

ACHIEVING NEXT-GENERATION EXPERIENCES  
WITH ADOBE COMMERCE OPTIMIZER

JULY 2026 ●

# COMMERCE AND THE CONNECTED CONSUMER



# INTRODUCTION

In 2020, the COVID pandemic forced a shift in the way organizations approached e-commerce, compelling them to quickly pivot their digital strategies, and most were not prepared. What was once a mere extension of their business has now become a critical aspect of their enterprise offering. Any organization that established its e-commerce presence during or before 2020 is now facing the demands of a new wave of e-commerce – the need for multichannel, connected experiences that integrate seamlessly with legacy systems. Today, the technical and strategic debt is palpable, with storefronts failing to meet the user-friendly and speed expectations of customers. Attracting traffic to these storefronts has become a daunting task.

Despite a major return to physical stores in the post-COVID era, [The 2025 Future Shopper Report](#) confirms that 53% of spending is online – the same as 2024, with 42% of all online sales via mobile – that's up from 36% in 2024. So, the need to enhance digital storefront performance and drive conversions remains a pressing concern. Adding complexity for retailers and brands is the proliferation of channels and the non-linear journeys that consumers take to get to the transaction. And all the while, the demand for seamless, personalized, and timely experiences is increasing. So, to keep customers coming back to stores requires an emphasis on the experience side of commerce – a move that can be expensive, time-consuming, and fraught with risk.

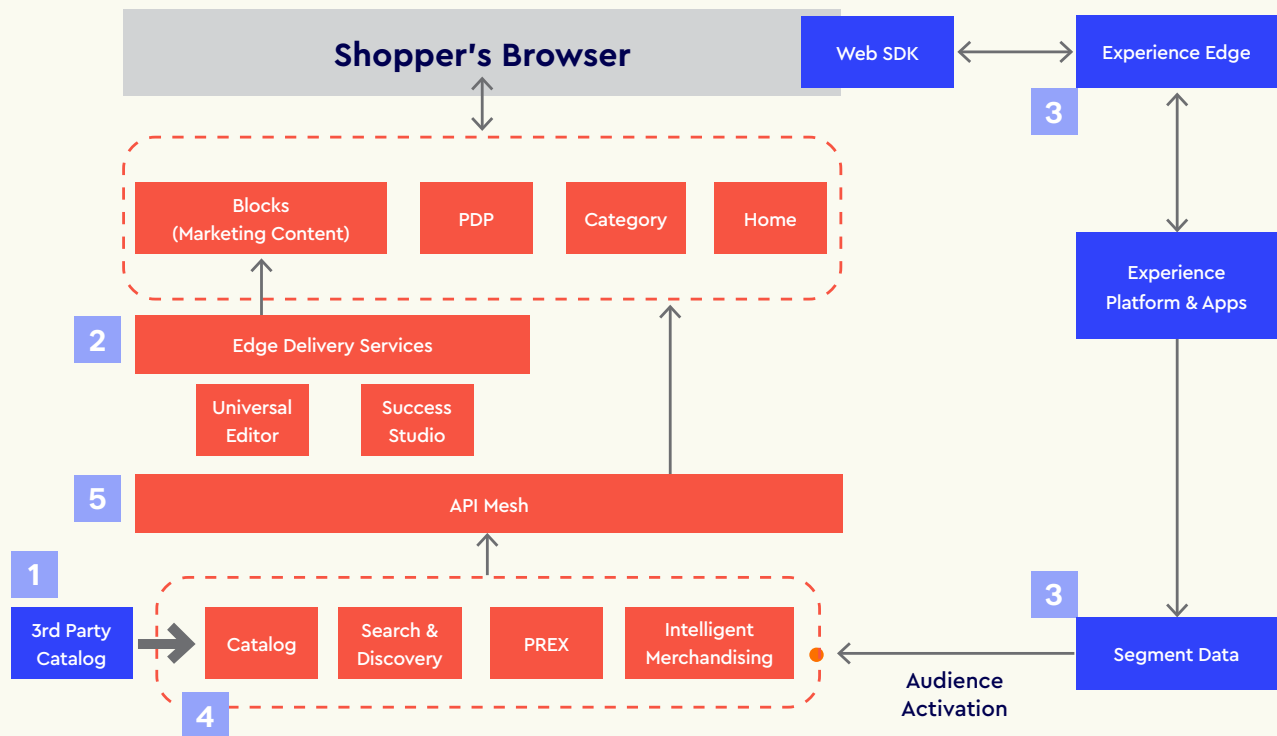
Traditional commerce solutions force a compromise between maintaining legacy investments and achieving digital agility. Slow site speeds, inflexible catalog structures, and current integrations and customizations make scalability and growth complex (and expensive) for brands. But, for many businesses, a full re-platform is out of reach in the mid-term, as they have invested heavily in their current stack, with complex catalogs, customizations and integrations with third-party platforms like ERPs and CRMs that took years to complete. Any attempt to overhaul this would be disruptive, costly, and risky.

However, in the composable, headless, API-first era, the conversation should not be around "re-platform or not". This is where WPP Enterprise Solutions and Adobe Commerce Optimizer come into play. Thanks to Adobe Commerce Optimizer, organizations can start crafting a strategy to modernize key aspects of their delivered commerce experience without disrupting their existing stack and architecture. By leveraging it, WPP Enterprise Solutions offers a flexible, scalable, and phased approach to modernize commerce experiences without dismantling current ecosystems.

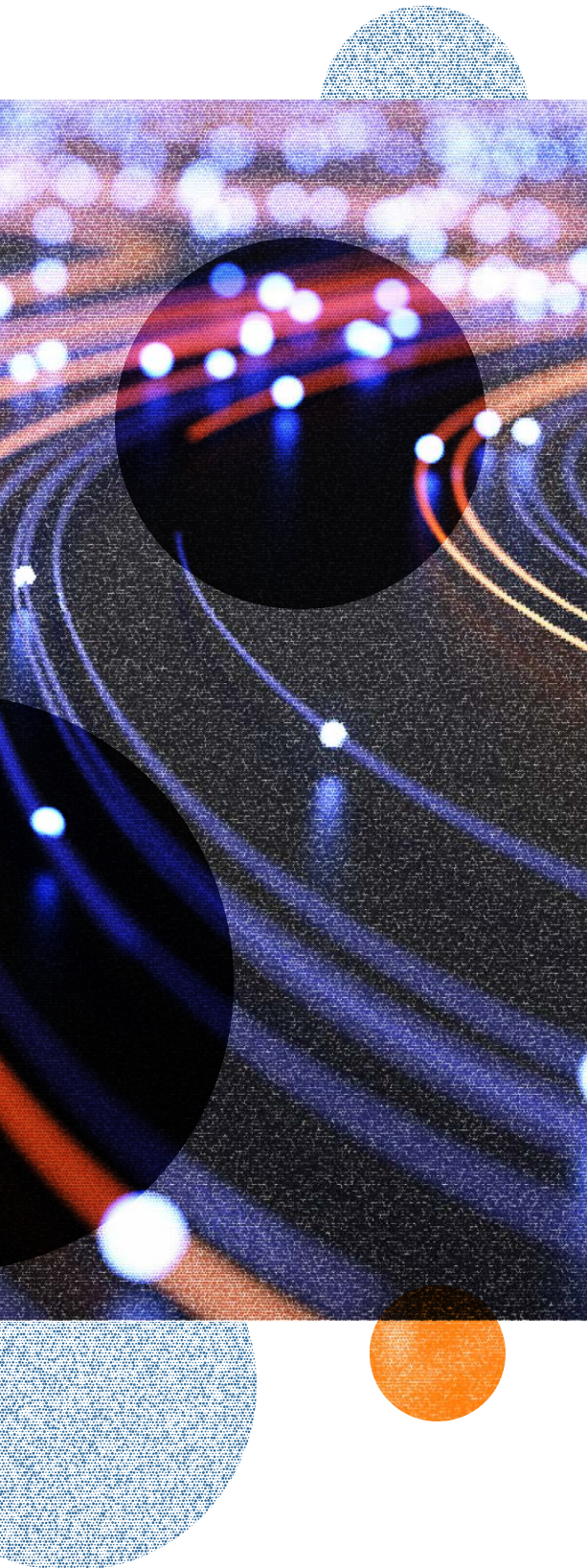
What's more, you can implement Adobe Commerce Optimizer regardless of whether you have an Adobe stack or not, so you can implement it on top of Salesforce or SAP commerce stacks, for example. This enables you to start providing a modern commerce experience, while still relying on your legacy stack, and avoiding a full platform switch.

# HOW ADOBE COMMERCE OPTIMIZER WORKS

To better illustrate the innovations driving Adobe Commerce Optimizer, the following diagram outlines its technical approach. Its key strength lies in leveraging your existing back-end infrastructure while enhancing the front-end through Adobe's Edge Network and cloud catalog capabilities.



- 1 Product catalog:** Ingest, enrich and deliver product data at scale to improve customer experience without a full commerce re-platform.
- 2 EDS & GenAI:** Experience delivered by EDS and commerce drop-ins; content variations using GenAI for native experimentation.
- 3 Personalization:** Native integration with Adobe Experience Platform Apps to enable personalization at scale.
- 4 Enterprise scale:** Built for enterprise scale to support catalogs of any size.
- 5 API-first & commerce platform-agnostic:** Headless design to easily integrate with any existing commerce platform.



# THE BIG COMMERCE CHALLENGES IN 2026

The following are some of the most common, and hard-to-solve, challenges that enterprises currently face with their e-commerce offering:

- **1. Conversion challenges**

It is expensive and hard to create product experiences that engage customers and drive meaningful conversions.

- **2. Legacy system constraints**

Enterprises are often locked into legacy systems, in which they have invested significantly. On top of that, these platforms are deeply integrated with ERPs, CRMs, and other third-party tools, making a complete migration impractical.

- **3. Catalog complexity**

To enable the kind of connected commerce experiences that consumers demand, enterprises require sophisticated catalog models that traditional commerce platforms struggle to support at scale, and they find themselves hand-cuffed in the models offered by their current legacy platforms.

- **4. Budget allocations**

Businesses are constantly looking for ways to modernize without incurring the high costs and risks associated with a full re-platforming.

- **5. Monolithic architecture limitations**

Plenty of existing commerce platforms are monolithic, meaning even minor improvements in key areas – such as site speed, personalization, or catalog flexibility – require extensive development effort. This rigidity slows down innovation and makes it difficult for businesses to adopt modern, agile commerce capabilities.

# HOW WPP ENTERPRISE SOLUTIONS CAN HELP

As a world-leading global experience agency and as part of the WPP/Adobe alliance, WPP Enterprise Solutions empowers brands to unlock the full potential of Adobe's solutions. With expertise in brand experience, customer experience and commerce, all underpinned by WPP Enterprise Solutions, we are uniquely placed to help organizations modernize and deliver real value with Adobe Commerce Optimizer. Our deep expertise in digital transformation, combined with our extensive experience with the Adobe ecosystem (recognized by every major analyst), enables us to deliver tailored solutions that drive tangible business outcomes. Here's why WPP Enterprise Solutions is the right partner for you:

**Deep Adobe expertise:** WPP Enterprise Solutions has a proven track record of implementing Adobe solutions, including Adobe Experience Manager (AEM) and Adobe Commerce, to deliver exceptional digital experiences.

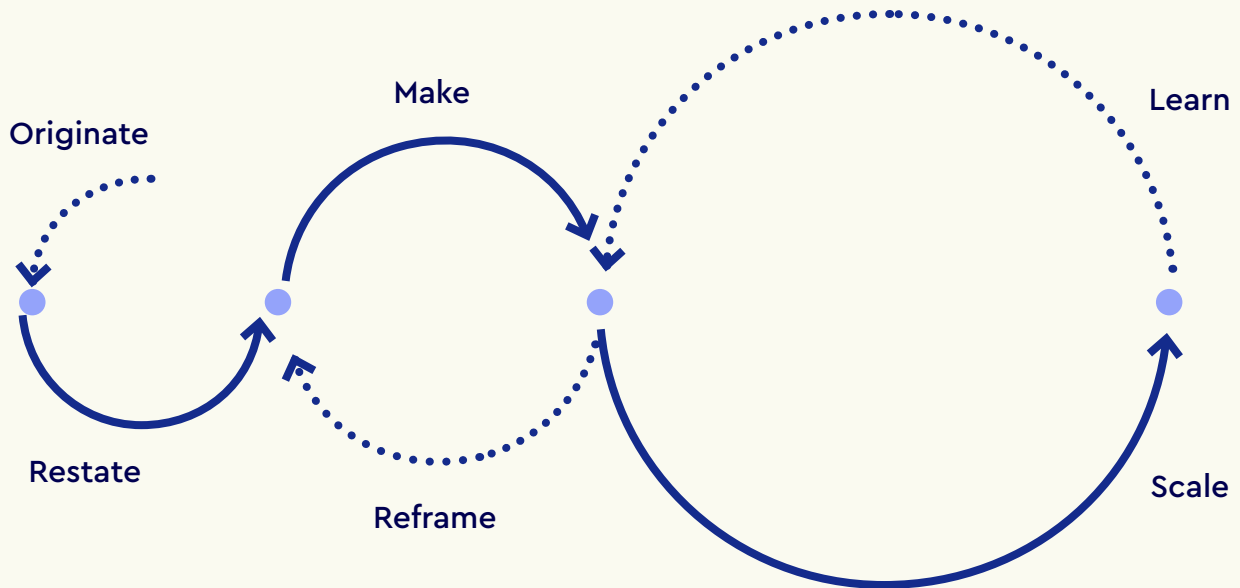
**Holistic approach:** We understand that commerce transformation involves not only technology but also aligning business goals with customer needs. Our holistic approach ensures that every solution we deliver is technically sound and business-driven.

**Journey-Driven Development (JDD):** Our methodology focuses on understanding and optimizing the entire customer journey while developing technical solutions. The aim is to align technical development with customer needs and business goals from the conception. This ensures that our solutions are not only functional but also impactful. JDD allows us to create experiences that resonate with customers at every touchpoint, driving higher engagement and conversion rates.

**Our unique blend of BX, CX and Commerce:** We believe connecting Brand Experience (BX), Customer Experience (CX), and Commerce expertise drives growth. We bring a deep understanding of both the creative and technical aspects of commerce, guaranteeing that our solutions are not only visually compelling but also technically robust and scalable.



# FROM REACTIVE TO ANTICIPATORY: DATA MAKES IT POSSIBLE



## SOFTWARE ENGINEERING

Designs and implements standards-based foundational architecture for complex, bespoke client applications.

- Application development
- Architecture and design
- Service orchestration

## AUTOMATION ENGINEERING

Ensures repeatable success in all stages of the software development life cycle ensuring confidence through automation.

- Requirements as code
- Continuous security
- Load, performance, stress, accessibility and cross-platform tests

## OPERATIONS ENGINEERING

Infrastructure for clients on-prem and hosted in private and commercial clouds through frequent, repeatable releases.

- Infrastructure as code
- CI/CD pipelines
- Config management

## DATA ENGINEERING

Builds the infrastructure and platforms to enable and automate complex data problems.

- Scaled data modeling
- Big data pipelines
- AI/ML ops

# MOVE FORWARD WITHOUT REINVENTING THE WHEEL

WPP Enterprise Solutions believes that progressive optimization rather than wholesale replacement is a more realistic approach for organizations needing to improve their commerce experience. Adobe Commerce Optimizer offers enhanced functionality and features around the experience and catalog that allows a company to decouple certain decisions, instead of forcing a decision to make a full migration to a new platform. It uses Edge Delivery Services (EDS) to make storefronts faster, a Composable Catalog Service to manage scalable product data, and smart merchandising tools to make it easier for customers to find products.

This fits with the overall trend in the industry toward composability, which lets businesses use new commerce features while keeping their core transaction systems. We see Adobe Commerce Optimizer as a bridge – a way for businesses to modernize critical components without disrupting back-end operations.

As one of just a few agencies selected by Adobe to pilot Adobe Commerce Optimizer, WPP Enterprise Solutions' approach helps enterprises strategically adopt it by focusing on:

## 1. Performance gains without migration

- Implementing Edge Delivery Services (EDS) to significantly reduce page load times and improve conversion rates.
- Enhancing site speed and experience without modifying back-end commerce platforms.

## 2. Composable catalog for scalability

- Moving beyond rigid catalog structures by leveraging Adobe's Composable Catalog Service, which supports multi-channel, multi-brand, and localized product strategies.
- Reducing catalog duplication and inefficiencies that drive up operational costs.

## 3. Intelligent merchandising for higher conversions

- Using AI-driven recommendations, search, and personalization tools without requiring deep integration into legacy platforms.
- Delivering contextual experiences through AEM's Universal Editor and Adobe Experience Platform's segmentation capabilities.

# WHY WPP ENTERPRISE SOLUTIONS' APPROACH WORKS

● **PROGRESSIVE TRANSITION STRATEGY**

Unlike full re-platforming efforts that are disruptive and costly, WPP Enterprise Solutions advocates a phased adoption of Adobe Commerce Optimizer, ensuring gradual value realization.

● **COMMERCE PLATFORM-AGNOSTIC**

Adobe Commerce Optimizer's API-first approach means it can enhance existing SAP Commerce Cloud, Salesforce Commerce Cloud and other implementations, not just those based on Adobe Commerce. This flexibility is critical for businesses that have invested heavily in legacy systems but still want to modernize their commerce experiences. With experience in all these commerce platforms, WPP Enterprise Solutions is well placed to help you modernize with Adobe Commerce Optimizer, regardless of whether your existing commerce engine is Adobe or not.

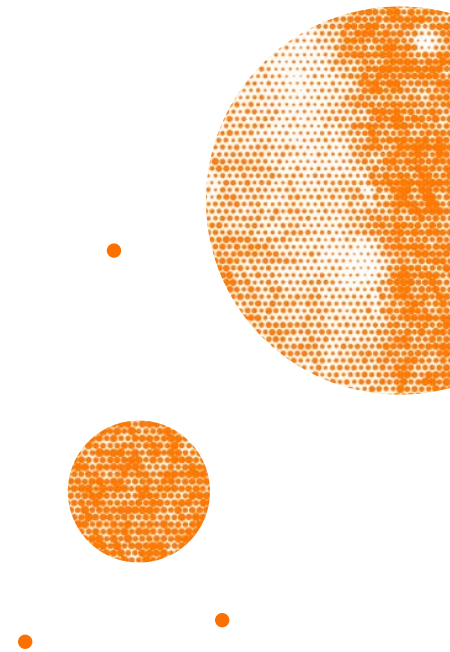
● **PERFORMANCE-DRIVEN ROI**

We promote an approach guided by data and metrics. Your organization will require a unique blend that needs to be discovered. We can help you by optimizing key areas such as faster storefronts, improved search capabilities, and AI-driven product discovery in a methodical and structured way.



# TRIED AND TESTED BY THE WORLD'S BIGGEST BRANDS

While Adobe Commerce Optimizer may be new in 2025, WPP Enterprise Solutions has been working with Adobe to help some of the world's best-known brands to win hearts, minds and wallet share for several years.



## **Xbox Design Lab** – Creating interactive, personalized commerce experiences through Adobe Commerce to turbo-charge engagement.

To enhance the customization experience for its Xbox Wireless Controllers, Microsoft partnered with WPP Enterprise Solutions to relaunch Xbox Design Lab using Adobe Commerce. This globally accessible platform, available in 27 countries, leverages Adobe Commerce and innovative technologies like the Spectrum 3D customizer, enabling billions of design combinations for end users.

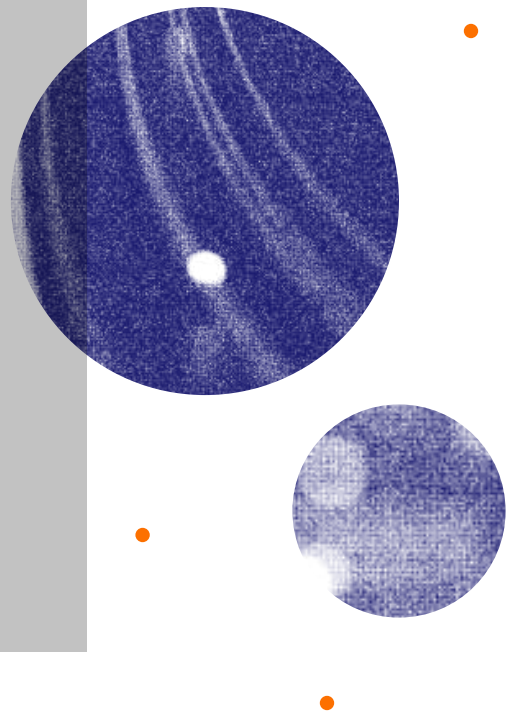
WPP Enterprise Solutions implemented a custom product type and inheritance structure within Adobe Commerce, and integrated the Digital River Commerce Connector for streamlined payment processing. A key feature is the Community Gallery, fostering a global community where users can share, like, and adapt controller designs.

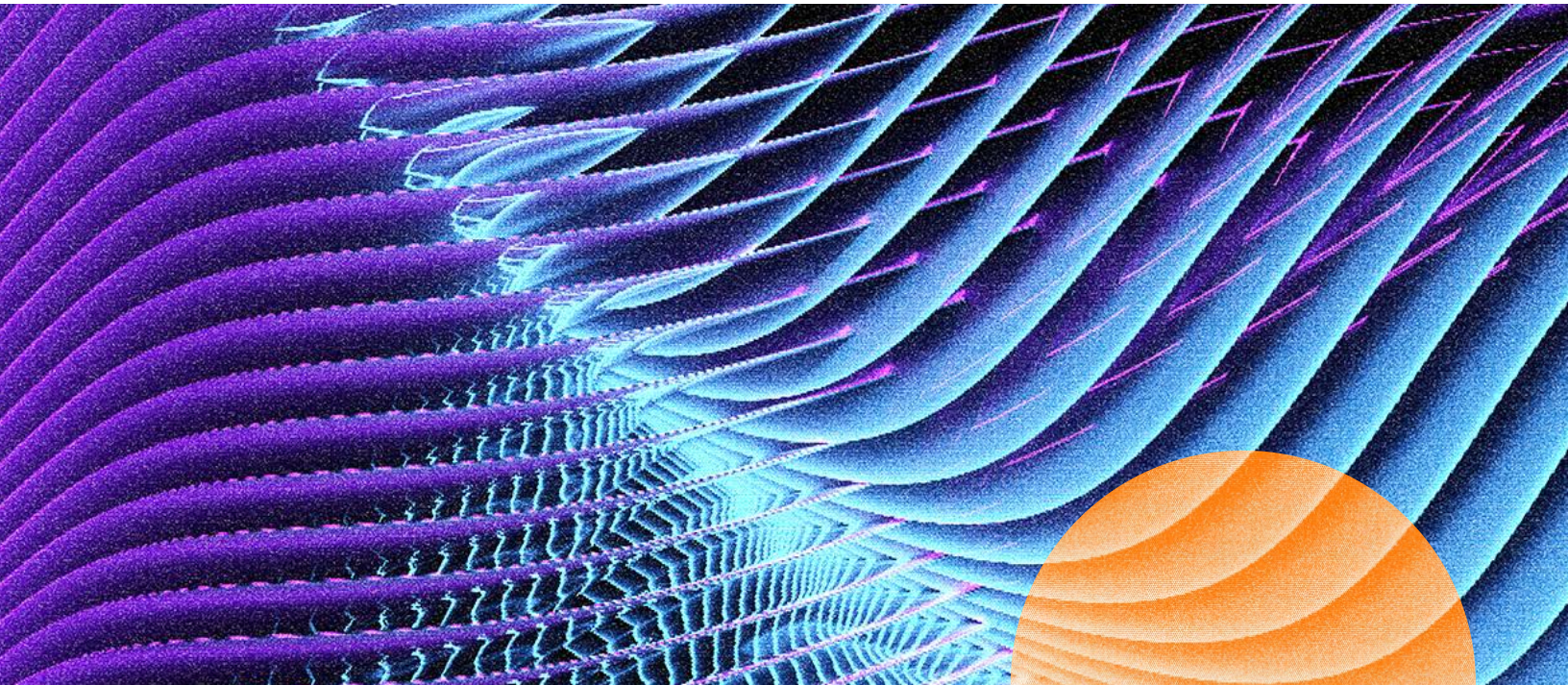
# KFC – SHOWCASING THE POWER OF ADOBE TECHNOLOGY IN TRANSFORMING THE CUSTOMER JOURNEY.

KFC Malaysia, winner of the 2024 Adobe Experience Maker Disruptor award, partnered with WPP Enterprise Solutions to revamp its online ordering system using Adobe Commerce.

WPP Enterprise Solutions re-designed and re-platformed the experience across web, PWA, iOS, and Android apps, integrating over 700 restaurants nationwide. This Adobe-powered platform offers personalized experiences, localized promotions, and flexible delivery/pickup options, managing real-time inventory and supporting multiple payment gateways. The platform also facilitates targeted promotions, and gamification features to enhance customer engagement.

This digital transformation has yielded impressive results: six-figure order volumes during peak campaigns, nearly one million game plays, and high double-digit conversion rates on mobile apps. By leveraging Adobe Commerce and WPP Enterprise Solutions' expertise, KFC Malaysia created a streamlined, personalized experience, strengthening its direct connection with customers and driving significant business growth.





# READY TO MODERNIZE YOUR COMMERCE EXPERIENCE?

**WPP Enterprise Solutions** is ready to help businesses take a pragmatic approach to commerce transformation. As a recognized leader in Adobe Commerce, WPP Enterprise Solutions is among a select few agencies chosen to pilot Adobe Commerce Optimizer with a curated group of clients. If you're looking to augment site performance, improve and scale catalog management, or enhance personalization, Adobe Commerce Optimizer provides an incremental path to modernization. It lets you focus on what's important: commerce experience, without cannibalizing your existing infrastructure, and achieving quick, meaningful results without the risks and costs associated with a full re-platforming.

At WPP Enterprise Solutions, we combine our deep expertise in Adobe tools and our own proven Journey-Driven Development (JDD) approach to deliver solutions that are both technically robust and strategically aligned with your business goals. Our agile methodologies and custom frameworks ensure that we can deliver tailored solutions quickly and efficiently, helping you optimize your commerce experience without disrupting your business.



**IDC MarketScape: Adobe Experience Cloud Professional Services** – WPP is named a Leader in the IDC MarketScape for Worldwide Adobe Experience Cloud Professional Services, with its marketing-centric approach and commitment to client empowerment highlighted.



**The Forrester Wave™: Adobe Services Q3 2024** – WPP is included among the 12 most significant Adobe service providers globally, with top scores in Adobe Commerce, B2B Automation, and Customer Data Management.



**The Forrester Wave™: Commerce Services, Q2 2024** – WPP is named a Leader in The Forrester Wave™ for Commerce Services, and is recognized for its flexible and creative strategies.

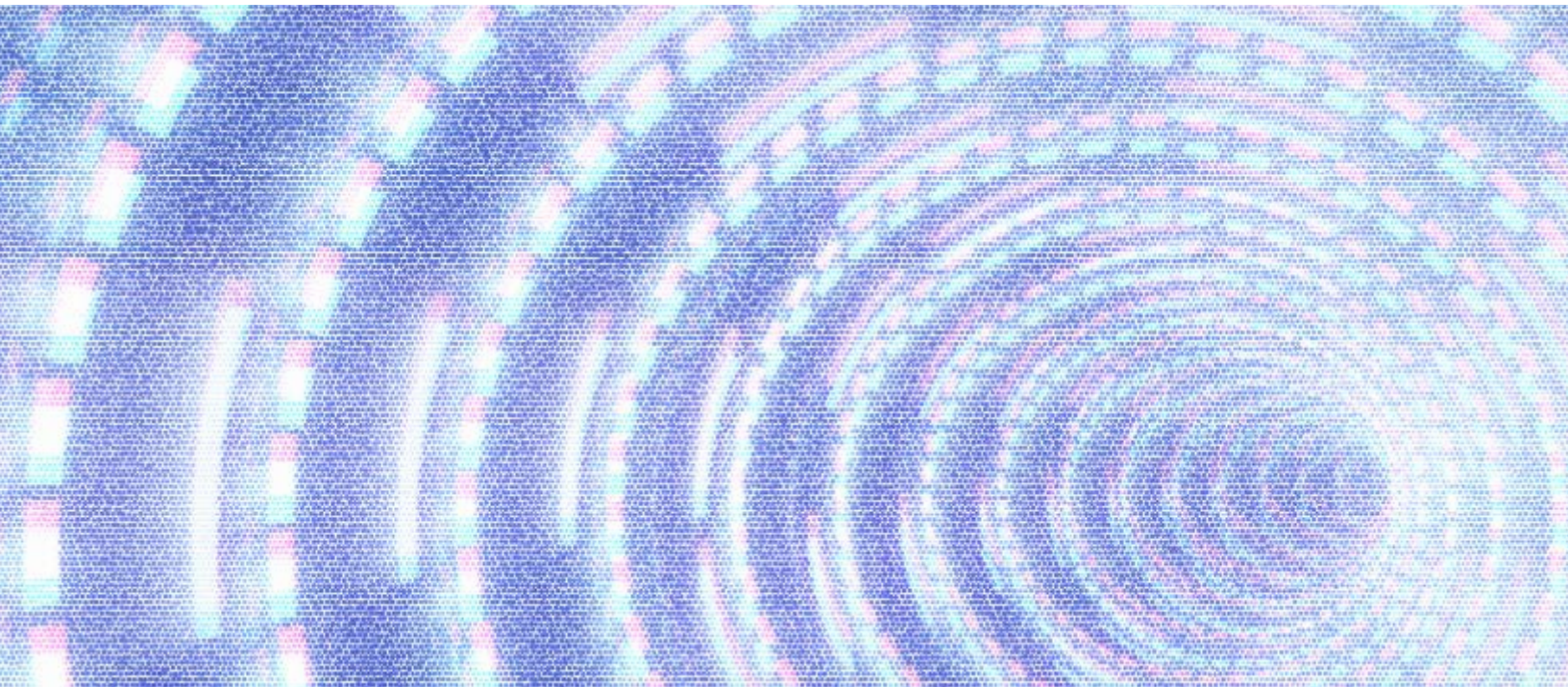
# WPP ENTERPRISE SOLUTIONS AND ADOBE: A POWERFUL PARTNERSHIP

WPP Enterprise Solutions is a long-standing, strategic partner of Adobe, recognized for its deep expertise across Adobe Experience Cloud. Our collaboration extends beyond implementation to encompass co-innovation, thought leadership, and ongoing optimization.

WPP Enterprise Solutions actively participates in Adobe's advisory boards, influencing product development and ensuring Adobe solutions are at the forefront of innovation. We also contribute to Adobe's certification programs, demonstrating our commitment to mastering the latest technologies and best practices.

This close partnership, combined with WPP Enterprise Solutions' proven methodologies, allows us to deliver exceptional customer experiences powered by Adobe Experience Cloud. This translates to tangible benefits for our customers, including faster time to market, increased efficiency, and greater customer engagement that delivers growth.

Industry analysts recognize WPP Enterprise Solutions as a standout among Adobe Service providers. As part of WPP, we are proud of the contributions.



Luis  
Fernandez

Executive Director Technology,  
WPP Enterprise Solutions

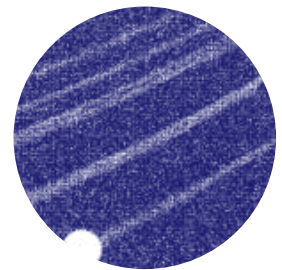
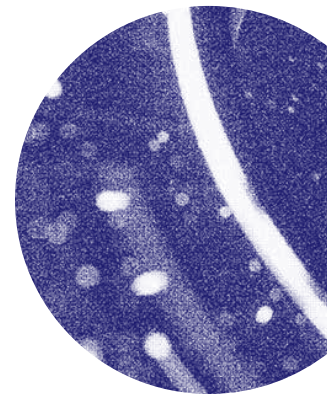
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# ABOUT WPP ENTERPRISE SOLUTIONS

## About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

## About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

## For more information:

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