



Kentico



Ebook

Everything you need to plan your commerce website in 2026.

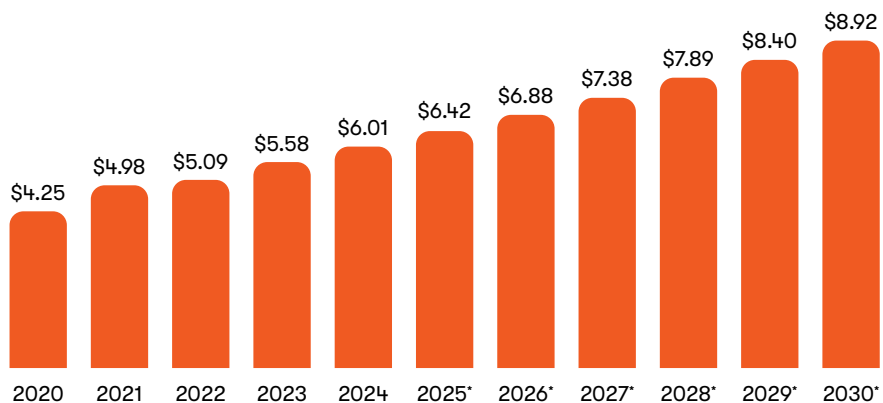
kentico.com

In 2025, digital commerce has grown in value to a staggering **\$6.42 trillion worldwide**, with projections to increase up to **\$8.92 trillion by 2030**. But simply setting up shop online still isn't enough for orders to come flooding in, even with the rapid growth.

Without the right platform, marketing, and digital commerce tools; your new e-shop can easily get lost in the competition; losing customers and profit without the resources needed to promote your products and services while keeping data secure.

Global eCommerce Revenue.

(in trillions)

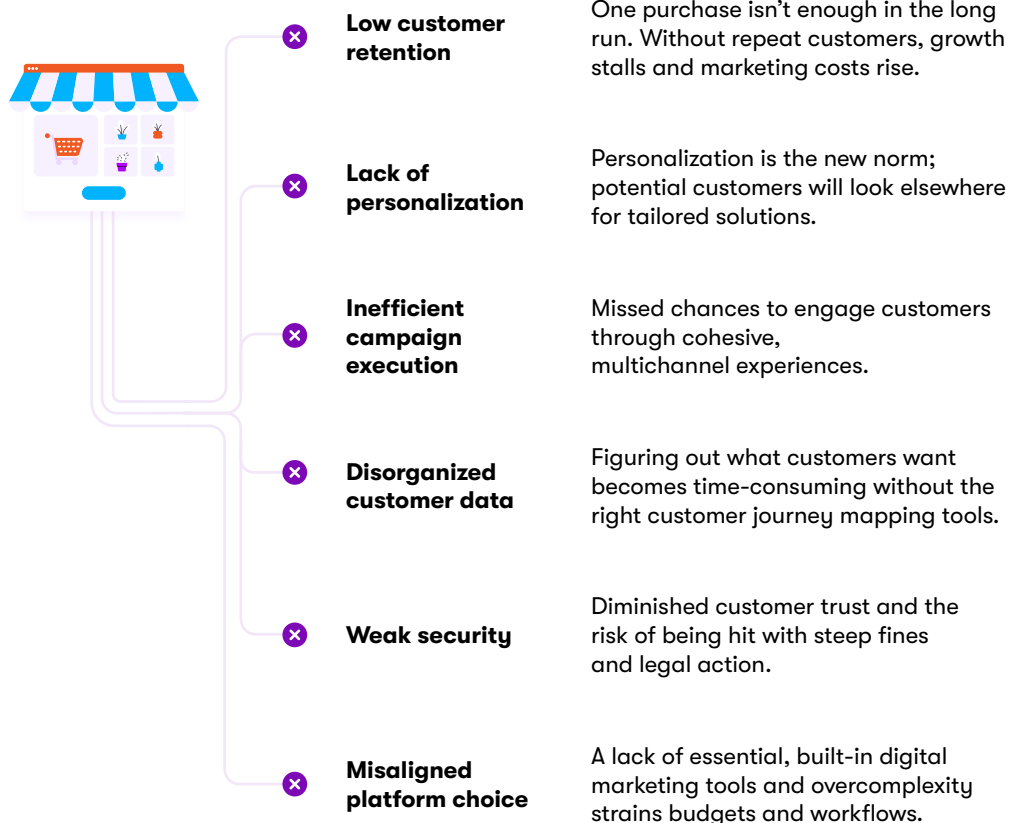


*projected

Source: eMarketer Insider Intelligence



Top digital commerce problems in 2026.



21% of marketing budgets are wasted due to **poor data quality**, resulting in inaccurate targeting and customer loss.



64% percent of customers believe companies can't be trusted with customer data in 2025.



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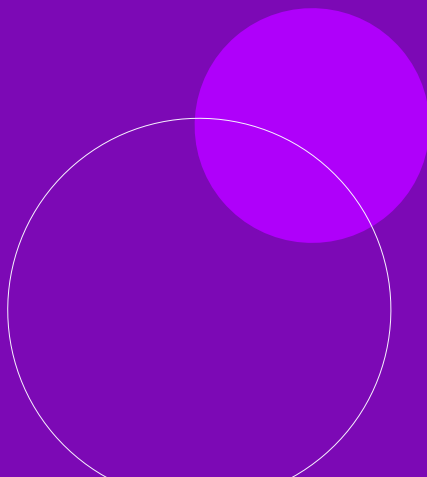
When COVID came along, many companies took it as a trigger for moving online. Back then, it was enough to “have an eshop.” This approach is no longer sufficient. The competition in the online world has grown, and to get the expected results, companies need to be aware of their customer journeys, have a targeted marketing approach for each customer segment, and use marketing tools appropriately.”



Adam Böhm.

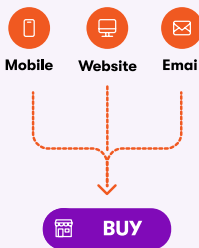
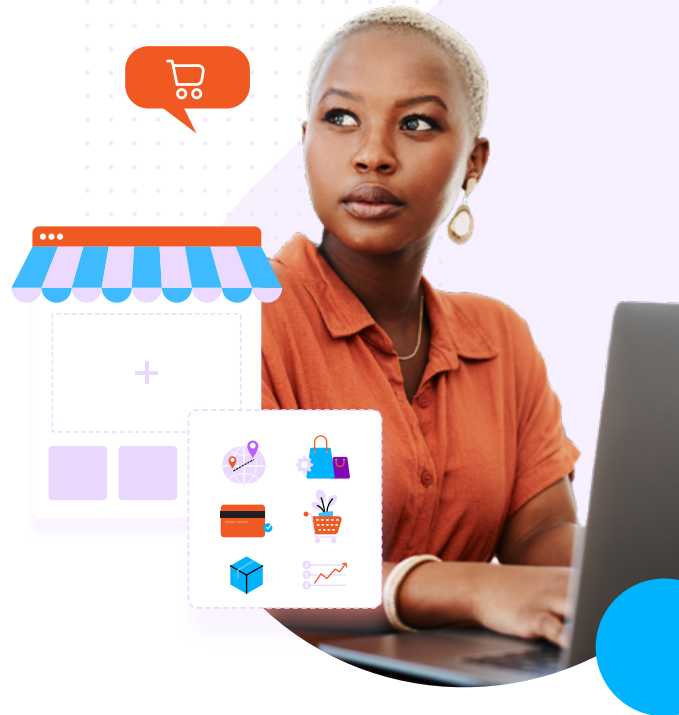
Division director @ [ACTUM Digital](#)

ACTUM Digital



Questions to ask before you set up shop.

- ? Who are we selling to and what do they expect from us online?
- ? Can our platform scale with our ambitions?
- ? How will we attract, convert, and retain customers?
- ? Does the platform offer built-in digital marketing in addition to commerce?



90% of consumers expect brands to provide content about their products. Offering consistent multi-channel experiences to **engage customers through email, social media, and your website** helps you meet them where they are with the content they actually want.

Loyal customers tend to buy **64% more often and are 31% more likely to pay premium prices** for the brands they trust.



Digital commerce planning checklist.

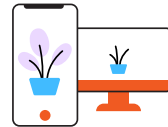
Customer Journey mapping

Map out the [customer journey](#) from first touch to purchase (and beyond) and ensure your platform supports it at every step. Think about how you will attract, engage, and convert visitors over multiple touchpoints. Before customers buy, they must find what they need, and completing a transaction is only one step in a longer chain of events*



Outline a multi-channel strategy

Figure out what channels you need to reach your customers—mobile apps, websites, microsites, and emails—then create a smooth, consistent experience at every touchpoint that ensures customers can always access the information they need.



Email marketing & segmentation

Use [email marketing tools](#) that allow you to segment your audience and send personalized campaigns. Building an email list and tailoring messages by contact group can dramatically boost engagement.*



Status updates

Automated email updates from order confirmation to delivery. Whether triggered by the system or updated manually, every status change lands right in their inbox—building trust while keeping customers informed.



Content and brand consistency

Ensure your digital experience aligns with your brand's design, voice, and messaging across all channels, so content, campaigns, and customer journeys feel seamless from the first click to checkout.



Security

Make sure your platform is [really secure](#). Check for built-in SOC 2 compliance and ISO 27001.



Customer data compliance

You need to be compliant with laws like GDPR. Otherwise, you risk fines and a breach of customer trust.



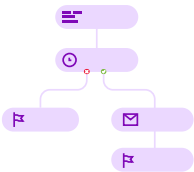
Personalization

Tailor content, products, and messaging to individual users based on behavior and data. Do this by leveraging real-time data, using dynamic content, and integrating personalization across all channels.



Marketing Automation

Establish trigger-based workflows, automate emails, and boost engagement with [marketing automation](#).*



Native AI

Use native AI to work faster. Optimize and transform written and visual content, repurpose assets for every channel and get instant answers with smart assistance.



Native commerce capabilities

Look for [unified platforms](#) (like DXPs) that eliminate the need for multiple systems to streamline workflows and data.



Earn customer loyalty with a content-first strategy.

Earning customer loyalty goes beyond offering great products or services. It's all about having the right strategy in place and ensuring you have the content needed to answer questions and gain trust. A content-first approach, supported by built-in digital marketing features, makes it possible to plan, execute, and optimize loyalty strategies without relying on costly third-party integrations.



The right DXP helps you:

- 1. Stay connected across channels**
Use email, mobile apps, and the web to keep communication consistent and timely; meeting your customers wherever they are.
- 2. Use automation to boost engagement**
Automate personalized emails based on user actions to keep your audience engaged.
- 3. Personalize experiences**
Deliver relevant content and product recommendations to your audience.
- 4. Create meaningful moments**
Use content, like blogs or email newsletters, to educate, inspire, and build trust beyond transactions.
- 5. Measure what matters**
Track which touchpoints lead to retention and refine your strategy based on real data.
- 6. Save time with AI**
Use AI tools for content suggestions, freeing up your team to focus on strategy and creativity.



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A well thought out strategy is essential for success. Critical factors to make your strategy work is a blazing fast platform that allows you to create the best possible shopping experience through a combination of personalized content and carefully leveraged marketing features.”



Roel Kuik.

Digital Experience Strategist, Aviva Solutions



Built-in features to look for:



Email Marketing

Design, personalize, manage, and track branded emails.*



Marketing Automation

Automate personalized emails, offers, and follow-ups to boost engagement and sales.*



Commerce

Manage products, checkout, orders, and payments within your DXP.



Customer Journeys

Build and optimize omnichannel journeys with real data, clear rules, and continuous improvement.*



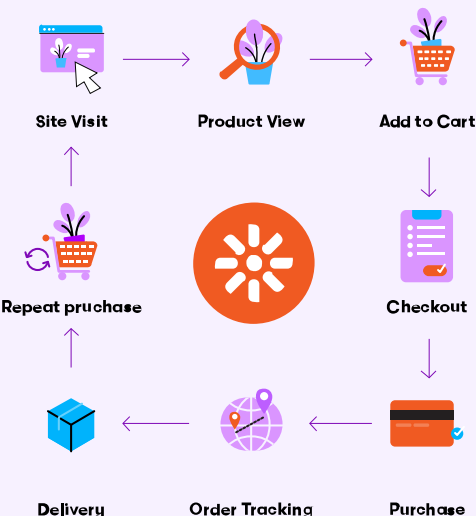
AI

Optimize content, repurpose assets, gain insights, and get quick answers.



Security

Protect data and transactions with built-in compliance and enterprise-grade safeguards.



With Xperience by Kentico,

marketers can manage the entire commerce flow in one place, from first touch to long-term retention. And building customer loyalty pays off: increasing customer retention rates by just 5% can boost profits by **25% to 95%**.

Ready to create a strong foundation for customer loyalty that lasts? Schedule a demo to see how Xperience by Kentico can support your strategy.



About Kentico.

Reduce the complexity of your marketing technologies and take control of your content across your websites, microsites, emails, and other digital channels through a single solution. Empower your team to create personalized, engaging customer experiences while eliminating time-consuming tasks with a comprehensive content management system that is easy to learn and use.

Tailor content and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints and reach your customers on their favorite channels—any time, anywhere. No need to worry about surprise expenses thanks to transparent, predictable pricing and low ownership costs. Kentico's platform consolidates all the tools you need for successful multichannel content management and digital marketing in a single solution. It offers a rich set of built-in capabilities to help your team achieve more with fewer processes and less technology. With transparent pricing and flexible licensing, you will improve productivity while accelerating business outcomes.

Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

MEET OUR EXPERTS

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