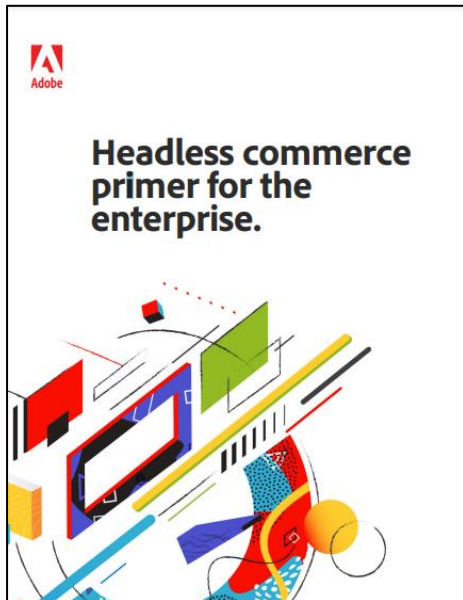


# Headless commerce primer for the enterprise.



Headless commerce is going through a surge in popularity. With separate back and front ends, this style of architecture makes it easy to create personal, consistent, and scalable experiences. But that doesn't mean it's for everyone. Get to know your options — headless, commerce-led, experience-led, or hybrid — to find out what's right for you.

Read Headless Commerce Primer for the Enterprise.

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