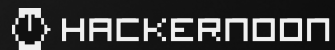




Headless ecommerce: How to increase conversions with a custom architecture on Vercel

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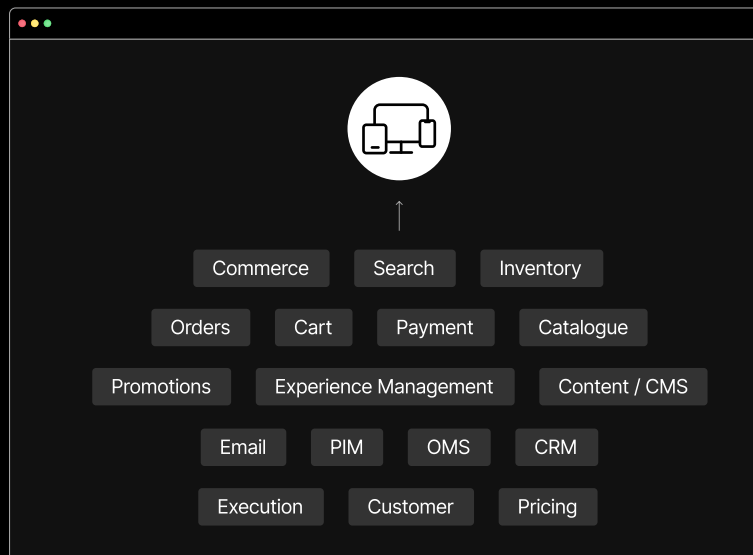
Contact sales

Get one step ahead with headless

You already know that adopting a headless, composable architecture is a great way to ensure your digital storefront is high-performing, scalable, and increasing in conversions each year. Now the question is: How do you make the switch to reap the benefits?

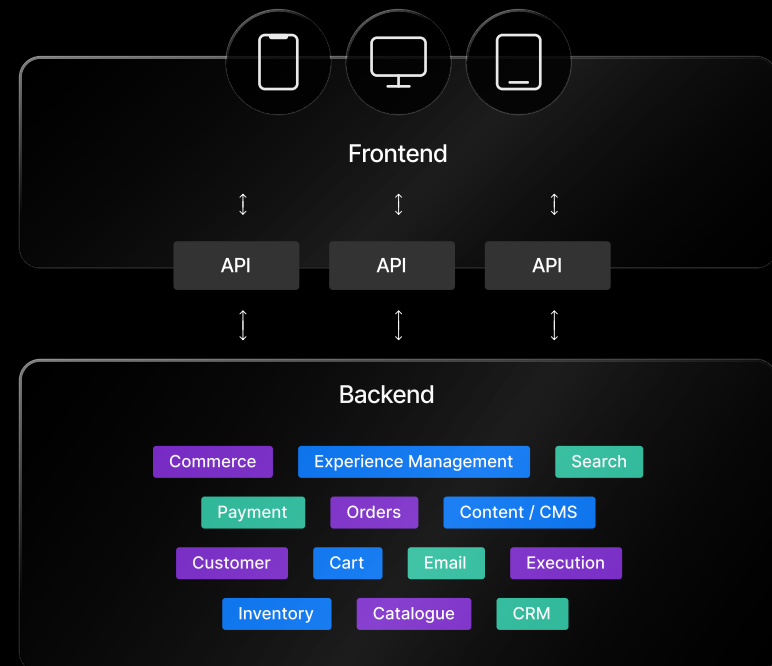
Vercel makes the adoption of a custom architecture simple. By using Vercel as the frontend of your headless infrastructure, you can surpass your competitors and key KPIs.

Traditional



vs.

Headless



Monolith vs. headless

Augmenting your legacy all-in-one infrastructure with a composable stack provides unmatched flexibility, performance, and speed—all things required for success as an ecommerce store today.

Monolithic infrastructure

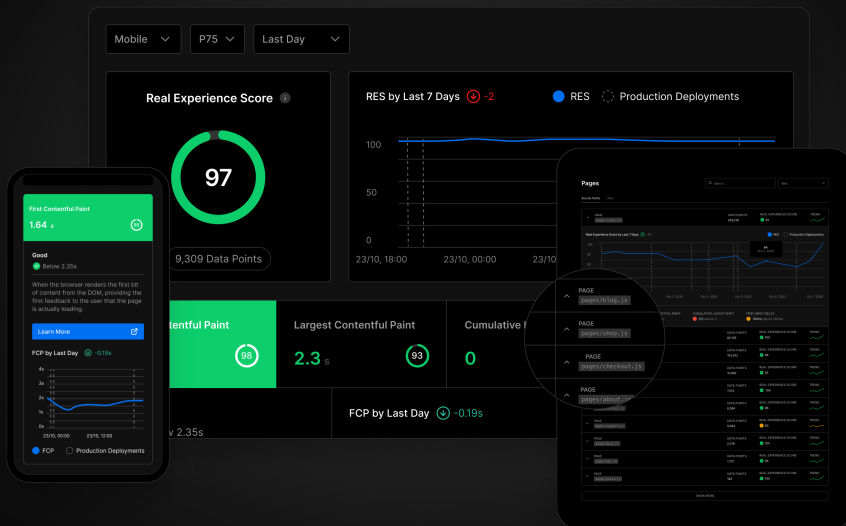
- Experience slow site performance and load times—leading to poor SEO, lower conversion rates, and lost revenue
- Only make changes to the frontend with the help of developers, limiting collaboration and giving more work to the engineering team
- Extend development cycles as developers toil with daily maintenance, rather than build future-leaning projects

Headless on Vercel

- Increase key performance metrics like Core Web Vitals and page load speed to earn higher search traffic and conversions
- Empower stakeholders to collaborate and iterate independently with Preview Deployments, seamless integrations, and more
- Go to market 2x faster with a streamlined development workflow, now that managing infrastructure isn't a task for developers

Peak performance with Vercel Analytics

See the results of your launch in real time, from real users with Vercel Analytics. With real data over time that developers can map to changes in the code base, your team can quickly pinpoint bottlenecks and make revenue-impacting changes.



With Vercel Analytics, we can track site performance and optimize while developing. This improved our site performance score by 64%!

CTO at Wander

Seamless collaboration with Vercel Previews

Iterate faster with Vercel Previews. From development to production, Vercel's built-in CI/CD automatically provides preview deployments for every git push. First-class integrations for GitHub, GitLab, and Bitbucket enable a top-tier collaborative experience with zero configuration.

vercel (bot) commented 3 minutes ago

The latest updates on your projects. Learn more about [Vercel for Git](#)

Name	Status	Preview	Updated
store	✅ Ready (Inspect)	Visit Preview	Sep 14, 2022 at 12:37PM...
admin	🔄 Building (Inspect)		Sep 14, 2022 at 12:37PM...
site	✅ Ready (Inspect)	Visit Preview	Sep 14, 2022 at 12:37PM...

Here's my deploy preview for the page update:
<https://shop-git-new-checkout.vercel.app>

Anthony — Engineering Team


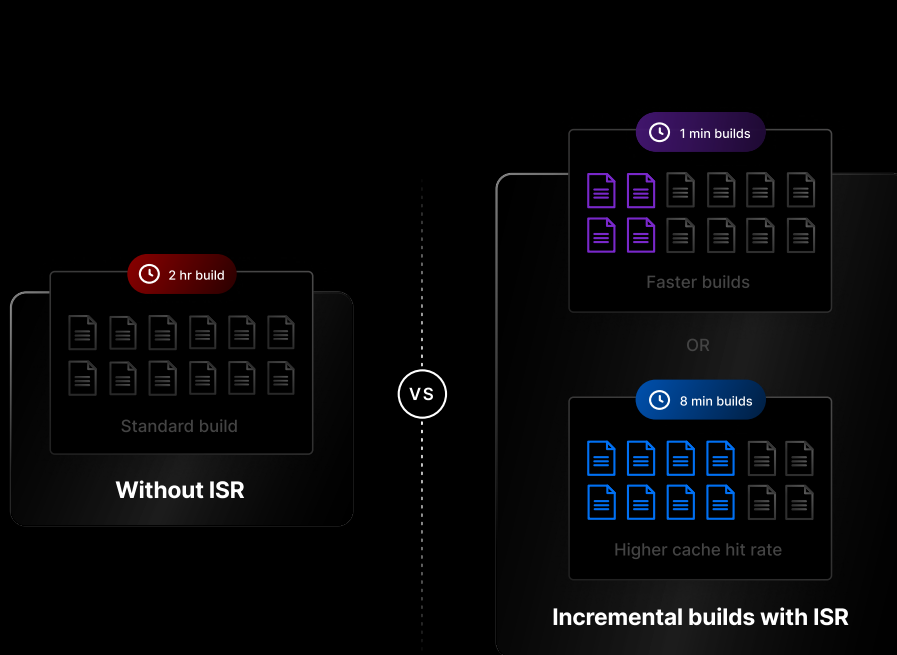


1.2 million

Preview Deployments
per week on Vercel

Near-instant updates with ISR

Incremental Static Regeneration (ISR) allows you to update blog posts, product pages, and landing pages without redeploying your site. You can even preview these pages using your headless backend of choice. Say hello to better performance, heightened security, and faster time to market.



“We decided to take the plunge and rework our app to take advantage of ISR—the results are pretty awesome. We’ve seen significant improvements in performance!”

Tech Lead at Betway

Painless integrations with zero configuration

Experience all your favorite tools in one place, no complex configuration required.

Vercel integrates with:

Sitecore

BigCommerce

Contentful

Elastic Path

Sanity

ContentStack

Amazon Web Services

Shopify

Salesforce Commerce Cloud

Adobe AEM

commercetools

SAP Commerce

And more



Increasing conversions and revenue with a headless infrastructure

PARACHUTE

Parachute is a modern lifestyle brand that offers thoughtfully designed products using premium quality materials. After seven years of growth, their team began to feel the limitations of their Shopify, all-in-one, solution.

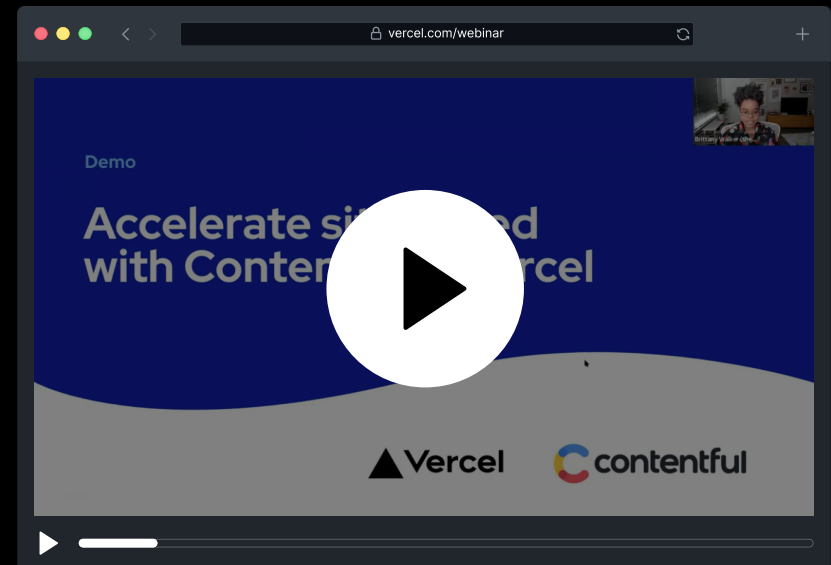
The team combined Shopify with Contentful and Vercel's Incremental Static Regeneration (ISR) for added flexibility. Now, their developers are set free from working on daily infrastructure maintenance, and the content team can make page and product updates as needed.

By switching from Shopify to a composable stack, Parachute improved page load times by 60% while increasing conversions and performance.



1 week

Time new deploy new locale from scratch





Future-proof with headless commerce

Learn more about how adopting a headless, composable infrastructure can increase your digital storefront's growth and bottom line with Vercel.

Get Started

Let's Talk

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