API-led Commerce Drives Next-Gen Digital Experiences

How APIs Enable the Seamless Integration of Content and Commerce

Executive Summary

Brands and merchandisers need to deliver inspiring digital experiences across multiple touchpoints to be successful in today's fast-paced world of commerce. Engaging customers wherever they are is a key revenue driver. To quickly respond to customers' needs and stay ahead of the competition, organizations need a flexible software infrastructure.

Instead of using an integrated software suite, retailers gain agility by following a modular strategy and connecting multiple applications via flexible APIs. These interfaces exchange information in the background and expose their data to third-party applications.

Bloomreach - The Leader in Commerce Experience™ - supports brands and retailers in delivering inspiring digital experiences to their customers. In combination with the commercetools platform, commerce functionalities can be easily injected, creating a seamless integration of content and commerce elements.

APIs *(Application Programming Interfaces)* make the world go round. Regardless of issuing an order, making a reservation or paying an invoice, the chances are that you are encountering several APIs. In most of today's digital interactions, APIs are serving in the background. In other words, they have emerged as the foundational method to exchange data between web-based software.

About Bloomreach - The Leader in Commerce™

Bloomreach is the leader in digital and commerce experience™. Our flagship product, brX, is the only digital experience platform built specifically for brands, retailers and B2B companies who want to grow their revenue online while delivering each of their customers a premium, personalized experience. brX is the only platform that combines content and experience management with market-leading, AI-driven search, merchandising and personalization together in one efficient, modern platform.

Bloomreach serves over 250 companies globally including Neiman Marcus, CapitalOne, Staples, NHS Digital, Bosch, Puma, and Marks & Spencer. A global network of certified partners includes Accenture Interactive, WPP, and market-leading commerce platforms.

More information at **bloomreach.com**

About commercetools

commercetools is the world's leading platform for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, commercetools invented a headless, API-first, multi-tenant SaaS commerce platform that is cloud-native and uses flexible microservices. Using modern development building blocks in a true cloud platform provided by commercetools, customers can deliver the best commerce experiences across every touchpoint on a large scale.

commercetools has offices across the US, Europe, and Asia Pacific, with headquarters in Germany. Since its founding in 2006, commercetools software has been implemented by Fortune 500 companies across industries, from retail to manufacturing and from telecommunications to fashion.

More information at **commercetools.com**

Resources

[1]   The State of Commerce Experience, a commissioned study conducted by Forrester Consulting on behalf of Bloomreach, March 2020

[2]   https://gs.statcounter.com/platform-market-share/desktop-mobile-tablet

[3]   Make The Cloud A Foundation Of Your Digital Experience Platform Strategy. Push Vendors And Service Providers To Describe Benefits, Not Cloud Marketing-Speak, August 7, 2015 | Updated August 20, 2015. Ted Schadler, Mark Grannan et al