



# Ready your brand

Leveraging composable  
architecture and AI to scale  
and simplify digital content





**When a mid-size electronics brand wanted to expand into three new markets, leaders faced a familiar challenge: No additional headcount and a growing pile of tech debt.**

By leveraging AI to automate inventory management, personalize customer journeys, and streamline operations, the company scaled seamlessly, expanding in record time without overburdening their team.

But this shift isn't a small one; it requires strategic planning and investment. The reality is that the future of commerce is fast and frictionless. Customers expect instant, personalized interactions, even while legacy systems leave many companies struggling to keep up.

To remain competitive and satisfy increased consumer expectations, enterprise businesses must be able to deliver optimal digital experiences at the pace of the market. The right combination of content platform, commerce engine, and AI-enabled solutions can empower brands to modernize their digital ecosystems to create satisfying, personalized experiences that drive results.

# The content imperative

Content fuels every digital interaction, and brands that can optimize and scale its development can unlock the power to deliver more tailored experiences faster to keep customers coming back. To get there, brand leaders must overcome several challenges, including:

- Matching the pace of the market
- Maintaining a competitive edge
- Overcoming fragmentation across regions, channels, and teams

Legacy, monolithic platforms create yet another roadblock. Reliant on overburdened developers to deploy content, teams are often left waiting as developers grapple with mounting tech debt. This bottleneck slows the content life cycle, leaving brands unable to adapt quickly to shifting market demands.



**The bottom line** is that fragmented stacks don't just slow teams down. They can actively hamper a brand's ability to connect and adapt, which can lead to a loss of mind and market share.



## KEY TERMS

### Headless CMS

A content management system that separates the back-end content repository from the front-end presentation, enabling content to be delivered seamlessly across multiple platforms via APIs.

### Digital experience platform (DXP)

An integrated suite of tools designed to manage, deliver, and optimize personalized digital experiences across various channels and touchpoints.

### Composable architecture

A modular approach to building digital systems where individual components—like CMS, e-commerce, and analytics—are chosen to create a flexible, tailored solution.

### Agentic commerce

A modern retail sphere where AI agents act as personal concierges for shoppers—finding items, comparing prices, and completing transactions.

### Generative engine optimization (GEO)

SEO for AI—a strategy for optimizing content so it ranks high in AI-powered search results

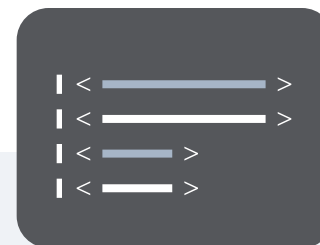
# The power of a flexible content platform

Many business leaders may worry that moving away from a monolithic CMS will be complex, costly, and disruptive. But traditional CMS platforms come with rigid structures that limit flexibility, making it difficult to adapt to new channels, scale content delivery as customer expectations evolve, or be ready for an AI-driven world. In other words, the risk of relying on outdated tools may be higher than the cost of change.

A composable digital experience platform (DXP) offers a better way forward. By decoupling the front-end presentation layer from the back-end content repository, businesses can deliver content seamlessly across multiple channels. This centralized approach eliminates duplicate work, streamlines workflows, and enables faster updates—all while reducing costs by seamlessly integrating with other tools.

The modular, API-driven design of composable architecture lets businesses choose the best tools for every function. This seamless integration of components creates a dynamic digital ecosystem, enabling personalized customer engagement and exceptional shopping experiences across channels. It's agile, adaptable, and built for the future.

Contentful, Shopify, and digital agency DEPT® work in concert to help brands implement powerful, modern commerce strategies that scale. Structured content and composable architecture lay the foundation for personalization, localization, and agent-readiness in the world of AI-driven commerce.



## 5 TANGIBLE BENEFITS OF A FLEXIBLE CONTENT STRATEGY

- Reduces duplication and manual effort by creating once and reusing everywhere
- Focuses on innovation—test, personalize, and launch faster
- Enables SEO and GEO to simplify content indexing for LLMs
- Harnesses AI to personalize journeys, remix assets, and orchestrate dynamic experiences in real-time
- Seamlessly delivers omnichannel content that maintains brand consistency

### PRO TIP

The nature of search is changing. Earned channels and environments are now being weighted by GEO. Leaders must ensure content is structured and tailored for audiences, regions, and languages so LLMs can ingest it effectively.

# Redefining the commerce journey

As businesses expand across brands, markets, and channels, scaling commerce efficiently without overloading teams can be a sticking point. Adding too many disconnected tools can lead to a “fragmentation tax”—extra costs and complexity from managing multiple systems.

Smaller businesses often choose a single platform like Shopify for its all-in-one, API-first design that syncs data seamlessly across channels and eliminates the need for complex integrations.

Larger enterprises may pair Shopify with Salesforce or HubSpot and Contentful to meet their needs. Regardless of organization size, the goal is the same: making technology work seamlessly so marketers can focus on strategy, not system management.



# Preparing for AI-led commerce

AI plays a leading role in transforming commerce by enabling hyper-personalized experiences, from tailored product recommendations to dynamic pricing, all informed by real-time customer data and behavior.

To enable this shift, businesses need the right tools and infrastructure. They also must plan for and support AI agents in making decisions, acting on data signals, and improving experiences at scale. Consider these key organizational, technical, and strategic questions to evaluate your AI readiness.



## Data and signals

- Do we have a unified view of customer data (content engagement, browsing, purchase history, service interactions) that AI can act on in real time?
- How clean and governed is our taxonomy?  
Are product, content, and customer data structured for reuse across channels (e.g. Contentful and Shopify APIs)?



## Decision-making

- Are we prepared to let AI automate micro-decisions (pricing, recommendations, fraud detection) while humans focus on strategy and oversight?
- Do we have guardrails (ethical policies, bias checks, audit logs) in place to ensure AI-led decisions are brand-safe and compliant?



## Customer experience

- Are we ready for continuous, adaptive engagement where every touchpoint learns and evolves?
- Do we trust AI to act as a copilot in the buying journey, anticipating needs, surfacing value, and sometimes completing actions autonomously?



## Organizational alignment

- Are our marketing, product, and commerce teams aligned to work around shared data signals and adaptive workflows, rather than siloed KPIs?
- Do we have a culture that rewards experimentation and speed, not just perfection and control?

## CUSTOMER CASE STUDY

# DocuSign

### CHALLENGE

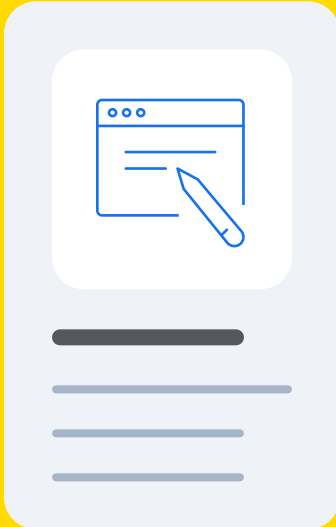
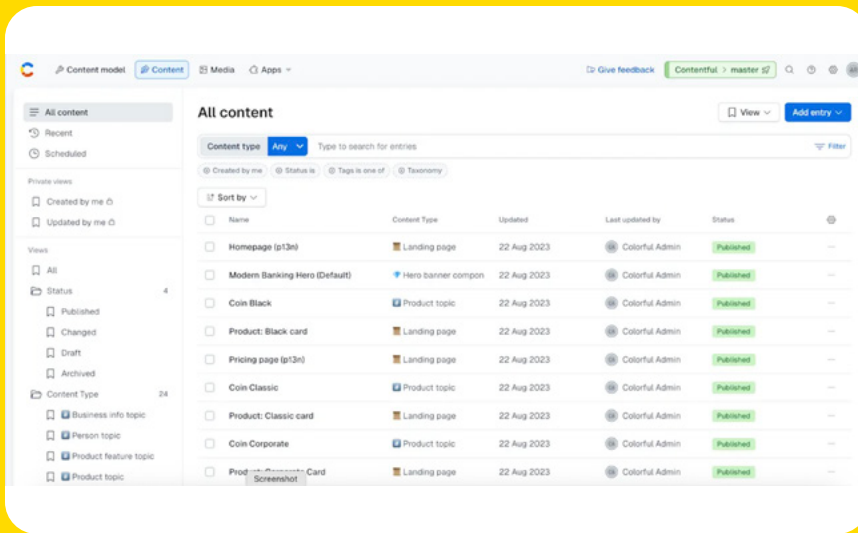
Streamline content creation, create workflow efficiency, and enable translation and localization

### SOLUTION

Autonomous content updates, teams empowered to publish their own updates

### RESULTS

Composable architecture allowed DocuSign the flexibility to have interactive brand elements (vs. static pages), aligning with company philosophy of bringing documents to life. Today, with the solution implemented, DocuSign manages over 7,000 pages in 60 different languages. Using Contentful, DocuSign content teams can publish localized, personalized, tested, and validated changes to production in less than five minutes.



# The AI imperative

Handling the sheer volume and complexity of personalizing content across brands, geographies, and users simply could not be done without AI, but personalization is just one of many applications for this technology.

Acting as the bridge between content and commerce, AI creates a unified system that deploys the right tools at the right moment and enables a flow of information and actions across marketing and sales. Here are four key areas where incorporating AI solutions can elevate your brand's position in your market.

## PRO TIP

### **The marketing funnel is collapsing.**

Buyers are coming to brands more informed and more ready to buy than ever. The challenge is to match them where they are in their buying journey. Marketers need to throw out the old playbooks and think differently about the new zero-click, collapsed funnel.

For businesses leveraging composable architecture, autonomous agents are now more readily handling multi-step processes and complex tasks. From personalized recommendations and customer support to dynamic pricing and inventory optimization, these AI solutions hold the promise of even greater effectiveness and efficiency.



# Here are four key areas where incorporating AI solutions can elevate your brand's position in your market.



## **STREAMLINING OPERATIONS AND ENHANCING EFFICIENCY**

Breaks down silos to sync creativity, tech, and operations for instant, actionable insights.

Automates workflows to help content teams scale and govern assets effortlessly.

Optimizes campaigns, inventory, and personalization in real time.

Repurposes approved content into ready-to-publish formats for any channel.



## **PERSONALIZATION AND CUSTOMER EXPERIENCE**

Delivers customized results by analyzing real-time signals like intent and behavior.

Creates seamless, intent-driven shopping journeys for fast, frictionless outcomes.

Localizes campaigns instantly with culturally nuanced translations.

Adjusts recommendations, product placement, and pricing dynamically.



## **AI-DRIVEN CUSTOMER ENGAGEMENT AND SUPPORT**

Powers assistants that handle catalog searches, pre-fill carts, and post-order support.

Reinvents customer service with conversational agents managing end-to-end interactions.

Blends human and AI intelligence to scale with empathy and efficiency.



## **BUILDING TRUST AND BRAND AUTHORITY**

Ensures accuracy and authority by presenting first-party product data to LLMs.

Redefines trust and loyalty in the age of AI-driven commerce.

Builds confidence with seamless payments and returns for new brands.

# Designing for AI search

Consumers are increasingly relying on AI platforms for search, and AI agents are acting on behalf of those users—surfacing content, answering questions, even initiating purchases. As a result, a brand's digital experience must be machine-consumable as well as human-friendly or risk being rendered invisible to both.

GEO drives the need to optimize content for clarity, structure, and speed. Building experiences that serve both audiences requires brands to be practical and efficient.

A core piece of designing for AI search requires clean data, both collected and served. Brands need to collect customer data in a way that an AI agent can understand what the customer is trying to achieve. Additionally, the information brands serve to consumers, for example product data, also needs to be well organized, including tagging, semantics, taxonomy, and modular front-end/headless architectures.

## PRO TIP

Durable brands will deliver what customers actually want—product features, aspirational benefits, a frictionless experience—while anticipating shifts in behavior to stay ahead. Brands need to design for humans but prepare for machines.



# Omnichannel success starts with modern infrastructure

The right ecosystem future-proofs your business and lets you lead, not follow. Contentful, Shopify, and DEPT® are ready to help you map your journey to an adaptive, AI-powered ecosystem. Start with a readiness audit today.

