High Performance & Personalization for eCommerce.
What We’ll Cover

- Evolution of Content, Commerce, and CRO
- eCommerce in an API-First world
- Rise of omnichannel commerce
- Modern eCommerce expectations
- When marketing steps in
- Conversion Rate Optimization v. Customer Experience Optimization
- Personalization without sacrifice
- A stack that matches up
- Key takeaways
- Q&A
Evolution of Content, Commerce, and CRO
From traditional to headless CMS
From traditional to headless commerce
From AB testing to personalized experiments
Combining the best of all

Communicating via API, and using a combination of webhooks, mutations, and remote fields, content is enriched with attributes from all components and delivered to users across platforms, potentially via a single endpoint.
eCommerce in an API-first world
Need for Flexibility

A Surge in need for flexibility
Accelerated by connecting APIs

Challenges

Too many backends
Resisting moving from the monolith

Solutions

Forward-thinking approach
Composable architectures
Rise of omnichannel commerce
New Customer Journeys

➔ No longer a “Straight Line”
➔ Diverse Digital Touchpoints

Omnichannel v. Multichannel

➔ Explosion in devices (Web, Apps, IoT, etc.)
➔ Being API-first to connect all together
Modern eCommerce expectations
API-First
All services should communicate together.

Global
Customers are everywhere, expanding the footprint.

High Performance
Highly optimized experiences across all platforms.

Extensible
Brands should control their end user experiences.

Consistency
User Journeys should be consistent across channels.

Personalized
No longer a “nice to have” for better experiences.
When marketing breaks things steps in
100ms delay = 1% lost revenue

Speed means sales
Teardown: US top-3 online retailer
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Heavily competed space

Sessions: 350m+/m

Online sales: $5.5b+
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Heavy script usage for marketing

Struggling performance | 7.4 s

Block the scripts | 2.61 s
Impact

Each 1 second delay:

- 7% loss in conversions
- 11% fewer page views
- 16% drop in buyer satisfaction
- Degraded SEO

Benchmarks: Aberdeen Group
Remedy

Better technical implementation
Best-of-breed approach
Stack and script audit
Modernized stack
Conversion Rate Optimization v. Customer Experience Optimization
Internal Looking: Conversion Rate Optimization

Financial Times

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Best Value - Save 20%

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Team
$39/month

Select
Select
Select
Select
External Looking: Customer Experience Optimization

User A + France + Windows + Google + = Version A

User B + Italy + Mac + Facebook = Version B
Personalization **without** sacrifice
Server-Side Testing

Visitor → Device → Server Application → VWO SDK → Server → Visitor

Campaign Variation

Device

Server Application

VWO SDK
A stack that matches up
Exploding Landscape

Endless API options for Auth, Search, Payments, Tax, Shipping, Fraud, Fulfilment, PIMs, Carts, and Frontends.

headlesscommerce.org
Granular Extensibility

Further integrations with CMS, ERPs, CRMs, CDPs, Voice, Personalization, CX, Analytics, and more.

buildyourdxp.com
Modular DIY Stack

Wireframing a resilient architecture with a focus on UX rather than expensive and clunky suites.

Adam Sturrock
Stacks
Opt for best of breed composable architectures

Scalability
Focus on your business model, not on maintaining it

Forward thinking
Match expectations across all digital touchpoints
Does a cross-device strategy for eCommerce matter?
How does personalization impact cross-platform commerce?
What’re the differences in client-side and server-side AB testing for modern apps?
Doesn’t a DXP take care of all this?
Can personalization at a granular level scale without affecting performance?
Why go headless when some suites handle all aspects of content and commerce?