



November 20, 2024

BigCommerce Supports Boxeur des Rues' Shift to Headless Commerce for Improved Customer Experience and Business Growth

Within days of going live, Boxeur reduced its bounce rate by nearly 8% and experienced higher session rates, indicating significantly improved shopper engagement and retention

AUSTIN, Texas & MILAN--(BUSINESS WIRE)--Nov. 20, 2024-- [BigCommerce](#) (Nasdaq: BIGC), an open SaaS, composable ecommerce platform for fast-growing and established B2C and B2B brands and retailers, today announced [Boxeur des Rues](#), one of Italy's leading streetwear and sportswear brands, has launched a new website on the BigCommerce platform. The fully-dynamic headless site enables the flexibility, customization and performance needed to elevate customer shopping experiences and scale the business without compromise.

BigCommerce partner agency [Business Changers](#) leveraged the platform's headless architecture to develop Boxeur's site on Next.js, using MACH (microservices, API-first, cloud native, headless) principles. The MACH approach allows each tech component of the site to be updated or modified independently, improving operational efficiency and the site's adaptability to future technological and market needs for growth and agility.

Within a few days of going live on BigCommerce, Boxeur's bounce rate decreased nearly 8% while site sessions experienced a 14% increase and page load times reduced from five seconds to under one second. These results indicate a significant improvement in users exploring the site and engaging with its content, while attracting more target users and retaining them longer, facilitating them through the path to purchase.

BigCommerce was selected by Boxeur des Rues for its flexibility, reliability, and comprehensive tools, which are essential for managing and growing an online store.

- **All-In-One Solution:** Provides an integrated platform offering to manage all aspects of their online store without needing additional tools or resources, greatly simplifying operational management and reducing costs associated with purchasing separate software.
- **Customization and Scalability:** The platform's extensive customization through an API-first approach enables Boxeur to create a unique, branded online store and handle high traffic and sales volumes, making it ideal for seamless business growth and scalability.
- **Advanced Tools:** BigCommerce's comprehensive range of tools offers a high level of customization, marketing capabilities, multi-channel selling, data insights, and strong security features that helps Boxeur better streamline operations and drive higher sales without compromising on performance or security.
- **Reliability and Security:** The platform ensures high reliability with 99.99% uptime, ensuring Boxeur's online store remains operational even during peak traffic periods like Black Friday and Cyber Monday. Moreover, BigCommerce offers secure integrations with payment gateways, ensuring smooth and secure transactions for customers.

"The collaboration between BigCommerce and Business Changers in implementing the ecommerce platform for Boxeur des Rues has not only enhanced the technical performance of the website, but also significantly improved user engagement and yielded remarkable results," said Federico Viterbo, innovation labs team leader at Business Changers. "Together we are empowering Boxeur to scale their business, increase sales and deliver a better customer experience by giving them access to a rich ecosystem of integrated tools, expert services and new sales channels."

Rounding out Boxeur's headless transformation are integrations with Google Analytics, AWS, Stripe and other best-in-breed tech tools that deliver the speed and innovation for their brand and internal users and ultimately a more secure and personal user experience for customers.

"Growing brands and retailers need architectures best equipped for change and a headless and composable architecture is the preferred model for progressive brands like Boxeur des Rues because of the flexibility and agility it provides to adapt to change and proliferate growth," said Mark Howes, vice president of Southern Europe at BigCommerce. "Boxeur is now able to deliver a powerful ecommerce experience for both in-house teams and customers, and is only prosperous from here."

Boxeur des Rues joins a growing list of fashion and apparel brands and retailers using BigCommerce including [Coldwater Creek](#), [Harvey Nichols](#), [Diamond's Direct](#), and [White Stuff](#).

To learn more about BigCommerce's headless solutions, [click here](#).

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open SaaS and composable ecommerce platform that empowers brands and retailers of all sizes to build, innovate and grow their businesses online. BigCommerce provides its customers sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries rely on BigCommerce, including Burrow, Coldwater Creek, Harvey Nichols, King Arthur Baking Co., MKM Building Supplies, United Aqua Group and Uplift Desk. For more information, please visit www.bigcommerce.com or follow us on [X](#) and [LinkedIn](#).

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Source: BigCommerce