

# The Buyer's Guide to Ecommerce Platforms

2019 edition



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# 1

## Why Read This Guide?

Whether you're a one-person shop, or have an online business bringing in millions in annual revenue, it's difficult to figure out which Ecommerce platform will suit your needs best. Answering questions like 'will you primarily be selling on your own website, or through integrations with marketplaces like Amazon or eBay?' and 'how large and complex is your product catalog?' can help narrow down the list of products to consider. But sifting through 100+ options to find the right Ecommerce software is still a gigantic headache. We've created this buyer's guide to help ease this burden and provide you with comprehensive comparisons of 7 of the most reviewed Ecommerce products.

This guide aims to provide ecommerce software buyers with a free resource to help make better purchasing decisions based on buying insights from software end-users. Our goal is to help you differentiate between 7 widely used [Ecommerce platforms](#) to find one that will meet your online selling needs. This guide is based on detailed information from 2,294 reviews and ratings published on TrustRadius, as well as 104 additional survey responses from online sellers about their experience buying and using Ecommerce software. Each review and rating has been individually vetted by a TrustRadius researcher to ensure we're providing authentic feedback from real end-users of the software.

**There are 179  
Ecommerce products  
listed on TrustRadius,  
this guide details  
what users think of  
7 leading solutions.**

In this guide, readers will find:

- > Information about differences between B2B and B2C selling, including a breakdown of reviewer commercial selling orientation for each product.
- > Insights about how the Ecommerce landscape is evolving, including the growth of the industry, the convergence of CMS and Ecommerce platforms, and the increasing importance of selling on social channels.
- > Summary profiles for 7 of the most reviewed Ecommerce platforms products, including highest and lowest rated features and customer demographics.

**200,000 reviews  
from 100%  
verified users.**

### About TrustRadius

TrustRadius is the most-trusted review site for business technology, bringing transparency to the \$3.7 trillion B2B market. We help buyers make confident decisions with in-depth reviews and ratings from real software users. Every reviewer on TrustRadius is authenticated and every review vetted by our Research Team before publication. We also help vendors engage and convert buyers by putting their customer's voice to work, authentically and at scale. Headquartered in Austin, TX, TrustRadius was founded by successful entrepreneurs and is backed by the Mayfield Fund and LiveOak Venture Partners.

**To learn more, visit [www.trustradius.com](http://www.trustradius.com).**

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# 2

## What the Ecommerce Market Looks Like Today

Over the past 20 years, the digital economy has been rapidly expanding. It has grown at an [average rate of 9.9% per year from 1998 - 2017](#). And ecommerce, a major part of the digital economy, has grown along with it. According to the Internet Retailer's analysis of U.S. Commerce Department data, [U.S. consumers spent over \\$5 billion in online purchases in 2018](#)—a 15% increase from 2017. As more individuals and businesses start selling online, choosing an ecommerce solution with the right mix of out-of-the-box functionality and customization becomes increasingly important.

**U.S. consumers  
spent over \$5 billion  
in online transactions  
in 2018.**

It's safe to say that ecommerce isn't going away anytime soon. Especially now that individuals can make online purchases from a range of devices—including computers, tablets, and mobile phones—the percentage of transactions that happen online is likely to continue growing.

Before you start evaluating and selecting a new ecommerce platform, one critical first step is understanding what you're looking for. There are a few main differences between business-to-business (B2B) and business-to-consumer (B2C) selling that, in part, dictate what your next ecommerce software should include. Key dimensions where B2B and B2C sales differ include:

- > buying motivations,
- > what the market looks like,
- > the importance of brand reputation,
- > how much long-term value vs. immediate cost matters,
- > and what the buying process looks like.

## Ecommerce Capabilities for B2B and B2C Selling

For businesses selling to other businesses (B2B), online selling is largely a values game. In order to justify the purchase to key stakeholders in their own company, B2B customers need to see what type of return on investment (ROI) purchasing your product will bring. Products and services that have a large price tag can be rationalized if the expected ROI outweighs the initial investment. Because of this, B2B selling relies heavily on facts, social proof, and evidence from other customers. Potential customers need to see evidence that the purchase they're considering has paid off for other businesses in similar circumstances.

**89% are happy  
with their ecommerce  
platform's feature set.**

In contrast, selling to consumers (B2C) is largely a numbers game. Most consumers are interested in buying the best quality product they can find for the cheapest price. They are less worried about long-term ROI. Apart from larger investments like houses or cars, the average consumer is much more driven by emotion and impulse than the average B2B buyer.

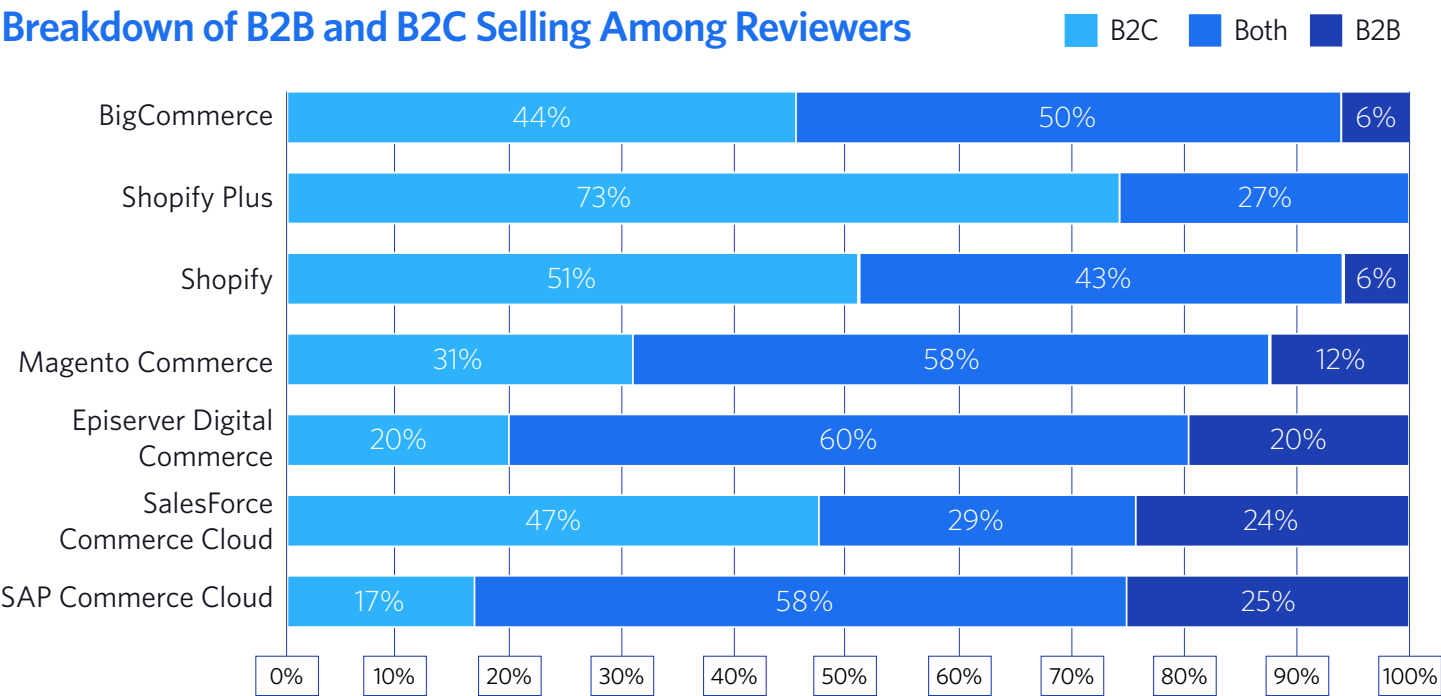
If your company primarily sells to other businesses (B2B), ensure that your ecommerce platform includes:

- > Customizable pricing, payment, and ordering options
- > Deep personalization capabilities for your online storefront (e.g. branding, site search and navigation)
- > Options for customers to easily reorder the same items and quantities
- > Discounted bulk ordering
- > The ability to set a minimum order quantity (MQO)
- > The ability to restrict access to certain groups (e.g. allowing only registered customers to view products)
- > The ability to segment customers into groups, or integrate with the user's CRM or ERP software
- > A wide range of payment options and a highly secure checkout experience

If your business primarily sells to consumers (B2C), ensure that your ecommerce platform includes:

- > Built-in online storefront themes or templates
- > The ability to customize product listings and have multiple product variants
- > Abandoned cart recovery capabilities
- > Promotion and discount code tools
- > Built-in SEO tools
- > Content management capabilities and a blog section
- > Built-in email marketing capabilities, or integration with email marketing platforms
- > Secure check-out experiences with multiple payment options

Wondering which products in the guide skew more B2B or B2C? This graph shows the percentage of reviewers that use each product for different types of commercial selling.





**45% are using one platform for both CMS and ecommerce.**

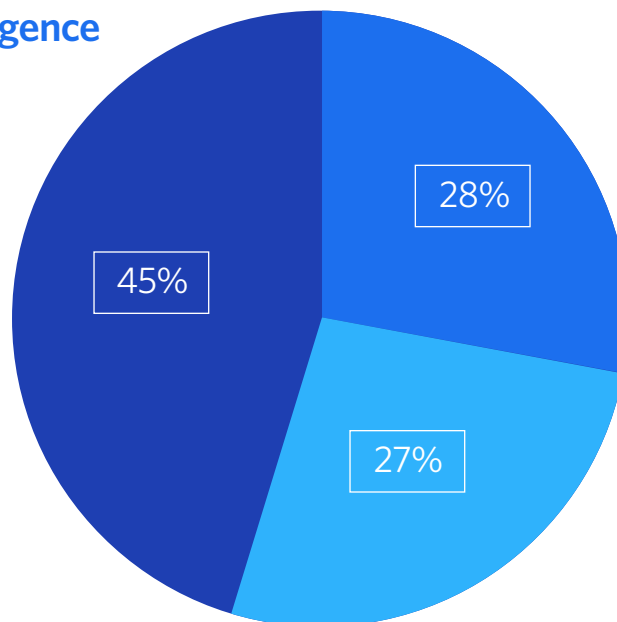
## Trends in Ecommerce

The massive increase in online selling over the past two decades has brought other notable trends with it, including the 'direct-to-consumer' (DTC) approach to selling. DTC selling makes it easier and cheaper for solopreneurs and small businesses to start selling online. Costs associated with middlemen department stores, and the rent and upkeep that comes along with a physical storefront, disappear for online-only DTC businesses.

Another trend is the convergence of content management systems (CMS) and ecommerce platforms. Content management has always been important for ecommerce businesses. And it has become even more necessary for ecommerce platforms to include as product catalogues increase in size, product variation needs become more complex, and marketing requirements (like blogs), increase. More and more online sellers use either an integrated CMS and ecommerce platform, or have one platform that serves as both. 72% either have an integrated CMS and Ecommerce solution, or are using one platform to fill both needs.

## CMS and Ecommerce Convergence

- Use a separate CMS and Ecommerce platform
- Use both but they are integrated
- Use one platform that serves as both our CMS and Ecommerce platform



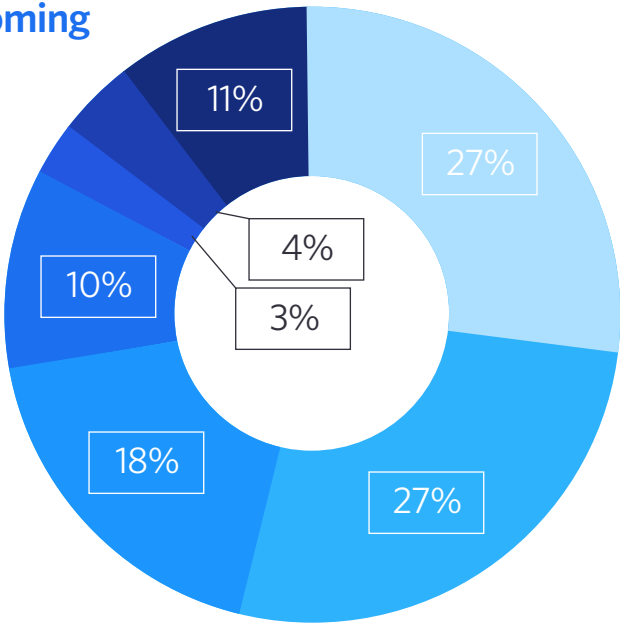
Social media selling has also emerged as one of the next ecommerce frontiers. This is in part tied to the rise of mcommerce (mobile commerce), especially for B2C retailers. Businesses can allow customers to browse and buy from their product catalog while on social media platforms like Facebook and Instagram. These channels play a big role in generating DTC sales, and are also prime marketing and advertising real estate.

In a recent survey of ecommerce software users, 47% said that advertising on social media is now very essential to their ecommerce goals. Another 32% said it was somewhat essential. In terms of how much revenue can be tied to social media, 62% of respondents said that at least 10% of their customers come from social channels like Facebook or Instagram.

**62% said that at least 10% of their customers come from social media.**

**Percentage of customers coming from social media channels**

- Less than 10%
- 10-29%
- 30-49%
- 50-74%
- 75-89%
- 90% or more
- Not sure



**88% said they  
would buy the  
same ecommerce  
platform again.**

## Tips For Buyers

Based on their commercial selling orientation and the shifting market landscape, here's what buyers should consider as they evaluate different ecommerce platforms:

1. Go into the product evaluation and selection process knowing who your business sells to—B2C, B2B, or both. This will help give you a better understanding of specific capabilities your ecommerce solution needs.
2. Think about whether or not you need an ecommerce software that has strong built-in content management capabilities. If you already have a CMS that you're happy with, make sure the ecommerce products you're considering will integrate with the CMS.
3. If you're in B2C, integrate your online store with social media channels. Allowing shoppers browse your products, retargeting potential customers, and enabling shoppers to purchases directly on these platforms is becoming increasingly important. If you plan on advertising and selling through social channels, make sure your ecommerce platform has robust integrations with all the social media platforms you use.
4. Having a mobile-friendly store with easy-to-use mobile applications is becoming more important as the percentage of online purchases made on mobile devices increases. Consider investing in an ecommerce solution that has strong website design capabilities that will allow you to do this.

# 3

## Spotlight on 7 Leading Ecommerce Platforms<sup>1</sup>

As online sales continue to grow, the number and variety of ecommerce platforms will continue to proliferate as well. Buyers should consider the unique requirements they have, like whether they'll be doing more B2B or B2C sales or whether they need more out-of-the-box functionality versus the ability to deeply customize their online storefront, as they read this guide. This will provide you with a good foundation from which to start your product evaluation and selection.

<sup>1</sup> Information contained in the product matrices, product comparison charts, and on the product pages is accurate as of September 20th, 2019. Company size definitions are: Small Companies (1-50 employees); Midsize Companies (51-1,000 employees); Enterprises (1,001+ employees).

**58K professionals  
have used TrustRadius  
to evaluate ecommerce  
software this year.**

This guide aims to give you a snapshot of 7 of the most reviewed ecommerce platforms on TrustRadius.

An exhaustive list of products can be found on the [ecommerce platforms](#) category on our website. The product profiles in this report showcase aggregate data from reviews collected on TrustRadius, including the highest and lowest rated features, feedback from reviewers, and customer demographic information.

- > The product must have ecommerce platforms as its primary category.
- > The product must have at least 15 reviews.
- > The product must have 5 reviews from within the past year.

In order to help you navigate through this guide, the products have been organized by their market focus, starting with products that have higher representation of reviewers from small businesses and ending with products that have higher representation from enterprise companies.

However, company size in terms of employee headcount does not always perfectly align with company size in terms of revenue or level of product complexity. Especially in the ecommerce space, online-only businesses can often keep their overhead costs (including number of employees) low and still make millions of dollars or more in annual revenue. Buyers should keep this in mind as they evaluate the products in this guide.

# Product Comparison Tables

	Overall Satisfaction Rating	Product Metrics		Reviewer Company Size			Comparison Information
	trScore	# of Reviews	Share of Traffic	Small	Midsize	Enterprise	Most Compared To
BigCommerce	8.7	229	6%	83%	15%	2%	3dcart Salesforce Commerce Cloud Wix
Shopify Plus	8.7	16	2%	72%	24%	4%	Netsuite SuiteCommerce Miraki Marketplace Platform Salesforce Commerce Cloud
Shopify	8.5	62	9%	65%	27%	8%	OpenCart Stripe CommerceHub
Magento Commerce	7.2	34	7%	45%	43%	12%	Adobe Experience Manager Elastic Path Salesforce Commerce Cloud
Episerver Digital Commerce	8.1	20	2%	5%	61%	34%	Magento Commerce Sitecore SAP Commerce Cloud
Salesforce Commerce Cloud	8.5	28	8%	13%	47%	40%	Salesforce Mktg Cloud Email Studio Salesforce.com SAP Commerce Cloud
SAP Commerce Cloud	8.5	15	10%	12%	25%	63%	Adobe Experience Manager Salesforce Commerce Cloud Oracle ATG Web Commerce

# Product Comparison Tables

	Overall Satisfaction Rating	Feature Rating									
	trScore	Product Catalog and Listings	Product Mgmt	Bulk Product Upload	Branding	Mobile Storefront	Product Variations	Website Integration	Visual Customization	Content Mgmt System	Abandoned Cart Recovery
BigCommerce	8.7	9.2	9.2	8.5	8.1	8.4	8.8	8.9	8.4	7.5	8.8
Shopify Plus	8.7	8.5	7.7	8.0	8.0	8.6	7.5	7.7	7.7	6.9	7.8
Shopify	8.5	9.2	9.2	8.3	8.6	8.6	8.0	8.4	7.6	8.2	8.6
Magento Commerce	7.2	7.7	7.5	6.8	6.9	6.8	7.2	6.8	6.4	6.1	5.7
Episerce Digital Commerce	8.1	6.2	5.6	4.7	6.1	6.2	6.4	5.6	5.8	6.0	6.6
Salesforce Commerce Cloud	8.5	8.9	8.8	8.6	8.7	8.5	8.4	9.4	8.6	7.9	8.4
SAP Commerce Cloud	8.5	8.9	9.4	9.1	8.6	8.6	8.5	8.7	8.2	8.2	8.3

	Overall Satisfaction Rating	Feature Rating									
	trScore	Checkout User Experience	Ecommerce Security	Promotions and Discounts	Personalized Recomm.	SEO	Multi-Site Mgmt	Order Processing	Inventory Mgmt	Shipping	Custom Functionality
BigCommerce	8.7	8.7	9.7	8.6	8.2	8.5	8.1	9.3	9.0	8.7	7.9
Shopify Plus	8.7	8.9	9.8	8.5	8.3	--	8.8	8.3	7.6	7.0	6.2
Shopify	8.5	8.5	9.6	8.6	8.4	7.8	6.7	8.6	8.7	8.5	7.9
Magento Commerce	7.2	6.3	7.0	7.5	6.3	6.9	7.7	7.4	7.0	6.5	7.1
Episerce Digital Commerce	8.1	6.6	6.7	7.3	5.9	6.2	6.5	5.3	5.5	4.2	4.9
Salesforce Commerce Cloud	8.5	8.8	8.8	8.8	8.8	8.6	9.0	8.9	8.4	9.1	8.4
SAP Commerce Cloud	8.5	9.0	9.0	9.0	8.5	8.4	8.3	8.6	8.6	8.6	8.4

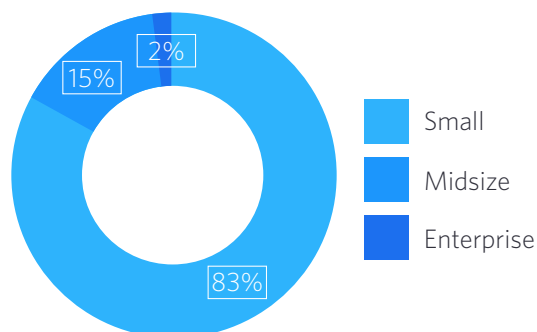
# BigCommerce



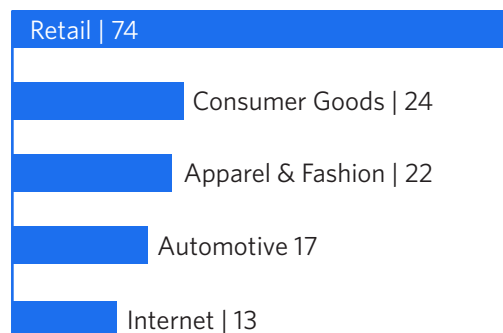
Score 8.7 out of 10

BigCommerce is a hosted cloud-based ecommerce solution designed for both B2C and B2B companies. It provides users with a wide array of out-of-the-box features, including standard online storefront design tools, storefront management, and various payment options. Extra capabilities include SEO tools, analytics reports, quote management for B2B sellers, and the ability to log in to multiple storefronts from the same account. BigCommerce also integrates with multiple popular marketplaces and social platforms, such as Amazon, eBay, Facebook, and Instagram. The platform affords companies greater flexibility in terms of customizing their online store and integrating with third party software through its open API infrastructure.

## Reviewer Company Size Distribution



## Top 5 Reviewer Industries



**Great Fit For:** Fast-growing SMBs looking for a fully-featured ecommerce platform with the freedom and flexibility to customize their product catalog and listings. It offers midsize and large companies with large product catalogues a software they can get up and running quickly.

## Highest Rated Features

- + **Ecommerce security** (9.7/10)
- + **Order processing** (9.3/10)

*BigCommerce is constantly updating the platform to offer the latest security, payment, and application integrations. You can scale up or down with BigCommerce seamlessly to your customers while preserving the integrity of your store.*

[Verified User](#) | C-Level Executive in Corporate Food Production Company

*Order interface is easy to work with...  
Order management is in one place.  
This has helped us considerably.*

[Verified User](#) | Vice-President in Corporate Consumer Goods Company

## Lowest Rated Features

- **Content management system** (7.5/10)
- **Custom functionality** (7.9/10)

*BigCommerce may not be as well suited for blogging or for content delivery and hosting.*

[Verified User](#) | Manager in Other Food & Beverages Company

*I wish it had a little easier way to customize things outside their system. Can't really use HTML to make custom changes. The system works well and is easy to get started, but harder to deal with if you want to customize the look.*

[Frank C.](#) | Owner Retail Company

Interested in learning more about BigCommerce? [Read reviews on TrustRadius.](#)



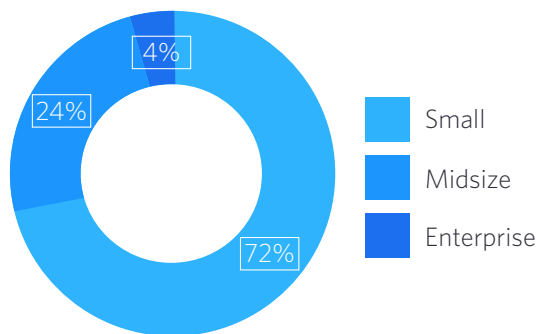
# Shopify Plus



Score 8.7 out of 10

Shopify Plus is a scalable and customizable ecommerce solution ideal for businesses making \$1 million or more in annual revenue. In addition to standard ecommerce features, users have access to a personalized wholesale channel, B2B selling, and workflow automation capabilities. Shopify Plus can handle a larger volume of orders than Shopify's core offering (designed for self-employed individuals and small businesses), [up to 10,000 transactions per minute](#). It's also more customizable; users can tailor the checkout process with discount codes and create custom sales reports. Shopify Plus also offers a wider range of integrations with over 1,500 applications and open APIs. Since it is designed for companies that have larger and more complex product catalogs, Shopify Plus is also more expensive than the core Shopify offering.

## Reviewer Company Size Distribution



## Top 5 Reviewer Industries



**Great Fit For:** Companies whose ecommerce business has matured to the point that they need a more scalable and customizable platform. This could include geographical expansion of physical store locations, an increase product catalog size or complexity, an increasing number of orders, or the need to integrate with a greater variety of third-party software.

## Highest Rated Features

- + **Ecommerce security** (9.8/10)
- + **SEO** (8.8/10)

*Shopify Plus is way ahead of the pack in terms of features, automated and worry free maintenance/security/scaling/infrastructure, customer support, and speed. We've been building eCommerce sites for over a decade and it seems almost every positive trend in eCommerce is set by Shopify.*

[Verified User](#) | C-Level Executive in IT and Services Company

*We use Shopify Plus for our e-commerce website, some order management, some product management, and some analytics... From a web perspective, it's really fast and has great out-of-the-box SEO benefits.*

[Verified User](#) | Manager in Other Retail Company

## Lowest Rated Features

- **Custom functionality** (6.2/10)
- **Content management system** (6.9/10)

*Surprisingly, Shopify isn't as strong here as you'd think. Oftentimes, people use entirely separate programs like Squarespace and Wordpress to run their content section of the website. This is fine except they are missing a critical component of linking the content to the product.*

[Jeffrey H.](#) | Director of Ecommerce Apparel & Fashion Company

*Some features that are non-negotiables for some businesses are missing, or are only available if you use Shopify Payments. Many aspects of Shopify Plus, including pre-built reporting features and widgets in the admin interface are very obviously built for small businesses.*

[Verified User](#) | Manager in Other Retail Company

Interested in learning more about Shopify Plus? [Read reviews on TrustRadius.](#)

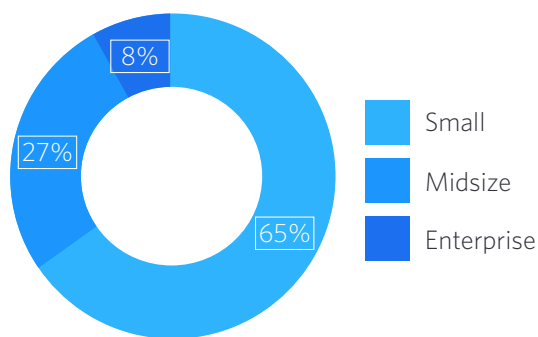
# Shopify



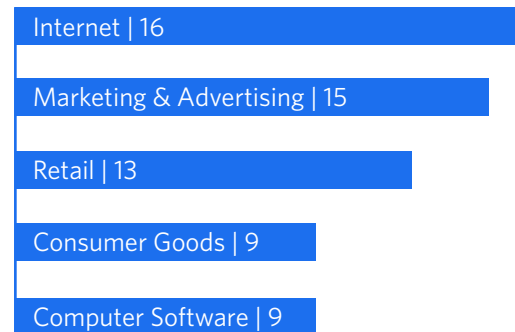
Score 8.5 out of 10

Shopify is a cloud-based ecommerce solution that offers businesses online retail capabilities and hardware for their physical storefronts. Shopify's core offering is ideal for freelancers, solopreneurs, and small businesses that are making \$1 million or less in annual revenue. Shopify provides users with core online storefront capabilities such as a website and catalog design, shopping cart and checkout, store management, and SEO and marketing tools. Shopify's 'buy button' enables users to quickly turn an existing website or blog into an online store by embedding products and a secure checkout into their pre-existing site. This feature is especially helpful for small businesses looking for an easy way to start selling online. Shopify also integrates with various marketplaces and social media platforms, and provides abandoned cart recovery services across all pricing plans.

## Reviewer Company Size Distribution



## Top 5 Reviewer Industries



**Great Fit For:** Solopreneurs and small ecommerce businesses that are looking for a fast way to get their online business up and running, and need a versatile solution that will allow them to sell across digital channels and physical locations. Shopify Plus is better suited for businesses that have grown in complexity or size.

## Highest Rated Features

- + **Ecommerce security** (9.6/10)
- + **Product & catalog listing** (9.2/10)

*Shopify streamlines and automates online sales, saving time and the need for human service on a sale, and their security still avoids injury by helping to avoid suspicious and fraudulent payments.*

[Marcio V.](#) | System Analyst  
Travel & Tourism Company

*Shopify is a great way to promote and distribute the company's products...You can list unlimited products on your site... Shopify was great when used for products that were at a discounted price and we want them to sell out by marking them with a low price.*

[Horacio C.](#) | Product Development Asst.  
Marketing and Advertising Company

## Lowest Rated Features

- **Multi-site management** (6.7/10)
- **Visual customization** (7.6/10)

*You have to be sure that this is right for you—in our experience it did lack CRM & order entry integration which was a major issue for us internally. It created complications and more manual labor to enter everything into the system once an order had been placed.*

[Ashley G.](#) | Marketing Coordinator  
Event Services Company

*The web-builder was great—initially—until we wanted to customize beyond the template and realized that we would have to hire an experienced technician to add a simple function. This was a bit frustrating and I believe their platform could improve in this way.*

[Ashley V.](#) | Co-Founder and President  
Self-Employed

Interested in learning more about Shopify? [Read reviews on TrustRadius.](#)

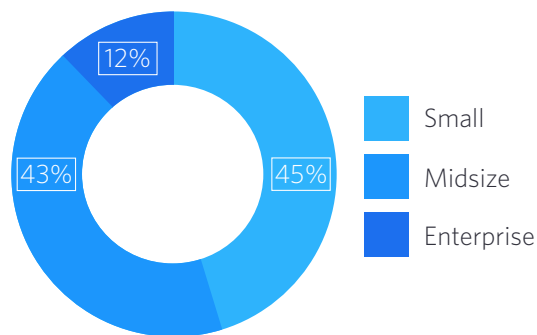
# Magento Commerce



Score 7.2 out of 10

Magento Commerce, now part of the Adobe Commerce Cloud, serves both B2C and B2B companies. For the 'Pro' plan, Magento Commerce offers both cloud-based and on-premise deployment options. Along with offering standard ecommerce functionality, Magento provides users with features like a drag-and-drop page builder, customer segmentation and personalization tools, scalable and automated rule-based product recommendations, and access to a global community of developers. Magento is flexible in terms of website design and personalization, which also means that a certain degree of technical knowledge may be necessary to take advantage of all the platform has to offer. The open-source version of Magento does not include the advanced features that come with Magento Commerce, or access to support for the product.

## Reviewer Company Size Distribution



## Top 5 Reviewer Industries



**Great Fit For:** SMBs and small enterprises with tech-savvy users that are looking to grow their online sales and dynamically showcase content on their ecommerce website. Adobe Commerce Cloud, which includes Magento Commerce technology, is a better fit for large enterprises.

## Highest Rated Features

- + **Product catalog & listings** (7.7/10)
- + **Multi-site management** (7.7/10)

*Magento is the best option for our primary business because of the way it's able to ingest product information from a data feed, and it makes it easy to manage products, categories, and pages.*

Verified User | Strategist in Marketing  
Facilities Services Company

*We use Magento for 3 eCommerce sites on a single Magento platform. We sell parts and accessories for 3 brands...We are able to create promotions applied to all products, this has helped increase revenue a bit, our last application did not have it.*

Sherice D. | Ecommerce Digital Marketing Associate  
Consumer Goods Company

## Lowest Rated Features

- **Content management system** (6.1/10)
- **User checkout experience** (6.3/10)

*Security of the platform can be an issue. Magento is often targeted by hackers and much of the security is the responsibility of the store owner.*

Jeff M. | Vice President of Ecommerce  
Retail Company

*Creating static content is hard to manage. At least I couldn't find any plugin for easily managing banners or blog pages.*

Verified User | General Manager in Marketing  
Retail Company

Interested in learning more about Magento Commerce? [Read reviews on TrustRadius.](#)

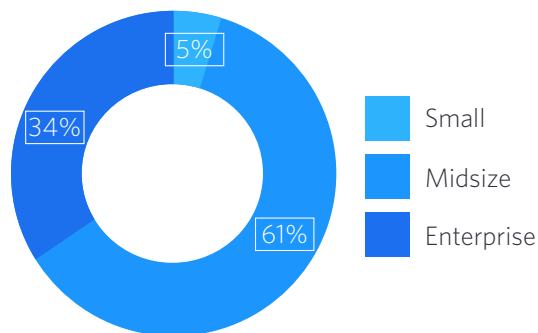
# Episerver Digital Commerce



**TR** Score 8.1 out of 10

Episerver's Commerce offering, part of its Digital Experience Cloud, is an ecommerce solution designed for midsize businesses and enterprises that need a platform that will also serve as their CMS. It includes standard ecommerce functionality such as product catalog and inventory management, a customizable checkout, product searches, and .NET and REST APIs. Episerver also has vertical-specific solutions for B2B Manufacturing, Retail, Financial Services, and B2B Distributors. Companies can integrate Episerver with third party software such as Microsoft Dynamics 365, Paypal Express Checkout, HubSpot, Salesforce Marketing Cloud, and Oracle Eloqua.

## Reviewer Company Size Distribution



## Top 5 Reviewer Industries

Computer Software | 3

Consumer Goods | 3

Internet | 3

IT & Services | 3

Retail | 3

**Great Fit For:** Midsize businesses looking for an ecommerce solution that can also double as their CMS. Suitable for businesses conducting B2B or B2C sales that have a medium size product catalog.

## Highest Rated Features

- + **Promotions & discounts** (7.3/10)
- + **User checkout experience** (6.6/10)

*Episerver is well suited for customers that need both a strong CMS and strong commerce offering. Most platforms skew in one direction or the other, either focusing on a shopping cart or content. Episerver provides a very solid offering in both categories, which makes it a great choice for a business that needs both but wants to avoid integrating two different platforms together.*

Verified User | Manager in Marketing  
Chemicals Company

*Episerver has a robust discount engine. This engine, combined with "visitor groups" allow our marketing department to categorize customers and offer a variety of discounts to targeted customers at specific times.*

Tim H. | Software Architect  
IncLuxury Goods & Jewelry Company

## Lowest Rated Features

- **Shipping** (4.4/10)
- **Bulk product upload** (4.7/10)

*It was a difficult platform to learn and get used too. This could just be because we customized the tool a lot for our own use but some things related to my role in particular with managing products would actually take me longer to complete than in our previous CMS.*

Verified User | Employee in Product Management  
Retail Company

*Managing a large catalog of products was difficult in the tool because it was a very slow process to load everything and using the search tool didn't help very much.*

Verified User | Employee in Product Management  
Retail Company

Interested in learning more about Episerver Digital Commerce? [Read reviews on TrustRadius.](#)

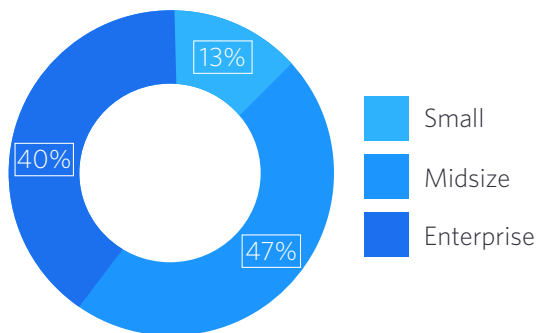
# Salesforce Commerce Cloud



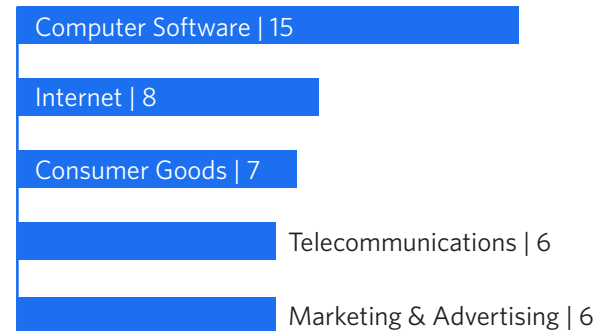
Score 8.5 out of 10

Salesforce Commerce Cloud is a cloud-based ecommerce platform that includes both a B2C and B2B solution. Along with standard ecommerce functionality, companies using the B2C offering have access to features like product and catalog management, merchandising and marketing tools, one-touch payment options, and campaigns and content management. The B2B side of the platform provides businesses with additional features designed for B2B sales. These include customer and segment specific pricing, multi-account and contact ordering, budget and buying authority, and account hierarchies. The platform also includes a set of business user tools, such as A/B testing, SEO tools, and content management capabilities that enable companies to test and optimize digital commerce experiences.

## Reviewer Company Size Distribution



## Top 5 Reviewer Industries



**Great Fit For:** Midsize businesses engaged in B2C or B2B sales that are already using other products in the Salesforce ecosystem. Ideal for companies looking for a highly customizable solution that have access to IT resources to help implement and configure the software.

## Highest Rated Features

- + **Website integration** (9.4/10)
- + **Shipping** (9.1/10)

*Salesforce Commerce Cloud is used by my organization to manage marketing forecasts, merchandising, content, promotions, customer service, fulfillment, and artificial intelligence... It addresses the problem of having multiple sporadic applications that don't communicate with each other.*

[Michael D.](#) | Help Desk Specialist  
Consumer Goods Company

*Salesforce Commerce Cloud is used by our sales department to manage our products, pricing, promotions, and content. We are able to have full order management within one platform. We can fully personalize and have a complete perspective on our pricing, orders, customers, and products.*

[Verified User](#) | Manager in Marketing  
Financial Services Company

## Lowest Rated Features

- **Content management system** (7.9/10)
- **Custom functionality** (8.4/10)

*It is hard to figure out how to fully adopt the software and use all the features it encompasses.*

[Verified User](#) | Manager in Marketing  
Financial Services Company

*Content authoring could be more robust.*

[Verified User](#) | Director in Customer Service  
Retail Company

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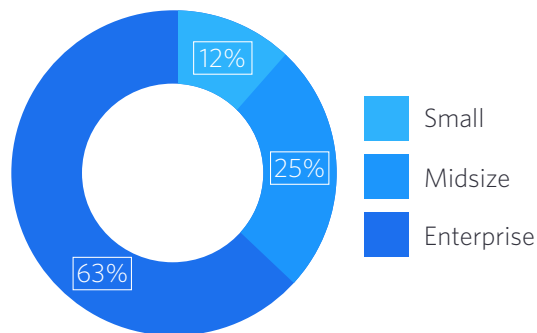
# SAP Commerce Cloud



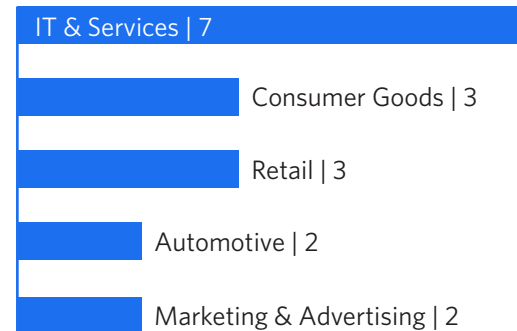
Score 8.5 out of 10

SAP Commerce Cloud, formerly SAP Hybris, is part of SAP's CRM and Customer Experience suite of cloud products. It is designed for enterprises that need a digital commerce solution for either B2B or B2C and have both online storefronts and physical locations. It includes standard ecommerce functionality like an online storefront compatible with multiple devices, product catalog and search, product recommendations, discounts and promotions capabilities, shopping cart, and checkout. SAP Commerce Cloud also offers additional features such as order management, real-time site visitor insights, and support for multilingual product catalogs. Companies have access to native integrations with other SAP products including the Marketing Cloud, Service Cloud, Customer Data Cloud, S/4HANA, and ERP.

## Reviewer Company Size Distribution



## Top 5 Reviewer Industries



**Great Fit For:** Enterprises that use other products in the SAP ecosystem and have IT experts available to help implement the software. Ideal for companies that need an advanced ecommerce solution that will allow them to deeply customize product listings, layout, and content.

## Highest Rated Features

- + **Product management** (9.4/10)
- + **Bulk product upload** (9.1/10)

*SAP Commerce Cloud is well suited for large organizations with multiple product and service offerings to effectively handle B2B integrations, order management, and better customer engagement.*

[Verified User](#) | Manager in Finance and Accounting  
Oil & Energy Company

## Lowest Rated Features

- **Visual customization** (8.2/10)
- **Content management system** (8.2/10)

*Less appropriate: if you need to customize the tool and the out-of-the-box reports and functionalities are not a match for your business...*

[Adriana P.](#) | Category Specialist  
ChevronOil & Energy Company

*Commerce oriented data model (Products, Categories, Catalogues, Prices, Customers, Orders etc..) of Hybris allows you to save a lot of time when your implementing a new e-commerce solution... Able to handle a lot of requests.*

[Oleksandr S.](#) | Senior Software Engineer  
Retail Company

*SAP Commerce Cloud is better suited for larger companies. Implementation takes time, and a lot of planning is required to customize it to each business. I would recommend having experienced technical SMEs to implement the platform.*

[Verified User](#) | Administrator in Human Resources  
| Hospital & Health Care Company

Interested in learning more about SAP Commerce Cloud? [Read reviews on TrustRadius.](#)

We hope that you find this guide helpful for your software buying journey! If you have any questions about this Buyer's Guide or its contents, please contact us anytime.

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