3 Approaches to Managing Content in Salesforce Commerce Cloud
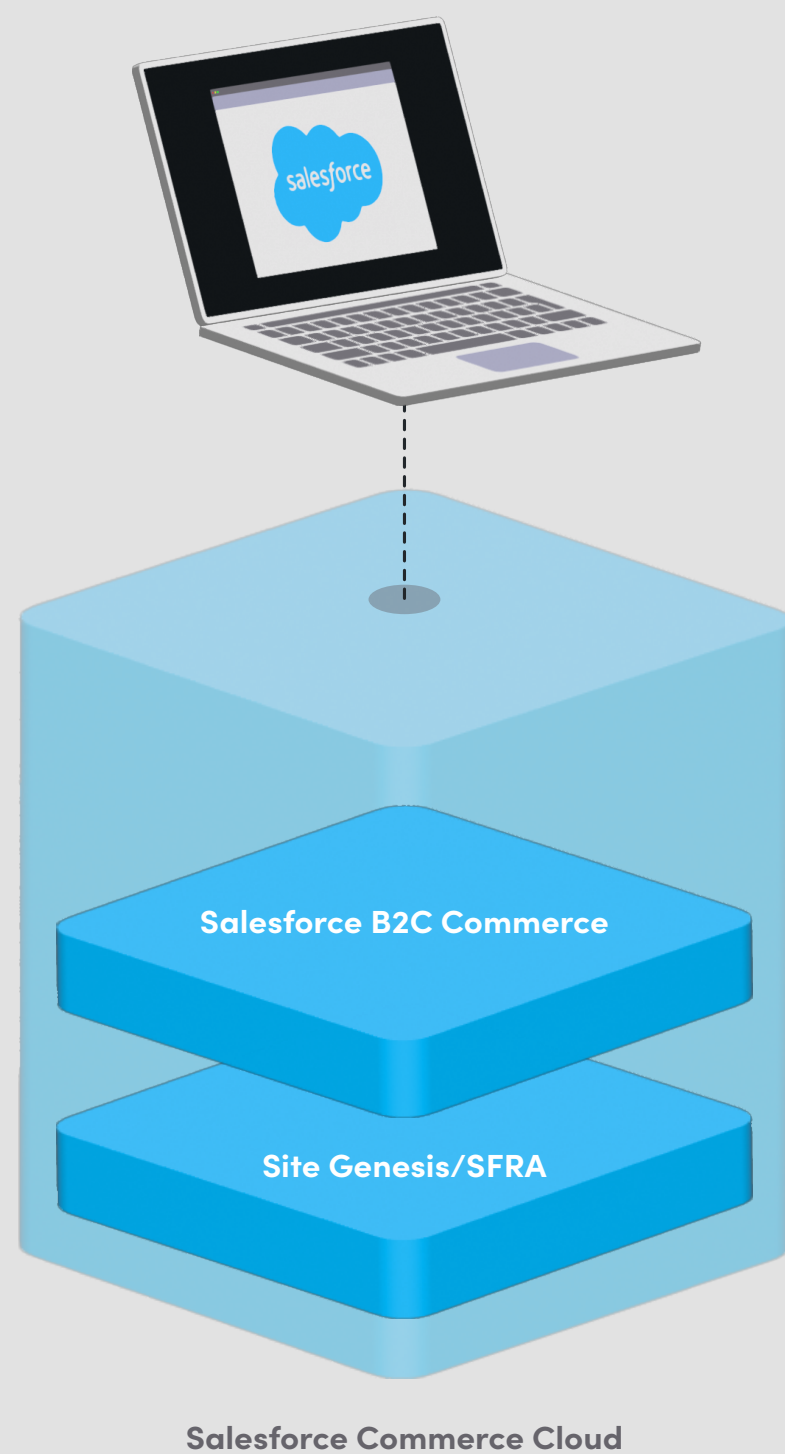
Salesforce Commerce Cloud with Site Genesis or SFRA

Salesforce B2C Commerce

Site Genesis/SFRA

Salesforce Commerce Cloud

Target Audience: Businesses looking for an all-in-one solution with minimal integration complexity.
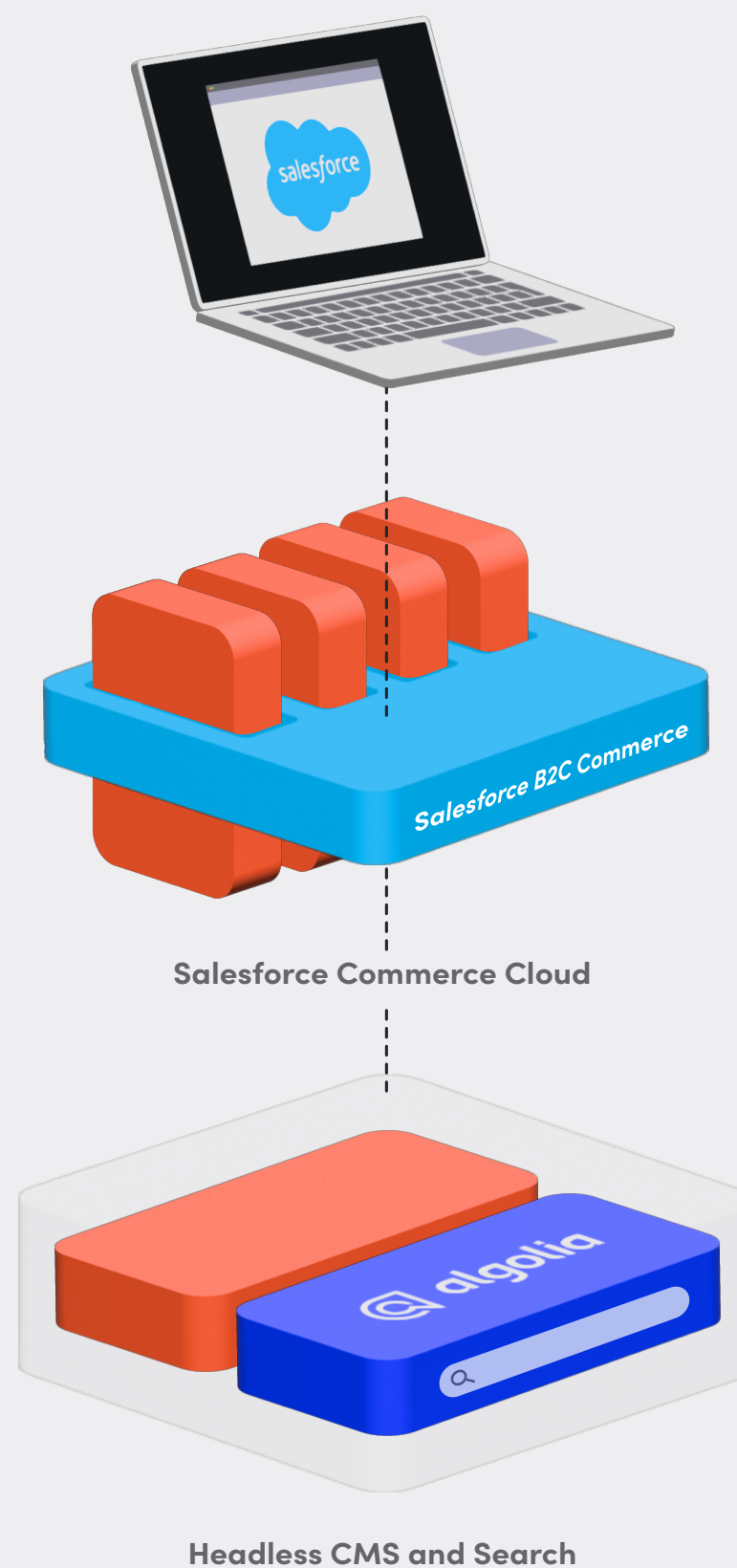
Pros:
- Integrated Platform
- Unified Management
- Established Best Practices
- Strong Support

Cons:
- Limited Flexibility
- Slower Innovation
- Potential Overhead

Headless CMS and Search Feeding Content into Salesforce Content Slots

Salesforce B2C Commerce

Salesforce Commerce Cloud

Headless CMS and Search

Target Audience: Businesses needing more flexibility in content management without fully decoupling the frontend.
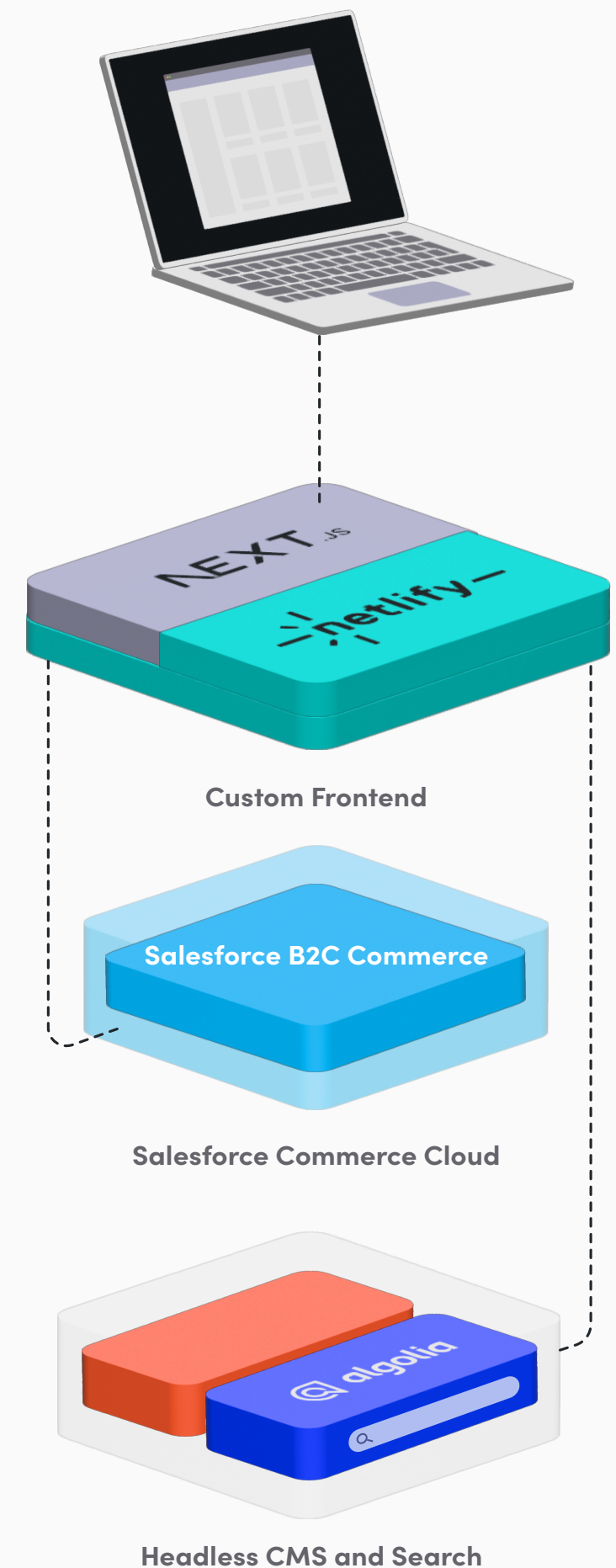
Pros:
- Content Flexibility
- Decoupled Architecture
- Faster Content Updates

Cons:
- Integration Complexity
- Potential Data Silos
- Learning Curve

Headless Frontend with Salesforce B2C Commerce

NEXT JS netlify

Custom Frontend

Salesforce B2C Commerce

Salesforce Commerce Cloud

Headless CMS and Search

Target Audience: Businesses requiring highly customized and performant frontends, willing to invest in a more complex architecture for long-term benefits.

Pros:
- Increased Autonomy Across Internal Teams
- Multi-channel Support
- Personalized Frontend
- Future-proof, Modern Approach

Cons:
- More External Stakeholders
- Additional Procurement Steps
- Added Complexities