

Unified Commerce Monitoring



Transform unified commerce with observability

Enterprise retailers make significant investments in technologies in order to understand their customers more deeply, design innovative experiences that outperform competitive offerings, and protect customers' personal data. In 2014, the average journey had **nine** customer touchpoints; today, that journey could be made up of anywhere from **20 to 500** touchpoints ([BCG](#)).

Unified commerce connects back- and front-end systems to improve customer experience and integrates physical and digital channels to personalize services and deliver frictionless buyer journeys. However, it also introduces risks and IT failures, leading to abandoned carts and churned customers.

Modern retailers use unified observability to monitor their entire systems in a single pane of glass. Datadog's observability platform enables companies to quickly identify, mitigate, and investigate issues to drive conversions, brand loyalty, revenue growth, and operational efficiency.

Learn more about Datadog's solutions for retail and e-commerce at datadog.com.

How Datadog customers drove results by improving the unified commerce experience



Website Performance

Reduced website load times from 1.2 seconds down to 1 second to increase customer satisfaction, driving a 5 percent increase in conversion rates and improvement in incremental revenue.



Online Store Order

Eliminated the need for customers to join time-consuming issue investigation calls when problems arose with online store orders, saving their teams over 140 hours of incident resolution time.



Mobile Checkout

Gained insight into real customer journeys and resolved checkout failures in real time to deliver optimal services, increasing checkout order volume by 500 percent.



In-Store Payment

Gained visibility into in-store POS device performance and enabled self-service troubleshooting of outages, preventing \$62,000 in lost sales per week per store.



Loyalty Program

Secured personal data for over 11 million customer accounts with built-in security features and governance controls.

● **Deliver fast web performance to increase revenue and customer satisfaction**

Today's online shoppers want their website experiences to be fast, reliable, and user-friendly. When businesses don't prioritize website performance and user experience, slow load times and outages can lead to customer abandonment of the site and lost revenue.

Datadog offers end-to-end monitoring of applications and services, giving web teams total visibility into the health and performance of their customer-facing applications. These insights help teams proactively improve web services, minimize downtime, and deliver the best user experience possible.

Learn more about [Application Performance Monitoring](#)

● **Ensure online store reliability and provide proactive customer service**

Customers expect fast, convenient service to address their questions and issues. If they experience a failure while trying to place an online order, they often have to go through the time-consuming process of contacting customer service and participating in investigation calls to recreate the issue, increasing their frustration and delaying remediation.

With Datadog, teams can directly access session replays of customer experience issues within minutes, which eliminates the need for a customer service call and streamlines fixes. Additionally, teams can set up proactive alerts that help them resolve connectivity errors before customers are affected, reducing the frequency of customer-impacting incidents.

Learn more about [Session Replay](#)

● **Build frictionless mobile commerce and increase conversions**

Optimizing mobile applications allows businesses to meet their customers where they are with frictionless experiences. But app crashes and glitches disrupt the user journey and decrease conversions.

Teams use Datadog to understand user behavior across mobile applications and devices, so they can quickly pinpoint issues and improve performance with granular insights into the buyer journey. Datadog provides funnel analysis to show customer dropoff and records frustration signals such as rage clicks and error taps, helping teams investigate issues and deploy improvements.

Learn more about [Mobile Real User Monitoring](#)

● **Optimize in-store POS to streamline customer transactions**

Customers expect speedy and easy-to-navigate services when they visit brick-and-mortar stores. If checkout is clunky or POS systems are down, customers may walk out and take their business elsewhere, resulting in negative brand perception and lost sales.

Datadog provides full visibility into in-store devices by automatically collecting health and performance metrics and visualizing them within a single platform. Getting insights into code issues allows developers to proactively detect errors, prevent outages and restarts, and rapidly resolve issues to ensure seamless transactions.

Learn more about [IoT Agent](#)

● **Secure customer data to build loyalty and trust**

The most successful loyalty programs increase customer lifetime value by strengthening relationships and building a community while offering exclusive incentives. If personal data is compromised in a data breach or leak, customers may feel strongly about the damage done and lose trust in the company, resulting in widespread reputational damage and customer churn.

Businesses can build a modern compliance strategy with Datadog's sensitive data scanning and role-based access controls to protect data from security breaches, threat actors, and leaks.

Learn more about [Sensitive Data Scanner](#)

