

Choosing a CMS for the Future of Ecommerce

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For modern enterprises, the CMS is the foundation to create and shape their digital presence and marketing campaigns. The choice of CMS strongly influences whether brands can do this successfully or not. Not only does the CMS need to cater to the organization's needs, but it must also allow internal teams to create experiences that their customers want in today's digital world.

After all, consumers demand from companies more than ever to provide experiences that are convenient, engaging, and fast. This becomes even more relevant in the context of ecommerce.

With an assortment of options to find the products they want, consumers have plenty of choices. As a result, convenience has become a determining factor in whether or not a customer buys from a particular brand. In fact, 52% of shoppers are likely to avoid purchasing from businesses that can't provide them the convenience they expect.

To stand out from the competition and showcase your brand as the right choice for consumers, you need to deliver experiences that are tailored to their needs, on the channel they choose, and when they need them.



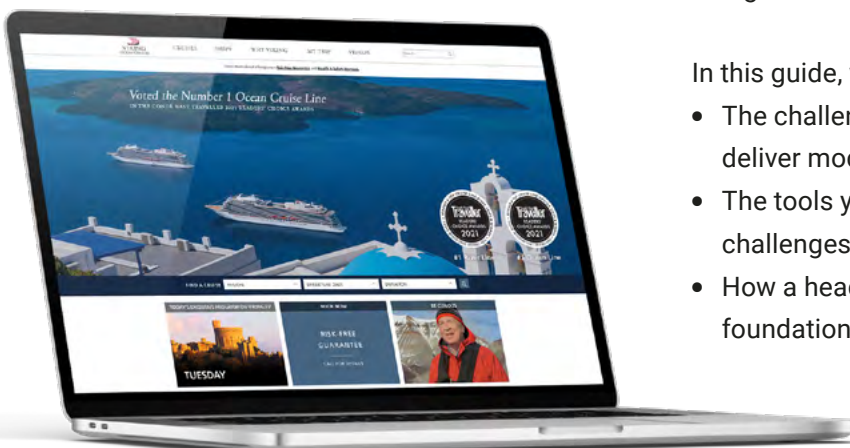
Unfortunately, many organizations find themselves under-equipped to create modern ecommerce experiences that intertwine content with shopping to provide a seamless and personalized experience for consumers across channels. This inability is most often due to outdated technology or difficulty integrating disparate systems.

This frequently results in a shop that seems disjointed from the brand website, frustrated marketers that can't create a cohesive digital experience, and businesses that fail to capitalize on the almost \$5 trillion made through retail ecommerce sales worldwide.

The good news is: there is a solution.

In this guide, we'll explain:

- The challenges brands face when attempting to deliver modern commerce experiences
- The tools your teams need to overcome these challenges
- How a headless architecture can provide the foundation your brand needs



The Challenge of Modern Commerce

You need to provide your customers with a seamless experience that looks the same regardless of whether they're browsing your website or shop and regardless of whether they're using a desktop computer, mobile device, or tablet. Customers also expect that when they click on a product ad on social media, they don't struggle to find the product on your website. To create these modern commerce experiences, some technological challenges must be overcome:

Outdated Systems

Legacy systems have remained in operation at many enterprise companies. For one reason, companies find that they can continue doing what they've always been doing; marketers can easily edit content on the website, and developers can push new templates to the site without much fanfare.

Limitations of Single Systems

Another set of challenges inhibiting cohesive commerce experiences are the limitations of single systems. Modern ecommerce platforms are built to provide functionality such as product catalogs, inventory management, and access to payment gateways. And while some of these systems do

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