



# Content Management Playbook for eCommerce and Retail

A comprehensive marketer's guide

## INTRODUCTION

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It is no secret that eCommerce is exponentially growing and becoming a preferred method of purchasing products and services globally. What is noteworthy is how much of an effect customer experience has when it comes to shopping online. PwC reports that

**73% of consumers value experience more than price and product quality.<sup>(1)</sup>**

It is evident that every eCommerce business that desires to keep up with market trends should understand the value of customer experience. However, many businesses fail to deliver or even recognize what their customers want. For instance, take the omnichannel issue:

- If a product is available on three or more channels, there is a 287% increased chance of a purchase <sup>(2)</sup>.
- Companies with proper omnichannel strategies retain 89% of their customers, compared to those without, who only manage to keep 33% of their customers<sup>(3)</sup>.
- Although most companies are adopting some form of an omnichannel strategy, many fail to take the right approach. 71% desire a consistent experience across any channel, but only 29% receive it <sup>(4)</sup>.

If we look at the other major side of customer experience, the so-called personalization efforts, the situation is rather similar. While 76% of shoppers say they're more likely to purchase from brands that personalize<sup>(5)</sup>,

**Consumers are crying out for more individualized content, with two-thirds (70%) saying they're frustrated with supposedly targeted promotions that don't relate to their personal interests.<sup>(6)</sup>**

### Key struggles of eCommerce business

While the causes behind the shortcomings in omnichannel presence and personalized customer experiences can be of different origins, **a consistent issue amongst a majority of cases is the reliance of the companies on traditional means of content management.** It is not surprising to see that content management technologies, which were created years ago, are not responding well to current needs. The traditional systems were created back when eCommerce simply meant a website-based store.

As businesses expand their reach to include multiple channels like mobile apps and voice-activated personal assistants, they often have to set up separate CMSs for each platform. This leads to the creation of a series of content silos instead of a single central hub.

The problem with multiple content silos is that publishing a consistent stream of content becomes more and more demanding and complicated. This results in more time, manpower, and resources spent just to maintain the operation and even more when any form of innovation is required.

As businesses add more content management systems, they directly add more layers of complexity and technical demand to their infrastructure and the process of content creation specifically. Due to the traditional approach, many of these technologies are not going to integrate easily, resulting in whole teams being assigned just to address the integration issue. Not to mention the extra costs and the ever-growing complexity of otherwise simple tasks. In the end, the company will be left with a long list of tools that don't seem to work well with each other. More importantly, the consumer will be faced with an imitation of an omnichannel presence and not the real experience they are expecting.

### **All-in-one eCommerce suit – savior or problem creator?**

Some eCommerce companies try to address the problem of integration by using an all-in-one suite, which would theoretically offer the answer to all problems. These suites claim to be the answer to all problems, be it content management, eCommerce capabilities, store management, marketing, and everything else, with offering a single platform. Yet, it is usually the wrong answer, as all-in-one suites tend to be expensive and extremely complicated to put in place and customize. This is in addition to the inevitable drop of quality in some services in a suite, as it is responsible for an array of completely different tasks, each requiring expertise in a different area.

If a company decides that they need a new capability that the suite doesn't offer on default, implementation, and integration again become key difficulties, which can potentially lead to serious conflicts further down the system. This means the company has to rely heavily on developer teams to adjust and put in place every new piece of customization.

Furthermore, adopting an all-in-one suite leaves the company vulnerable to future changes, as the implementation of newer technologies, services, and capabilities relies heavily on the suite provider's decisions. This lack of flexibility means slower responses to the latest market trends.

Faced with these issues, many companies have decided to move away from traditional content management systems without settling down for an all-in-one suite. Instead, they have adopted a modern approach that addresses the problems of traditional CMSs by offering a system that is created with an omnichannel strategy at its core. Unlike an all-in-one suite, it allows them to choose each and every tool based on their specific needs, all the while saving their resources.

This approach is usually called agile, API-driven, or headless. Here, we are going to explain in detail how this approach works, how it compares to the traditional approach, and its significance in eCommerce. We have also included an exclusive evaluation guide for eCommerce CMS technology at the end.

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# Understanding “eCommerce CMS”

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To truly comprehend the problems that eCommerce companies face today, it is essential to understand how the underlying technologies behind them work. There is usually some confusion around the definitions of these technologies. This confusion and a lack of understanding are among the reasons why some companies take the all-in-one route, which ends up costing them more money without addressing all of their issues.



## SO, WHAT REALLY IS A CMS?

A content management system (CMS) is, in its simplest form, a platform for you to create, edit, publish, and manage your content of any sort. In an eCommerce setting, your contents range from the products, a blog, targeted campaigns, the brand story, and everything else the visitors interact with. Your CMS' capabilities create the user experience that your customers go through in their journey.

The speed of your website, the personalization of customer journeys, your ability to quickly respond to market trends and expand your target audience, and the resources you have to spend in each case all depend on your CMS.



## TIMELINE OF ECOMMERCE CMSS: HOW IT STARTED

In the earlier days of the internet, when eCommerce was in its infancy, an online business usually meant maintaining a single website as a storefront. Back then, there was no need for a CMS that would specifically address the issues of eCommerce as the market, in general, was much smaller. However, the exponential growth of eCommerce in a short time suddenly sheds light on the ever-growing shortcomings of the usual CMSs. The first cracks in the wall started to show up as eCommerce's share in global retail started to grow. By 2014, eCommerce was responsible for 1.3 trillion dollars in retail sales, a number which only got bigger as time went on.

The bigger market meant customers were now faced with many options when looking for a product. The traditional CMSs and their pre-built templates were falling short of offering a unique brand story and a customizable customer journey.



## THE MOMENT TRADITIONAL CMS BECAME INSUFFICIENT

Additionally, their old architecture was not responding well to the increasing demands on both ends (the company's and the customers'), and the users would experience long loading times. This was the major reason behind higher bounce rates and abandoned shopping carts.

“ 42% of consumers said they decide whether to stay on or leave a website within 10 seconds – 20% within 5 seconds. 47% of businesses said improving their website loading time was a top priority.

State of eCommerce 2023. Storyblok. <sup>(7)</sup>

The biggest problem, however, was yet to show itself. The advances in IoT and the availability of the internet on multiple devices meant that more consumers were going to shop on other devices. A trend starting with phones and tablets, and now growing to include voice-activated personal assistants such as Amazon’s Echo. By 2017, mobile sales accounted for 34.5% of total eCommerce sales<sup>(8)</sup>. However only 12% of consumers found shopping on the mobile web a convenient experience.<sup>(9)</sup>

Meanwhile, in 2023, the mobile commerce market accounted for almost 73% of the total eCommerce market,<sup>(8)</sup> so, enhancing user experience for online consumers is a top priority.



## GROWTH AS A REASON TO SWITCH TO A MODERN CMS

Some industry leaders, such as Amazon, Netflix, and Uber, realized the issue with the traditional CMSs and adopted a new strategy.

In its early days, when Amazon was simply an online bookstore, the monolithic architecture of its traditional content management approach was capable of answering its needs as a small company. However, as they grew, the concerns became obvious: deployments took too long, multiple content silos and huge databases were hard to maintain without dropping the quality, each new feature required immense team effort to implement, and the users were experiencing longer response times. Uber’s case is a similar story. When the company started as a local app serving customers in San Francisco with just a few key features, the traditional CMS was doing its job in a rather acceptable manner. However, as soon as the company grew, the same bottleneck issues started to show themselves. So, how did these companies respond to the problem? By choosing a different approach that would prioritize the needs of eCommerce. A modern way to manage content that would address the shortcomings of the traditional “monolithic” CMSs.



## WHAT IS AN ECOMMERCE CMS?

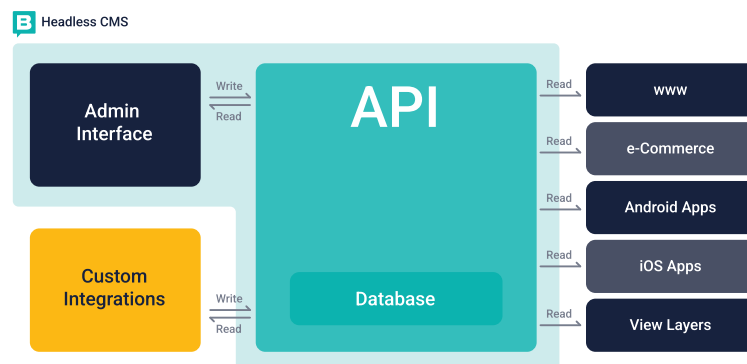
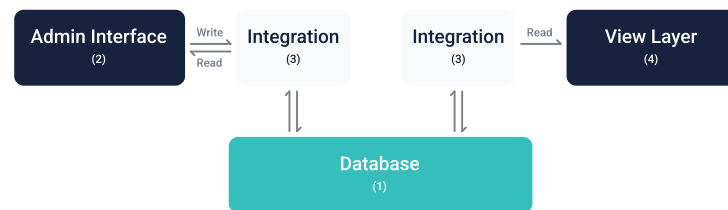
A modern eCommerce CMS has a profoundly different architecture from traditional systems. In a traditional system, the front end and the back end are completely tied together. Every small change to the front end, such as adding a new feature to a website, has to address the back end and vice versa. This not only means growing levels of complexity and extra work, but also any traffic on the front end will affect the back end (and vice versa).

The interdependency of the front end and the back end in traditional systems also means any form of customization and personalization requires a lot of effort. Not to mention the extremely limited capabilities of customization, which pushes most companies to use generic pre-built templates with minor changes. Furthermore, this interdependence

means a limited framework, a considerably restricted set of content types, and problematic quality control in higher content outputs.

An eCommerce CMS cuts the link between the front end and the back end. In this approach, you can use the same core “body” (back-end) to create as many “heads” (front-ends) as you may need. This is why this approach is also called headless, as there is no fixed “head”, but a countless number of different “heads” (websites, phones, voice-activated assistants, smartwatches, etc.) that can be there based on your needs. An eCommerce built with this principle is sometimes referred to as headless eCommerce or agile eCommerce.

These modern systems take advantage of Application Programming Interfaces, or APIs. A modern eCommerce CMS creates and manages content in the back end and allows the content (of any kind) to be published on different platforms (frontends) through the API (which is why they are also called API-first). These systems empower you by enabling your customized content to be consumed not only on websites but also on iOS, Android, AR/VR, and beyond. The key is that the content has to be created only once and can be easily published simultaneously everywhere. The implications of this revolutionary change are that the issues stemming from the interdependence of the front end and the back end are immediately gone.



Difference between traditional (on the top) and headless (on the bottom) structure.

**However, an eCommerce CMS is more than simply separating the front end from the back end.** To be labeled an eCommerce CMS, the system must be able to address every single issue that eCommerce businesses face, and it certainly must have the specific capabilities that correspond directly to eCommerce pain points:

## 1

### **PERSONALIZED OMNICHANNEL USER EXPERIENCE:**

This is perhaps the most important issue for most companies, as two-thirds of global CEOs are planning to improve digital customer experiences <sup>(10)</sup>. On the consumers' side, according to the Harvard Business Review, 73% use more than one channel during their shopping journey <sup>(11)</sup>. Based on another study, 75% are more likely to purchase from a company that recommends products based on their preferences. <sup>(12)</sup>

There are many things that an eCommerce CMS does differently to ensure seamless personalization and omnichannel presence. A traditional CMS would offer pre-built components, meaning everything on the users' end would come from a generic template with only minor customization possible (everything from the interface layout to product categorization and even contact forms). An eCommerce CMS, on the other hand, gives absolute freedom and flexibility to the developers to create each component with endless possibilities for customization. This means your storefront and every single bit of its components will be unique to your brand, and the only limit would quite literally be your imagination.

When it comes to omnichannel presence, by attaching multiple front-ends to the same content hub, your content is instantly available anywhere and on any platform you would like. More importantly, because the front end is independent, the layout (and the customers' journeys) on each platform can be completely unique and tailored specifically for that platform/device.

## 2

### **QUICK RESPONSE TO MARKET TRENDS:**

As the competition grows, it is vital for companies to be able to respond to every demand by creating content as fast as possible and updating the existing content quickly when it is deemed necessary.

Traditional systems require platform-specific coding, which leads to a series of co-existing code dependencies. This, in turn, means that the addition of a new feature will be a time-consuming, complex task that requires considerable effort from developers and designers. A modern eCommerce system gives content independence and instead works with API calls thus, any new feature or even a whole new "head" can be added with simplicity and in record time.

When it comes to updating existing content, traditional systems require maintenance and alteration of huge databases, with some changes requiring the modification of the entire system. In the meantime, a modern system isolates each change so that it does not affect the whole system. Since the front-end code is disconnected from the back-end, no matter how extensive the modifications are, they do not in any way influence the system.

The freedom that a modern CMS will bring to developers also means that instead of wasting their time on extensive, time-consuming tasks only to implement minor changes. Instead, they can spend it on creative endeavors to continuously bring new features and capabilities to the company. This allows the company to stay ahead of the curve when it comes to meeting current market demands.



## 3

**SEO AND FASTER USER EXPERIENCE:**

Even the most personalized products have to be in the right place to find their target audience. Search Engine Optimization (SEO) means making sure the content is easily found when a potential user looks for it. Needless to say, this is a vital case in eCommerce, as the market expands on a daily basis.

One of the most important criteria in SEO is the website's response and loading time. Search engines prioritize websites with the shortest loading times, just as customers themselves do. For example, Google's emphasis on load times when it comes to ranking results is easily justified by their research, which shows that 40% of users exit a website if it takes more than 3 seconds to load <sup>(13)</sup>. In the meantime, an eCommerce site that loads in one second converts 2.5 times more visitors than one that takes five seconds. <sup>(14)</sup>

While the separation of the two ends keeps the traffic on each side isolated, there are capabilities that address the problems of eCommerce specifically. Since eCommerce businesses deal with numerous products, they subsequently have a large content output, including images (product images, banners, etc.). An eCommerce CMS must offer unique image optimization tools capable of lossless image compression to decrease loading times.

Another critical ranking criterion is security, or as Google put it, "a top priority" in ranking <sup>(15)</sup>. In addition to traditional systems' fundamental security measures, a headless eCommerce CMS can provide more resilience to security threats because of its unique architecture. The most obvious is the existence of a central content hub instead of multiple silos. A unified data structure is much easier to monitor for threats. When it comes to a headless eCommerce CMS as opposed to an all-in-suite, the chances of critical failure are extremely low, as problems are isolated to smaller areas. In an all-in-one suite, a simple breach in one component has the potential to damage the entire system. When it comes to the APIs themselves, the mostly read-only nature of them reduces the risks even further. In addition to speed and security, an eCommerce CMS would give you complete control over your website's navigation links and URLs, and give you the option to add comprehensive metadata to your pages, images, tables, and beyond.



**The change in the loading time after moving to a modern CMS can be extraordinary.** Paul Smith switched from a monolithic custom-built CMS to a modern eCommerce stack to build a new website. As a result, they received a 50% increase in page performance post-launch and a 92 SEO Lighthouse score.

READ ABOUT IT IN [PAUL SMITH'S CASE STUDY](#).

## 4

**REDUCTION OF COSTS:**

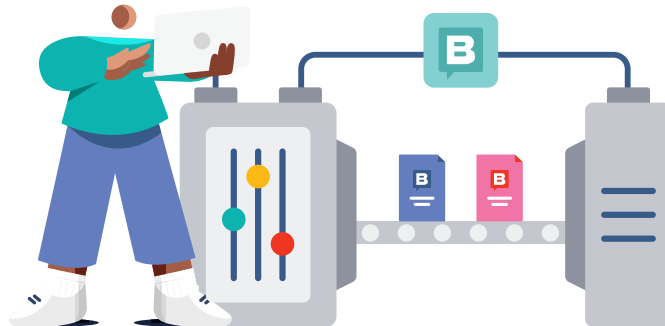
One of the major benefits of having a dedicated eCommerce CMS is the extensive reduction in the amount of time, effort, and, subsequently, costs that it takes to run a business. For example, creating customized landing pages and product detail sites is extremely simple and fast when compared to a traditional system. This is partly thanks to a unique feature known as content blocks or components.

An ideal eCommerce CMS takes advantage of modular components instead of the traditional approach that forces the users to create full-fledged and finished single pieces of content every time. With the new system, marketers can create small blocks of content that can be stacked on top of each other to form different finished products.

On top of that, each block can be customized for each case and be applied to many situations. This drastically reduces the time needed to introduce new content or update the existing ones.

This, coupled with the level of independence from developers that your content creators enjoy, means instead of working on bulky, time-consuming tasks, they can redirect their efforts to more creative tasks and come up with new solutions.

Thanks to modular components, an eCommerce CMS can also offer [Intelligent content](#) capabilities, which in turn automates different parts of your content creation process and reduces the costs even more.



Lastly, in the case of some eCommerce CMSs such as Storyblok, the software as service (SaaS) design means that all the heavy lifting concerning the infrastructure and updates is done by the CMS, leading to considerably less need for maintenance on your side.

The benefits of a modern CMS built specifically with eCommerce in mind over the traditional systems should not come as a surprise. These new systems have been developed exactly because of the shortcomings of their predecessors and as a response to the new consumer behaviors, which put a clear emphasis on personalization and omnichannel presence.

In order to better understand the importance of a dedicated eCommerce CMS, we are going to discuss the issues with the so-called “all-in-one” suites next.

# “eCommerce platforms” and the case of all-in-one suites

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While a CMS is in charge of content, an “eCommerce Platform” is supposed to handle strictly store-related issues of an eCommerce company, such as payment and shipping management. BigCommerce and Shopware are two examples of these platforms.

As the share of eCommerce in the global market started to rise, some eCommerce platforms started to include basic CMS functions in their services and offer their users an all-in-one suite, where a single product is supposed to answer all the demands of running an online business.

Now that you are familiar with the shortcomings of a monolithic approach, you can probably guess some issues with all-in-one suites. By binding all the parts together, you are essentially creating a huge monolith where every part depends on another one just to function. Your customization capabilities are again severely limited, where every single problem has the potential to bring down the whole system. Adding new features and capabilities requires increasing levels of effort, the sheer size of the technology and the endless number of dependencies slow you down and hinder your ability to respond to market demands in time, and all the other problems we mentioned before.



There are, however, more issues associated with these suites.

## DECREASED FLEXIBILITY

As is the case with similar concepts, while these suites perform a few functions quite successfully, they fall short of delivering the same quality across all the tools they offer. This means, based on the brand and its focus, you have to choose which part of the solution you are willing to sacrifice in quality. Even if you decide to go through the extra cost of using additional solutions, integrating them is still going to be a huge obstacle.

## UNBALANCED PRICING

The initial costs and effort just to put up a monolithic suite is itself a concern for many, as a considerable amount of resources has to be spent right at the beginning. The costs will gradually stack up as there are inherent issues with an all-in-one system that, on one side, forces you to spend more money and effort and, on the other side, make quality sacrifices a necessity.

## INNOVATION LIMITATIONS

As you can guess, a suite that offers “all” solutions is bound to fall short, at least in some areas. Imagine one single entity in charge of everything from marketing analytics, landing page creation, and customer relationship management to shipping, payment, security, SEO, customer experience, and everything in between! This has another implication, too: As new technologies emerge and approaches suddenly change, you are completely restricted to aligning your strategy, as you are bound by the suite providers and their ability to respond in time.

This mile-wide and inch-deep problem has yet another side. Since everything comes in a finished package, you are forced to waste money on features that are going to be completely unused and are irrelevant to your needs. Unlike the headless system, where you have absolute freedom to choose best-of-breed solutions for your specific demands, where in a suite scenario, you are paying the licensing fees for all the pre-set tools, regardless of your needs.

## RESTRICTING THE ENTIRE TEAM

The issues get even more complicated if you already have a marketing team and then decide to implement a suite system. While your team members have their own choice of applications and tools, they are forced to abandon them and take whatever the suite offers instead. This not only hinders their abilities because of the initial learning curve of the new tools but may also completely detour their established strategies by changing the environment.

Again, this would not be the case with a headless eCommerce CMS, as each tool can be added to the stack of solutions as the only deciding factor is your choice. Perhaps this level of flexibility is why headless CMSs are becoming strong contenders to monolithic systems, with 36% of market share in 2023 and no signs of decline. <sup>(16)</sup>.

When it comes to eCommerce, the modern solution is to build your own unique stack of technologies. As Salesforce puts it, “Headless commerce gives brands the tools to build custom experiences that shoppers can’t get anywhere else” <sup>(17)</sup>.

A modern system like Storyblok offers a seamless integration of your eCommerce platform. No matter if your company uses [BigCommerce](#), [Shopware](#), [Shopify Plus](#), or [commercetools](#) you can easily integrate the platform with your CMS and enjoy the benefits of a headless eCommerce.



### REMEMBER

Instead of forcing you to make compromises and handing you a fixed, expensive bill, the modern eCommerce CMS lets you choose the best solutions and only pay for whatever you need.

STORYBLOK IN ACTION

# Marc O'Polo's journey to create content-driven experiences

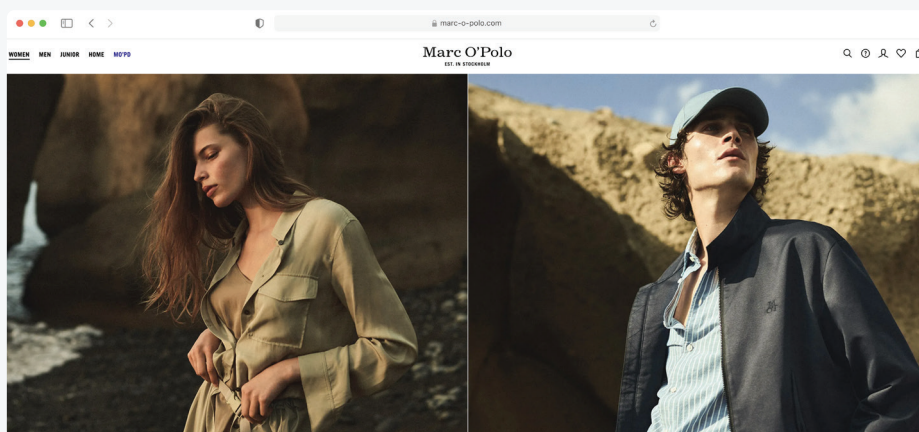
Marc O'Polo was able to revamp their content management, promotion maintenance, merchandising, and eCommerce store configurations with Storyblok across 40 country storefronts and 6 languages.

**2 Days**

First Prototype

**14 Days**

Implementation



## UNLOCKING THE FULL POTENTIAL ECOMMERCE EXPERIENCE WITH STORYBLOK

For Marc O'Polo, Storyblok goes beyond what a traditional CMS is supposed to do. Different teams use the CMS for various things. This includes managing content, promotions, merchandising, redirects, and shop configuration. Storyblok lets developers work with familiar frameworks, so they can add new capabilities quickly. The real-time Visual Editor and component-based approach also make editing easy. As a result, content editors can create new landing pages and publish or customize content on their own.

“ Storyblok is a great fit for our needs. Developers appreciate the API-based system and how simple it is to use. Business users also love the interface with real-time preview with the Visual Editor.



**Johannes De Zordo**  
Senior Frontend Developer at Marc O'Polo

[READ THE FULL CASE STUDY](#)

# Evaluation Guide

## Identifying the right time to change

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Committing to a modern technology that is going to reshape your content strategy requires a careful and diligent understanding both of the technology itself and of your own situation. Needless to say, every company that wishes to implement the headless approach should be aware of its own goals, capabilities, and needs. However, some key distinctive elements strongly indicate the need for a modern system. If you come to understand that some of these cases apply to you, it is probably safe to assume that your company would benefit greatly from the change.

1

### **YOUR COMPANY DEALS WITH MORE THAN A FEW PRODUCTS:**

There are cases where a traditional monolithic system would work perfectly. For example, if you are offering a small and unchanging catalog of products that you are sure are not going to require any change. Consider a small business, maybe an artist who sells a select few artworks only on a single website. In this case, a monolithic system is more than capable of being in charge.

On the other hand, if your business contains a catalog that either contains more than a few products OR requires updates and maintenance, a monolithic system would fall short when it comes to aiding you in running a seamless operation. This goes hand-in-hand with the next point.

2

### **YOUR CURRENT SYSTEM'S COSTS AND SERVICES ARE UNBALANCED:**

Since monolithic and all-in-one suites offer you a fixed package, you are forced to take in their set of tools and pay for every service in the package, even if you are not using some of these tools at all. Since every business is unique in its properties, it is illogical to assume a few fixed packages would correspond perfectly to all cases.

With the traditional systems, a company ends up paying for services they don't use or are left with a package that lacks some services that they may need. In the worst and most common cases, they end up with a combination of the two.

A headless system means you will only pay for the services that you choose. There are no hidden costs, and everything's up to your own preferences. This also means you have the freedom to select any technology that you may need. If, at one point, you feel like changing to a new tool or completely getting rid of one, you are free to do so with ease.

3

### **CUSTOMER EXPERIENCE IS A PRIME CONCERN:**

If your company is seeking to improve its customers' experiences in any of the three main categories (connectivity, personalization, consistency), a modern headless architecture is going to help you achieve your goals. While monolithic platforms offer basic capabilities to address your customers' experiences, they fall short when it comes to offering you

concrete solutions, such as faster websites, optimized and fully customized user interfaces, and omnichannel presence. Additionally, the monolithic and all-in-one systems require more time and energy to implement each change due to their architecture.

4

#### **YOUR CURRENT MONOLITHIC SOLUTION NEEDS AN UPDATE:**

The monolithic eCommerce solutions require version updates on a regular basis. These updates are usually complex tasks that disrupt your team's workflow. From time to time, the newer version would require your team to go through a steep learning curve just to be able to do what they were already doing before the update.

Sometimes, these updates take away previous capabilities without adding a proper replacement, or even worse, they would put hard deadlines in place for users, who are then forced to either migrate to the new version or lose their support privileges.

In a headless system, upgrades are isolated to each component individually and never require change to the whole system. In addition to offering an unmatched level of flexibility, this means that upgrades take place in a fraction of the time without disrupting other components.

5

#### **YOUR COMPANY PRIORITIZES INNOVATION:**

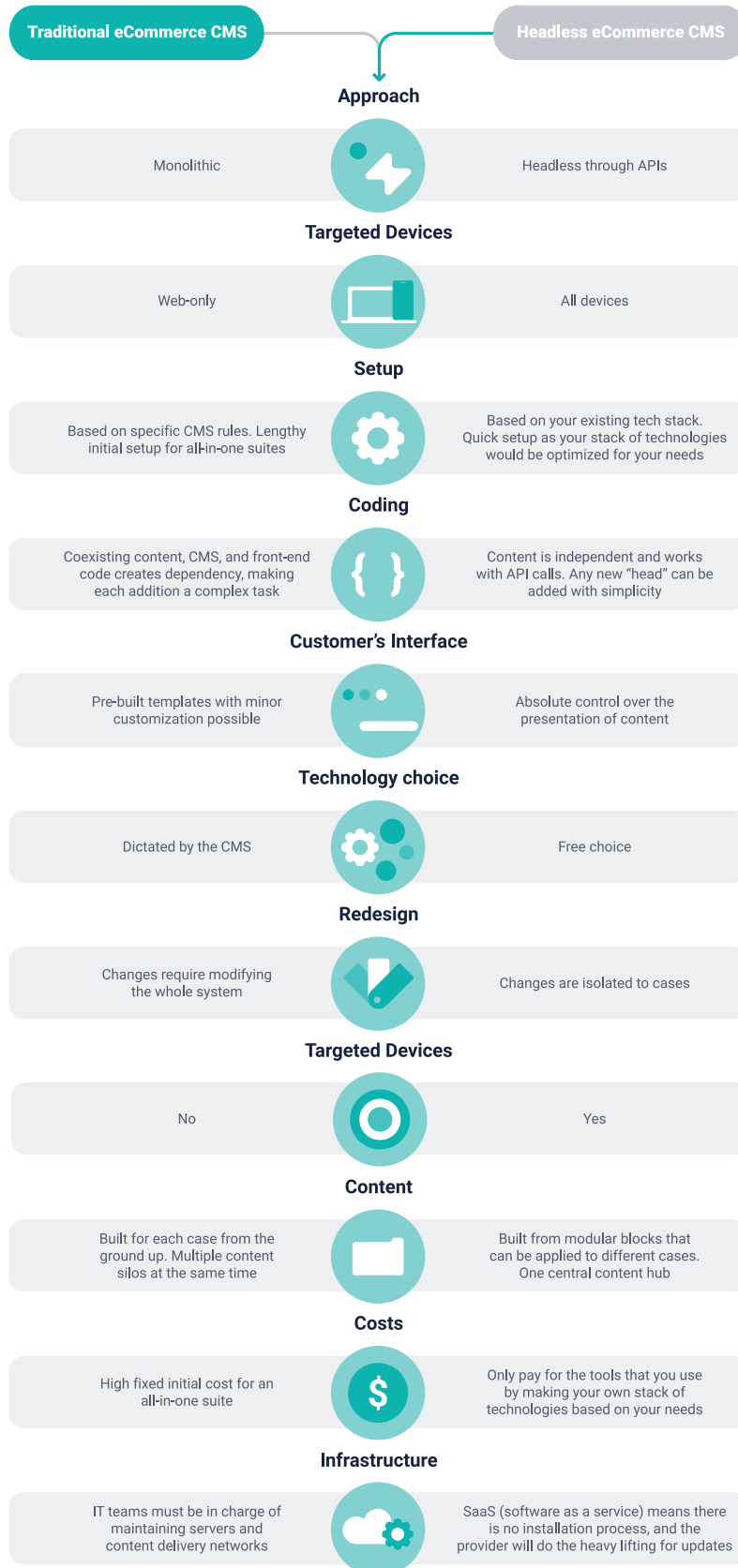
Quickly responding to trends and keeping the competitive edge are necessary qualities in most markets. Unlike the monolithic structure of the traditional systems and the all-in-one suites, taking the headless approach means you can implement new tools as fast as possible or get rid of unwanted ones to keep your costs at their lowest. While no one knows what the future holds for marketing, the strength of a headless system is its complete flexibility to include any future technologies and tools.

Similarly, if your company seeks to keep its products relevant to its audience by updating them regularly, a headless system allows your team to do so in a fraction of the time, without having to wait for developers.

**“ If you're not fluent in headless commerce at this point, you're in a critical state, and vendor sales teams might not even talk with you. No matter your industry, competitors have figured out how to harness the power of APIs to keep pace with customer expectations and drive digital differentiation.**

Forrester, "The New Commerce Revolution: Off With Their Heads (Or Not!)" (18)

# A quick comparison





# Making the Move: Checklist

If you feel headless can be the way forward for your company, you should also be aware of the specific capabilities that a headless system should offer your business. As the move towards headless eCommerce grows, so does the number of providers who claim they have the right solution for you. In addition to your own needs, you should make sure any eCommerce CMS you choose marks all the criteria of the following checklist:


- ✓ **API-centric:** While all headless systems are API-driven, some stand out amongst the others. Look for a system that offers you unlimited API requests. Try finding systems with a forward-looking attitude towards APIs. One example would be including GraphQL API in addition to the usual REST API.
- ✓ **Image optimization:** Since any eCommerce business requires many product pictures, choosing a system with efficient image optimization is vital. You should look for a CMS with an image service capable of offering you instant image transformation and, more importantly, a quick-loading website/app for your customers.
- ✓ **Content staging and custom workflows:** To run a reliable production environment, it is crucial to define different stages to test your content before it goes live. Likewise, having custom workflows for your creators optimizes the process of content production. A modern CMS should let you roll back changes with unlimited version history to ensure any mistake can be reversed with ease.
- ✓ **Visual editor:** It is crucial for a CMS to have a robust visual editor, so your marketers can see every little change before they go online. A great visual editor allows your team to edit the website as they browse it.
- ✓ **Custom field types:** A modern CMS must be capable of offering a completely customized user interface for your marketers and content creators. Custom field types mean having the possibility to extend the editing interface with your own plugins.
- ✓ **Collaboration:** In order to improve communication and productivity, CMS should offer real-time collaboration, such as shared document editing, commenting, and task management features.
- ✓ **Internationalization and localization capabilities:** If your products are meant to be seen in different places, a proper CMS should offer you content delivery in different languages, and also easy integration of translation tools.
- ✓ **Detailed documentation:** A well-documented system makes sure your migration is as easy as it gets. Your team will immediately fix any issue that you may face in the future if your system provider offers detailed documentation.
- ✓ **Scheduling:** If you want your content to be delivered at the exact right time and to the right place, you should look for a CMS that offers scheduling capabilities. Personalized offers to customers and targeted campaigns are extremely easy to run and manage if your CMS offers this ability.
- ✓ **Security:** To guarantee your security, a CMS can offer different capabilities. Some of the features that you should look for are forced 2-factor authentication, S3 backups, and fine-grained access control.

# Making the Move: First Steps

Moving away from a monolithic to a headless eCommerce can seem like a difficult task. However, in reality, it is much simpler than you may think. As headless eCommerce is built upon agile principles, changes can take place relatively quickly without any incoming steep learning curve for your team.

Transforming your current business to one driven by modern headless features can start at different places, but the most fundamental change comes from the heart of your operations, the content infrastructure. By implementing a headless CMS, you can immediately observe how your multiple content silos transform into a central hub, and your content gets published with consistent quality across different platforms. The coming change in customer experience and your team's capabilities will be almost immediate and will open the doors for you to move away from monolithic practices further.

While many companies offer headless CMS solutions, not all of them meet all the criteria mentioned in the checklist. Additionally, some headless systems go beyond what a typical headless CMS has to offer.



THE MIGRATION RESOURCES YOUR DEVELOPER TEAM NEEDS:

- [Integration BigCommerce with your CMS](#)
- [Integration Commercetools with your CMS](#)
- [Integration Shopware with your CMS](#)
- [Integration Shopify Plus with your CMS](#)
- [A step-by-step guide on migrating to a headless CMS for non-technical users](#)

Your team can also [visit the main eCommerce integration hub](#) to gain access to all the resources they may need.

Storyblok takes the capabilities of a headless CMS even further by creating a content management system built especially with the issues of eCommerce in mind. It gives your developers the flexibility they need to build reliable and fast websites, while at the same time giving content creators with no coding skills the ability to edit content independently of the developers.

This is done in part thanks to Storyblok's unique Visual Editor. As a headless system, Storyblok provides REST and GraphQL APIs to deliver content to any channel you would like to serve, including mobile apps, stores, showrooms, static and dynamic websites, voice-activated personal assistants, or any other digital platform.

As an eCommerce CMS, Storyblok targets all the key criteria of a successful customer experience. Modular components and seamless integration of any new technology means your content can be customized to any level you may wish. Customized blocks of content can then be reused and reshaped to form new pieces of content. Furthermore, Storyblok's emphasis on speed results in drastically lower loading times on your customer's side. When it comes to personalization, Storyblok goes the extra step by offering you completely free internationalization capabilities.

Keep in mind that a true eCommerce CMS must be able to offer you a perfectly well-co-functioning experience when it comes to your CMS and CRM. It doesn't matter what eCommerce platform you are using; as long as your CMS prioritizes APIs, you should be able to make them work together easily. Using the API approach also means building and managing a network of customer touchpoints, all based on the same foundational. If your business is currently run on a monolithic platform, but you are interested in a headless eCommerce CMS, you should start by contacting specialists for free one-on-one sessions. Since each business is individual, it makes sense to go with your own individual case for an in-depth inquiry.

Some systems, such as Storyblok, offer a completely [free trial version](#) of their service where you or someone in your company can get to experience the product hands-on.

# One headless CMS – thousands of happy users.

The Voice of the Customer Report is a document that synthesizes Gartner Peer Insights reviews into insights for IT decision-makers.

775 reviews and ratings were analyzed to determine the “Voice of the Customer”.

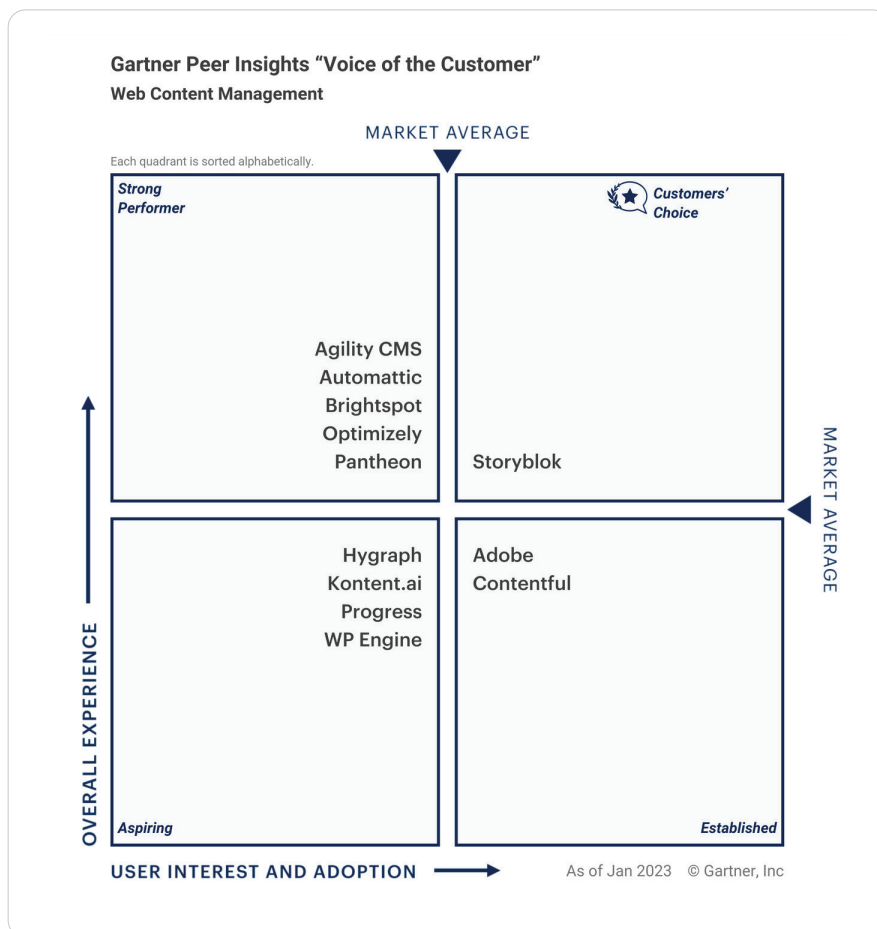
The results are in.

Storyblok has been recognized as the ONLY vendor as Customer’s Choice that meets or exceeds both the market average Overall Experience and the market average User Interest and Adoption.



DISCOVER MORE

[Gartner Voice of the Customer Report](#)



# Endnotes

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## Try Storyblok for free today!

Ready to see how Storyblok can take your content management to the next level?

[TALK TO ONE OF OUR SPECIALISTS](#)