

THE VIEW

E-commerce | September 2021



Best practices to attract and retain customers have evolved, thanks to the proliferation of digital technology. Against this backdrop, traditional e-commerce frameworks have come under scrutiny for falling short in meeting omnichannel and personalization demands. Agile e-commerce frameworks, such as headless and composable commerce have emerged as key alternatives to traditional systems.

In this issue, we explore everything you need to know about these emerging frameworks and some key insights for a successful holiday shopping season.



[How headless commerce can help you stay competitive in today's digital economy](#)

Is your current architecture able to deliver tailored experiences for your customers? Learn why going headless is something worth considering today, if you haven't already, to stay competitive in 2021 and beyond.

[Read more](#)

Top adopters of headless architecture

Brands



Kirkland's

LANCÔME
PARIS

SONY

Retailers & Marketplaces

amazon

Walmart*



Etsy

[Composable commerce goes beyond headless commerce](#)

By 2023, composable commerce adopters will outpace the competition by 80% when it comes to implementing new features. Find out how this



technology is revolutionizing e-commerce and why you can't ignore it.

[Read more](#)

E-commerce technology in numbers



73%

jump witnessed in e-commerce tech funding in Q1'21 - a total of (USD 11.7 billion) compared to the prior quarter.

- CB Insights



USD 1.65 billion

in funding has been raised for headless technologies in the past two years.

- Forbes



74%

of online retailers said they would increase their e-commerce technology spends this year.

- DC 360



[Effective e-commerce catalog management tactics for a successful holiday season](#)

98% of shoppers have been discouraged from completing a purchase due to incomplete or inaccurate product information. What can you do to improve your catalog so that every purchase intent becomes a sale? [Read more](#)



[\[Infographic\] 2021: Holiday season tips to win the top spot on the digital shelf](#)

Uncover the latest digital shelf best practices with these 5 insightful holiday tips to drive meaningful customer relationships and maximize conversions online. [View now](#)

Experts speak

"Understanding and identifying opportunities and gaps in real-time, and reactively flexing strategy will be a key piece of driving growth and success this holiday season."

- Alexis Ginsberg, E-commerce Marketing Lead at PepsiCo

Industry news

Home Depot's Hubspace seeks to demystify smart home devices ([Make use of](#))

Walmart unveils universal search and checkout in app ([Retail Dive](#))

JCPenney reduces cart abandonment 18% with AI-powered shopper engagement tool ([Retail Touch Points](#))

Walmart, Amazon, UPS and others lure workers with perks ahead of the holiday rush ([DC 360](#))

Topping the charts

A recent survey revealed that multi-tenant SaaS and headless commerce are the most sought after technologies for a new e-commerce platform in 2021.

What type of technology are you most likely to choose for a new platform?

Multi-tenant SaaS, in which a vendor hosts software used by multiple clients



Headless commerce/microservices approach



Commercial software hosted internally



Commercial software adapted for use and hosted externally in a single-tenant environment



Internally developed and externally hosted



Source: Digital Commerce 360 2021 E-commerce Platforms for B2B and B2C report

Does your holiday game plan include these top 7 trends shaping digital strategies post-COVID-19?

Watch now



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