**Headless eCommerce**

The ever evolving commerce community is full of new trends, new tactics, and new buzz words. The latest competitive adaptation has entered the ring and is ready to make its mark--headless ecommerce.

**What is Headless eCommerce?**

Headless eCommerce is a cost effective and efficient solution that provides businesses the flexibility to evolve their front-end presentation without changing their back-end operations. Going ‘headless’ essentially decouples the front-end (the user experience) from the back-end (product info, orders, database, etc), liberating eCommerce entrepreneurs of their previously monolithic practices. How is this done exactly? Through the eCommerce API.

**What is the Role of an API?**

APIs are the lifeblood of going ‘headless’. They are the new and improved salesmen turned virtual that deliver your product efficiently, consistently and effectively. They keep your brand fresh and reliable across the different channels now available through this new concept. Thanks to APIs, new ‘heads’ become available, such as other common eCommerce services promoting your products, driving up exposure, which drives up sales and revenue. It’s a win-win for all eCommerce entrepreneurs.

The eCommerce API breaks the bonds of brick and mortar establishments and opens a new world of opportunities. The same back-end system can reach out to multiple virtual storefronts, including but not limited to:

* eCommerce websites and services that have common interests with your brand
* Social Media
* Video Gaming Console Systems
* Kiosks
* Purchasable advertisements on different websites.
* Mobile applications

**What Does All This Mean?**

There are a plethora of advantages for transitioning to a headless eCommerce platform. As mentioned earlier, removing the ‘head’ provides developers the flexibility to make changes agilely to frontend operations to keep up with the constant demand of staying relevant and fresh, without interfering with the backend operations. It saves an incredible amount of time and stress. With that, companies can focus on providing unique customer experiences that sets them apart from others. Where social media trends and SEO’s dominate what is relevant in society, this is a crucial advantage that all commerce should consider.

Another advantage is saving cost, which is a crucial concept for a business of any level and size. It allows them to stay competitive and put that saved money back into areas of need to grow and build a lasting brand that pioneers cutting edge technologies and unforgettable experiences.

**Where Do You Start?**

As innovative and impressive going headless can be, it may not be the best fit for every business. Where a business begins depends on the type, and how they promote their brand. There are several components and questions that should be considered before transitioning to a headless approach:

* Start-up and ongoing costs to create and maintain an adequate distributing system.
* The specific concept and architecture of headless eCommerce (CMS, PIM)
* Can my current team within the company handle such a significant transition? Do they have the tools to adapt quickly and efficiently?
* Development costs of putting together an in-house tech team vs outsourcing
* Adequate User Interface (UI) design/User Experience (UX)
* Does the company’s current strategies, products and goals align with the listed advantages of headless eCommerce?
* Do I have the assets available to make this change?

These are important to consider when businesses think about transitioning to a whole new concept. Going headless is heavily dependent on state of the art technical knowledge, skills, and architecture to fully reap all the benefits it has available. Luckily, there are platforms out there ready and available with resources to help entrepreneurs through this process. They provide the headless architecture needed to run the business.

**Is Headless eCommerce Here To Stay?**

Trends come and go, but headless eCommerce is going to continue to rise, and eventually dominate the world of eCommerce platforms. There are too many advantages proven successful to deny this fact. Decoupling the front and backends and utilizing third-party API’s to revolutionize both developer and user experiences remains unmatched and will dominate for the foreseeable future.