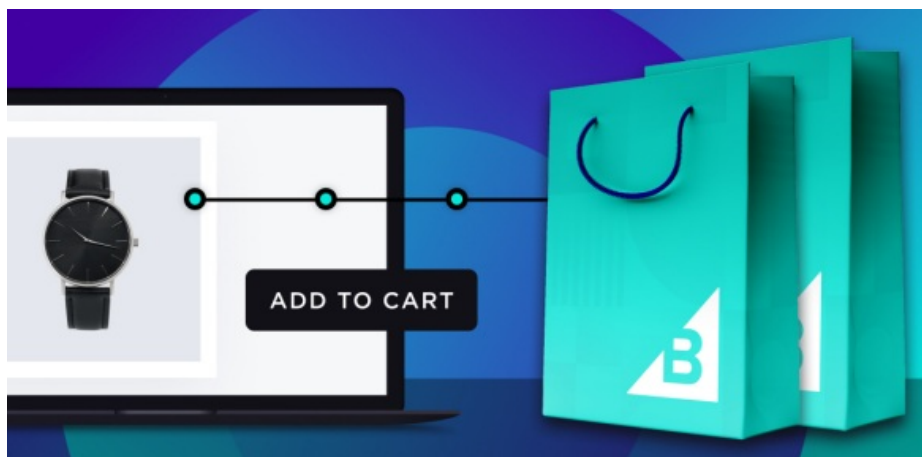




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BIGCOMMERCE Digital Store Front



Streamline the Online Buying Experience with a Digital Storefront

In today's fast-paced, digitally-driven world, having a digital storefront is no longer optional for businesses — it's essential. As global online sales continue to skyrocket, with projections reaching \$6.3 trillion by 2024, businesses are increasingly investing in

their online presence to meet consumer demand. Ecommerce now accounts for nearly 20% of global retail sales, underscoring the pivotal role of digital storefronts in shaping the shopping experience.

A key advantage of digital storefronts is their unmatched flexibility, scalability, and customisation. Whether you're a small business owner or an enterprise-level retailer, digital storefronts offer the ability to adapt to changing market trends, easily scale operations, and tailor the shopping experience to meet customer needs. This allows businesses to not only stay competitive but also to build lasting relationships with their customers through personalised, seamless online interactions.

What is a digital storefront and why does it matter?

- A digital storefront is essentially an online version of a traditional brick-and-mortar store. It serves as the primary platform where customers can browse, purchase, and interact with a brand's products or services. Unlike physical stores, digital storefronts operate 24/7, providing a continuous opportunity for sales and customer engagement across multiple devices, whether on a desktop, tablet, or mobile phone.
- For growing businesses, traditional digital storefront platforms often fall short in several critical areas. As companies scale, they require greater flexibility to adjust to fluctuating market conditions, consumer preferences, and technological advancements.
- Many legacy platforms, while functional, can be overly complex, limiting a business's ability to pivot quickly or integrate new features. Additionally, older platforms often lack user-friendly interfaces and tools to fully optimise the shopping experience, leading to poor customer satisfaction and, ultimately, lost sales. A robust ecommerce storefront, on the other hand, should allow seamless integration with tools for inventory management, marketing, and customer relationship management (CRM).
- This integration is vital for improving user experience (UX) and making the checkout process smooth and intuitive, which can significantly reduce cart abandonment rates. Take marketplaces Etsy and Amazon. Both platforms provide sellers with tools that help optimise their storefronts, making it easier for buyers to search for, find, and purchase products. This seamless experience not only increases conversion rates but also builds customer loyalty, which is vital for long-term growth. In today's ecommerce

landscape, businesses that leverage digital storefronts to streamline operations and enhance the customer experience are better positioned to thrive in an increasingly competitive market.

Benefits of modern digital storefronts

As ecommerce evolves, so too must the platforms that support it. Modern online storefronts have moved far beyond simple websites that list products — they've become powerful, dynamic ecosystems capable of driving growth, improving customer engagement, and streamlining operations. While many legacy ecommerce platforms were once sufficient for businesses at an early stage, they often struggle to keep pace with the demands of today's fast-moving, highly competitive marketplace.

Why legacy ecommerce platforms fall short

Many traditional ecommerce platforms were built with a “one-size-fits-all” mindset, often offering limited features and little room for adaptation as a business grows. These platforms tend to lack flexibility, making it difficult to adjust to evolving customer expectations, integrate with new software, or provide a personalised user experience. Older systems can be cumbersome and require extensive manual work for updates or expansions, which slows down businesses looking to scale. In a time when technology and consumer behaviours are constantly evolving, legacy platforms may limit a brand's potential. They often lack native integrations with modern tools for marketing automation, customer analytics, or omnichannel commerce, all of which are critical for staying competitive.

Scalability, customisability, and integration for growing enterprises

The ability to scale seamlessly is crucial for any business. Modern ecommerce storefronts are designed to expand alongside a company, whether it's handling a sudden surge in traffic during a promotional event or supporting global expansion with localised content. This scalability ensures that the platform can manage increased demand without compromising performance. Customisability is another key need. Modern storefronts offer a wide range of design and functional customisation options, allowing businesses to create unique, branded experiences for their customers. Whether it's adjusting the user interface, adding specialised product pages, or integrating advanced analytics, customisability helps businesses differentiate themselves in the crowded

ecommerce space. Finally, the importance of high-quality integration capabilities cannot be overstated. Modern ecommerce platforms allow for seamless integration with third-party tools such as payment gateways, marketing software, CRM systems, and shipping logistics. This interconnectedness streamlines operations and creates a smooth, cohesive experience for both businesses and their customers. Brands like Shopify and BigCommerce are prime examples of platforms that cater to these needs, offering flexibility and extensive functionalities. By providing an environment where companies can scale easily, customise extensively, and connect to essential tools, modern digital storefronts empower businesses to thrive in today's competitive landscape.

Enhanced user experience

Features like personalised product recommendations, dynamic layouts, and mobile optimisation play a critical role in shaping a seamless user experience. Personalised recommendations help create a more tailored shopping journey, increasing the likelihood of conversion by showcasing products relevant to the user's preferences or browsing history. Dynamic layouts ensure that the storefront adapts to various devices and screen sizes, presenting content in an engaging and intuitive way. With mobile commerce on the rise, mobile optimisation is crucial; a mobile-friendly design not only enhances usability but also ensures fast load times and smooth navigation, reducing bounce rates and improving customer satisfaction.

These features together foster a positive and efficient user experience, leading to higher engagement and sales. This can also help brands gather more high-value customer data, which can help improve marketing activities like search engine marketing and social media retargeting to attract more potential customers.

API integrations

Integrating with marketing, shipping, analytics, and other APIs is necessary to create a streamlined and efficient ecommerce ecosystem. By connecting these tools to a digital storefront, businesses can automate marketing campaigns, offer real-time shipping updates, and gain valuable insights into customer behaviour through analytics. These integrations enable smoother operations, from targeted promotions to fast, reliable deliveries, all while providing businesses with actionable data to refine strategies. When

these systems work together seamlessly, the result is a cohesive, personalised customer experience that enhances satisfaction, drives repeat business, and supports sustainable growth.

- **How BigCommerce can help businesses scale and grow with Catalyst**

As ecommerce continues to evolve, the need for flexible, scalable, and high-performance platforms has become more crucial than ever. BigCommerce is stepping up to meet this demand with Catalyst, a new composable configuration that offers businesses the power of composable architecture, a cutting-edge solution designed to enable seamless growth and flexibility. Catalyst is built to help brands manage complexity, integrate key tools, and accelerate their time to market, all while delivering exceptional performance. Whether you're looking to expand rapidly or streamline operations, Catalyst is equipped to support businesses of all sizes as they scale and grow.

- **Composable architecture**

Composable architecture is a modern approach to web development that allows businesses to select and integrate best-of-breed solutions rather than relying on a monolithic, one-size-fits-all platform. This modularity provides immense benefits for ecommerce scalability, as businesses can tailor their tech stack to their specific needs, replacing or upgrading individual components without disrupting the entire system. BigCommerce leverages this approach through Catalyst by offering easy access to composable storefronts. With Catalyst, businesses have the flexibility to choose specialised solutions for various parts of their ecommerce ecosystem, whether it's the frontend, backend, or third-party integrations, while maintaining the core stability and scalability BigCommerce is known for.

- **Proven performance**

One of the standout features of Catalyst is its commitment to delivering high performance right out of the box. Performance is crucial in ecommerce, as faster websites lead to better user experiences, higher conversion rates, and improved SEO rankings. Catalyst is engineered to support fast-loading, dynamic storefronts that can handle high volumes of traffic, ensuring that businesses can scale seamlessly while maintaining optimal performance.

- **Integration capabilities**

In ecommerce, smooth and efficient operations are largely dependant on robust

integration capabilities. Managing product inventory, invoices, shipments, and payment processing all become significantly easier when key tools are integrated seamlessly with the storefront. Catalyst excels in this area, offering seamless connections with a wide range of third-party services, such as Feedomics for product data optimisation, Klaviyo for email marketing automation, and Avalara for tax compliance. By enabling easy integration with these tools, Catalyst empowers businesses to automate critical workflows and enhance operational efficiency, ultimately improving the customer experience and driving growth. Whether it's managing a global inventory or simplifying payment processing, Catalyst's ability to integrate with industry-leading solutions is a game-changer for modern ecommerce businesses.

- **Faster time to market**

One of the greatest advantages of Catalyst is its ability to dramatically reduce time to market. By providing a ready-to-use infrastructure, Catalyst accelerates the development process, allowing businesses to launch their online stores quickly. This speed is invaluable for brands looking to capitalise on new opportunities, seasonal trends, or promotional events. With Catalyst, businesses can focus on their core strategies while leaving the heavy lifting of backend development to the platform's robust infrastructure.

- **No-code/low-code flexibility**

Catalyst also offers flexibility for businesses that may not have extensive technical resources. Through its integration with Makeswift, Catalyst enables no-code/low-code storefront design, allowing business owners to create, customise, and manage their online stores without needing a developer. This feature is especially beneficial for small to mid-sized businesses, as it empowers them to have full control over their ecommerce storefronts without the need for costly and time-consuming development. By blending cutting-edge technology with user-friendly design tools, Catalyst is redefining what's possible for businesses looking to grow and scale in the digital landscape.

The final word

Digital storefronts have become a fundamental part of modern ecommerce, offering businesses the flexibility, scalability, and customisation needed to thrive in a competitive marketplace. With the ability to integrate key tools, optimise user experiences, and scale

seamlessly, digital storefronts empower businesses to streamline operations and meet evolving customer expectations. Platforms like BigCommerce, especially with its innovative Catalyst solution, provide the composable architecture, high performance, and integration capabilities that enable companies to grow efficiently. Whether through enhanced user experiences, faster time to market, or no-code flexibility, digital storefronts are the foundation of ecommerce success, driving both customer satisfaction and business growth.

FAQs about digital storefronts

- **What are the key differences between a digital storefront and a traditional ecommerce platform?**

The key difference between a digital storefront and a traditional ecommerce platform lies in flexibility and customisation. Traditional ecommerce platforms are often monolithic systems that come with pre-built templates and features, limiting a business's ability to tailor the shopping experience or integrate specific tools. While functional, they can become rigid and harder to scale as businesses grow. In contrast, a digital storefront (especially in a headless or composable architecture) offers greater control, allowing businesses to choose the best-in-class solutions for each part of their ecommerce ecosystem. This modular approach enables easier customisation, integration with specialised third-party tools, and the ability to scale efficiently. Ecommerce storefronts are designed to adapt and evolve as market trends and consumer behaviours shift, making them more suited for businesses seeking long-term growth and agility.

- **What is no-code/low-code development, and why is it important for digital storefronts?**


No-code/low-code development refers to a method of building and customising software applications using visual, drag-and-drop tools instead of traditional programming. For digital storefronts, this is important because it empowers non-technical users, like business owners, marketers, or content managers, to design, modify, and manage their ecommerce websites without needing a developer. With no-code/low-code tools like Makeswift, users can quickly adjust storefront layouts, add new products, or launch marketing campaigns in a fraction of the time. This democratisation of development is crucial for businesses that want agility, allowing

them to respond quickly to customer needs or market changes while saving on development costs.

- **How can a digital storefront help increase online sales?**

A well-designed digital storefront can significantly boost online sales by enhancing the overall user experience, improving performance, and offering personalised interactions. Features such as personalised product recommendations, dynamic layouts, and mobile optimisation create a tailored, engaging shopping journey that keeps users on the site longer and encourages higher conversion rates. Additionally, digital storefronts with seamless integrations, including marketing automation tools, CRM systems, and analytics, allow businesses to target their audience more effectively, automate sales funnels, and streamline the buying process. These factors work together to provide a smooth, satisfying customer experience, which is key to driving more purchases, increasing average order value, and fostering repeat business.

Documents / Resources

	BIGCOMMERCE Digital Store Front [pdf] User Guide Digital Store Front, Store Front, Front
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References

- [User Manual](#)

📁 BIGCOMMERCE, Digital Store Front, Front, Store

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