10 reasons to move to headless

(or decouple your architecture)

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1. Limitless frontend potential

the front end is decoupled from the back, allowing creative teams (UX & UI) and developers to experiment and innovate without backend constraints giving teams complete creative freedom.

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2. True omnichannel experience

Distribute content seamlessly across devices without limitations. Headless allows you to build a front end for a new digital sales channel as and when you need to.

3. Cost efficient

- Flexible tech stacks save replatforming costs
- Headless CMS' reduce engineering costs
- Easily increase in conversion rates and improve ROI
- An experience or content led frontend experience will lift organic traffic to reduce advertising costs

4. Agile at scale

Remain competitive by evolving your platform and site as and when your customer & busisness needs change without a complete overhaul.

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5. Flexible marketing

Respond to opportunities quickly, explore new integration solutions without substantial investments, publish personalized content across multiple channels easily.

6. Faster time to market

Deploy digital updates or content as & when you need to without affecting every part of your platform.

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7. Personalized customer experience

Leverage the customer data stocked in your backend to deliver a frontend experience that matches your customers' needs.

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8. Compose your commerce

Headless is the foundation you need to move towards composable commerce, a modular approach that assembles a customized tech stack of best-in-breed solutions for each of your unique business needs.

9. Easier multi-site management

A decoupled architecture allows you to publish multiple websites using different servers/cloud and technology for each.

10. Performance

A streamlined ecommerce architecture speeds up page loading times and site performance overall.

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The most efficient frontend for headless commerce.

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