

Digital Commerce Platform Trailblazers: Top 15 Start-ups Redefining Shoppable Experiences

March 2022: Complimentary Abstract / Table of Contents



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Introduction

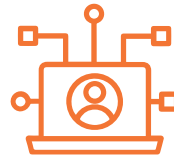
Background of the research

- COVID-19 forced the world into quarantine, pushing consumers toward increased virtual interactions across digital channels, and ushering in the era of touchless experiences. E-commerce has emerged as one of the key channels of growth for many brands across different sectors
- However, rising customer expectations for hyper-personalized experiences coupled with data privacy concerns and a focus on sustainability is bringing in new opportunities for brands to rethink their e-commerce strategy and deliver real-time, simple, and intuitive shoppable experiences
- The e-commerce landscape is evolving at a rapid pace with emerging business models, new and interactive channels, and advancements in technology especially AI and AR/VR. This is changing how customers interact with enterprises across industries
- Multiple e-commerce start-ups have emerged in the past few years to aid enterprises in their effort for a quick-to-market e-commerce solution, providing superior customer experiences profitably. These start-ups are constantly innovating to improve shopping experiences and customer engagement capabilities. As the landscape gains importance, capital infusion by investors and acquisition by big tech players has experienced an increase
- In this research, we assessed 76 e-commerce start-ups, primarily focusing on their innovations, growth stories, and the impact created by them in the market. The assessment is based on primary interactions with select vendors coupled with Everest Group’s ongoing tracking of the MarTech landscape

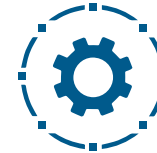
Scope of this report



Geography
Global



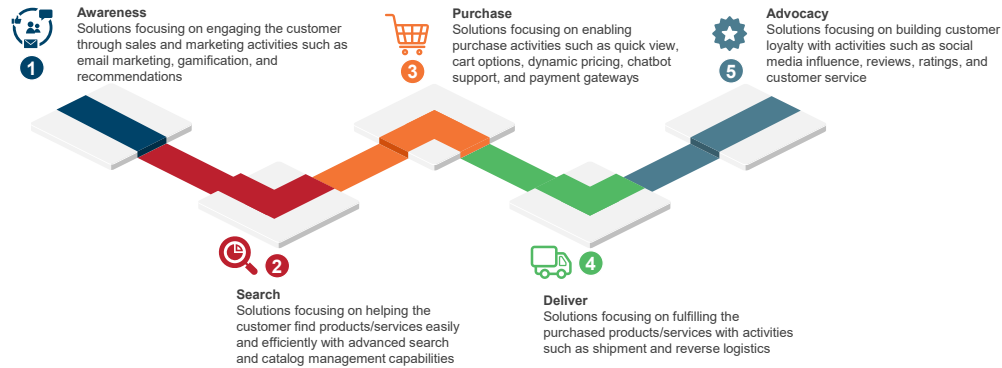
Technology
E-commerce



Trailblazers
15 leading Commerce start-ups

We analyzed 76 start-ups in the e-commerce space to shortlist the top 15 trailblazers; the start-ups were assessed based on their technology capability, market success, and the confidence demonstrated by investors

Value proposition of start-ups across the customer journey

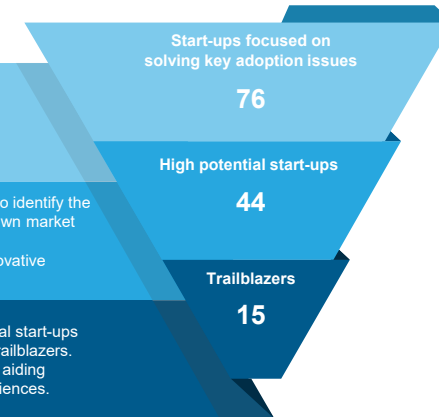


In addition to specific functionalities, there is an uptick in e-commerce platform start-ups for products, services, and marketplaces.

Process used to identify the top 15 trailblazers

Dimensions used for prioritizing start-ups

- Initial data of 76 start-ups was collected based on market interactions and the existing research.
- A comprehensive evaluation was done to identify the high potential start-ups. These have shown market traction, garnered recent and significant funding/investments, and leveraged innovative technologies for problem-solving.
- A further assessment of the high potential start-ups led to the identification of e-commerce trailblazers. These start-ups play a significant role in aiding businesses with digital shoppable experiences.



- Technology capability
- +
- Clientele and market traction
- +
- Investor confidence

Comprehensive analysis framework – key parameters



Technology capabilities

- To what extent has the start-up created new/innovative solutions using technology?
- What is the impact of the solution provided?
- How does the solution compare to those by other start-ups in terms of ease of use?



Clientele and market traction

- Has the start-up achieved market growth in terms of the customer base?
- Does the start-up have ecosystem partners for its go-to-market strategy?
- What kind of market buzz/recognition has the start-up received?



Investor confidence

- What was the last funding round series and what is the cumulative funding raised so far?
- What percentage of the investors are marquee investors?
- What is the strength of the founders and management team of the start-up?



Start-ups identified as trailblazers in the e-commerce landscape

15 start-ups identified as trailblazers

- BOLD METRICS
- Certainly.
- Clinch
- fabric
- FINDMINE®
- Hypersonix
- KLEVVU
- OCTANE AI
- Productsup⁷
- samcart
- SANDSTAR
- Storelippo
- Swiftly®
- syte
- Yieldigo

Research calendar

Interactive Experience (IX) Services

Published Planned Current release

Flagship reports

Release date

Digital Experience Platform (DXP) Products Compendium 2021	September 2021
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2021	August 2021
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022	February 2022
Digital Commerce Platform Trailblazers: Top 15 Start-ups Redefining Shoppable Experiences	March 2022
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment 2022 – Service Provider Compendium	Q1 2022
Adobe Services PEAK Matrix Assessment 2022	Q2 2022
Digital Experience Services State of the Market report 2021	Q3 2022

Thematic reports

Release date

Digital Marketing's Reckoning with Privacy	October 2021
Customer Journey Orchestration	Q1 2022
Next-generation Data Management for Marketing Operations	Q1 2022
Experience Management	Q2 2022

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