plytix

SaaS Ecommerce Technology

The Complete Guide 2025

Your need-to-know for building a tech stack that grows with you.

SaaS

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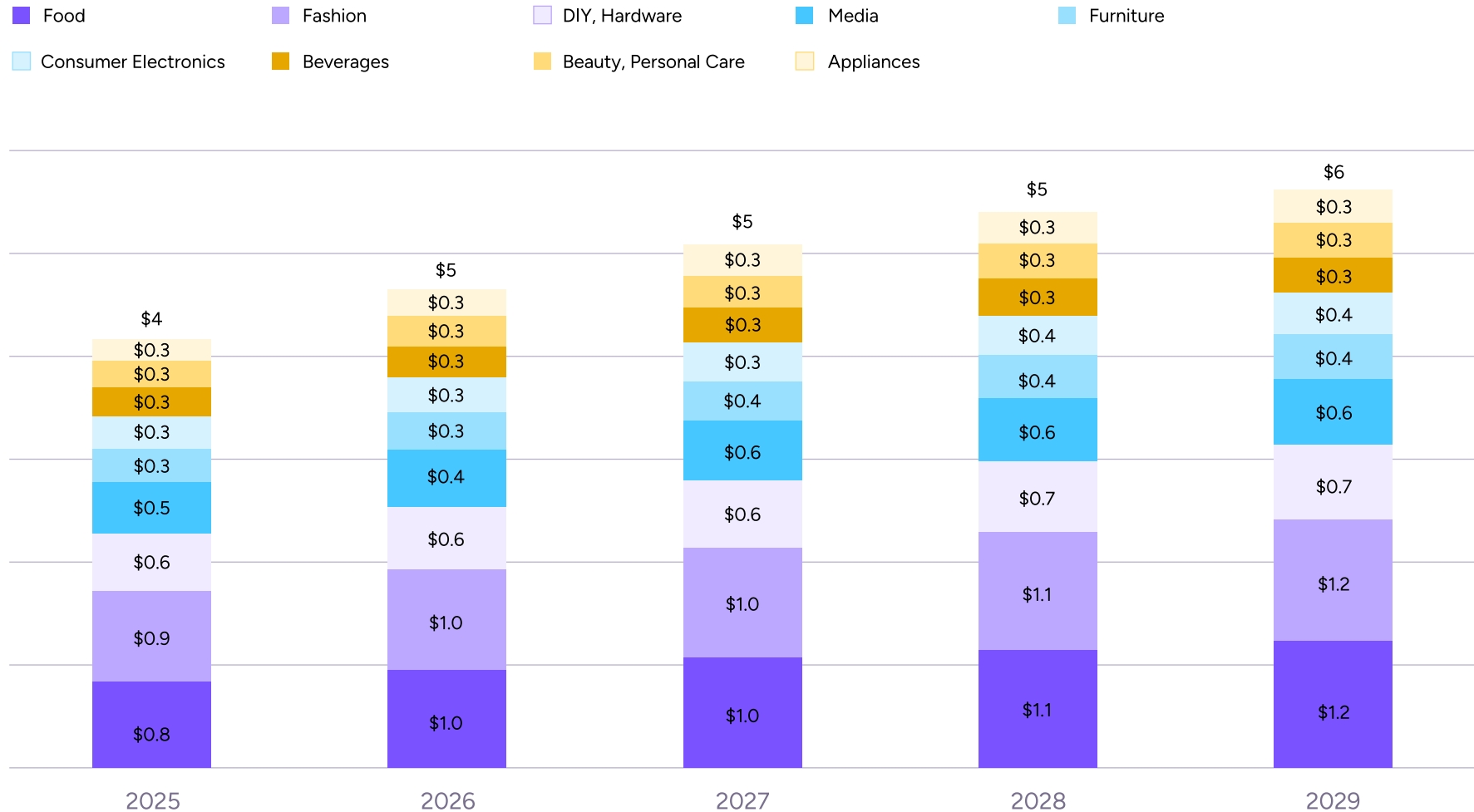
Why use this guide?

The right tools can make or break your business. And in ecommerce, the right tools are almost always SaaS tools.

SaaS (Software as a Service) tools let you grow fast and adapt quickly, without a massive in-house tech team. You plug in what you need, when you need it. Vendors handle the rest: updates, improvements, and maintenance.

That kind of flexibility is vital: online sales made up 17% of global retail purchases in 2024, and that number is rising. As ecommerce becomes more competitive, digital-first companies are outpacing their traditional counterparts in growth and agility. But, with 25% of organizations adopting cloud technology and over 30,000 SaaS products on the market (and new ones launching daily), choosing the right tools for your business is hard.

This guide is here to cut through the noise. We'll walk you through the core ecommerce SaaS tools out there, explain what each tool actually does, how they fit together, and what to look for as you build a tech stack that fits your business now—and scales with you as you grow.

Expected ecommerce revenue growth, 2025-2029

- ■ Food
- ■ Fashion
- ■ DIY, Hardware
- ■ Media
- ■ Furniture
- ■ Consumer Electronics
- ■ Beverages
- ■ Beauty, Personal Care
- ■ Appliances

2025 — $4
- $0.3
- $0.3
- $0.3
- $0.3
- $0.3
- $0.5
- $0.6
- $0.9
- $0.8

2026 — $5
- $0.3
- $0.3
- $0.3
- $0.3
- $0.4
- $0.6
- $1.0
- $1.0

2027 — $5
- $0.3
- $0.3
- $0.3
- $0.4
- $0.6
- $0.6
- $1.0
- $1.0

2028 — $5
- $0.3
- $0.3
- $0.3
- $0.4
- $0.4
- $0.6
- $0.7
- $1.1
- $1.1

2029 — $6
- $0.3
- $0.3
- $0.3
- $0.4
- $0.4
- $0.6
- $0.7
- $1.2
- $1.2

Source: https://www.practicalecommerce.com/charts-global-ecommerce-trends

How to build your tech stack

With the right combination of tools, your tech stack can evolve as your business grows (without the need for constant overhauls or complex IT infrastructure). And according to Forrester, companies that prioritize tech optimization are better equipped for efficiency, growth, and innovation.

But before we dive into specific ecommerce tools to include in your stack, let's zoom out. You don't need every SaaS product out there—just the ones that solve your problems, work well together, and give you room to grow.

Here's what to keep in mind when building your ecommerce tech stack:

✏️ Customizability

Your tools should adapt to your workflows (not the other way around). Look for platforms that let you configure features, templates, and dashboards without needing a developer every time you want to make a change.

🔗 Integration options

Your tools need to talk to each other. Look for software with pre-built integrations or support for APIs, webhooks, and connectors like Zapier or Make. The easier it is to plug into your stack, the better.

📈 Scalability

Can the tool grow with you? Some software works great for a small team, but struggles as your catalog or team expands. Look for software that handles increasing data, users, and complexity without a full rebuild.

💵 Cost (and cost transparency)

Watch for unclear pricing tiers, hidden fees, and per-user costs that add up fast. Go for tools with transparent pricing and a clear value proposition. Remember, the cheapest option isn't always the best value—look at what's included and what ROI you can realistically expect.

👍 User-friendliness

If it's hard to use, your team won't use it. Prioritize clean interfaces, solid documentation, and good support. Bonus points if the platform offers training or onboarding resources to get your team up to speed quickly.

📖 Developer resources (if you need them)

Some tools are built with devs in mind. If so, check out the documentation, API limits, and Software Development Kits (SDKs). Even if you're not technical, strong dev resources make outsourcing easier later.

Key SaaS ecommerce technologies

In this section, we've outlined the core building blocks of a modern ecommerce tech stack, plus a few top-rated tools in each category.

Bear in mind that these days, most tools don't do just one job. You'll see PIMs doubling as DAMs and ecommerce platforms that come with built-in analytics. That overlap gives you extra flexibility: you can take advantage of extra features to slim down your stack instead of shelling out for two separate tools.

We've also linked to G2 reviews so you can dig into how each tool works and see what fits your business best.

We did not collaborate with G2 on this white paper, nor are we affiliated in any way promotionally. We just thought it would be nice to send you to a third-party software review site so you can do your own research. You can also check out capterra.com and trustradius.com for good, reliable software reviews.

Product Information Management

Digital Asset Management

Product Lifecycle Management

Enterprise Resource Planning

Ecommerce Platform

Feed Management

Analytics

Payment Processing

Inventory and Order Management

Product Information Management

PIM (Product Information Management) software is a centralized platform that helps businesses manage, optimize, and distribute accurate product data across multiple sales channels.

Think of a PIM as your product data HQ: a single source of truth where all your product information lives. With everything in one place, you can enrich your product data as a team, track what data you're missing, and optimize for wherever you're selling.

Explore top-rated PIMs

plytix ★★★★⯪ Rated 4.7 on G2 Read Reviews →

Plytix is a central source of truth where ecommerce teams can collaboratively manage their products. Enrich, organize, and distribute product content with Plytix so that your products are optimized and ready for wherever you sell.

akeneo ★★★★⯪ Rated 4.4 on G2 Read Reviews →

Akeneo provides open-source software and extensive add-ons, perfect for tech-savvy companies or those with access to development resources to customize the PIM to their exact specifications.

pimberly ★★★★⯪ Rated 4.4 on G2 Read Reviews →

Pimberly is a comprehensive PIM with an extensive list of features, making it very scalable. Organizations with the resources to fully leverage their capabilities will get the most value from it.

Quable ★★★★⯪ Rated 4.6 on G2 Read Reviews →

Quable is designed with ease of use in mind, making it a good fit for SMBs looking to get up and running without a steep learning curve. Plus, they offer out-of-the-box connections to some sales channels.

Digital Asset Management

[Digital asset management (DAM)](#) allows businesses to store and organize digital assets (like photos and videos) in a single place so that they're easy to find, optimize, and, of course, use.

It does this by tagging your assets with metadata, so everything's easy to find when you need it. Depending on the tool, you might also get handy extras like import/export options, version history, thumbnail previews, and even automatic file conversions to different formats and sizes.

The best PIM platforms often have some DAM capabilities. Double-check if they're enough for your needs before deciding if you need a separate DAM tool as well.

Explore top-rated DAMs

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bynder ★★★★½ Rated 4.5 on G2 Read Reviews →

Bynder is a DAM built for larger, enterprise-grade businesses. They focus on managing content across its lifecycle and ensuring 100% brand consistency across all channels and touchpoints.their products. Enrich, organize, and distribute product content with Plytix so that your products are optimized and ready for wherever you sell.

Canto ★★★★½ Rated 4.4 on G2 Read Reviews →

Canto offers a single source of truth for product content, and while they might work with some big brands, their customizable pricing means you won't necessarily have to pay big money for their highly-rated DAM capabilities.

Brandfolder ★★★★½ Rated 4.4 on G2 Read Reviews →

Brandfolder focuses on usability (with an intuitive interface) and analytics. They help marketers and creatives understand how their digital assets are performing.

Air ★★★★½ Rated 4.6 on G2 Read Reviews →

Air is a workspace designed to allow creative teams to organize, share, and collaborate on images and videos. They focus on making internal file sharing, giving feedback, and project management easier.

Product Lifecycle Management

Product lifecycle management (PLM) manages everything that happens from the moment a product idea comes into being to the moment it hits the market (and even beyond). It's all about facilitating production workflows and improving collaboration to speed up development and increase profitability.

PLM software is a tool for brands that are also involved in the production of their own products. It connects all the people, processes, and data throughout the product lifecycle to make sure everyone from the original designer to the consumer is happy with the outcome.

Explore top-rated PLMs

TEAMCENTER ★★★★⯨ Rated 4.3 on G2 Read Reviews →

Teamcenter (a Siemens product) is a highly adaptable PLM, designed to help organizations manage the entire lifecycle of a product from the initial idea, through design and engineering, all the way to disposal.

arena ★★★★⯨ Rated 4.4 on G2 Read Reviews →

Arena offers flexible pricing and an interface that supports globally distributed teams and international supply chains. They're a great fit for the modern business that needs help managing its product development process.

openbom ★★★★⯨ Rated 4.4 on G2 Read Reviews →

OpenBOM's real-time collaboration and data management technology keeps teams connected from the initial design phase throughout manufacturing.

onshape ★★★★⯨ Rated 4.6 on G2 Read Reviews →

Onshape focuses on team collaboration with real-time collaboration tools. It's accessible on any web browser, so users can access, manage, and share design data securely from anywhere in the world on any web-connected device.

Enterprise Resource Planning

Enterprise Resource Planning (ERP) software integrates the key processes and data essential for running a business. Everything from manufacturing, supply chain, and sales to finance and human resources can be managed through an ERP, so you have a single source of truth across departments.

Despite the name, ERP software isn't just for large enterprise ecommerce retailers. Businesses of all sizes can use ERPs to manage core operational data and even fundamental product data like SKUs. This product data is often exported from the ERP to a PIM platform, where marketing copy, imagery, and other final touches are added to prepare products for sale.

Explore top-rated ERPs

★★★★☆ Rated 4 on G2   Read Reviews →

NetSuite is an Oracle product. It's an all-in-one suite of tools for managing accounting, orders, inventory, projects, production, supply chain, and warehouse operations.

★★★★☆ Rated 4 on G2   Read Reviews →

Microsoft Dynamics 365 Business Central helps connect teams, processes, and data across your entire organization. Their goal is to help you increase productivity and organizational agility.

★★★★½ Rated 4.3 on G2   Read Reviews →

Sage Intacct has a special focus on accounting, helping midmarket ecommerce businesses to keep an eye on all their financial and operational resources in real-time.

★★★★½ Rated 4.5 on G2   Read Reviews →

Acumatica earns high marks for its cloud-based software, ease of use, and a robust suite of features without the hefty price tag.

Ecommerce Platform

An ecommerce platform is the customer-facing storefront that allows digital retailers to generate revenue. It can also be called a CMS or Content Management System.

At its core, ecommerce platform software lets online retailers to list and sell products to consumers via the internet. There are a wide variety of ecommerce platforms offering a wide variety of features, so we recommend choosing one that either offers the features you need to run your business (like website management, marketing, sales, or operations) or easily integrates with platforms that do.

Explore top-rated tools →

shopify ★★★★½ Rated 4.4 on G2   **Read Reviews →**

If you aren't using **Shopify**, you've probably at least heard of it. This cloud-based, omnichannel commerce platform is the top choice among countless brands and retailers. Whilst its great for SMBs, it caters to all-sized businesses.

WOO ★★★★½ Rated 4.4 on G2   **Read Reviews →**

WooCommerce is a highly customizable open-source ecommerce plugin for WordPress. It's easy to install and customize, powering over 24% of all online shops.

BIGCOMMERCE ★★★★½ Rated 4.2 on G2   **Read Reviews →**

BigCommerce is a versatile platform offering online store creation, search engine optimization, hosting, and marketing, making it perfect for SMBs.

Magento An Adobe Company ★★★★½ Rated 4.1 on G2   **Read Reviews →**

Magento (now known as Adobe Commerce) is an open-source ecommerce platform used to create and manage online stores. It's known for its flexibility, powerful features, and extensive customization options.

Feed Management

Feed management tools specialize in sending product content to different retailers, marketplaces, and other platforms to keep all your listings up to date.

Feed management software does this by continuously distributing synchronized product content feeds to your various ecommerce sales channels, all while remaining compliant with each of their unique requirement sets.

Explore top-rated tools

channable ★★★★⯨ Rated 4.5 on G2 Read Reviews →

Channable makes it easy to distribute ecommerce products to over 2,500 price comparison websites, affiliate platforms, and marketplaces—as well as generate ads for Google Ads and Microsoft Advertising.

feedonomics ★★★★⯨ Rated 4.4 on G2 Read Reviews →

Feedonomics' features, like built-in A/B testing and a feedgrader, add value for a company that's still perfecting its product content syndication system.

GODATAFEED ★★★★⯨ Rated 4.7 on G2 Read Reviews →

GoDataFeed manages your feeds, helping you meet channel demands, anticipate compliance issues, and customize product content for sales channels. They're great for businesses who want to get up and running without needing a tech team.

Productsup ★★★★⯨ Rated 4.5 on G2 Read Reviews →

Productsup is a global feed management and syndication platform, built for large-scale commerce. They help optimize content for every channel and audience.

Analytics

Ecommerce analytics allow businesses to understand consumer behavior and use this knowledge to attract and engage more customers.

Ecommerce analytics SaaS software achieves this knowledge by collecting demographic data as well as behavioral data, such as what source brought them to your web store, how much time they spend looking at particular products and other offerings, where they end up making a purchase, and much more.

Explore top-rated tools

Google Analytics ★★★★⯨ Rated 4.5 on G2 [Read Reviews →](#)

Ecommerce companies can use **Google Analytics** and the Enhanced Ecommerce extension to better understand their users and improve the performance of their content, products, and more, for free.

GLASSBOX ★★★★★ Rated 4.9 on G2 [Read Reviews →](#)

Glassbox provides digital customer experience analytics for web and mobile apps. Specially tailored for regulated industries, they help optimize customer experiences and boost conversions.

Stackline ★★★★⯨ Rated 4.4 on G2 [Read Reviews →](#)

Stackline helps you build a connected data view across your entire commerce business, providing end-to-end forecasts and performance insights that fuel profitable growth.

LUIGI'S BOX ★★★★★ Rated 4.8 on G2 [Read Reviews →](#)

Luigi's Box is an AI-powered analytics suite that helps businesses understand their ecommerce customers' needs. And it integrates with any tech stack.

Payment Processing

Payment processing provides ecommerce businesses with the means to accept digital payments from customers.

Good payment processing software will include payment gateways that securely transmit transaction information to banks. You'll also get integrations with online wallets and other digital payment methods that provide an alternative to credit cards and bank withdrawals. Quite often, ecommerce platforms will come equipped with processing capabilities so you won't need to source your own.

Explore top-rated tools

PayPal ★★★★⯨ Rated 4.4 on G2 Read Reviews →

PayPal for business has everything you need to sell online and in person. It's designed to help you grow your business with payment solutions from online checkout to POS systems.

stripe ★★★★☆ Rated 4.2 on G2 Read Reviews →

Stripe Payments is a fully-integrated, global payment processing platform that was built to help businesses accept payments and move money globally.

thryv Pay ★★★★⯨ Rated 4.6 on G2 Read Reviews →

ThryvPay is an online payment processing software built for your small business, helping them accept online payments and send customers invoices.

venmo ★★★★⯨ Rated 4.5 on G2 Read Reviews →

Venmo for Business empowers companies to provide customers with a seamless payment option across their websites and/or apps.

Inventory and Order Management

Inventory and order management (also known by several other names, including an Order Management System, or OMS) consolidates sales and inventory tasks for anyone who sells on multiple channels. It does this by automating the processing, fulfilling, and shipping of customer orders, which is especially helpful for ecommerce companies that are active on various marketplaces.

Explore top-rated OMSs

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quickbooks ★★★★☆ Rated 4 on G2   Read Reviews →

QuickBooks is an accounting software that helps businesses manage cash flow, track expenses, and send invoices. They also offer inventory management, but you'll need to choose QuickBook Enterprise to access their full order management capabilities.

SAP Commerce Cloud ★★★★☆ Rated 4.3 on G2   Read Reviews →

SAP Commerce Cloud is primarily aimed at large enterprises with advanced B2B, B2C, and B2B2C use cases. If you're able to invest (in both the setup needed and the heftier price tag), it offers a feature-rich, scalable solution.

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salesforce ★★★★½ Rated 4.3 on G2   Read Reviews →

One of the more well-known names in order management, **Salesforce** offers a unified platform you can connect other order-related processes to (like sales, service, and fulfillment platforms) to create a 360-degree view of customers.

Cin7 Core ★★★★½ Rated 4.2 on G2   Read Reviews →

Cin7 Core is aimed primarily at small businesses. They offer an inventory management tool with additional sales and ERP capabilities, and integrations with over 700 of the most popular ecommerce tech platforms, making them a great option to scale.

Artificial Intelligence in ecommerce tech

Artificial Intelligence (AI) is quietly transforming ecommerce from behind the scenes. And chances are, it's already powering parts of your tech stack.

Many SaaS tools now come with built-in AI, helping with everything from writing product descriptions and predicting customer behavior to automating inventory forecasts and personalizing the customer journey. It's quickly becoming the engine behind smarter, faster ecommerce.

So, how do you make AI work for you? Start by asking the right questions when evaluating ecommerce tools with AI features:

1. Can AI lighten your workload?

Look for tools that use AI for day-to-day tasks. Does the software automatically handle repetitive tasks like writing product descriptions or analyzing customer behavior? AI can free up your team to focus on higher-value work.

2. Does it integrate with other AI tools?

Some platforms offer native AI. Others let you plug in tools like ChatGPT. Bonus points if it does both. Integration gives you flexibility to extend AI into areas like customer support, merchandising, and content creation.

3. Is the AI driving real value?

Evaluate whether the AI features in the software are designed to improve the specific outcomes you care about. Look for practical, outcome-driven applications where AI is addressing your key business needs rather than just being a trendy add-on.

The takeaway: Don't feel pressured to "add AI" to your stack. Instead, look at how the tools you're already considering use AI to improve outcomes. The best use of AI is the one that feels invisible but makes your team better at what they already do.

A real-world example: How Plytix has integrated AI into their PIM

Plytix has integrated AI into their PIM to take over repetitive tasks that AI can do as well as (or better than) humans. This includes generating SEO-friendly product descriptions at scale using ChatGPT, flagging missing data, and cleaning up images by cropping, resizing, enhancing quality, or removing backgrounds. The focus is on leveraging AI in places where it can solve key pain points or free up teams' time to focus on strategic, high-value tasks.
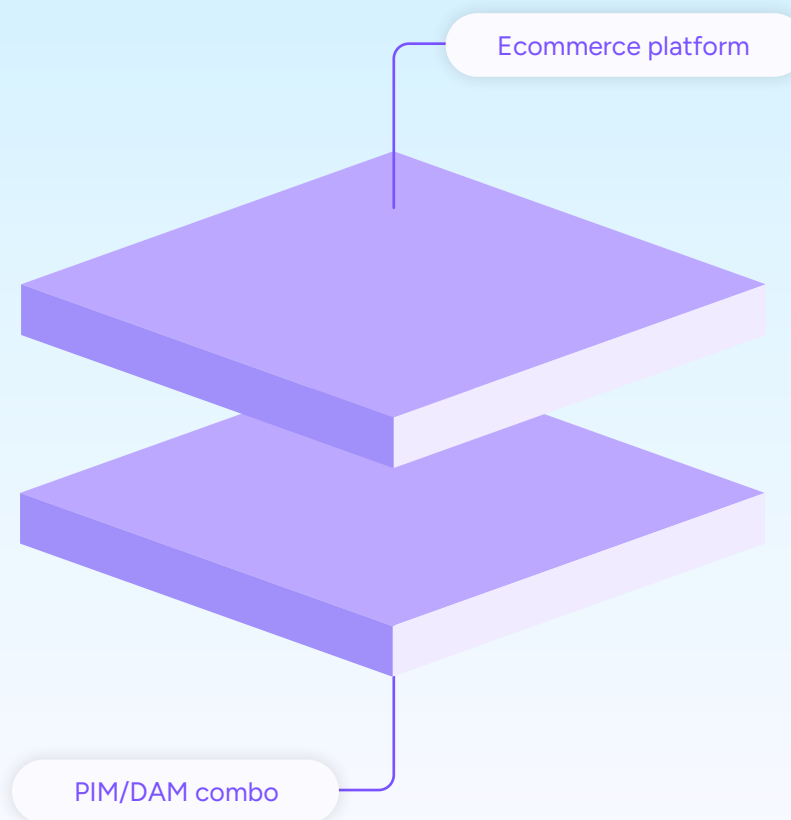
Common ecommerce tech stacks

Now that we've covered the core SaaS tools powering ecommerce, let's look at how they fit together in real-world setups. These example tech stacks show how different tools interact, depending on the size, complexity, and goals of your business.

🏪 1. The "single shop" stack

Ideal for businesses with fewer than 10 employees or under 500 SKUs.

- **Ecommerce platform:** Your storefront and sales engine
  - Includes **built-in analytics** to track traffic and sales
  - Includes **native tools** for managing product information and images
- **PIM/DAM combo:** Optional at this stage (if you're managing less than 100 SKUs, your ecommerce platform's built-in tools might do the job. 100+ SKUs, it's time to invest)

Why it works: Everything is managed in one place, making it affordable and easy to run with a small team. You can start small and layer on more functionality as you grow.
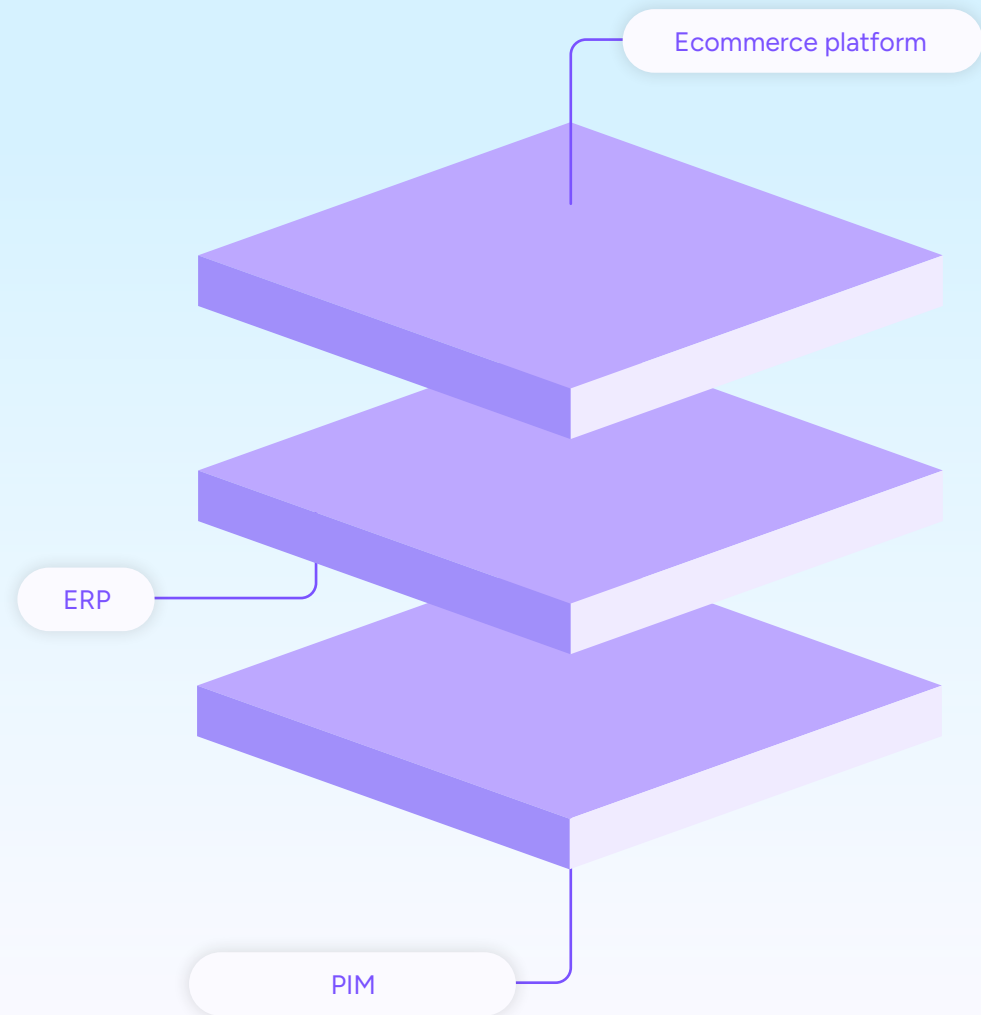
Ecommerce platform

PIM/DAM combo

2. The "growing brand" stack

Ideal for small to mid-sized businesses with less than 50,000 SKUs, who are expanding to more products, channels, or regions.

- **Ecommerce platform**: Remains your selling hub
- **ERP:** Some brands bring in a lightweight ERP early to help with inventory, purchasing, and financials
- **PIM:** Centralizes product data so you're not juggling spreadsheets and folders
    - Includes **built-in feed management** so you can send data straight to sales channels
    - Includes **built-in DAM** so you can store digital assets alongside product data

Why this works: These tools give you a central source of truth for your data, tidy digital assets, and allow you to sell on multiple sales channels (without breaking the bank).

Ecommerce platform

ERP

PIM

3. The "enterprise" stack

Ideal for businesses with large catalogs (50,000+ SKUs), multiple teams, and global operations.

- **Ecommerce platform:** Powers your storefront(s)
- **ERP:** Runs the show behind the scenes—think finance, inventory, and supply chain
- **PIM:** Forms the backbone of product content operations, managing everything from SKUs to translations and location-specific data
- **DAM:** Organizes visuals and assets so everything's consistent and on-brand
- **PLM:** Connects product development with ecommerce
- **Feed management:** Handles complex distribution across channels and geographies
- **Advanced analytics:** Informs strategic decisions

Why it works: With clean, connected data flowing between systems, teams can collaborate more effectively, automate manual work, and deliver a great customer experience—at scale.

Ecommerce platform

ERP

PIM

DAM

PLM

Feed Management

Advanced analytics
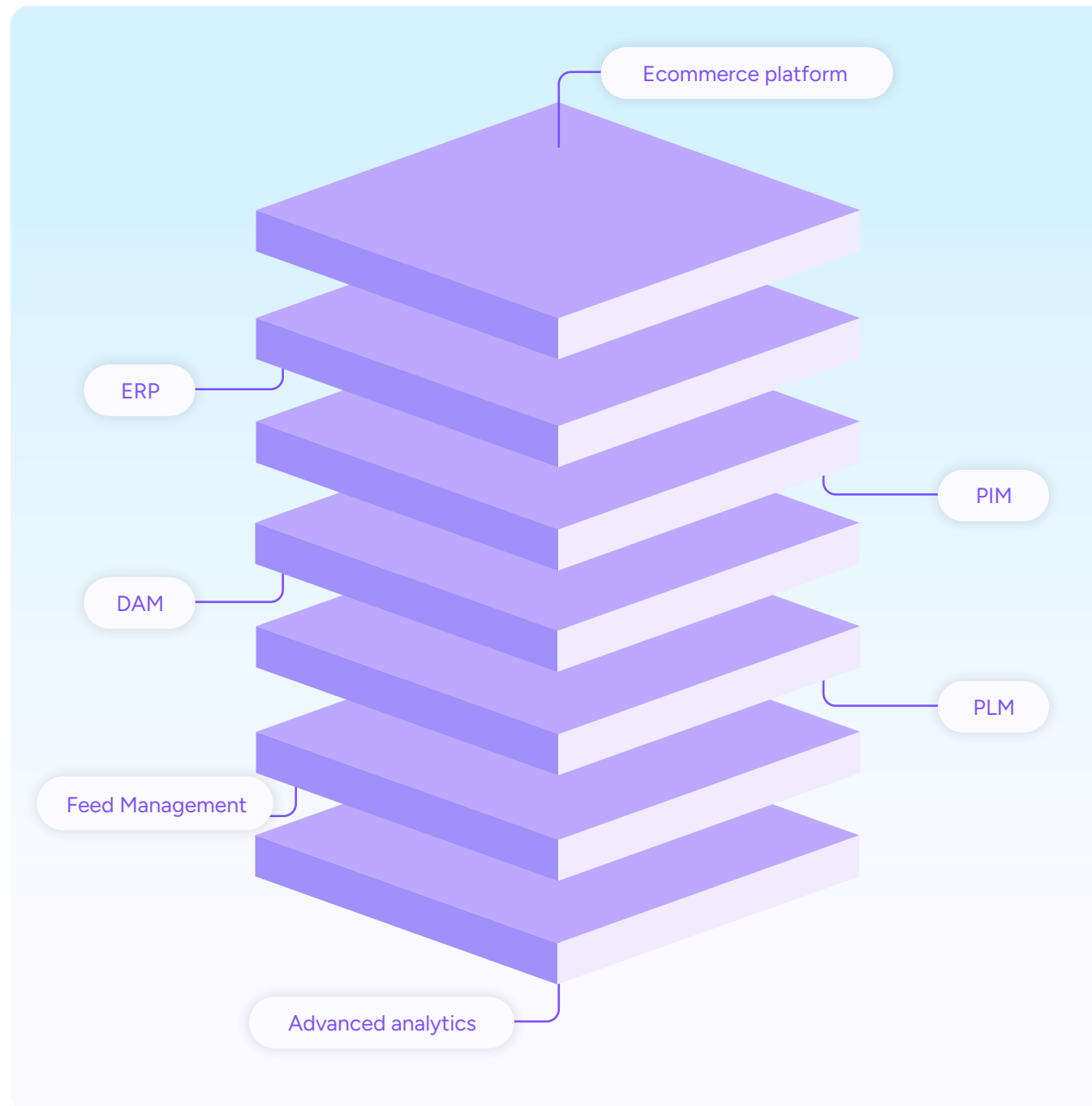
Summary

SaaS ecommerce solutions are here to stay—and more importantly, they're here to make your life easier. Compared to legacy systems or homegrown tools, they're more affordable, more flexible, and purpose-built for modern commerce.

The right tech stack doesn't just solve problems—it puts you in a better position to adapt, scale, and stay competitive. Whether you build your stack from our recommended tools or mix and match based on your needs, the goal is the same: run your business with less friction and more confidence.

We hope this guide has helped cut through the noise in the sometimes confusing world of ecommerce tech, so you can make confident decisions to build a tech stack that actually works for your business.

About Plytix

Plytix is a powerful (but seriously easy-to-use) PIM platform built for modern ecommerce. It centralizes your product data—like SKUs, images, descriptions, and pricing—and gets it where it needs to go, fast. Whether you're managing five hundred products or fifty thousand, Plytix helps you stay consistent, up to date, and ready to scale.

Hi, I'm Trever!

If you're looking for a better way to manage product content (or just want some honest advice when it comes to choosing software), get in touch— we're always happy to talk.

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Thank you!