

aws marketplace

commercetools

Reviews, tips, and advice from real users



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Product Recap



commercetools

commercetools Recap

Commercetools offers a flexible, API-first eCommerce platform that caters to businesses seeking a scalable solution to manage their digital commerce operations efficiently.

Commercetools is designed for dynamic businesses wanting to enhance their digital presence with a microservices-based architecture. With a focus on headless commerce, it gives businesses unparalleled flexibility to integrate and customize their digital commerce platforms. The platform enables businesses to decouple the frontend experience from the backend processes, enabling seamless integration with third-party applications and services. This flexibility supports the evolving needs of enterprises operating in the digital commerce landscape.

What are the essential features of commercetools?

- **Modular Architecture:** Offers a microservices-based architecture for ease of customization and scalability.
- **API-First Approach:** Ensures seamless integration with external systems and platforms.
- **Headless Commerce:** Separates frontend development from backend operations for tailored user experiences.

What benefits and ROI can users expect?

- **Reduced Time to Market:** Streamlined processes facilitate quicker deployment and upgrades.
- **Enhanced Scalability:** Microservices architecture supports expansion and growth.
- **Cost Efficiency:** Optimized resource allocation reduces operational expenses.

Commercetools is implemented across sectors such as retail, manufacturing, and automotive, providing the flexibility required by these industries to adapt to rapidly changing market demands. Its headless approach allows companies to create unique user experiences tailored to specific industry needs, whether it's a retail company looking to enhance customer interaction or an automotive brand aiming to streamline backend operations.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “commercetools fits into my workflow by providing the best feature, which is the structure of the data, with straightforward APIs, simple data we can control, hundreds of useful APIs, and powerful customizations through the Merchant Center that differentiate it from other e-commerce platforms such as Magento or Shopify.”



Rachit Patel

Software Engineer at a university with 5,001-10,000 employees

- ✓ “commercetools has positively impacted my organization by improving efficiency, facilitating the integration of new services, and especially development with its microservices architecture, which greatly encourages having new releases and being able to deploy much more frequently and atomically without as many regression errors, because everything is more isolated, which helps significantly.”



AlbertoRodriguez2

Senior commerce consultant and developer at a consultancy with 11-50 employees

- ✔ “commercetools is very flexible because it is headless, so with the API, you can connect commercetools easily with other platforms such as AWS, for example, with extension and subscription.”



Giovanni Pisana

Software Engineer at a computer software company with 201-500 employees

- ✔ “Earlier, product launch took around seven to eight months, but now it takes less than a month, which is a massive improvement for our clients.”



Sameer GUPTA

Technical Architect at BORN Group

What users had to say about valuable features:

“In commercetools, I find specific features most valuable, such as the API and different setups like Merchant Center, where we can organize our catalog.

“The Merchant Center and APIs stand out because they help manage and organize products, categories, pricing, and inventory for B2C and B2B platforms or frameworks, as well as accounts and admin. The Merchant Center is particularly valuable due to its capability in organizing products, categories, pricing, and inventory for B2C and B2B platforms or frameworks, and accounts and admin..”

Sameer GUPTA

Technical Architect at BORN Group

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“In my experience, some of the best features commercetools offers are customer groups, which let you differentiate customers, and promotions, which give you the power to make strategic marketing decisions.

These features have helped me on my projects when implementing marketing strategies for example, during Black Friday, when we created promotions targeted at customers in a specific customer group to increase the likelihood of them purchasing certain products.

I also integrated custom applications into the Merchant Center, giving our client the ability to see additional information that isn't available in the standard order section, such as a custom list of orders..”

Giovanni Pisana

Software Engineer at a computer software company with 201-500 employees

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A concrete example of how commercetools is helping in this migration process is its MACH architecture, which has helped significantly because the microservices-based foundation provides superior agility. Additionally, the possibility of integrating whatever tools are necessary to manage each part of an e-commerce operation provides substantial flexibility to manage a brand however desired and adapt it to specific needs. For example, when managing translations, this freedom meant that by using an external platform, we were able to be super agile in changing any translation, even on the fly if necessary. The feature that has positively surprised me in my day-to-day work is the ease of use of its control panel and its architecture, which I believe is very well thought out and is its greatest strength. Regarding the control panel, I find everything in general very intuitive and useful for daily management. All the settings panel and control panel elements are very accessible, and if logic is used to find the most obvious place for something, it is indeed there. commercetools has positively impacted my organization by improving efficiency, facilitating the integration of new services, and especially development with its microservices architecture, which greatly encourages having new releases and being able to deploy much more frequently and atomically without as many regression errors, because everything is more isolated, which helps significantly.

AlbertoRodriguez2

Senior commerce consultant and developer at a consultancy with 11-50 employees

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“commercetools fits into my workflow by providing the best feature, which is the structure of the data. When calling commercetools API, the structure is straightforward. We do not have to iterate through nested loops inside the data. The data is simple and we can control what sort of data we want from commercetools. That is one of the features I appreciate the most. Additionally, commercetools provides hundreds of APIs that are very useful in cases where you need to print certain customer data or avoid manual joins. The particular information requested is provided by a separate API. Furthermore, the customizations available in commercetools through the Merchant Center allow you to use your own fields inside the Merchant Center and customize the entire platform. That is one of the great advantages and the key differentiator for using commercetools rather than other e-commerce platforms such as Magento or Shopify.

“commercetools has positively impacted my organization by saving time. First, you do not have to design your own database from scratch according to your e-commerce website needs. Whatever functionality is needed can be managed through commercetools, whether the store is multinational or single nation with multiple positions. Additionally, commercetools provides numerous APIs that are quite useful when making e-commerce websites. While starting a project, you may not know what APIs you will need, but as you build in real conditions and use commercetools, it is quite valuable that you get each functionality by default. The main issue I encountered is the lack of resources for commercetools. I did not find comprehensive resources to learn commercetools. I learned through documentation, but I did not find materials that explain the whole commercetools system in video or lecture format..”

Rachit Patel


Software Engineer at a university with 5,001-10,000 employees

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Other Solutions Considered

“The reason I give commercetools an eight is that there are platforms available in the market that are more perfect than commercetools, such as Magento, but those platforms are expensive. If your project or site is not limited by budget constraints, you could still choose Magento. Magento is the best available option in the market. However, if your budget is slightly lower and you still want to use more functionalities, commercetools is a viable option. I gave an eight because it is a more mature platform than others, but it is not the perfect platform..”

Rachit Patel

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Software Engineer at a university with 5,001-10,000 employees

ROI

Real user quotes about their ROI:

“commercetools is quite valuable in terms of requiring less work while working with it. That is one of the reasons I chose commercetools. Additionally, our company wanted to explore commercetools. We were working on projects based on Magento, but we wanted to explore other options such as commercetools and Shopify. We built several projects with commercetools and they are still running fine. I would say it is a good option to choose..”

Rachit Patel

Software Engineer at a university with 5,001-10,000 employees

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Use Case

My main use case for commercetools is for a migration for a large company, a multi-brand, multi-country, multi-channel organization that wanted to migrate from SAP Hybris to commercetools.

AlbertoRodriguez2

Senior commerce consultant and developer at a consultancy with 11-50 employees

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“My main use case for commercetools is that I use it daily to integrate the e-commerce engine for a large website belonging to a major client.

The integration works by using commercetools to manage the checkout, where we handle orders, carts, and promotions, including discounts, cart discounts, and discount codes. We use most, but not all, of the features that commercetools offers to support our e-commerce integration..”

Giovanni Pisana

Software Engineer at a computer software company with 201-500 employees

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“My main use case for commercetools is e-commerce transformation from legacy platforms to an e-commerce framework.

“A specific example of how I use commercetools for that transformation involves my client, who uses SAP for storing product information, catalog information, pricing, and inventory. The requirement was to establish a proper framework. commercetools helped set up that proper framework by providing APIs to prepare and create a catalog to import data from other systems into commercetools. With the help of import APIs, we prepared the catalog and imported products, catalog categories, pricing, and inventory.

“Another use case I work with involves a marketplace where we were selling products from different vendors using commercetools and then submitting the orders to the ERP system..”

Sameer GUPTA

Technical Architect at BORN Group

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“While I was working at my previous company, I used commercetools for about one year and built several projects with it.

“My main use case for commercetools is making an e-commerce website where the entire dataset and structure have been handled by commercetools. We built a full-stack e-commerce website using Next.js for the front end and Node.js for the back end, with commercetools as the database. All products, SKUs, product types, and everything have been stored inside commercetools and categorized in a way that allows for efficient fetching. We did not have to design our entire database from scratch.

“commercetools fits into my workflow by providing the best feature, which is the structure of the data. When calling commercetools API, the structure is straightforward. We do not have to iterate through nested loops inside the data. The data is simple and we can control what sort of data we want from commercetools. That is one of the features I appreciate the most. Additionally, commercetools provides hundreds of APIs that are very useful in cases where you need to print certain customer data or avoid manual joins. The particular information requested is provided by a separate API. Furthermore, the customizations available in commercetools through the Merchant Center allow you to use your own fields inside the Merchant Center and customize the entire platform. That is one of the great advantages and the key differentiator for using commercetools rather than other e-commerce platforms such as Magento or Shopify.

“commercetools is deployed in my organization on a public cloud. We purchased the Merchant Center hosted by commercetools itself. We do not need to host anything ourselves. We bought the cloud version, the public cloud version..”

Rachit Patel

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Software Engineer at a university with 5,001-10,000 employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup wasn't straightforward for me or my team, since I had no prior knowledge of commercetools when I started working with it. I learned commercetools gradually, through on-the-job experience and self-study..”

Giovanni Pisana

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Software Engineer at a computer software company with 201-500 employees

Customer Service and Support

“My experience with commercetools' customer service has generally been positive. The documentation is very solid and often resolves issues without the need to open a ticket. When I have needed to reach out usually for more nuanced API behavior or webhook edge cases — the team has been responsive and technically competent..”

Giovanni Pisana

Software Engineer at a computer software company with 201-500 employees

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Other Advice

commercetools merits a rating of nine overall. I give commercetools a nine and not a ten because of certain limitations in the power of some out-of-the-box tools, but in general, everything else is a ten. I lower it one point because of this limitation that I encountered in my specific case. My advice to other companies considering implementing commercetools is to ensure that the type of architecture fits their needs, as it may not be necessary for some companies to have something so powerful, though its flexibility and agility compared to other alternatives is a big plus. My overall review rating for commercetools is nine out of ten.

AlbertoRodriguez2

Senior commerce consultant and developer at a consultancy with 11-50 employees

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“The AI is helpful for simple questions, but for more complex ones, it sometimes gives me the wrong answer — its accuracy isn't 100%.

commercetools is very flexible because it's headless, so through the API you can easily connect it to other platforms, such as [AWS](#), for example by using extensions and subscriptions.

The documentation and resources available for commercetools are very clear and helpful.

For testing, I only do visual testing through the Merchant Center, since the platform doesn't provide support for this process.

I think commercetools handles high-traffic events, such as Black Friday, well, without performance issues.

I can easily manage user access and permissions within commercetools, as there's a dedicated section for configuring these settings.

I would rate this product an 8 overall..”

Giovanni Pisana

Software Engineer at a computer software company with 201-500 employees

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“My experience with the documentation and learning resources for commercetools is that it was not very clear. When I wanted to do something, I needed to go through the entire documentation of that particular feature, whether adding a product or adding a custom field. The documentation was not clear. They should separate documentation for the API, showing what response you can get and the structure of the response, from what that particular feature does. They could separate these things, but they are currently integrated into one.

Documentation was reasonably decent, but I have read more structured documentation than this. There are quite a number of fewer resources and fewer YouTube resources available. They should organize more coaching sessions for developers so they can learn commercetools. That is the only problem I encountered.

“commercetools helps with personalization and customer segmentation for the e-commerce site quite well. Personalization and customer segmentation capabilities are quite good. However, as mentioned, they should include AI features where they can recommend products to customers. They are lacking in that area. Otherwise, it is fine.

“commercetools is quite flexible when it comes to customizing the e-commerce experience. Everything you need to change is available through API or Merchant Centers. You can easily change anything.

“My advice is to try not to learn everything inside commercetools because it is not required. [Learn](#) only those things that are necessary to save time and apply more knowledge to those areas which are required for your product. My rating for this product is eight out of ten..”

Rachit Patel

Software Engineer at a university with 5,001-10,000 employees

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PeerSpot

244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944