execute the operations of a warehouse or distribution center (DC).	Accurate, instant inventory data must be integrated with the digital commerce platform to provide customers with visibility into real-time stock availability. This capability may be provided by a combination of integrations across WMS and/or DOM systems and commerce platforms.	Scaling
B2B profit optimization software	Enables the selling organization to efficiently manage and optimize the price of its goods and services, and to offer and manage off-invoice rebates.	Price execution capabilities enable consistent pricing across the digital commerce platform and other channels, through a single point of administration. The composability and response time of the application are key features for managing the complexity of B2B pricing and providing a seamless customer experience.	Optimizing
Digital customer service and support	Enables customer service and support to engage customers through their preferred digital channels, managing persistent dialogues	Digital customer service and support provides a range of capabilities for delivering seamless conversation orchestration across digital channels to support customers, including: <ul style="list-style-type: none"> <li>■ Live chat</li> <li>■ Virtual customer assistants</li> <li>■ Co-browsing</li> </ul>	Optimizing
Product information management (PIM) solutions	Provide the ability to create and maintain rich product content to support complex use cases, including product data syndication (PDS) and product experience management (PXM).	Digital commerce is a key output channel for content stored in a PIM. Content features such as product descriptions and specifications are critical to the representation of listings in the online catalog, contributing to the overall customer experience. Leading commerce platforms now often have bidirectional integration into PIMs, enabling users to work with the tools they find most comfortable.	Optimizing
Real-time transport visibility platforms (RTTVPs)	Provide customers with real-time insights into their orders and shipments once they have left the warehouse (or similar) facility of a supplier.	B2B buyers increasingly demand real-time visibility into their orders and shipments, this digital commerce capability is becoming a customer expectation, not a nice-to-have feature.	Optimizing
Digital asset management (DAM) solutions	Store, manage and distribute an organization's digital assets such as images, videos, presentations, documents, logos, marketing materials and others.	Digital assets such as images, videos and downloadable files combine with content stored in the PIM system for products listed in the digital commerce catalog.	Transforming

Source: Gartner (March 2024)

## Integrate Digital Commerce Into the Broader Organization

Digital commerce leaders must collaborate with marketing, sales and IT teams to ensure that relevant data and analytics applications are collecting customer engagement data from the digital commerce sales channel. Additionally, ensure that digital commerce technologies and broader enterprise applications are effectively integrated to deliver business-critical workflows and processes by collaborating with enterprise IT stakeholders.

### Data and Analytics Applications

These applications enable data management to inform digital commerce strategy, tactics and operations (see Table 5). They often leverage data from many of the applications listed in this research — for example, sales data from digital commerce platforms, and/or marketing execution performance from MMHs or B2B MAPs — to generate analysis and insights.

Digital commerce data should integrate with other customer data sources to provide a holistic view of customers, generating insights to optimize digital commerce and seller workflows (see [Enable Sellers to Regain Influence in a Digital Buying Environment](#)). In addition to choosing from the applications in Table 5, digital commerce leaders should incorporate external data and analytics platforms into their digital commerce tech stack to provide market insights and competitive intelligence. These tools provide a broader context of digital commerce performance, including metrics such as online category growth and/or market share.

**Table 5: Data and Analytics Applications**

(Enlarged table in Appendix)

Application	Description	Digital commerce implications	Starting digital commerce maturity level
Web and digital experience analytics tools	Help to understand and improve the digital experience provided by a website or mobile application.	When aligned with desired business outcomes, operational- and process-level web analytics metrics enable the sales organization to identify, and act upon, challenges and opportunities to optimize the digital commerce experience, increasingly via a CDP.	Scaling
Customer data platforms (CDPs)	Support marketing, sales, service and customer experience use cases by unifying a company's customer data into a single source of truth that can be shared across functions.	Digital commerce serves as a source of data collection for the CDP, combining with data from other channels to create dynamic, near-real-time customer profiles that can be used in personalization or to trigger actions in CRM or other customer-facing applications.	Optimizing
Digital shelf analytics	Provide brands and manufacturers with data from nonowned digital channels where their products are sold (e.g., retailers and third-party marketplaces).	Digital shelf analytics enable the sales organization to optimize product listings on indirect commerce channels by monitoring key metrics such as product content, availability, pricing, ratings and reviews.	Scaling
Customer journey analytics	Track and analyze customer and prospect interactions with an organization across multiple channels, including self-service digital, customer assistance and human interactions.	Establishing a holistic view of customers enables the selling organization to identify opportunities to optimize the digital commerce experience and the customer buying journey.	Transforming

Source: Gartner (March 2024)

## Core Enterprise Applications

These are the systems of record with which the digital commerce business needs to integrate. They include:

- Customer relationship management (CRM) applications that act as the system of customer records, and provide tools for ongoing marketing, sales and service interactions with customers.
- Enterprise resource planning (ERP) systems that facilitate core business processes across functions, such as sales, finance and logistics.
- Master data management (MDM) solutions that ensure the uniformity, accuracy, stewardship and governance of organizationwide data.

- Cloud database management systems (DBMSs) that enable datasets to be combined and structured for efficient access and analysis by business stakeholders.

## Evidence

<sup>1</sup> **2022 Gartner Chief Sales Officer Strategy Survey.** This online survey was conducted from November 2022 through December 2022 to understand how sales teams align their go-to-market (GTM) approach to changing customer needs. The survey was completed by an online sample of 213 chief sales officers and senior sales executives across Asia/Pacific (13%), Western Europe (17%) and North America (70%). Qualifying respondents had to belong to either a sales, commercial operations or revenue operations function of an organization with enterprisewide annual revenue in 2021 of more than \$50 million or equivalent or business unit/region annual revenue in 2021 of more than \$250 million or equivalent. Industry segments included banking/financial services, manufacturing, services, information technology, healthcare providers and energy.

<sup>2</sup> **2023 Gartner CMO Spend and Strategy Survey.** The purpose of this survey was to look at top-line marketing budgets and identify how evolving customer journeys, C-suite pressures and cost challenges impact marketing's strategies and spending priorities. The research was conducted online from March through April 2023 among 410 respondents in North America (n = 205) and Western/Northern Europe (n = 205). Respondents were required to be involved in decisions pertaining to setting or influencing marketing strategy and planning, as well as have involvement in aligning marketing budget/resources and/or lead cross-functional programs and strategies with marketing. Eighty percent of the respondents came from organizations with \$1 billion or more in annual revenue. The respondents came from a variety of industries: financial services (n = 44), tech products (n = 39), manufacturing (n = 55), consumer products (n = 43), media (n = 41), retail (n = 45), healthcare (n = 34), pharma (n = 38), IT and business services (n = 34), and travel and hospitality (n = 37).

<sup>3</sup> **2022 Gartner Revenue Success Survey.** This online survey was conducted from November 2022 through December 2022 to understand key differences in the revenue tech stack, sales enablement approaches to behavioral change and collaboration skills of high performers and low performers. The survey was completed by an online sample of 194 C-suite respondents (chief sales officers, chief revenue officers, etc.), senior sales executives and other senior leaders across Asia/Pacific (9%), Western Europe (18%) and North America (73%). Qualifying respondents had roles focused on commercial operations/revenue operations, sales strategy, sales/revenue technology or specific geographic location with enterprisewide annual revenue in 2021 of more than \$5 million or equivalent or business unit/region annual revenue in 2021 of more than \$25 million or equivalent. Industry segments included banking/financial services, business services, information technology, manufacturing and healthcare providers.

<sup>4</sup> **2022 Gartner B2B Buyer Survey.** This survey was administered in November and December 2022 and includes data from 771 B2B buyers from the U.S., Canada, the U.K. and Australia. Respondents who qualified for this survey had to be employed full time at an organization with total revenue of at least \$250 million or the equivalent and had to have participated in a significant B2B purchase decision. A “significant B2B purchase decision” is defined here as a decision that required deliberation with at least one other person and the evaluation of more than one potential supplier or vendor. Respondents were instructed to answer questions based on their experience with this recent purchase and with the supplier that was used to complete the purchase. Respondents evaluated the quality of the purchase decision and provided insights into various stages of their recent purchase decision.

*Disclaimer: Results of these surveys do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.*

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## Recommended by the Authors

Some documents may not be available as part of your current Gartner subscription.

[Digital Commerce Maturity Model for Sales](#)

[Justify Digital Commerce Funding in 4 Straightforward Steps](#)

[Magic Quadrant for Digital Commerce](#)

[Hype Cycle for Digital Commerce, 2023](#)

[Tool: Digital Commerce Vendor Guide, 2023](#)

[4 Best Practices for a Successful Digital Commerce Platform Implementation](#)

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Digital commerce payment vendors	Provide payment gateway, payment processing, acquiring services, payment security and fraud detection to support digital commerce transactions.	Payment is a critical part of digital commerce. Solutions must offer a low-effort check-out experience for customers, while being aligned to internal governance and operations.	Developing
Search and product discovery products	Enable differentiating product discovery, including merchandising, search personalization, product finders, semantic (natural language) and conversational search.	Although this capability is often found native to digital commerce platforms and some personalization engines and DXPs, replacing them with stand-alone best-of-breed	Scaling

solutions is increasingly popular due to the differentiating experience they can provide, and subsequent conversion rate improvements.

Marketplace operations applications	Provide the technology that enables organizations to operate marketplaces selling third-party products with optional first-party products.	These apps enable the sales organization to control the customer experience and customer engagement data through: <ul style="list-style-type: none"><li>■ Seller onboarding</li><li>■ Product catalogs</li><li>■ Order routing and management</li><li>■ Financial management</li><li>■ Reporting and analytics</li></ul>	Transforming
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Source: Gartner (March 2024)



Table 2: Commerce Enrichment Applications

Application	Description	Digital commerce implications	Starting digital commerce maturity level
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Digital experience platforms (DXPs)	Enable the composition, management, delivery and optimization of contextualized digital experiences across multiple touchpoints.	These can be used to build and deliver digital customer experience functionalities such as rich personalized content management and customer portal capabilities. They may also be used to drive core commerce features, when combined with a digital commerce platform.	Optimizing
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available to sellers to support pricing and quoting processes.

Composable product configurators	<p>Support the definition and ordering of complex products with customer-selectable options and features through an intuitive end-user experience.</p> <p>Gartner views this as an emerging tech category as we anticipate a shift from monolithic, channel-centric CPQ apps toward compositions of modular business capabilities.</p>	<p>Deployed to self-service websites, the usability and discoverability of configuration applications become increasingly important for the buyer experience.</p>	Transforming
Digital sales rooms (DSRs)	<p>Persistent microsites that are privately formed between buyer and supplier to increase engagement and facilitate digital transactions.</p>	<p>DSR capabilities provide the opportunity for suppliers and buyers to collaborate digitally throughout their customer journey. DSRs can embed digital commerce platforms to provide seller-assisted sales motions.</p>	Transforming
Interactive demo applications	<p>Enable the creation of easily customizable substitutes for live product demonstrations and production product experiences.</p>	<p>Demos can be embedded in the digital commerce channel.</p>	Transforming

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Content marketing platforms (CMPs)	Support the creation, curation and cultivation of content assets for distribution via marketing,	CMPs are expanding their capabilities to integrate with digital commerce and DXPs, supporting experience	Transforming

	communications and advertising channels.	design with text, video, images, graphics, audio, e-books, white papers and interactive content assets. These applications fuel paid advertising and demand generation activities for the digital commerce channel.	
Loyalty program platforms	Help drive the retention and acquisition of customers through loyalty cards, membership rewards, discount clubs, advocacy, promotions/offers, referrals and other tactics.	Loyalty programs must effectively integrate with the digital commerce channel to process transactions for participating customers and allow them to accrue and redeem rewards according to the program rules.	Optimizing
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B2B profit optimization software	Enables the selling organization to efficiently manage and optimize the	Price execution capabilities enable consistent pricing across the digital commerce platform and other	Optimizing

	price of its goods and services, and to offer and manage off-invoice rebates.	channels, through a single point of administration. The composability and response time of the application are key features for managing the complexity of B2B pricing and providing a seamless customer experience.	
Digital customer service and support	Enables customer service and support to engage customers through their preferred digital channels, managing persistent dialogues.	Digital customer service and support provides a range of capabilities for delivering seamless conversation orchestration across digital channels to support customers, including: <ul style="list-style-type: none"> <li>■ Live chat</li> <li>■ Virtual customer assistants</li> <li>■ Co-browsing</li> </ul>	Optimizing
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bidirectional integration into PIMs, enabling users to work with the tools they find most comfortable.

Real-time transport visibility platforms (RTTVPs)	Provide customers with real-time insights into their orders and shipments once they have left the warehouse (or similar) facility of a supplier.	B2B buyers increasingly demand real-time visibility into their orders and shipments; this digital commerce capability is becoming a customer expectation, not a nice-to-have feature.	Optimizing
Digital asset management (DAM) solutions	Store, manage and distribute an organization's digital assets such as images, videos, presentations, documents, logos, marketing materials and others.	Digital assets such as images, videos and downloadable files combine with content stored in the PIM system for products listed in the digital commerce catalog.	Transforming

Source: Gartner (March 2024)

Table 5: Data and Analytics Applications

Application	Description	Digital commerce implications	Starting digital commerce maturity level
Web and digital experience analytics tools	Help to understand and improve the digital experience provided by a website or mobile application.	When aligned with desired business outcomes, operational- and process-level web analytics metrics enable the sales organization to identify, and act upon, challenges and opportunities to optimize the digital commerce experience, increasingly via a CDP.	Scaling
Customer data platforms (CDPs)	Support marketing, sales, service and customer experience use cases by unifying a company's customer data into a single source of truth that can be shared across functions.	Digital commerce serves as a source of data collection for the CDP, combining with data from other channels to create dynamic, near-real-time customer profiles that can be used in personalization or to trigger actions in CRM or other customer-facing applications.	Optimizing
Digital shelf analytics	Provide brands and manufacturers with data from nonowned digital channels where their products are sold (e.g., retailers and third-party marketplaces).	Digital shelf analytics enable the sales organization to optimize product listings on indirect commerce channels by monitoring key metrics such as product content, availability, pricing, ratings and reviews.	Scaling



Customer journey analytics

Track and analyze customer and prospect interactions with an organization across multiple channels, including self-service digital, customer assistance and human interactions.

Establishing a holistic view of customers enables the selling organization to identify opportunities to optimize the digital commerce experience and the customer buying journey.

Transforming

Source: Gartner (March 2024)