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**Meta description:** Create smart, scalable apps in as little as three weeks with Zenn’s Backend APIs. No engineers required!

## How to Reduce Development Costs with Zenn’s Backend APIs

Does your agency need to build an app or e-commerce site on a budget? Are you interested in building a new marketplace or beating your competitors to the current one? If so, Zenn’s backend-as-a-service (BaaS) platform might be the right choice for your business.

Hiring a traditional backend development team isn’t cheap, but forgoing tradition doesn’t mean that your product or customers have to suffer. By using our BaaS e-commerce platform, you can quickly build smart, scalable apps while simultaneously reducing your development costs.

In a computing era defined by software “stacks” and acronyms, building a scalable product can seem like a daunting task. You might have heard of application programming interfaces (APIs)

or software development kits (SDKs), but it's not always clear how these acronyms can meet your business goals or accelerate your time to market.

At Zenn, our mission is to demystify backend development by offering comprehensive, easy-to-use backend APIs. Rather than hiring a robust team of engineers, you can leverage our Smart APIs to reduce development costs and create launch-ready products in as little as three weeks!

If server-side development doesn't make you tick, we completely understand. Zenn is happy to handle the backend tasks, like user authentication and data storage, so that you can spend more time focusing on the fun stuff.

With just a few blocks of code from our Javascript or Python SDKs, you can train our APIs to manage your company's products, subscriptions, services, payments, and user accounts. BaaS APIs lessen the workload of developers so that agencies can devote more time and resources to branding, outreach, UI/UX design, and frontend development.

Each Zenn API is equipped with powerful machine learning features. When a business has an established transaction history, Zenn's machine learning (ML) algorithm will analyze its customer data and offer personalized product recommendations with every click. By incorporating our Smart APIs, you can treat your customers without onboarding a data scientist and breaking the bank.

If your agency needs to build a smart, scalable product in a fixed amount of time, Zenn's Smart APIs are an ideal solution. With 5,000 free recurring API calls each month, you can integrate and test Zenn's APIs free of charge. During the unlimited trial period, you'll have access to our machine learning models, technical documentation, and our dedicated email support team. To get started, visit <http://zenn/signup> or contact our team at [hello@zenn.com](mailto:hello@zenn.com).

## **SEO Strategy**

- Added an image.
- Wrote a short meta description (<150 characters) to improve search results.
- Researched appropriate keywords and their respective rankings.
- Used a short, engaging title with fewer than 60 characters.