

# The Hottest Marketing Innovation for 2021: Headless Commerce

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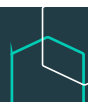
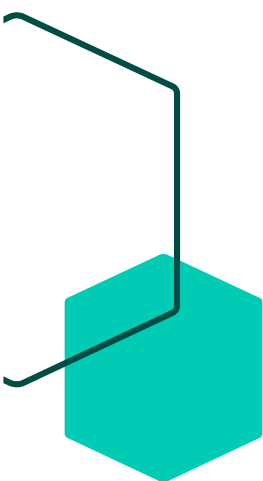


## How to Change Commerce Technology from a Constraint to a Competitive Advantage

Marketers know that customer acquisition costs are rising and that digital customer experiences are becoming almost as important as product quality in driving sales. What some marketers don't realize is that outdated commerce technology may be what's holding them back from creating innovative brand experiences across channels – and bringing them to market in time to matter.

E-retail revenues are projected to grow to \$6.54 trillion in 2022 compared to \$3.53 trillion in retail e-commerce sales in 2019. Meanwhile, the COVID-19 pandemic has highlighted the critical importance of digital commerce as part of the overall customer experience. If brands can't be flexible with catering to new touchpoints and changing market conditions, they stand to lose a lot of sales opportunities. Getting more flexibility comes down to commerce technology, and deciding when new commerce technology is needed is far from just an IT department issue. Given that commerce technology has significant impacts on customer acquisition, the customer experience and journey and the company's bottom line, it's very much a marketing issue and a business issue.

For companies that are doing it right, digital commerce is a competitive advantage.



## About commercetools

commercetools is a next-generation software technology company that offers a true cloud commerce platform, providing the building blocks for the new digital commerce age. Our leading-edge API approach helps retailers create brand value by empowering commerce teams to design unique and engaging digital commerce experiences everywhere – today and in the future. Our agile, componentized architecture improves profitability by significantly reducing development time and resources required to migrate to modern commerce technology to meet new customer demands.

The innovative platform design enables commerce possibilities for the future by offering the option to either use the platform's entire set of features or deploy individual services, à la carte over time. This state-of-the-art architecture is the perfect starting point for customized microservices, enabling retailers to significantly reduce time-to-market for innovative commerce functionalities.

With offices in Germany and the United States, as well as presence across general Europe and Asia Pacific/Oceania, B2C and B2B companies from across the globe including well-known brands across many industries, including fashion, food and retail, trust commercetools to power their digital commerce business.

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