

# Four reasons to make the switch to **headless commerce**

Today's online consumers demand personalized, cutting-edge experiences, which can prove to be a challenge for organizations working with outdated and legacy systems. That's where the introduction of headless, modular solutions has turned the e-commerce space on its head.

A headless commerce platform handles transactional aspects of e-commerce—such as processing payments or handling order fulfillment—through an API-first modular approach. This approach allows you to integrate third-party solutions and offer best-of-breed applications to manage your e-commerce and offer your customers the enhanced experiences they expect. It's clear that this modern approach to e-commerce has many benefits, so let's explore the four main ways headless commerce is transforming business today.

## The transformative **benefits** of headless commerce

### 1. Greater **flexibility** and **time savings**

A platform gives you the freedom to add new features and functionality to your website without the input of developers prevents unnecessary delays. Without the constraints of pre-made templates that monolithic platforms provide, you can create shopping experiences that exactly fit your brand and style. Whether it's producing multiple websites or adapting to changing customer preferences with new products, your time to market is reduced.

### 2. Improved **customer targeting**

By employing a modular approach to content development, you can craft content versions tailored to distinct customer groups and deliver suggestions based on each customer's preferences. An impressive 80% of shoppers favor companies that provide these kinds of tailored and individualized shopping experiences.

## **Two heads** are better than one

With all the benefits a headless commerce solution has to offer, the real balance lies in combining headless commerce with a headless CMS platform.

A headless CMS platform manages content—like promotional and campaign content, deeper product descriptions, and testimonials—and enables content teams to manage, author, and publish content to a variety of different systems. This flexible approach means you can create dynamic, personalized customer experiences at scale.

### 3. **Best-of-breed** commerce integrations

With headless commerce, you can integrate with best-of-breed services such as Shopify Plus, Bynder, and Salesforce to deliver seamless, customizable user experiences across various devices and platforms. An API-first approach enables you to easily implement a new integration for your online store—regardless of the ERPs, CDPs, PIMs, or other solutions you choose.

### 4. Consistent **omnichannel** experiences

Today's customer journey can traverse multiple devices, including mobile phone, laptops, and chatbots before a purchase is made. By centralizing your data across all channels with headless architecture, you can make these shopping experiences consistent and convenient.

Integrating these two headless technologies into a unified solution enables you to deliver a flawless customer experience throughout the entire journey.

To fully understand how headless can transform your customer experiences, [book a demo](#). And check out our whitepaper "[Competitive Advantages of Headless Commerce](#)" for a more in-depth look at how a headless approach and modular content can meet the evolving expectations of today's online shoppers.