Visualizing the Potential of **Headless Commerce**

By 2021, the number of people making purchases online is projected to hit ***2.1 billion***[1].

Higher customer expectations, more interaction channels, and aggressive commerce competition call for ***a more flexible experience management solution***.

Headless commerce is an ***API-based platform architecture*** offering flexible web development, advanced customization, and consistent customer experiences.

A future defined by **technology**

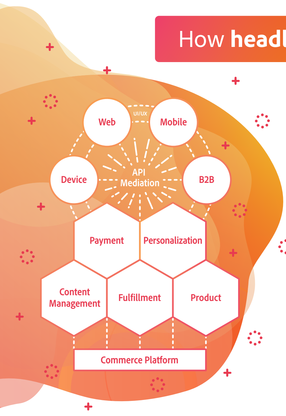
Machine-to-machine connections supporting IoT applications will account for ***more than half of the world's 28.5 billion connected devices by 2022***[2]

The number of cellular IoT connections is expected to reach ***3.5 billion in 2023*** — increasing with an annual growth rate of 30 percent[3]

Consumers engage with their favorite brands daily through a range of internet-enabled touchpoints:

- ***Social media platforms***
- ***Online marketplaces***
- ***Mobile devices***
- ***Wearable smart devices***
- ***Voice assistant technology***

How **headless commerce** works



Headless commerce separates the front-end presentation layer from the data-driven back end

This approach utilizes APIs to seamlessly transmit brand experiences across traditional and emerging consumer touchpoints.

Any system, application, or IoT device can be commerce-enabled and integrated with any CMS

Headless commerce **benefits businesses**

Headless commerce frees developers to work at a dynamically different pace. Marketers can ***embrace new channels and touchpoints much faster***, eliminating constraints on what they can and can't do.

- **OMNICHANNEL CAPABILITIES**
  Extensible APIs support complex omnichannel scenarios
- **PERSONALIZATION & EXPERIMENTATION**
  Innovate without affecting website performance
- **FLEXIBILITY**
  Update presentation layer without disrupting back end
- **RAPID DEPLOYMENT**
  Decoupled architecture allows implementation of new functionalities in less time

Progressive web apps, headless commerce in action

PWAs offer an example of the headless approach by using APIs to combine a native mobile app experience with the usability of a mobile-optimized website.

- **EASILY DISCOVERABLE**
  Indexed in Google and other search engines
- **CONVENIENT ACCESS**
  Can be saved on mobile devices as a shortcut
- **INVITING INTERFACE**
  Encourages user engagement with "mobile first" visual environment
- **WORKS OFFLINE**
  Caches some data so site can function even when offline

Looking to **the future** of digital commerce

Headless architecture will help drive a wide variety of need-based consumer scenarios:

- ***Ordering takeout from your car's onboard computer, have it waiting on your doorstep***
- ***Placing an order for groceries right from your fridge or other smart appliance***
- ***Quickly scan store aisles for discounts using augmented reality technology***
- ***Beacon technology can identify specific shoppers based on location and send event or sales notifications***
- ***Fitness tracker making recommendations for exercise gear based on data gathered over the course of workout sessions***

Learn how Adobe can help you go headless

1. Number of Digital Buyers Worldwide from 2014 to 2021, (Statista.com 2019)
2. Annual Visual Networking Index, (CISCO 2018)
3. Ericsson Mobility Report, (Ericsson, June 2018), 2, https://www.ericsson.com/assets/local/mobility-report/documents/2018/ericsson-mobility-report-june-2018.pdf