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# HEADLESS ECOMMERCE AND ITS BENEFITS

Article from [Revalsys Technologies](#)

This article explains about the  
benefits of  
Headless eCommerce

The world of eCommerce is changing constantly, so are the ways of online shopping. The behaviour and demands of online shoppers change continuously making it increasingly difficult for companies to keep pace with it.

Knowing their customers has become even more challenging. Shoppers want full control over how and when they make a purchase. Whatever devices or channels the shoppers use, they look for instant purchases and satisfaction. It means today's digital scenario has become more customer-centric than ever before. The web and the internet things have a great role to play to bring this change.

To keep up with this scenario, companies are broadening the window of opportunities and, adapt trends and technologies that are helpful. Headless commerce is a buzzword among eCommerce, these days. They are embracing headless commerce to provide the best online experience to their shoppers.

### **What is headless commerce all about?**

Basically, headless commerce is an eCommerce approach that allows companies to be more flexible and agile to maximise the potential for experiment and testing. This new approach allows companies to remain competitive and respond to users' demand more quickly as it allows them to get sales opportunities on all platforms and devices.

### **How headless commerce work?**

Headless commerce is based on a model that allows front end and back end to work independently. The process for sending product information and other content can be done using an API that you can connect to any channel, be it mobile apps, digital kiosk screens, voice assistants or smartwatches.

This API allows you to receive information on your users or products, checkouts on any device or payment gateways, custom-made designs rather than a single template and a CMS at the back end that offers all information. Though front end and back end are decoupled with headless eCommerce, it not all mean that front end and back end are disconnected completely; but can be separately experimented.

As front end and back end can work independently with headless commerce, it allows eCommerce companies customise the storefront to offer better customer support on their shopping journey and too without making any changes at the back end. Headless commerce unifies all shopping experiences that facilitate testing and content changing. It thus creates an ecosystem that makes adopting innovations easier as well as faster.

## Benefits of using headless commerce

Headless eCommerce presents a world full of opportunities. Now, there are no limitations to personalisation that can occur in an eCommerce platform. For those who want to start with a content-led strategy, headless eCommerce offers you lots of opportunities. Let's check some important benefits of implementing headless commerce to your eCommerce business.

- **Stay competitive and adaptive**

The decoupled nature headless commerce provides, making changes at the front end can be done without impacting or disruption at the back end and vice-versa. It offers more flexibility to eCommerce companies to maximise their improvement without any maintenance headache. Headless commerce has become an important tool for companies that are aimed at attaining a competitive advantage through innovation, testing, and iteration of their experiences.

- **Go truly omnichannel**

When you run an eCommerce business, your products, product videos informative content or blog posts should be shared on any channel. With headless commerce, you can deliver content anywhere and everywhere.

- **More customisation**

Using headless commerce, you can discover endless options to customise. Designing personalised shopping experiences that are as unique as your customers become easy with headless commerce. You don't have to work with a certain template. Present your customers with content that are created just for them.

- **Better consistency**

As headless commerce offers better customisation of content on your website, apps and social media platforms, it ensures that consistency of your data is equal across all channels. With better customisation, the user-experience gets strengthened offering you more loyal customers.

- **Agility**

Using headless commerce approach, you can carry out tests quickly as changing front end becomes much easier without the need to change in the back end. You can apply various changes with minimal delay and more frequently to keep up with the changing needs of the customers. Product launches, seasonal changes, and promotions also get quicker with the increased pace of making test and changes.



# CONTACTS

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