# Salesforce Commerce Cloud

Enterprise Ecommerce Checklist | 2026 US Market Guide

## ✔ Platform Readiness Checklist

- ☐ Business is B2B, B2C, or both
- ☐ Annual revenue is $5M+ or rapidly scaling
- ☐ Need for AI-driven personalization & CRM integration identified
- ☐ Cloud-based infrastructure requirement evaluated
- ☐ Multi-channel selling needs assessed (web, mobile, social, marketplace)
- ☐ Enterprise-level security & compliance requirements verified
- ☐ Global storefront management planned

## ■ Key Features Evaluation

- ☐ AI-Powered Product Recommendations enabled
- ☐ Customer behavior prediction & pricing optimization configured
- ☐ Salesforce CRM connected for complete customer profiles
- ☐ Smart segmentation & marketing automation set up
- ☐ Omni-channel selling configured (web, mobile, social, marketplace)
- ☐ Real-time customer data flow verified
- ☐ Enterprise-level uptime & performance benchmarks met

## ■ Platform Comparison: SFCC vs Shopify

| Feature | Salesforce Commerce Cloud | Shopify |
|---|---|---|
| Target Audience | Enterprise brands | Small to mid-size businesses |
| Customization | Highly advanced | Moderate |
| CRM Integration | Native & powerful | Third-party apps |
| Pricing | Premium | Affordable |
| Scalability | Enterprise-grade | Growing brands |

❖ *Startups → Shopify Development may suffice.* ❖ *Large US brands planning long-term growth → Salesforce Commerce Cloud is the stronger choice.*

## ■ Implementation Checklist

- ☐ Business analysis & requirements gathering completed
- ☐ Certified Salesforce Commerce Cloud partner / developer engaged
- ☐ Platform customisation plan finalised
- ☐ CRM & Marketing Cloud integration configured
- ☐ End-to-end testing & QA executed
- ☐ Deployment & go-live strategy defined
- ☐ Ongoing optimisation schedule established

## ■ ROI & Business Goals Checklist

- ☐ Conversion rate improvement targets defined
- ☐ Personalization strategy mapped to revenue goals
- ☐ Manual workload reduction plan in place
- ☐ Marketing automation workflows built in Salesforce Marketing Cloud
- ☐ Customer retention KPIs established
- ☐ GMV-based pricing model reviewed & approved
- ☐ ROI timeline agreed with stakeholders

## ■ Is Salesforce Commerce Cloud Right For You?

| Business Type | Recommended? |
|---|---|
| Large ecommerce retailers ($5M+ GMV) | ✔ Yes — Ideal fit |
| B2B distributors & manufacturers | ✔ Yes — Native B2B support |
| Multi-brand enterprise companies | ✔ Yes — Multi-storefront ready |
| Global ecommerce companies | ✔ Yes — Built-in global tools |
| Small startups & tight budgets | ✘ Consider Shopify first |

Salesforce Commerce Cloud Enterprise Checklist • 2026 US Market Edition • For large & fast-growing ecommerce brands