

OSF | DIGITAL



ECOMMERCE REINVENTED: HOW AI AND PERSONALIZATION ARE REDEFINING THE DIGITAL STOREFRONT

Insights from the Omnichannel
Retail Index

osf.digital



Executive Summary

The 2025 Omnichannel Retail Index (ORI) reveals a clear transformation: ecommerce has become less about convenience and more about relevance. While global ecommerce growth stabilized at around 7.5% year over year, online experience maturity continues to accelerate.

This year, retailers adopted 65% of online best practices, up from 61% in 2024—a sign that investment in personalization, fulfillment, and data-driven optimization is paying off. The next evolution isn't about adding more features. It's about using intelligence to make digital shopping more intuitive, connected, and individualized. Retailers leading the way are weaving AI into every part of the journey—from search to checkout—to understand intent and tailor experiences in real time.

65%

**online store
best-practice adoption**

The Age of Intelligent Commerce

OSF DIGITAL

Ecommerce is moving beyond transactions into relationships.

With personalization best-practice adoption rising to 57% (from 47% last year), retailers are focusing on recognition and relevance .

Eighty-five percent now recognize returning users, and 65% personalize homepage recommendations based on browsing behavior. This shift shows how AI and data integration are redefining what a “storefront” means—it’s no longer a static catalog but a living system that adapts to each visitor’s context.

The goal is simple: make every interaction feel timely, effortless, and aligned with what the customer actually wants—without requiring them to start from scratch on every visit.

57% up from 47% in 2024

personalization best-practice adoption rising

65%

personalize homepage recommendations based on browsing behavior



Global Findings

OSF | DIGITAL

STRENGTHS

- ✔ **Digital experiences are maturing**
Online best-practice adoption reached 65%, with strong progress in personalization and fulfillment.
- ✔ **Payment flexibility is near-universal**
Ninety-five percent of retailers now offer digital wallets or alternative payments.
- ✔ **Mobile is mainstream**
Seventy-four percent have transactional apps, and 92% enable product image zoom.
- ✔ **Omnichannel is gaining ground**
Eighty percent offer free shipping, and 89% support BOPIS (buy online, pick up in store) .

WEAKNESSES

- Uncertainty at Checkout**
Only 33% show delivery dates on product pages, leaving uncertainty at checkout.
- Limited Selling Tools and Social Proofs**
Guided-selling tools and social proof remain limited (35% and 40% adoption).
- Fragmented Journeys**
Data connections across channels are inconsistent, creating fragmented journeys. Retailers that use AI to bridge these gaps—by synchronizing data, anticipating needs, and clarifying outcomes—are turning efficiency into confidence.

Regional Snapshot

North America: The Data Frontier

North American retailers are experimenting aggressively with AI, from review summaries and scent finders to conversational guided-selling tools. Guided-selling adoption rose to 44%, and personalization to 57% .

However, gaps persist in delivery visibility and cart transparency. The next step is to connect personalization and logistics data so that every recommendation also comes with a clear promise of availability and delivery speed.



Europe: Precision Without Emotion

Europe leads in mobile optimization (78%) and loyalty integration. Interfaces are fast, functional, and consistent—but often impersonal.

To strengthen engagement, European brands need to pair their design precision with more context-aware, emotionally resonant personalization.



Latin America: Reliability As A Growth Engine

Latin-American retailers (Brazil) stand out for trust and transparency. All offer free returns, 42% provide unconditional free shipping, and 74% have BOPIS orders ready within three hours .

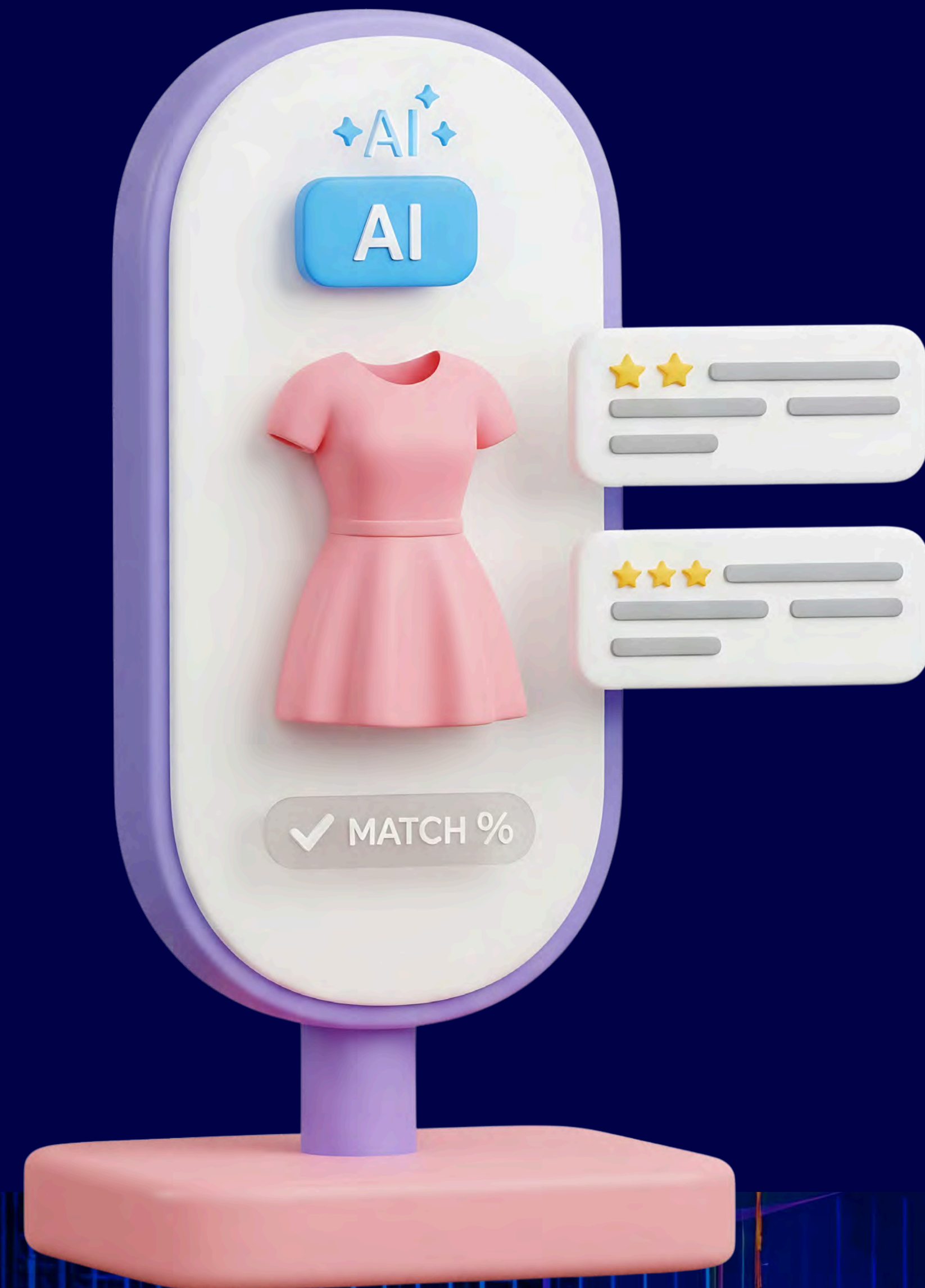
Their next growth opportunity lies in personalization: turning operational reliability into proactive engagement through AI-driven recommendations and loyalty communications.



Feature Deep Dives: **SEARCH: From Query to Guidance**

Search adoption climbed to 68% (from 66%). Seventy percent of retailers maintain a persistent search bar, and 28% personalize suggestions based on browsing behavior.

Still, few brands use AI to interpret intent or connect search to past interactions. Smarter, context-aware search will soon become the first true personalization moment in the journey.



Feature Deep Dives: Product Listing & Detail Pages: Where Discovery Happens

PLP and PDP adoption rose to 65% and 63%. “Recently Viewed” features increased to 63% (from 52%), “Back-in-Stock” alerts to 57% (from 41%), and “Complete the Look” merchandising to 75% (from 73%).

These capabilities show that **AI-driven recommendations are improving both usability and revenue**. Yet, only a minority of retailers link these insights across channels—missing a chance to make personalization continuous rather than session-based.

Cart & Checkout: Turning Certainty Into Conversion

Cart and checkout best-practice adoption reached 63% and 69%.

- **56%** display delivery dates during checkout
- **85%** provide product recommendations in cart
- **54%** enable mixed BOPIS and ship-to-home orders

As AI integrates deeper into fulfillment systems, checkout can evolve from a final step into a predictive confirmation—reassuring customers that what they want is truly within reach.

Feature Deep Dives: Mobile: The Always-On Storefront

Mobile maturity continues to rise, with **76% overall adoption** (up from 71%). Most retailers now offer fast, visual, and frictionless experiences: 92% support image zoom and 83% activate numeric keypads for form fields.

However, innovation has slowed. Image search dropped to 22%, and app-exclusive features to 33%. As mobile traffic surpasses 60% of total sessions, adding conversational and visual AI tools will be key to driving conversion from handheld devices.

Fulfillment & Delivery: From Fast to Transparent

Free shipping adoption hit 80%, next-day delivery 56%, and same-day 41%—all up from last year. Forty-four percent now display expected delivery dates on PDPs.

These improvements show progress toward reliability, but customers expect visibility too. AI-based logistics forecasting and delivery communication can close that last perception gap between speed and certainty.



Emerging Trends

OSF DIGITAL



AI-POWERED GUIDED SELLING

Up to 44% adoption, helping shoppers articulate preferences and narrow choices quickly.

SUSTAINABILITY AND RECOMMERCE INTEGRATION

79% promote sustainability initiatives; 34% now offer resale or trade-in programs.

SOCIAL PROOF AND URGENCY CUES

Up to 36% adoption (from 23%), signaling a return to simple behavioral nudges that influence purchase confidence.

PREDICTIVE FULFILLMENT

Growing use of AI to forecast inventory, recommend pickup methods, and trigger proactive “back-in-stock” alerts.

Lessons for Retailers

OSF DIGITAL



INTEGRATE INTELLIGENCE ACROSS THE JOURNEY

Connect search, product discovery, and fulfillment data to create one coherent experience.



TREAT DATA AS EXPERIENCE DESIGN

Use behavioral and preference data not just for targeting, but to improve usability and trust.



BALANCE AUTOMATION WITH CLARITY

Personalization should simplify decisions, not complicate them.



BRIDGE THE GAP BETWEEN PROMISE AND DELIVERY

Ensure every recommendation is backed by real-time availability and fulfillment accuracy.



Conclusion

Ecommerce isn't becoming more human or more technical—it's becoming both, at once.

The 2025 ORI makes one thing clear: ecommerce excellence is no longer measured by how fast a site loads or how many channels it covers, but by how intelligently it adapts to each shopper.

As AI takes on more of the predictive and operational heavy lifting, the most successful retailers are using it to make online experiences feel more personal—anticipating intent, reducing effort, and earning trust through relevance.

Ecommerce isn't becoming more human or more technical—it's becoming both, at once. The retailers who align data, empathy, and design will define the next generation of digital commerce.



Available Now: → [Omnichannel Retail Index 2025 Reports](#)

→ [Explore](#) the latest insights from the 10th edition of the Omnichannel Retail Index, featuring regional deep dives and focused spotlights on the capabilities that define world-class retail performance.

Regional Reports

→ [Get a closer look](#) at omnichannel best practice adoption across key markets, with detailed benchmarks and opportunities for growth:

- Europe
- Latin America
- North America

Feature Spotlights

→ [Dive deeper](#) into the areas shaping the future of omnichannel commerce, with global benchmarks across core capabilities like customer support and service, compliance and social responsibility and more.

Do you want to go further?

→ [Contact](#) OSF's Advisory team to identify your best use cases, roadmap, and success metrics.

About OSF Digital

OSF Digital is a **Salesforce-first consulting partner** helping organizations turn AI, data, and trust into measurable business impact. With 20 years of Salesforce experience and multi-cloud expertise, OSF guides clients from strategy to implementation to managed services across industries. We help clients modernize legacy systems, unlock Customer 360, and create digital workforces with Agentforce. Known for our award-winning delivery and partnership mindset, OSF acts as an expert extension of client teams to deliver lasting impact and measurable results.

With regional hubs across North America, LATAM, EMEA, and APAC, OSF combines global reach with personal, high-touch delivery.

For more information about OSF Digital, visit osf.digital.