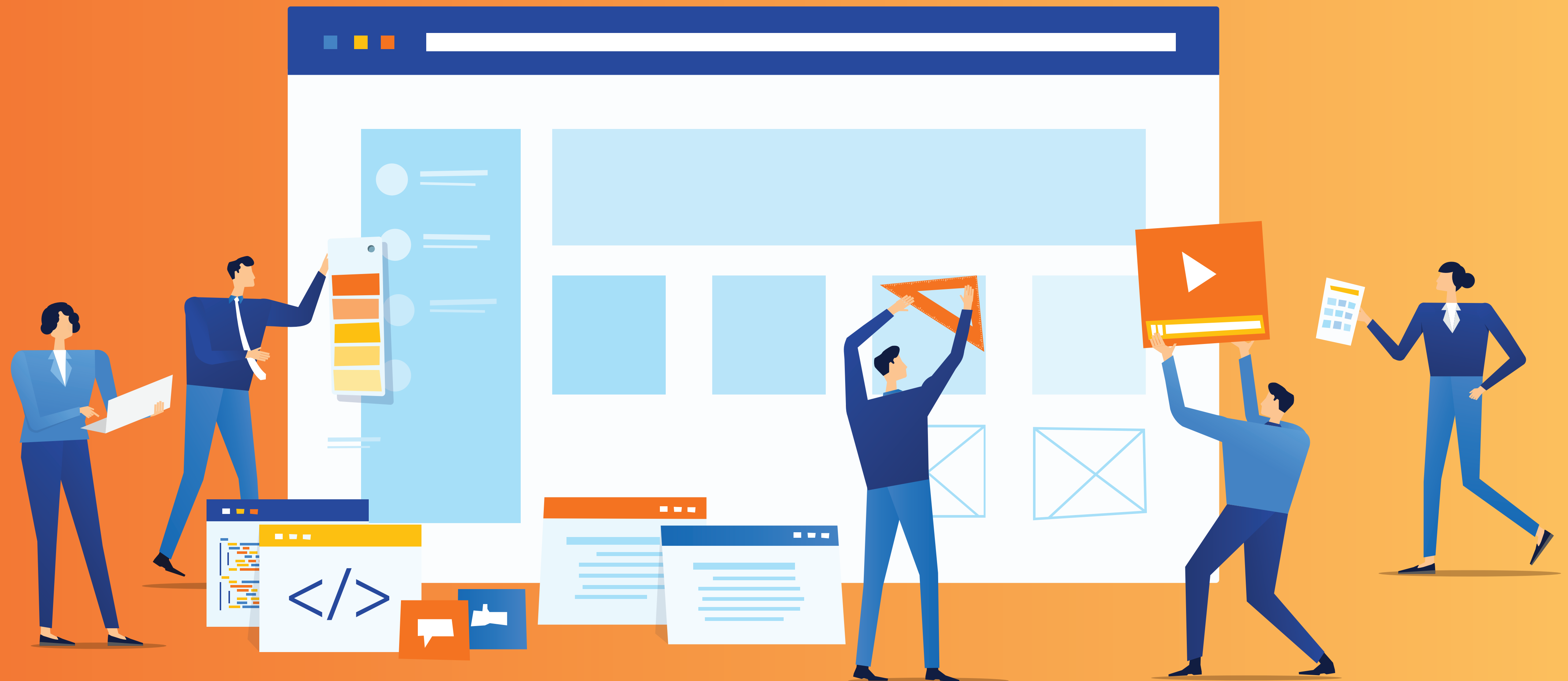


Headless Commerce Guide



Hello people!



Table of Contents

1. Introduction to Headless Commerce
2. Why Do Businesses Need Headless Commerce?
3. Headless Commerce: Features
4. How is Headless Commerce Different & Beneficial Over Traditional Commerce?
5. Advantages & Disadvantages of Headless Commerce
6. Most recent statistics
7. How is Yelo Different From the Competitors
8. Why Jungleworks, Yelo?
9. Conclusion

1 Introduction to Headless Commerce

The eCommerce industry is as booming as ever. From \$2.3 trillion in 2017 to [\\$4.5 trillion](#) by 2021, eCommerce is growing with a supersonic speed. With many industries flourishing in the eCommerce space, it comes as no surprise that 95% of the total purchases will be made online by 2040. Hence, more businesses want to focus on their consumers and maintain a competitive edge over others by adopting Headless commerce.

Source: [BigCommerce](#)

Moreover, COVID-19 came in as a blessing in disguise for many eCommerce industries with a massive sales and ROI increase. Customers always look for value-added content, which motivates them to make better decisions about purchases through various touchpoints. From IoT devices to web apps and platforms, eCommerce owners are always searching for innovative solutions to satisfy the customer's wants.

More eCommerce owners are now focusing on digital methods to increase sales and gain customers' trust, thus encompassing the whole sales funnel cycle.

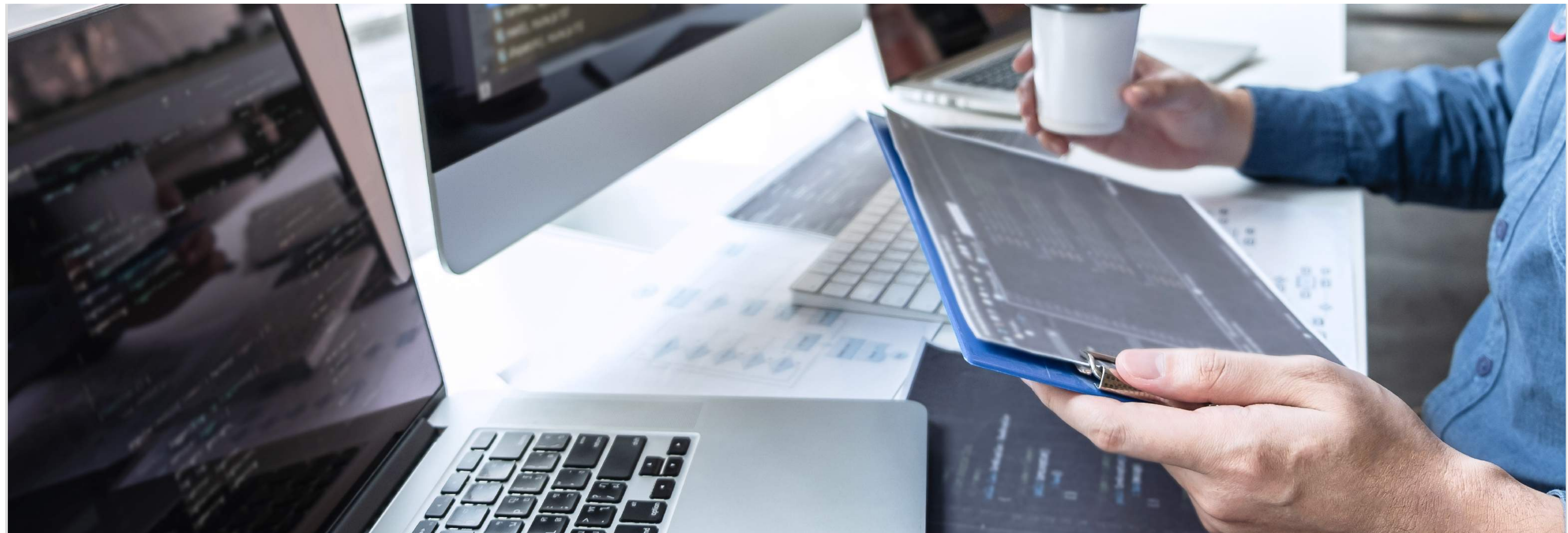
And, the best part is, the consumers are encouraging the IoT integration in the form of features such as Amazon dash buttons, smart voice assistants and in-store interfaces, which gives consumers the freedom to explore product information, read reviews, and also place orders.

However, one of the major obstructions for eCommerce owners is utilising the IoT devices for efficient workflow and building backend solutions from scratch.

Luckily, we have a new framework extension called Headless commerce.

Well, we know that this concept is still unfathomed and needs better understanding.

Worry not, In this eBook, we will give you a detailed insight into headless commerce, its features, processes, including all the odds and ends of it.



What is Headless Commerce?

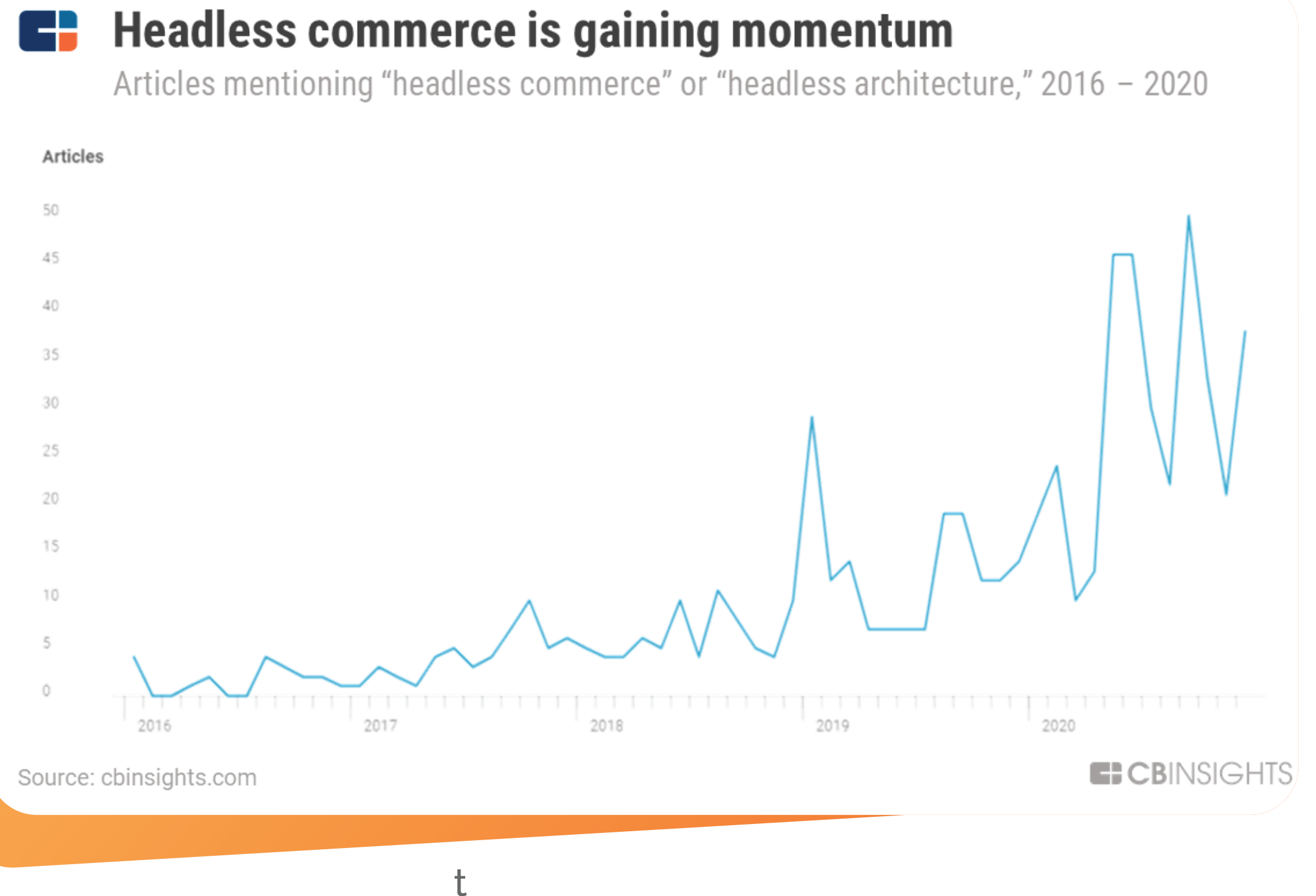
Headless commerce, in its simplest form, is eCommerce without a head—the front-end layer of your platform, whereas the other part is the backend.

Headless commerce has become a trending topic in recent years. More and more platforms have mentioned Headless commerce in their articles in the past four years, as explained in the graph below.

Headless commerce means decoupling the backend of the eCommerce platform from the front-end part. Companies like Amazon and Walmart have effectively used it to give a competitive edge to large as well as small business owners.

The eCommerce platform's front-end, including user interface, social commerce, digital marketplace, IoT, can be modified or updated regularly and separated from the back-end delivery platform.

Headless commerce boosts your site's UX. According to [the Baymard Institute](#), an analysis of 41 different studies found a site's UX is the primary reason for 70% of the online shopping cart abandonment.



In a nutshell, Headless commerce gives developers the liberty and agility to customise and use APIs to deliver products, blog posts, or customer reviews to any screen or device and focus on how to present the content using the desired framework.

How Headless Commerce Works?

Headless commerce simply works by keeping the **front-end customer experience independent from the back-end technology**.

One of the major USPs of Headless commerce is that it helps brands push their content to the CMS platform instead of the eCommerce platform.

Headless commerce works simply by passing the requests from the presentation layer to the application layer through web services or application programming interface (API) calls.

A Headless commerce architecture is based on a model that helps API to pull information from almost anywhere and everywhere, including cars, wearables, IoT devices, apps on social media platforms and more.

Further, the setup designed for Headless commerce is quite different from what content delivery network systems offer. Headless commerce architecture requires inventory to manage products.

For instance, when a user clicks on the 'Buy Now' button, the presentation layer sends an API call to CMS's application layer to process the order.

Finally, the application layer sends another API call to the presentation layer to show the customer's order status.

This is how Headless commerce architecture uses an API call to facilitate the communication between payment systems, inventory management, and CRM systems.

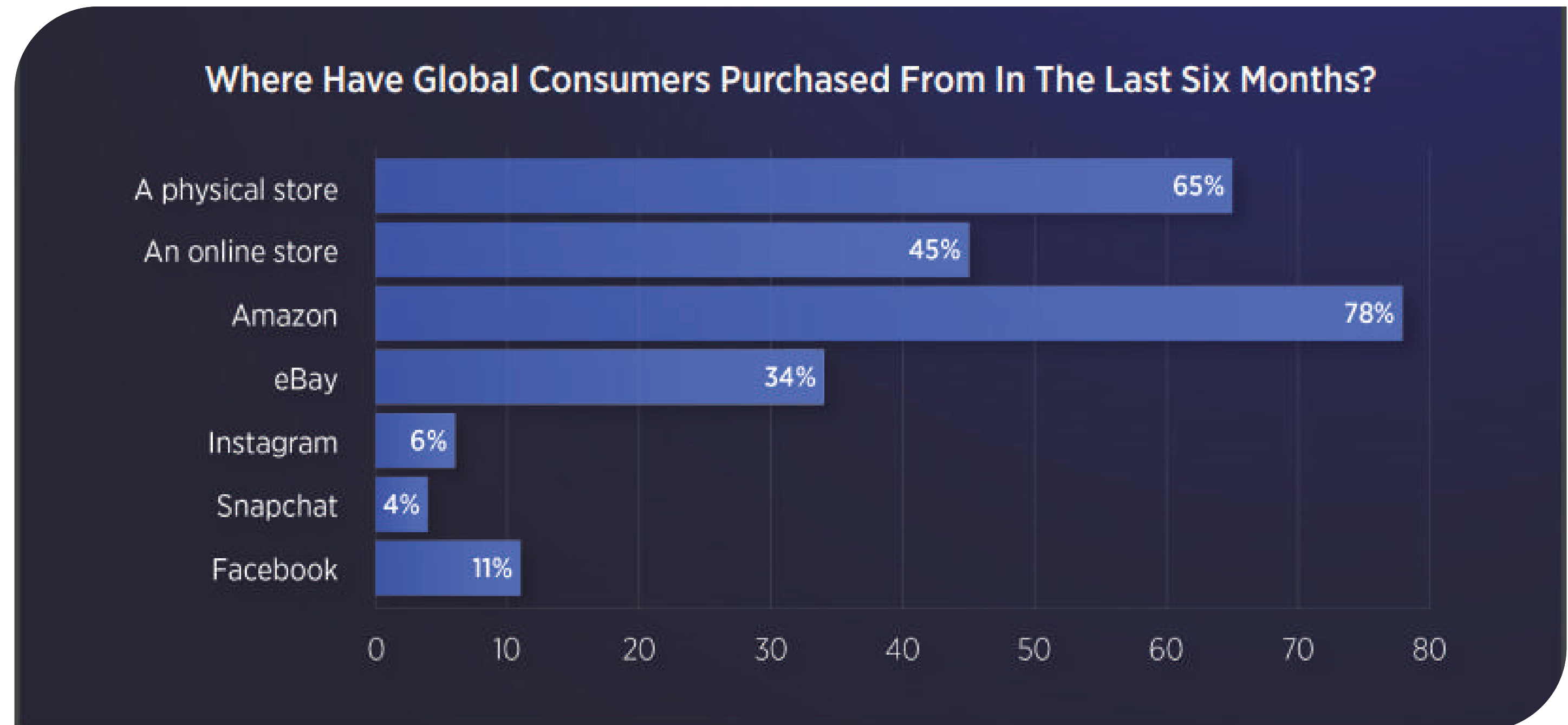
In a nutshell, Headless commerce systems allow users to share information across a true omnichannel retail environment.

2 Why Do Businesses Need Headless Commerce?

Even subtle advancements in the eCommerce space raise customer's expectations and create an intuitive eCommerce landscape. With the improved customer experience and buying journey, innovations in the eCommerce landscape are vital.

Moreover, the buying journey is more omnichannel than ever; more people are willing to shop across various platforms simultaneously.

According to research, 49% of customers are willing to spend impulsively on a personalised experience. With Headless CMS, businesses can create content (blog posts, content widgets, product images and videos) on their platform, where customers are actively shopping.



Source: Grow-BigCommerce

What is the Importance of the Headless Commerce System?

Headless commerce architecture can be of utmost importance when it comes to improving the customer experience. With personalisation and seamless integration, Headless commerce can ease business operations in various ways:



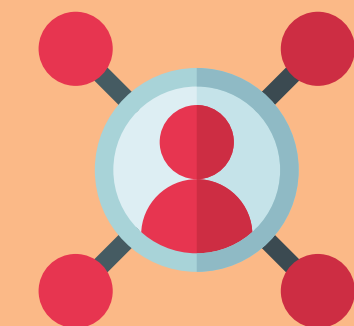
Content as Storytelling

More number of customers are now looking for a **storytelling approach**. With a Headless commerce approach, companies would find it easy to blend the commerce and content for a seamless experience. Using the APIs across both services makes it easier for the business to deliver experiences that are not just limited to certain touchpoints.



Improvement in Agility

Headless commerce provides more agility and helps business to iterate the robust customer experience. Even if it is an omnichannel strategy, Headless commerce gives users an efficient customer experience. In contrast, traditional commerce site architectures aren't easily updated and brands can't move quickly.



Rise in the Number of Channels

With the rise in the number of channels like mobile devices or IoT and smartphones, brands want to stay updated and relevant to digital transformation. Brands want more exposure through various channels where customers can interact using multiple touchpoints. With Headless commerce, brands can decouple their front-end, which makes the workflow easier.

Brands like Amazon, Walmart, Target and Lancome have seen a surge in sales with the adoption of Headless commerce.

3 Features of Headless Commerce

Headless solutions are an amazing part of brand solutions adopted for a competitive edge. Brands might lose track of the customer journey with improper structure and traditional approach. So, Headless commerce solutions have holistic features that increase agility and reduce customer acquisition costs.

Some of the features of Headless commerce are:

Omni-Channel Digital Transformation:

Headless commerce gives an omnichannel a digital transformation, according to the current customer trends. It separates the front-end from the backend, which allows the businesses to customise the platform completely.

This customisation facility on omnichannel platforms has pushed digital adoption and revolutionised the way content production, management and deployment is done across various channels.

Headless commerce offers flexibility to publish the same content to different touchpoints, such as web, apps, IoT devices ensuring content parity and a uniform brand persona to improve customer experience.

This way, brands improve their relationships with their customers.



Source: Yelo - Jungleworks

Speed and Agility

Headless commerce gives users higher scalability and agility with better customer experiences. Users can experience new features without affecting the back-end infrastructure. One of the vital factors to consider is speed.

According to Neil Patel, [about 47%](#) of customers expect a website to load in two seconds, and 40% will abandon a website that takes three seconds to load.

With a Headless approach, the addition of new features and campaigns increases websites' agility and speed. To make it more agile, Headless commerce blends A/B tests with agile marketing to update campaigns quickly.

Developers can focus on the front-end approach to engage customers with unique design and efficient workflows.

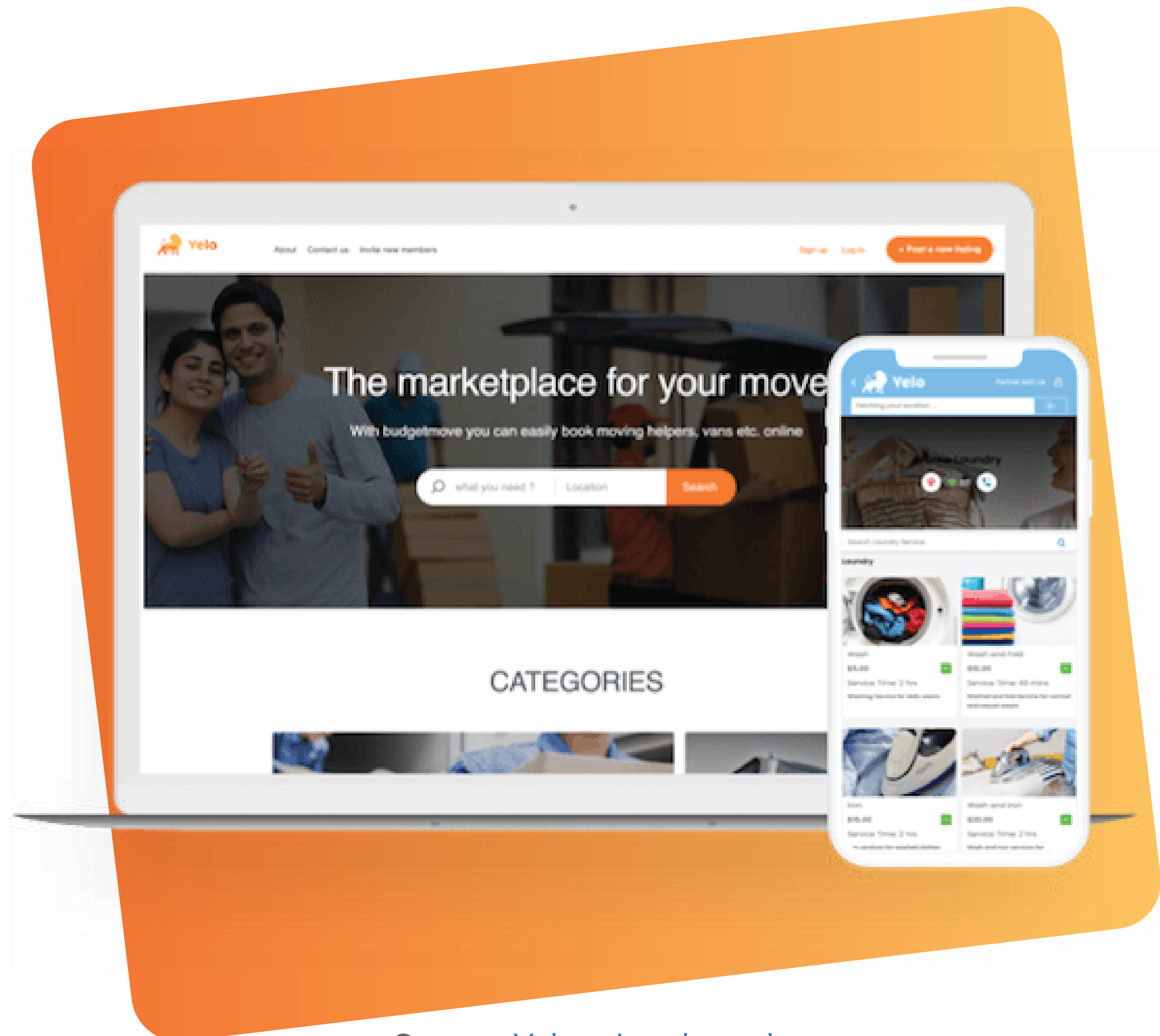


USP: Own the Customer Journey

One of the USPs of Headless commerce is the owning of the customer journey. Businesses can focus on and have complete control over the customer touchpoints in their platform with the Headless CMS system.

Omnichannel strategies help users to move away from the monolithic approach and stand out in your domain for an efficient customer journey.

Apart from these features, Headless commerce is a robust solution that stands itself out from traditional systems and other CMS platforms. It has gained the marketer's attention in recent years with a focus on decoupling the front-end and back-end.



Source: [Yelo - Jungleworks](#)

4 How is Headless Commerce Different & Beneficial Over Traditional Commerce?

One of the major differences between Traditional commerce and Headless commerce is the decoupling of front-end delivery with the back-end delivery of your CMS platform.

Headless commerce gives more flexibility to the developers, focusing on the presentation templates and themes for your website. Any change you make in the front-end does not affect the backend of the CMS platform.

This way, you can offer customers a high personalisation level, which is not just limited to the front end template.

Traditional systems are less technical, but their back-end data systems store the content and codes for layout and plugins used for the front-end delivery system.

VS

Headless Commerce

Headless commerce gives the flexibility to developers to create the front-end platform right from scratch. This seems fit with the core business needs without disturbing the commerce platforms' codes and database.

Headless commerce makes use of APIs to develop the front-end, which eliminates the need for complex databases.

In the Headless commerce approach, users have more control over what they can do. Since there is no predefined front-end, developers can build the user experience right from scratch.

With this, you will have complete control over how your platform will look and also the user experience.

It decouples the front-end from the back-end. Hence, there is no way that both are dependent on each other or be a cause of constraints.

All you need is to have a front-end developer to make changes and design the user experience from scratch. You can make any sort of changes, big or small, with Headless commerce architecture.

Front End Flexibility

Customisation & Personalisation

Adaptability & Agility

Traditional Commerce

Front-end developers face many issues and constraints when developing the design and theme templates for the eCommerce platform.

Any of the changes made will take extra time to edit the database as well as the codes. Moreover, developers have limited options to choose between what to update and what not to update.

The major drawback of traditional commerce is that it has a pre-defined interface for both the customers and the admin users.

These platforms provide little room for the customisation and personalisation restricting its use.

Traditional commerce has front-end and back-end coupled together, making the customisation a bit tedious and leaves no room for flexibility. Developers have to go through various layers of customisation right from the front-end layer to the back-end layer.

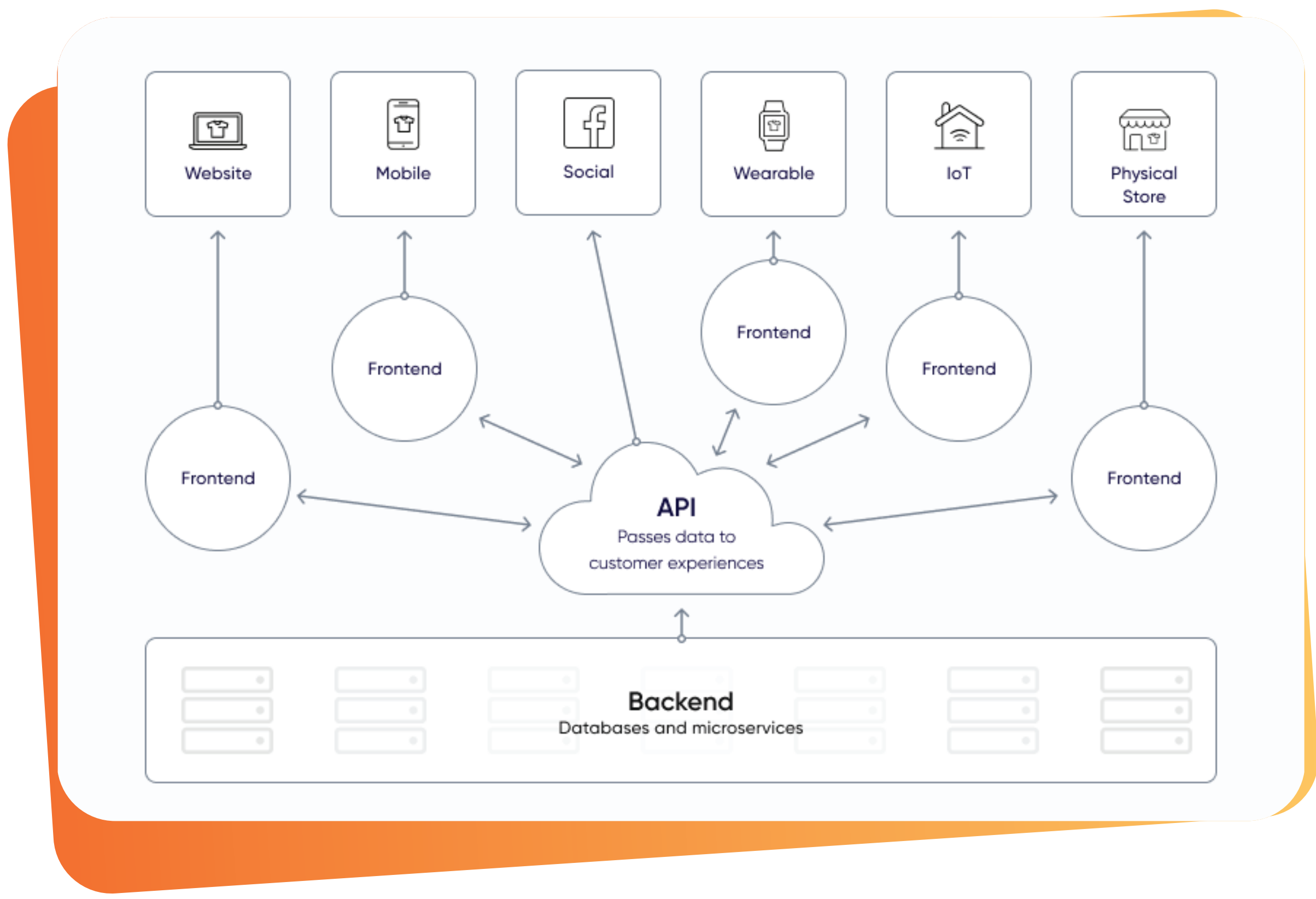
5 Advantages and Disadvantages of Headless Commerce

One of the foremost reasons to adopt Headless commerce solutions is that customers love them. Amazon shows us why most of the businesses should use a Headless commerce approach.

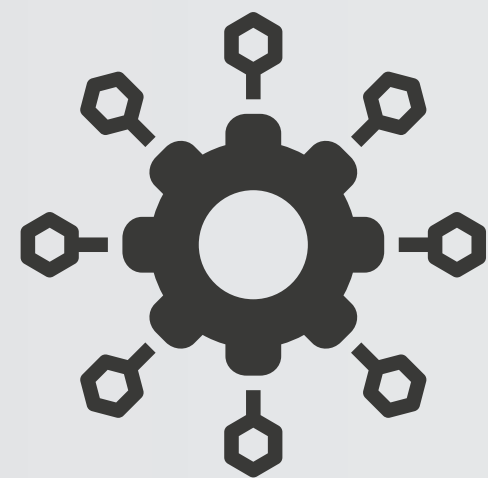
Amazon is the right example of how Headless commerce can do wonders. More than **60% of consumers** want services like Amazon Prime. However, such a solution is not viable or possible with the traditional commerce solution.

Advantages of Headless Commerce

Well, this might be true that Headless commerce is not for all. But, it has a myriad of advantages which sum up together to offer a smooth customer experience.



Source: [LinkedIn](#)



Microservices Architecture

Headless commerce makes use of the microservice architecture capabilities to design websites. Each of these systems is limited to a certain amount of function, reducing one system's interference with the other.

This way, the management of each of the systems becomes a breeze. This also aids in developing fast and advanced websites.



Seamless Integration

One of the reasons to love Headless commerce is because of its API integration. Headless commerce offers amazing API solutions that integrate with almost every system, like ERPs, marketing automation tools, CRM, CMS and many more.

Also, the integration ensures quicker and more efficient data transfers than the plugins that need to be updated constantly from time to time. Plugins also might have various security leaks that may lead to various issues in the site.

In Headless commerce, API integration does not need many updates and allows the seamless transfer of data.



Makes You More Competitive in the Industry

Headless commerce lets you make any changes to the front-end system without compromising the back-end system's speed. You can easily make changes to the front-end, creating a speed that coincides with consumer technology.

Amazon's success can easily be measured by the frequency of its updates. While the traditional commerce systems roll updates every few weeks, Amazon rolls out the updates every **11.7 seconds**.

With Headless commerce, users can stay ahead of their competition because as the front-end and back-end are decoupled, you don't need to update the complete part of the system.



Creates Better Customer Experience

Headless commerce creates a better customer experience across all the devices.

People are more willing to purchase products and services from a site that understands the customer's needs.

For this purpose, an omnichannel capability is indeed vital.

One of the major goals for Headless marketing is providing a seamless UX approach for an enhanced customer experience.

Moreover, separating the front-end from the back-end makes it easier to focus resources on customer experiences rather than impacting the critical business systems.

Disadvantages of Headless Commerce

With certain fruitful advantages, Headless commerce has some disadvantages that might create restrictions.



Ongoing Costs

While Headless commerce is a flexible solution that does not have any front-end, and everything can be customised or built right from scratch.

While it might be lucrative to create and develop a bespoke program for all the devices and touchpoints, the cost of building templates and user interfaces from scratch might be costly.

Also, developers will need to troubleshoot their own creations leading to higher costs.



Marketer Isolation

Now, the absence of the front-end and the development of your own layer might be beneficial in terms of flexibility, however, it might also be the reason for various constraints such as:

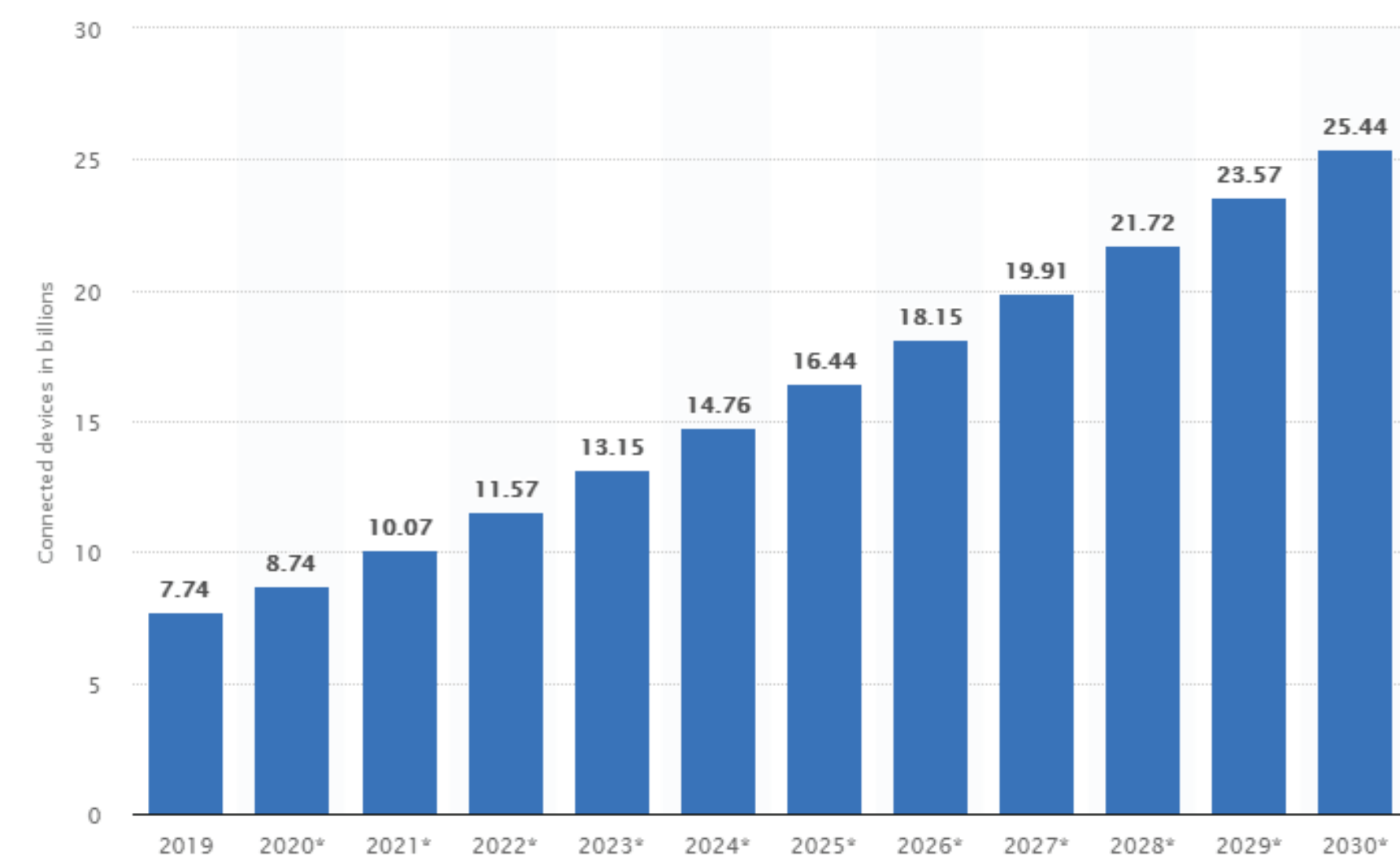
- Users can't create content in a WYSIWYG environment.
- Can't preview the content to see what it looks like on the end user's screen.

This way, marketers would have to rely on the IT team not just to develop the front-end systems but also to publish the content.

6 Latest Statistics

Here are some amazing stats about Headless commerce and Multi-channel marketing:

- Studies found that out of 40,000 people, 7% were online-only shoppers, 20% were store-only shoppers and 73% of people used multi-channels for shopping.
- Companies with a strong omnichannel strategy see an increase in revenue of 9.5% annually compared to a 3.4% increase for weak omnichannel strategies.
- With the increase in IoT devices, Headless commerce is expected to reach from 8.74 bn in 2020 to 25.4 bn in 2030. Refer to the graph.
- Venus went headless and reduced the page speed to 320 milliseconds. Hence, the page loading speed increased from 15% to 73%



Source: [Statista](#)

7 How is Yelo Different From the Competitors?

Headless commerce is an emerging space, but some platforms offer APIs to process a Headless or decoupled CMS platform. Currently, few CMS platforms offer Headless commerce solutions. Here are some of them:

Magento

Magento is an open-source platform that lets users leverage Magento APIs. It offers various features, including a dynamic cart system and complete control over the store look and core functionality.

However, users might need to rely on third-party web content management systems to handle large amounts of content.

Why Is Yelo - Jungleworks Better Here?

Yelo - Jungleworks has a fully customisable CMS platform that needs no third-party systems. Using this CMS platform, developers can create as much content as they want to enhance the user experience.

Netlify

Netlify is an amazing CMS for static site generators. Through this platform, users can automatically build, deploy and manage the front-end of sites to deploy it.

Netlify is the only Headless CMS that is open source and extensible, which works much like WordPress or Drupal.

However, you need to understand the markdown to deploy web apps and properly understand the programming languages.

Why is Yelo - Jungleworks Better?

Yelo - Jungleworks gives a complete markdown, and shifts from a monolithic approach to enhance the user journey. Moreover, a user doesn't need to be tech-savvy to deploy web apps. Everything is readily available with its APIs and SDKs.

Shopify Plus

Shopify Plus is yet another Headless CMS platform that is deemed fit for small to medium-sized businesses. It gives users access to APIs that can expose the product information to third-party systems.

Shopify is an amazing platform crafted for all kinds of business, whereas Shopify Plus is more fit for a large business. However, CMS will be required to handle additional content.

Why is Yelo - Jungleworks Better?

Yelo - Jungleworks has an affordable pricing model along with a fully customisable CMS. Users can perform tests with content and create appealing front-end without affecting the back-end infrastructure.

8 Headless Commerce Solution

- Yelo - Jungleworks

Yelo - Jungleworks is an excellent Headless CMS platform that is created for small to large business needs. It uses omnichannel capabilities and flexibility to add digital channels using APIs and SDKs.

So, what sets Yelo - Jungleworks apart from others?

Complete Control:

With Jungle Works, users will have complete control over the customer touchpoints. Yelo - Jungleworks sets itself apart from the monolithic approach with a shift in commerce-led approach.

Full Customisation:

Jungle Works makes use of Yelo's API or JavaScript SDK to create a customisable marketplace. Using their SDKs creates an appealing front-end platform for web, mobile and desktops.

Lastly, their team specialises in creating and delivering the personalised experience to each target segment based on the industries.

Affordable Pricing:

One of the significant reasons to choose Yelo - Jungleworks is affordable pricing. Depending on the transaction tier, small businesses are more adaptable for Headless commerce now.

Yelo - Jungleworks has a simple pricing model independent of any subscriptions with the cost based on per transaction.

Hence, the uncomplicated pricing model of Yelo - Jungleworks is comprehensible for small as well as large businesses.

9 Conclusion

Headless commerce lets users adapt and deliver consistent and seamless digital experiences. It helps customers improve their experience and adapt technology with brand interactions across various touchpoints.

Using the Headless CMS, users can experiment with the gaming interface, voice search, create AI and conversational chatbots, wearables and IoT devices.

The future of commerce is decoupled, or in other words, eCommerce has become Headless.

eCommerce without a head or decoupled CMS provides an easy to use system, which is a step ahead of traditional commerce systems.

Lastly, it would be right to say that Headless commerce is an open SaaS experience that gives the best of both worlds experience to the customers as well as the businesses.





For more information on how to run an online marketplace,

<https://jungleworks.com/resources>