



Best-of-Breed Strategy: Build Your Own eCommerce Tech Stack in 9 Steps



www.klizer.com | info@klizer.com

Every single decision is crucial in a business.

AMR Hair & Beauty was a family-run beauty business in the U.S. Until 2023, their website was running on a combination of WordPress and WooCommerce, custom scripts, occasional outages during big sales, and checkout drop-off rates that increased every time traffic increased. Then they decided to swap out the weakest links.

They moved to a more robust platform, improved search & filtering, and added better analytics tools. Within months, conversion rates jumped by 93%, average order value in the B2B channel rose 77%, and their whole store performance turned from slow to speedy.

The good news is that this can also happen for your business with best-of-breed ecommerce. The U.S. eCommerce market has already past \$1.2 trillion in online sales this year, which means there is a great scope for your growth.

This guide is your way of knowing what's exactly is best-of-breed ecommerce and how your business can leverage it to ensure growth and conversions.



What is Best of Breed eCommerce?

Best-of-breed ecommerce is exactly what it sounds like — it allows you to pick the best tools in every category and stitch them together to build a tech stack that does precisely what your business needs.

Instead of going all-in on a single, monolithic platform that tries to do everything but ends up compromising on a few things, you get the freedom to handpick the top-performing solution for each function.

Think of it like building your own ecommerce tech stack, where the technology stack:

- You choose the best CMS for your storefront experience
- The most reliable payment gateway
- The fastest search and merchandising engine
- The analytics platform that actually helps your business
- The marketing automation tool that's easy for your team to use

...and then you connect them all through APIs or a headless architecture.

The best part of best-of-breed is that you are not locked into a one-size-fits-all system. You can swap tools in and out as your needs grow, which means no massive replatforming every few years.

This approach is becoming popular because ecommerce today is not just about having an “online store.” You need speed, personalization, compliance, scalability, and omnichannel experience. A single vendor might nail some of those, but rarely works best on all fronts. Best-of-breed gives you the flexibility to build a future-proof stack without being dependent on one vendor’s roadmap.



What Market Looks Like for Best-of-Breed eCommerce

Businesses are actively moving away from one-size-fits-all ecommerce suites and adopting modular, API-first tech stacks that let them plug in the best solution for each use case. The trend is growing because it solves real problems: speed of innovation, better ROI, and freedom from vendor lock-in.

Here's what the data says:

- **48% of marketing teams** reported using some form of best-of-breed stack (either fully integrated or fragmented). That's almost half of the industry already betting on this approach
- Breaking it down further, **27% use an integrated best-of-breed stack**, 21% use "fragmented" best-of-breed, while just 21% rely on a single-vendor suite.
- According to a **Walker Sands report**, 34% of marketers have shifted to an integrated best-of-breed setup — showing that the industry is maturing and leaning towards connected solutions, not disconnected silos.
- A **Gartner and CDP Institute survey** shows that 40% of martech leaders prefer or are already using best-of-breed approaches, even though 60% still prefer full suites.
- Industries with faster product cycles (like telecom & tech) have 65% adoption of best-of-breed tools, because these businesses can't afford to wait on a single vendor's slow roadmap. (**BCG**)
- In ecommerce specifically, **72% of retailers** say they have already adopted a composable approach (which is essentially best-of-breed for commerce).
- And the trend is accelerating: **79% of companies** plan to increase their investment in MACH (Microservices-based, API-first, Cloud-native, Headless) architecture over the next year.

How Best-of-Breed eCommerce Works

Best-of-breed ecommerce works by letting you build your store like Lego blocks — you pick the best tool for each function, and then connect them into a single, seamless experience for your customers.

Here's how it usually comes together step by step:



Start with the core layer – your frontend/storefront

You choose the CMS or frontend technology that powers your customer experience. This could be a headless CMS or a PWA that delivers blazing-fast, app-like shopping experiences.



Add commerce engine & checkout.

Your commerce engine is what handles your catalog, pricing rules, cart, and checkout logic. In best-of-breed, you can go with a dedicated commerce engine (like CommerceTools, Shopify Hydrogen, BigCommerce headless mode) that plugs into your frontend through APIs.



Plug in supporting systems.

Here's where best-of-breed really shines. You choose the top tools for:



Search & merchandising (e.g., Algolia, Bloomreach)

- Payments (Stripe, Adyen, Razorpay)
- Personalization & recommendations (Dynamic Yield, Nosto)
- Loyalty & subscriptions (Recharge, Yotpo)
- Analytics & reporting (GA4, Mixpanel, or something more enterprise)

Each of these tools is built to excel at one thing, and they talk to the rest of your stack through APIs.



Connect it all with a middleware or integration layer.

This is the secret sauce. You use middleware, API gateways, or event-driven integrations to ensure all these independent tools stay in sync. When a customer updates their cart, the commerce engine updates, the analytics platform tracks it, and the personalization engine gets the new signal in real time.



Keep it future-proof

Since every piece is modular, you can swap out any part when it no longer serves you. If you outgrow your search engine, you can replace it without replatforming the whole store.

Summarizing this, best-of-breed works by decoupling your eCommerce stack and making sure every piece is the best possible choice for your business.

This approach gives you:

- Freedom to evolve your tech stack
- Faster innovation cycles (no waiting for a monolithic vendor to ship features)
- A tailor-made experience for your customers



Best-of-breed vs All-in-one

When it comes to building your ecommerce stack, you really have two choices: go **best-of-breed** or pick an all-in-one platform. Both have their place, but they work very differently — and the choice you make shapes how flexible, scalable, and future-proof your online business will be.

Here's how they stack up:

Aspect	Best-of-Breed	All-in-One
Approach	You handpick the best tool for each function (commerce engine, CMS, search, payments, personalization, analytics, etc.) and connect them with APIs or middleware.	You buy one platform that does everything — catalog, checkout, CMS, marketing, analytics — all under one roof.
Flexibility	Extremely high. You can swap, add, or remove tools without a full replatforming. Perfect for brands that want to experiment and stay ahead of trends.	Limited. You're tied to what the platform offers and its release cycles. Customization is possible, but it can get expensive or messy.
Innovation	Fast. Since you're using best-in-class vendors, you benefit from their rapid feature rollouts and updates.	Slower. Innovation depends on the vendor's roadmap, which may not prioritize what your business needs right now.
Integration	Requires effort. You (or your SI/tech partner) need to connect tools and maintain integrations.	Seamless out of the box. Everything works together since it's built by the same vendor.
Cost	Can start higher (multiple vendors, integration costs) but gives better ROI in the long run because you only pay for what delivers value.	Lower upfront cost, but can become expensive if you need custom development or outgrow the platform's capabilities.
Vendor Lock-in	Minimal. You can replace individual tools without tearing down the whole system.	High. You're fully tied to the platform — switching later is like moving houses, not changing furniture.
Performance	Optimized. You choose fast, scalable, cloud-native tools and build a stack that performs exactly how you want.	Performance depends on the platform's infrastructure. You get what they offer — nothing more.
Use Cases	Ideal for mid-market and enterprise brands, or any business that needs differentiation, complex workflows, or global scalability.	Good fit for small businesses or startups that want to get online quickly without worrying about complex

The Benefits of Best-of-Breed eCommerce

Best-of-breed ecommerce is all about building a stack that works for you, not the other way around. Here's why it's worth considering if you're serious about growth and customer experience:

1. Freedom to Handpick Your Stack

You're no longer forced to accept an "average" solution that does a little bit of everything but excels at nothing. With best-of-breed, you pick the best CMS, the best search engine, the best payment gateway — whatever works for your exact use case. Your tech stack becomes tailored to your business, not to what a single vendor thinks you should have.

2. No More Vendor Lock-In

One of the biggest pain points with all-in-one platforms is that you're stuck. If their checkout experience is clunky or their search engine is slow, you just have to live with it — or go through a painful, months-long replatforming. Best-of-breed eliminates that risk. Each piece is modular, so you can swap one part without disrupting the whole system.

3. Scales as You Grow

You can launch with a simple setup with maybe just your commerce engine, payments, and CMS, and add on more sophisticated tools as you grow. Loyalty programs, subscription billing, AI-driven recommendations, advanced analytics — everything can be plugged in when you're ready, without tearing down what you already built.

4. Faster Innovation, Less Waiting

Each vendor in your stack is laser-focused on one area, so they ship updates and new features faster. That means you get access to the latest capabilities, from new personalization models to better fraud detection, without waiting for a monolithic vendor to add it to their roadmap.

5. A Better Experience for Your Customers

Every tool you choose can be optimized for speed, personalization, and reliability, and that shows up in the experience your customers get. Faster page loads, smarter recommendations, and frictionless checkout all add up to higher engagement and better conversion rates.

6. Lower Total Cost Over Time

Yes, there's an upfront cost in setting up integrations. But over time, best-of-breed saves you money. You're not paying for features you don't use, and you avoid expensive replatforming projects because you can simply replace the parts that aren't working anymore.

7. Future-Proof Architecture

Best-of-breed stacks are usually API-first, headless, and cloud-native by design. That means you're not boxed into a rigid platform. If you want to add voice commerce, social selling, AR try-ons, or connect with a new channel tomorrow, you can.

Best ecommerce platforms to consider

When you're choosing an eCommerce platform, you want something that matches your goals, budget, and how fast you want to scale. Below are some of the best platforms in 2025, with what they're good at, and what to watch out for.



✓ **Good for:** businesses that want easy setup, a strong app ecosystem, and reliable infrastructure

✓ **Strengths:**

- Drag-and-drop store builder so you can set up fast.
- Huge marketplace of apps/plugins. That means you can add extras (payments, loyalty, reviews, etc.) without building from scratch.
- Solid support and reliable hosting with security, uptime.

✓ **Things to check:**

- Costs of apps & transaction fees can add up.
- Customization can hit limits if you want something very unique or complex.

✓ **Good for:** growing or enterprise brands that want built-in features, multichannel, and less dependence on apps.

✓ **Strengths:**

- Very good SEO tools and the ability to sell on different channels (marketplaces, social media).
- “Headless commerce” support means the frontend & backend can be decoupled, giving more flexibility.
- No transaction fees in many plans.

✓ **Things to check:**

- Slightly steeper learning curve for beginners.
- Customization or special features might require more technical work than simpler platforms.



✓ **Good for:** content-first brands, stores that need deep customization, flexibility, and control.

✓ **Strengths:**

- Fully open source, which means you can adjust it as much as you want.
- Strong SEO, especially because WordPress is built well for content, and there are many plugins for enhancing SEO.
- Huge plugin/theme ecosystem. If you need some specific function, there's often already a plugin.

✓ **Things to check:**

- You'll need to manage hosting, SSL, backups, and performance. Unlike SaaS, these are your responsibility.
- As your store grows, performance tuning and plugin conflicts can become a challenge. More technical overhead.

✓ **Good for:** large brands, complex needs (multi-store, multi-currency, large catalogs), deep customizations.

✓ **Strengths:**

- Very powerful when it comes to customization, B2B features, promotional rules, etc.
- Strong scalability and features for enterprises.

✓ **Things to check:**

- Cost is high — not just licensing or hosting, but also maintenance, developer cost, security, etc.
- Requires an expert technical team. Upgrades and performance can be heavy work.

✓ **Good for:** small-to-medium businesses, creatives, stores that want nice design + simplicity.

✓ **Strengths:**

- Very user-friendly. Drag & drop editors, lots of beautiful templates
- Good built-in marketing & SEO tools for people who don't want to hire a big dev team.

✓ **Things to check:**

- Might struggle with large product catalogs or super-custom functional requirements.
- Some features may require upgrading plans.

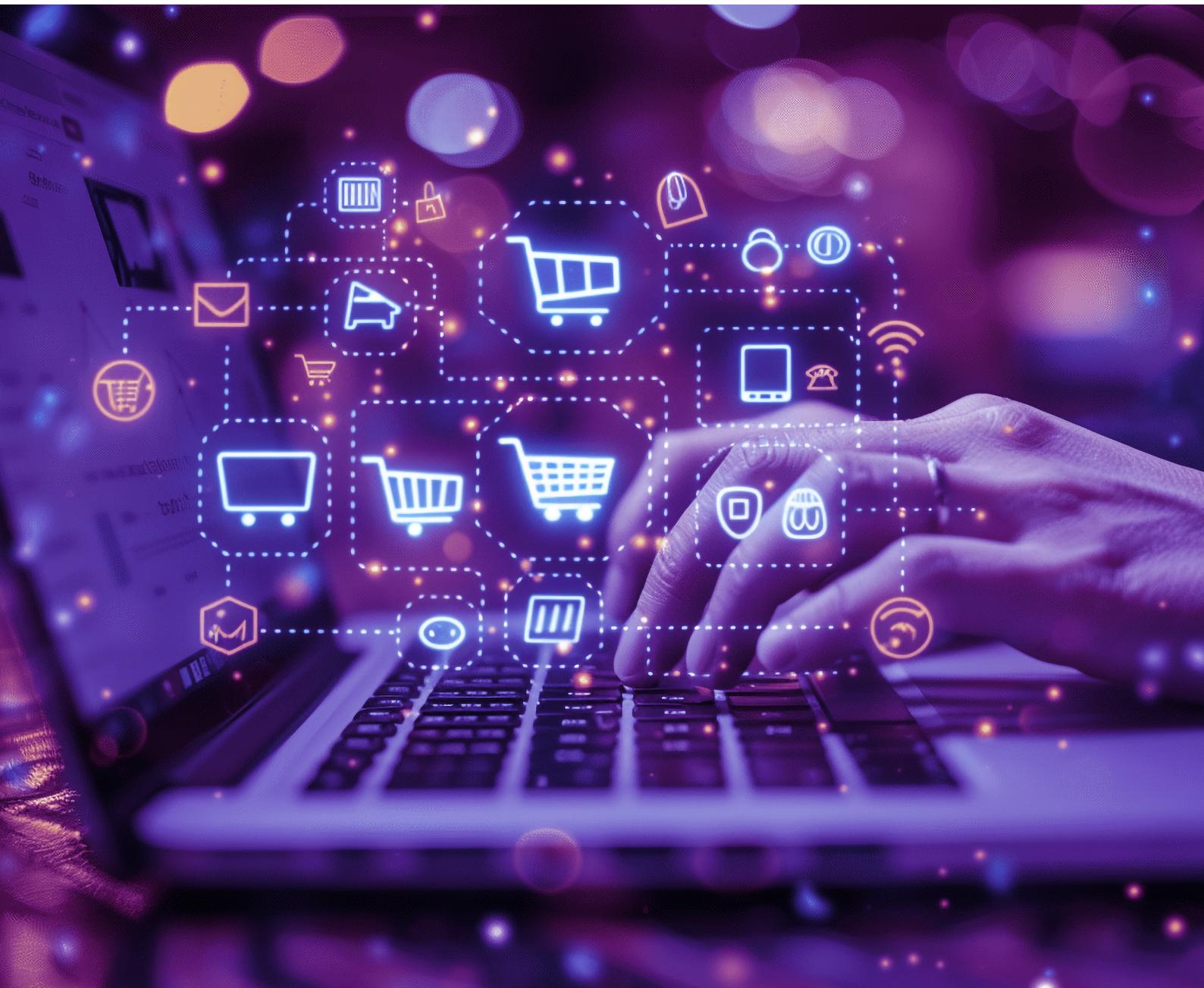
✓ **Good for:** brands that want visual design first, artists, creatives, and small businesses that sell both products and content.

✓ **Strengths:**

- Templates & design polish are top-notch. If your brand image matters a lot, this helps.
- Integrated content + ecommerce, so you can blog, show portfolio, run posts, etc. All in the same account.

✓ **Things to check:**

- Less flexibility to do very custom or complex flows.
- Limited app integrations compared to Shopify or BigCommerce in some cases.



How to Pick the Right Best-of-Breed Platform For Your Business

Choosing a best-of-breed approach isn't just about picking random tools and plugging them together. You need to have a stack that matches your business model, growth plans, and customer experience goals.

Here's how you can figure it out step by step:

Start with Your Business Goals

Before you look at any tool, get clear on what you actually want to achieve. Are you focused on faster page speeds? International expansion? Building subscription revenue? Lowering your bounce rate? Your goals should dictate which tools deserve priority.

Map Your Customer Journey

Look at how your customers discover, shop, and buy from you today. Where are the drop-offs? Where are you losing money? Best-of-breed gives you freedom, but you should focus on the tools that make the biggest difference to your customer journey — search, checkout, personalization, loyalty — whatever has the most impact.

Evaluate Your Team's Capabilities

Best-of-breed comes with integration efforts. Be honest about whether you have (or can hire) the right tech team or agency partner to connect APIs, maintain integrations, and optimize performance. If you don't, you might want to pick fewer but more robust tools in the beginning.

Check Compatibility & Integration Options

Not all tools work well together. Look for API-first vendors that are known for smooth integrations with other parts of the ecommerce stack, including commerce engine, CMS, payment gateway, CRM, and marketing automation. This saves you issues down the line.

Look at Total Cost of Ownership (TCO)

It's not just subscription fees. Factor in integration costs, developer hours, maintenance, updates, and the cost of replacing a tool if you outgrow it. A slightly higher price tag is often worth it if it saves you from a costly replatforming later.



Read Case Studies & Talk to References

See how similar brands have used the platform. Case studies and customer references can tell you how the tool performs in the real world, not just in sales demos.



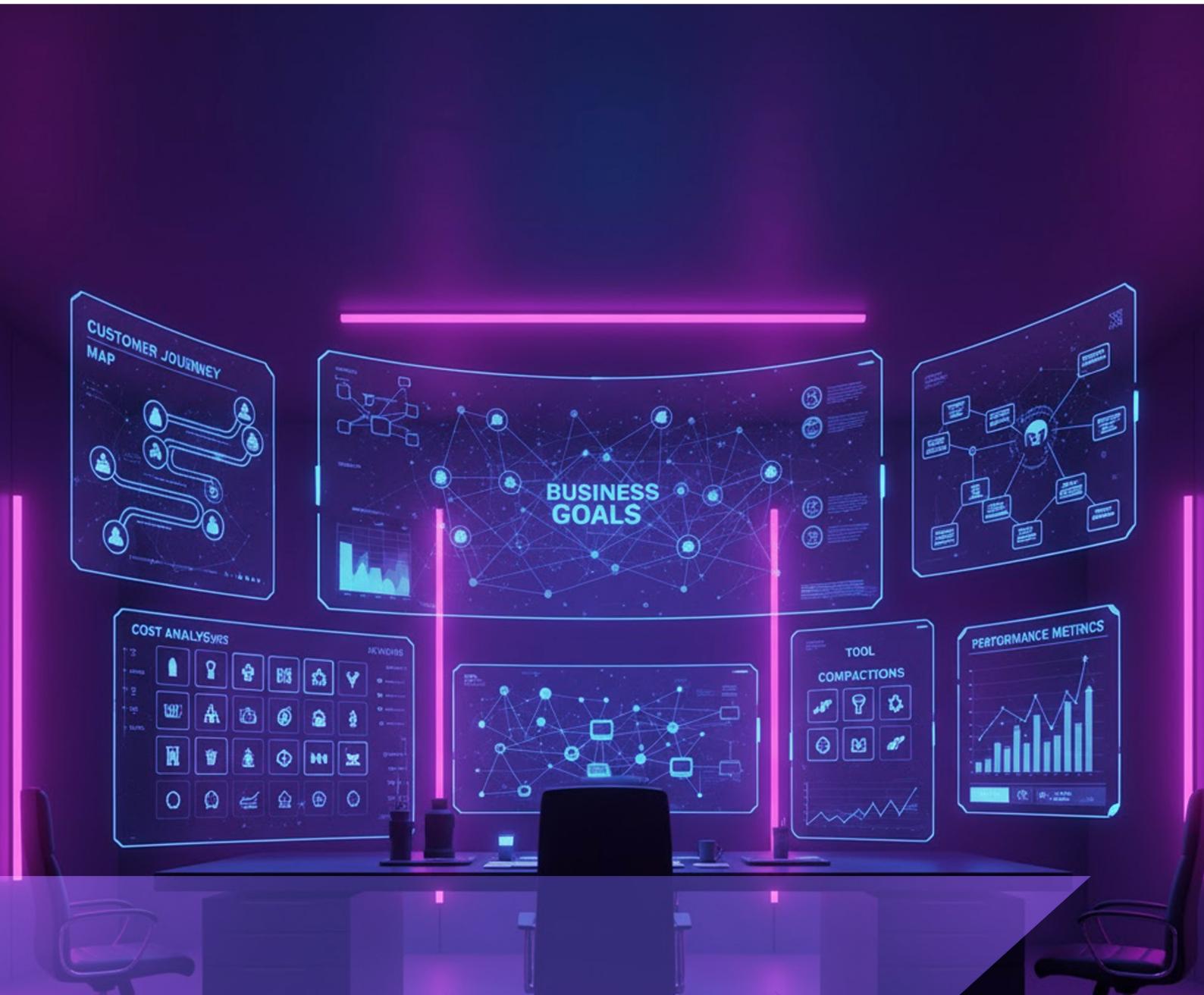
Test Before You Commit

Many best-of-breed tools offer free trials or sandbox environments. Use them. Run a small pilot project and measure the impact before you roll it out across your entire store.



Future-Proof Your Stack

Look for vendors that are actively innovating, releasing new features, improving APIs, staying ahead of trends like AI-driven merchandising, social commerce integrations, voice commerce, and privacy-first data practices. You don't want to be stuck with a vendor that's slow to evolve.



Examples using Best-of-Breed Commerce

Best-of-breed commerce powers some of the most successful brands you know are already doing it. They're not stuck with one vendor's all-in-one platform. Instead, they've handpicked the right tools for each part of their stack, connected them with APIs, and built a store experience that matches their brand promise.

Here are some solid examples:



Nike runs a headless, API-driven stack that allows them to deliver lightning-fast storefront experiences across web, app, and in-store digital kiosks.

- **Frontend:** Custom headless frontend that gives them full control over design.
- **Commerce Engine:** Built on a scalable backend that handles massive product drops and flash sales.
- **Search & Personalization:** Best-in-class product search and recommendation engines that deliver tailored experiences to millions of users worldwide.
- **Why Best-of-Breed Works:** Nike can push out updates, launch campaigns, and adapt to local markets without waiting for a single platform vendor to release a feature.



Tesla uses a composable, modular commerce setup for its vehicle ordering and accessories store.

- **Frontend:** Clean, minimalist, fully custom design that reflects their brand.
- **Checkout:** Seamless checkout flow that handles high-value purchases without friction.
- **Integrations:** Real-time inventory, financing calculators, and delivery scheduling systems integrated via APIs.
- **Why Best-of-Breed Works:** Tesla's store isn't a "typical eCommerce site." They need to handle complex configurations and order workflows, and best-of-breed lets them stitch together the exact experience they



The sustainable footwear brand uses a headless architecture with a curated set of best-of-breed tools.

- **Commerce Platform:** Shopify headless mode for backend product, order, and checkout management.
- **CMS:** Contentful for storytelling and landing pages.
- **Search:** Algolia for lightning-fast product search.
- **Why Best-of-Breed Works:** Rothy's can tell their brand story while keeping page loads fast and the buying experience smooth.



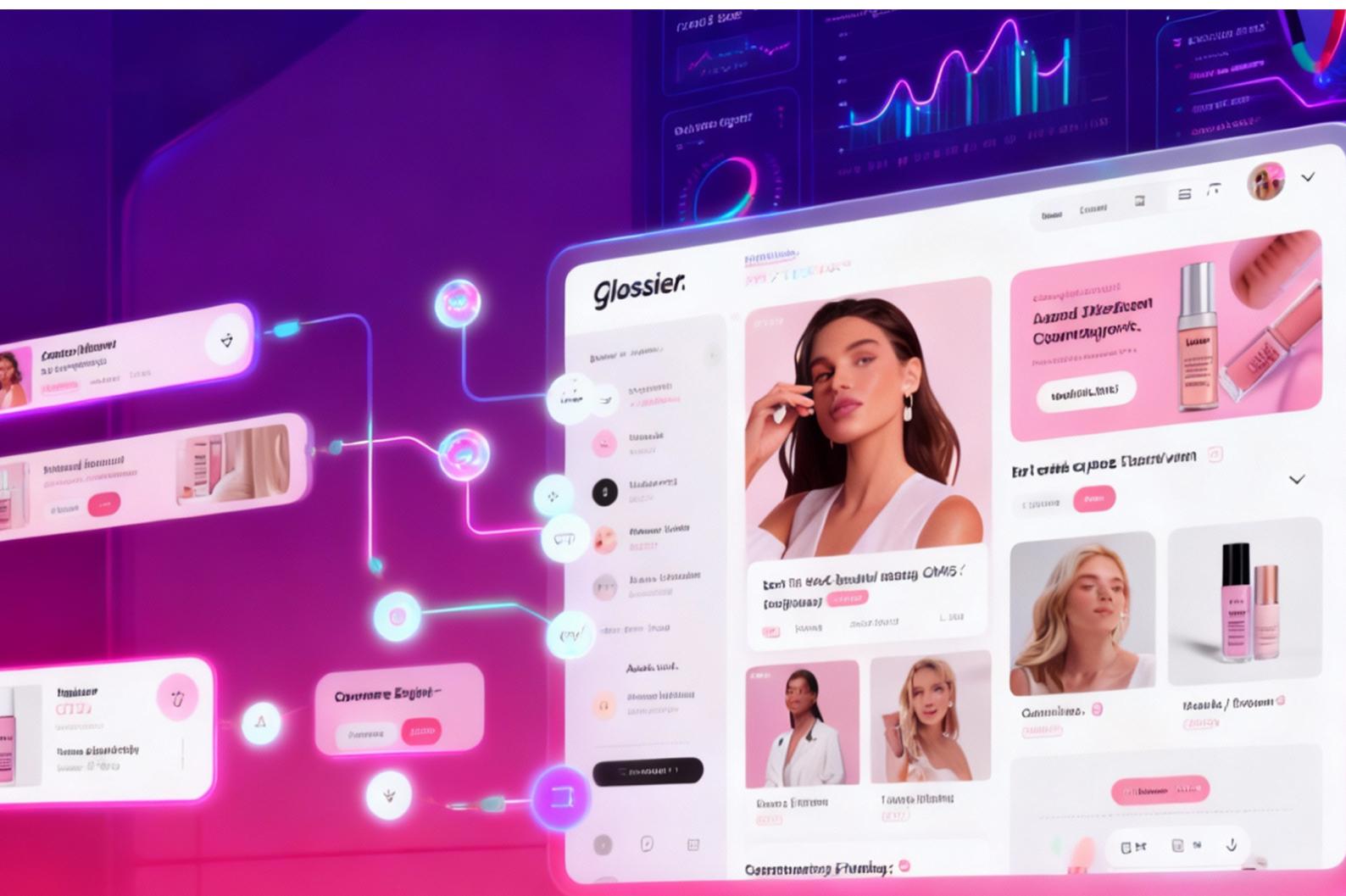
Luxury brand Burberry leverages a composable stack to provide a premium omnichannel experience.

- **Frontend:** Bespoke headless frontend delivering immersive brand visuals.
- **Personalization:** AI-driven recommendations based on browsing and purchase history.
- **Integrations:** Unified inventory between online and offline stores.
- **Why Best-of-Breed Works:** Burberry gets complete control over the digital experience, something crucial for luxury brands, without compromising on speed or scalability.

Glossier.

Glossier, known for its community-driven beauty products, uses best-of-breed to bring together commerce and content.

- **CMS:** Flexible content management for editorial-style product pages.
- **Commerce Engine:** A scalable backend that supports drops, waitlists, and preorder campaigns.
- **Analytics:** Deep tracking to understand customer engagement and community interaction.
- **Why Best-of-Breed Works:** Their content and commerce are tightly integrated, allowing them to build a brand-led shopping experience rather than a generic storefront.



How to Build Your Best-of-Breed eCommerce Platform

Building a best-of-breed ecommerce platform isn't just about picking fancy tools and gluing them together. It's about building a tech stack that works for your business, one that gives you speed, flexibility, and control without adding complexity.

Here's how you can go about it step by step:

1. Start With Your Business Goals (Not the Tech)

Before you start comparing tools, take a step back and define what you want your ecommerce experience to achieve.

- Are you trying to improve site speed?
- Do you need more control over your design and UX?
- Are you expanding into new geographies, currencies, or channels?

Your goals will dictate which parts of your stack need an upgrade first.

2. Map Out Your Current Stack

List out everything you're currently using, including your CMS, commerce engine, checkout, search, analytics, marketing automation, etc.

- Identify what's working well (keep it).
- Spot the bottlenecks (replace or upgrade them).
- Look for overlaps (consolidate where possible).

This step is crucial because best-of-breed doesn't mean "replace everything." It means replacing the weak links while keeping what already works.

3. Prioritize the Core Components

Best-of-breed platforms are built around a few critical layers:

- **Commerce Engine:** Your product, cart, checkout backbone.
- **Frontend / Storefront:** The customer-facing layer that sets the tone for your brand.
- **Search & Discovery:** Product search, filters, recommendations.
- **CMS / Content:** Landing pages, product descriptions, blogs.
- **Integrations:** ERP, CRM, PIM, marketing tools.

Pick your core first and then add layers on top.

4. Choose Tools That Play Nice Together

One of the most common mistakes is picking a set of tools that don't integrate well, leaving you with data silos.

- Look for platforms with strong APIs and pre-built connectors.
- Composable favor solutions, meaning you can swap them out later without tearing down the whole system.
- Check community and vendor support. A great tool with poor integration help will slow your team down.

5. Build for Scalability, Not Just Today

Best-of-breed should future-proof your ecommerce store. Don't just solve today's issues, think about where you'll be in 12–24 months.

- Can the platform handle more SKUs, more traffic, more orders?
- Will you be able to add new channels (marketplaces, social commerce) easily?
- Can you integrate new tech (AI, AR, subscriptions, loyalty) without rebuilding everything?

6. Involve Your Teams Early

Don't let this be just an IT project. Your marketing team, sales team, ops team, and everyone should have a say. They know where the pain points are.

- Get feedback from each department before finalizing tools.
- Ensure your team is trained on the new systems so adoption is smooth.

7. Test and Iterate

When your stack is set up, don't just "launch and leave."

- **Test everything:** site speed, checkout flow, and personalization logic.
- Collect user feedback and keep optimizing.
- Iterate as you grow. Best-of-breed is about agility, so use that to your advantage.

8. Keep Your Documentation Tight

With multiple tools in play, documentation is critical.

- Document integrations, workflows, API keys, and troubleshooting steps.
- This will save hours of time for developers and marketers in the future.

9. Monitor, Measure, and Improve

Once live, track KPIs that matter like conversion rate, bounce rate, AOV, time on site, and customer satisfaction.

- Use analytics to spot what's working and what's not.
- Swap out underperforming tools quickly.



Klizer for Best-of-breed eCommerce

When you're ready to move beyond "just another store" and actually build a shopping experience that grows with you, Klizer is built to make that happen. We don't believe in one-size-fits-all platforms. We believe in giving you the freedom to choose the best tools for your business, and then making sure they all work together seamlessly.

Here's how Klizer fits right into the best-of-breed approach:

1. Composable, API-First Architecture

Klizer is built to connect. Our platform plays nicely with the tools you already use, including ERP, CRM, PIM, marketing automation, search engines, payment gateways, and anything else.

- **Plug & Play:** Easily integrate best-of-breed solutions into your stack without heavy custom development.
- **Scalable APIs:** Keep your data flowing between systems in real time, so you're never working with stale inventory or outdated pricing.

2. Flexibility Without the Headaches

Best-of-breed can get complicated if not handled right. Klizer simplifies the process:

- We help you pick the right tools for your stack based on your goals.
- We make sure they're set up and connected properly, so you're not stuck with data silos or downtime.
- We future-proof your setup, so adding new tools or replacing old ones doesn't mean starting from scratch.

3. Performance-Optimized Storefronts

Your frontend is where conversions happen. Slow, clunky pages mean lost sales. Klizer delivers lightning-fast, headless storefronts that:

- Load quickly, even during high traffic spikes.
- Support custom designs so your brand doesn't look like a template.
- Work across devices and geographies without compromise.

4. Data Security and Compliance, Always

When you go best-of-breed, you want to be sure your data stays safe as it moves between multiple systems.

- Klizer enforces strict security practices across every integration.
- We ensure compliance with privacy and data regulations (GDPR, HIPAA, where needed) so you're never at risk.

5. Ongoing Support and Strategy

A great best-of-breed stack isn't just built and forgotten. It needs to evolve with your business.

- Our team monitors performance and flags issues before they hurt your conversions.
- We help you optimize and upgrade your stack as new technologies and customer expectations emerge.

Why Klizer?

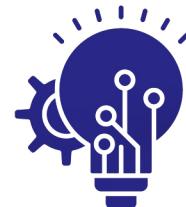
With Klizer, you get:



A partner who understands both the business side and the technical



A setup that's scalable, secure, and designed to grow with you.



The confidence to innovate without breaking your store.



www.klizer.com | info@klizer.com