



Agile ecommerce and the future of retail

How a composable content-led approach to commerce meets modern consumer expectations



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INTRODUCTION

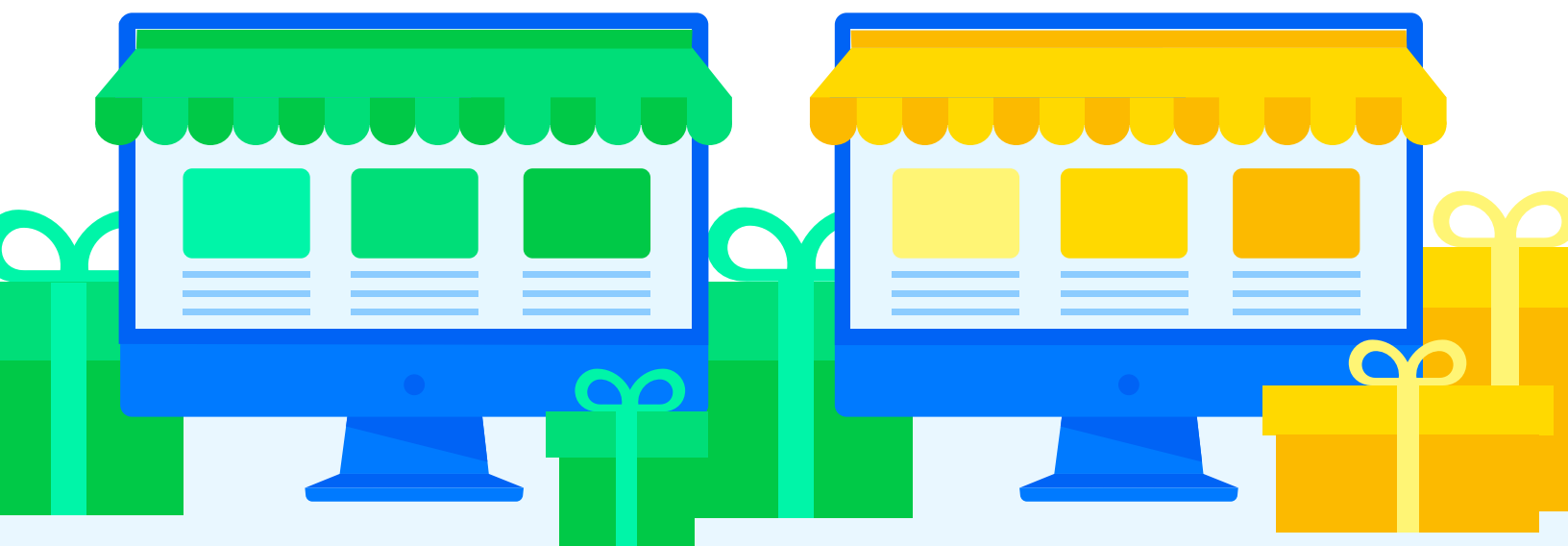
Reframing retail for the modern consumer

“The digital-first era that we are living in has changed two major elements of the customer experience: proximity and speed. The distance between customer and brand has been reduced to a matter of pixels and immediacy is the only time frame customers are willing to accept. This has transformed how companies connect with their customers and reframes how business leaders determine strategies to deliver new customer experiences.”

Steve Sloan
CEO at Contentful

With unparalleled choice and digital access, today's consumers are more informed and more selective with their dollars. This is forcing retailers to go beyond the product and create exceptional buying experiences to gain and retain customer loyalty.

But the game has changed for retailers. Just a decade ago, brands could get by with a static digital storefront and marketing promotions timed with internal content calendars. Today, consumers expect omnichannel shopping experiences that are consistent and convenient across their preferred devices. They expect these experiences to be tailored to their shopping behaviors and preferences, without entering the realm of creepy or intrusive. And they expect all this to be available exactly when they want it.



Heightened consumer expectations and a sprawling digital landscape require retailers to reimagine how they connect product, data and content at scale to deliver the immersive, personalized shopping experiences consumers demand. The previous, one-to-one digital strategies that aligned a single content management system (CMS) to a single channel or device are no longer scalable as new channels and devices (i.e., mobile, voice, wearables, digital signage, AR/VR, etc.) are emerging faster than ever before. Similarly, all-in-one monolithic systems that attempt to do everything have grown too rigid to meet ever-changing market trends or the needs of scaling businesses and the cross-functional team members that support them. Instead, digital-first retailers are adopting an agile, composable approach to ecommerce that is built on a stack of integrated best-in-class technologies that can be mixed and matched to support current and future commerce needs.

Since content provides the context for ecommerce, the agile approach places content at the foundation of the modern stack so retailers can create scalable, consistent and personalized experiences across the entire customer journey. These differentiated experiences make for happier customers and can inspire brand loyalty. From a quantitative perspective, brands can enjoy greater revenue with lower maintenance and acquisition costs.

In this white paper, we'll discuss emerging trends defining the state of ecommerce, challenges brands face in meeting new consumer expectations, and explain how an agile approach to ecommerce allows brands to operate effectively and efficiently in the digital-first era.

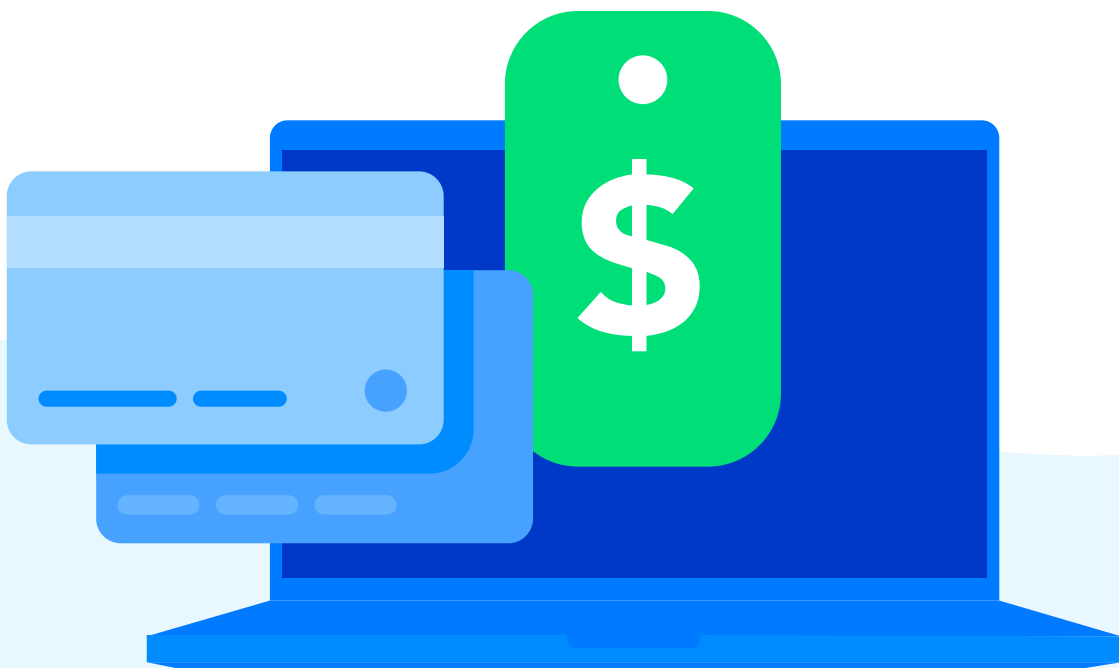


The state of ecommerce

From the inception of the first ecommerce site at the tail end of 1969 to the launch of online shopping-giant Amazon in 1995, ecommerce continues to grow more synonymous with shopping. While consumer confidence in digital shopping has steadily increased year after year, COVID-19 drastically accelerated the state of ecommerce. According to data from TechCrunch and IBM, [ecommerce growth accelerated by five years](#) during 2020.

For companies to survive temporary store shutdowns and limited shopping windows, many made a jump to digital spaces, quickly spinning up digital sites and storefronts. Customers welcomed these changes as they allowed them to secure the products they wanted and needed without physical contact. During the first year of the pandemic, [online retail sales grew by 16%](#) to roughly \$183 billion.

While ecommerce accelerated out of necessity, the industry's trajectory is continuing up and to the right. In 2021, U.S. online retail sales were predicted to surpass [\\$1 trillion](#), with the global figure forecasted to be more than four times that. However, there is still a tremendous amount of untapped potential. According to Shopify, [ecommerce accounts for less than 20% of total retail sales](#). To establish their brand as a leader in ecommerce and scale the industry further, retailers will need to consider how they navigate emerging trends in addition to creating and managing content operations to keep pace with them.



Emerging ecommerce trends

[As McKinsey forecasted](#) in mid-2020, behavioral changes from the pandemic will not be linear but dependent on consumers' satisfaction with new experiences. With the last wave of ecommerce trends, we're starting to see that the online shopping experiences and behaviors with the most staying power are largely influenced by content. While there's no telling exactly what the future will hold, below are some content-led ecommerce trends that [industry experts](#) feel will power online retail experiences of the future.

Mobile and hybrid

While mobile is not a new trend, its usage and prominence are still emerging. In Contentful's [ecommerce insights survey](#), 80% of respondents say they shop online with a mobile device. Over the 2021 holiday season, mobile was responsible for generating \$46B in revenue. That's 42% of all online revenue, according to [Adobe's digital insights](#).

Mobile is also influencing the nature of ecommerce, blurring the lines between digital and in-store shopping with new hybrid experiences.

According to our survey:

79%

of respondents say they browse in-store but make actual purchases online sometimes or often

34%

have purchased an item on a store's app or website while standing in the physical store

With customers consulting information across more than one brand touchpoint before making a purchase – sometimes physical and digital – the need for consistency in design, product information and pricing puts content management at the center of commerce.

AR/VR

Until recently, shopping experiences using augmented or virtual reality felt gimmicky. Today, this perception of AR/VR is changing. According to a survey conducted by Google, [66% of customers would like to use AR to make purchases](#) in the near future. As AR/VR grow more sophisticated, retailers will be able to increase consumer confidence and offer interactive shopping with immersive product experiences.

Digital-first brands have been leading the way with AR/VR. Warby Parker has an app that lets customers try on different frames virtually; IKEA “brings” furniture into consumers’ homes so they can envision their updated space; Bang & Olufsen shows customers the size and shape of its speakers in comparison to real items around them. These augmented and virtual experiences support customers and company bottom lines. According to Facebook AR partner Vertebrae, [conversion rates increase by 90%](#) for consumers engaging with AR as compared to those that don’t.

As content experiences grow more immersive, brands will have to scale to support the various content components driving these experiences while ensuring they are consistent with the content they are already deploying across other customer touchpoints.



Contentful customer BRP uses AR to give customers a preview of their new ride

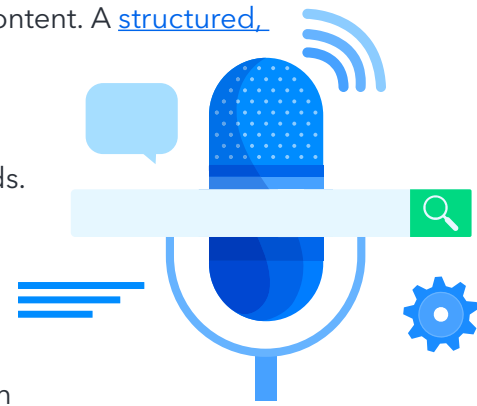
High-cost goods are among the most difficult to sell online, but motor vehicle manufacturer BRP found – or rather built – a way around this. With Contentful and its solution partner [Nascent](#), BRP launched a 3D augmented reality shopping experience that allows customers to mix and match motorcycle features (a total of 70k combinations are available) for a realistic preview of their new ride.

[Read more](#)

Voice search

According to a recent survey by PwC, [72% of respondents use voice technology regularly](#). This type of search is replacing regular online search for the same reason online shopping is disrupting in-person shopping – convenience. Voice search allows consumers to speed up their queries, operate hands-free and multitask. It's also accessible to a wider audience.

In the same PwC survey, "50% of respondents have made a purchase using their voice assistant, and an additional 25% would consider doing so in the future." Respondents did note that with making purchases, voice search doesn't account for the same complexities in pricing and product information as text experiences. To manage these complexities, brands will need to turn to a structured approach to content. A [structured, modular approach](#) allows ecommerce teams to reuse content across customer touchpoints, including voice, as well as customize what is shared to meet their listening consumer's needs.



AI chatbots

AI-enhanced chatbots are driving simulated, automated customer support and enhancing human-assisted support. With developments in artificial intelligence and machine learning, chatbots will be able to predict customer desires based on previous actions. If successful, incorporating smart [chatbots could save companies \\$8 billion dollars in 2022](#).

Through the lens of ecommerce, BigCommerce predicts that [chatbots of the future will be able to display products and their details and handle both purchases and shipping](#). If this becomes a reality, customers will have an easier time than ever moving from browsing to buying.

The business value that chatbots offer can quickly disappear if the information they share doesn't align with what's posted elsewhere or is communicated by team members answering support tickets and phone calls. Here, a connected approach to content that pulls information from across existing information sources, like knowledge bases and technical documentation, helps brands create a single source of truth to ensure content accuracy and consistency across the organization.

While exciting, each of these emerging trends is only valuable if they're built and deployed with the customer in mind. Focusing on just the bells and whistles of ecommerce experiences can add unnecessary confusion and inconsistency to the buyer journey. So before jumping on trends, fully understand what customers expect from your brand's digital experiences.

What customers expect from ecommerce brands

Quality products are table stakes in today's market. Consumers are gravitating toward brands that offer not just a good product or service, but optimal shopping experiences. The modern consumer expectations presented below, reveal that shoppers will remain loyal to brands willing to put in the legwork to connect commerce, content and context in a way that creates truly exceptional buying experiences.

Consistent experiences

According to a [recent survey](#) by Salesforce, 80% of customers say the experience a company provides is equally as important as their products and services. While "experience" can seem like a vague blanket term, respondents in our "[Ecommerce insights 2021](#)" survey pinpoint consistency as a determining factor. Eighty percent said a consistent look, feel and brand experience across all touchpoints, digital and in-person, is important. Failing to deliver on these expectations can diminish brand trust and lead to a decrease in customer lifetime value and customer satisfaction.

Ease and convenience

Roughly [74% of consumers shop online at least once a month](#). The primary reason consumers are choosing ecommerce over in-person shopping is convenience. Online shopping saves consumers from battling traffic, navigating sprawling aisles or waiting in long checkout lines. With ecommerce, consumers can fill their digital shopping carts from the comfort of their own homes. One-click ordering, same-day delivery and tracked shipping further extend purchasing convenience and confidence.



Point of sale information

Modern shoppers are informed. They look for deep, diverse product information to ensure what they pay for actually aligns with their wants and needs. These consumers aren't afraid to shop around, especially when it comes to finding the best value and prices. And, they're specific about how they'd like to access product and pricing information. According to a [survey](#) by Salesforce, 65% of consumers prefer self-service product information and instructions. They're no longer interested in basing their decisions on the knowledge of a single salesperson or the product information on the packaging. They also aren't looking to wait in a phone queue to speak with a customer service representative.

With expansive, on-demand product details across all ecommerce content – images, videos, FAQs, ratings, reviews, educational materials, etc. – consumers are learning to avoid buyer's remorse. Point of sale information must be extended across hybrid shopping experiences to ensure local store inventory and curbside pickup availability are working from the same source of truth.

Reliability and security

Customers view predictable digital performance as a standard requirement for online shopping, especially during peak traffic times. This includes network availability, fast page load times for the products and information they are searching for as well as accurate delivery dates for their orders. This extends into security as consumers expect their personal information to be protected against data vulnerabilities and handled in accordance with privacy and compliance standards.

Looking for more ecommerce insights from online shoppers? Read our "Ecommerce insight 2021" survey.

[Download the survey](#)



What brands need to deliver to customers

Pre-digital times, shopping was a one-way street. Brands called on customers with printed advertisements and catalogs. Customers made purchases at the nearest brick-and-mortar store. With a brand's real estate being entirely physical, it was easy to see what needed to be managed and maintained.

While technological advancements have made certain aspects of life easier, it hasn't always simplified them. Ecommerce has added considerable complexity to selling. Instead of channeling all of a brand's resources and efforts into a finite number of channels, today's retailers must operate at a new pace, scale and experiential level than ever before.

Speed to market

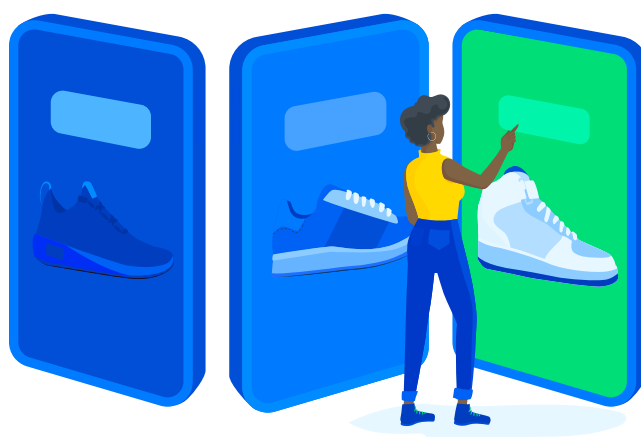
To stay ahead of competitors and deliver on customer expectations, ecommerce businesses must accelerate their time to market in every sense. This means speedy product launches, timely campaign iterations, always up-to-date product information and agile, collaborative workflows across digital teams. This requires retailers to consider how they can decrease time spent on each stage of their ecommerce content development: planning, creation, testing, launching and iteration.

According to Ben Shakhon SAP's vice president of customer service, [benefits of arriving to market faster](#) in commerce include, "increases in visibility, greater employee involvement and satisfaction; better business alignment and value, reduced risk with greater transparency, improved product and service quality; the ability to innovate quickly, drive higher customer satisfaction, reduce costs and increase competitive advantage," among other things.



Omnichannel delivery

Delivering omnichannel experiences is about creating consistent customer experiences across all the channels and devices consumers engage with. This means a company's message, pricing, product information, tone of voice, brand design and other details are consistent no matter where a customer interacts with the brand. Omnichannel delivery isn't strictly digital either. Hybrid shopping models, where consumers browse online and buy in-store or browse in-store while filling their digital shopping carts, are part of the modern ecommerce experience. Brands that hope to deliver consistent, omnichannel experiences will need content strategies that allow them to streamline content distribution across each customer touchpoint at scale.



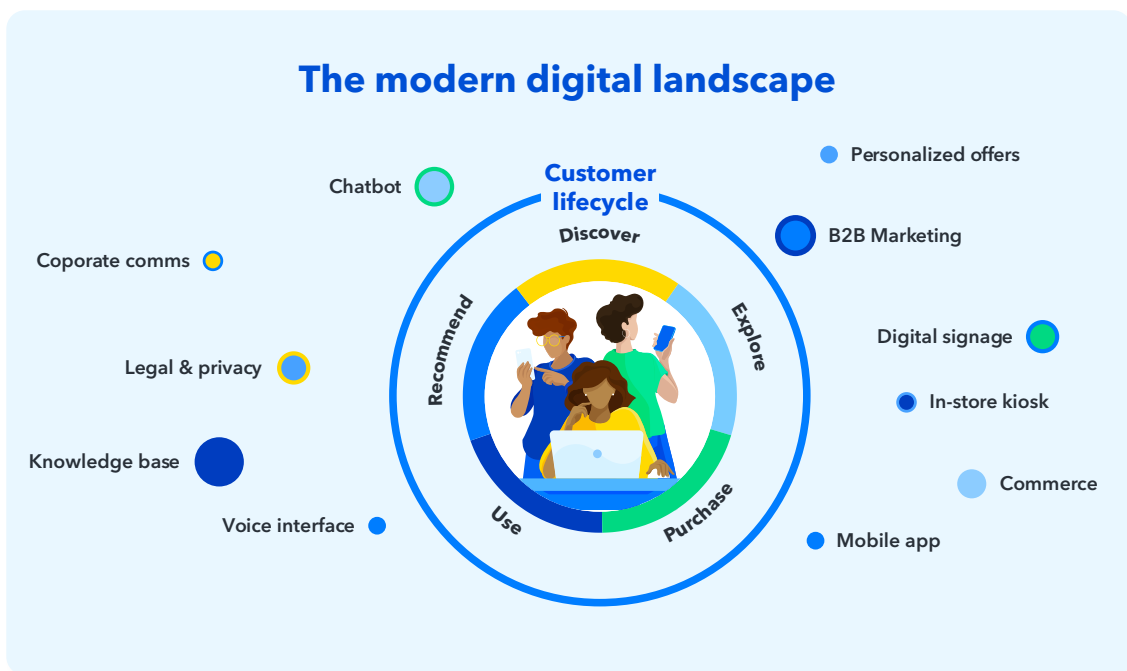
Immersive experiences

While providing omnichannel experiences is one way for brands to diverge from competitors, to actually retain customers and encourage repeat purchases, brands must build exciting, innovative shopping experiences tailored to consumers' wants, needs and expectations.

In some instances, an exciting, immersive experience can even turn in-person shoppers into online shoppers – this is true for 26% of non-online shoppers included in our "Ecommerce insights 2021." They reported that "an engaging online experience that makes [online shopping] fun or interesting" could compel them to do so for the first time.

Ecommerce challenges: Managing the digital sprawl

While most retailers agree there's value in delivering connected and immersive experiences to consumers, the challenge is managing a vast array of content, distributing it across myriad channels and targeting the right content to the right buyers. Solving these problems has grown exponentially harder with legacy content management systems. Legacy systems weren't built to manage content across websites, mobile, apps, etc. They are now being force-fit into the digital-first era, resulting in ecommerce and content management systems that are stacked on top of each other to support new channels, creating silos and systems that don't speak to one another. This forces teams to manage content at the channel level, where much of the work involves cutting and pasting or recreating the same content across multiple channels. Even after all that work, teams then have to deal with the organizational gymnastics required to keep all that fragmented content synchronized.



Siloed content and fractured point solutions

When organizations have teams structured around different channels, teams will choose to use different tools despite many serving the same function. This creates data and content silos that make collaboration complicated. Without integration across these tools, teams experience operational inefficiencies. CMS and ecommerce system users have to move back and forth between disconnected point solutions to keep content consistent across channels. A single content update could take an hour to cut and copy and paste across multiple platforms. Then a developer must push those changes live. With so many steps required to build and ship products and content, brands without agile processes and technology lose ground to competitors.

With legacy CMSes, launches and iterations – even those strictly tied to content – are at the mercy of engineering bandwidth. Requesting changes requires much back-and-forth communication, or worse, submissions to a ticketing system where requests sit in a queue for who knows how long.



Limitations in horizontal and vertical scaling

The expanding digital landscape requires businesses to scale horizontally across new channels and devices as well as vertically with enhanced functionality and customizations. Legacy, monolithic CMSes struggle to integrate with the complex backends required to support cross-functional teams, delivery to new global markets, or personalized content across customer profiles. To support this vertical and horizontal scaling with efficiency, digital teams need tools purpose-built for data analytics, audience segmentation, translation, personalization, marketing automation, journey orchestration, product information management and more.

Legacy systems make integrating new tools difficult and costly. In working with preferred technology vendors, monolithic solutions dictate which tools ecommerce brands use and how much they'll spend to purchase and integrate them. Often connecting the tools requires support from the CMS vendor or an external contractor. In this instance, companies pay top dollar to set up tools they didn't select and which might not be the best fit for the project at hand. It's a recipe for stalled, stunted and even unsuccessful scaling.



Bang & Olufsen unites online content with digital signage in its physical stores

Bang & Olufsen headphones and speakers offer buyers a premier listening experience. The company behind them wanted to match that quality across all of its commerce channels. After using Contentful to streamline messaging across in-store digital displays and its ecommerce storefront, Bang & Olufsen experienced a 60% increase in ecommerce conversion rates and its cart-to-checkout rate of progression doubled.

[Read more](#)

Inefficient data collection and experience personalization

As content delivery becomes more complex and the digital landscape expands, building a backend of data integrations that connects each touchpoint is essential but lacking within many organizations. Two-thirds of retailers included in a [McKinsey survey](#) titled, “Personalizing the customer experience: Driving differentiation in retail,” reported that gathering, integrating and synthesizing customer data was the largest concern in establishing personalization efforts. Forty-three percent of respondents said that siloed processes and organizational models prevented the effective use of data, and 67% said they did not have the right tools in place to execute personalization at scale.

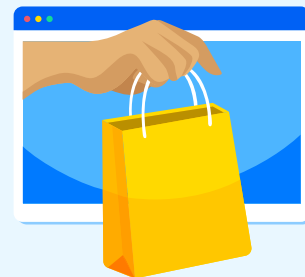
As brands strive to create differentiated, connected experiences across the customer journey, they will need to adopt tools that are extensible enough to connect data across their tech stack as well as flexible enough to support the agile processes of cross-functional teams.

Modern ecommerce challenges are deeply interconnected and primarily stem from technology constraints. To manage the omnichannel demands of ecommerce, retailers resorted to introducing more CMSes. This resulted in content locked away behind isolated systems, maintenance-heavy workarounds for cross-system data sharing and content that could only operate for single use cases.

The future of retail requires a paradigm shift for digital-first brands. According to a report from Accenture, the top 17% of marketing leaders are “rewiring their organizations to enable better integration and collaboration and deliver superior customer experiences.” These leaders are challenging traditional structures built around monolithic technology to drive innovation and growth. And, they’re starting by taking an agile approach to ecommerce and introducing tech stacks to support it.

Ecommerce challenges can be as unique as each retailer. Still, the solution one brand finds can inform or inspire others.

[Explore Contentful case studies](#)



An agile approach to ecommerce

Agile ecommerce, or composable commerce as Gartner refers to it, is a suite-free approach to digital commerce. Instead of contorting legacy tools to fit modern commerce needs, digital-first retailers adopt a stack of best-in-class tools that work together seamlessly to meet team preferences, specific project needs and, in turn, quickly maximize return on investments.

The traditional approach to ecommerce focused on adopting all-in-one monolithic suites that were assumed to solve all of a retailer's problems. Instead, retailers found themselves adding more tools, increasing complexity and technical debt as they tried to augment their technology to keep pace with sprawling customer touchpoints and increasing consumer demands for content and product experiences.

"Agile and iterative development techniques can be used on any project (e.g., ERP implementations, operational systems, etc.), but nowhere is it a more natural fit that [sic] for ecommerce. I can't imagine why you would do it any other way."

Justin Bell

"Agile is Perfect for Ecommerce"

With agile, composable commerce, brands construct an ecommerce tech stack with integrated purpose-built capabilities known as microservices. Instead of choosing a few all-in-one tools, microservices allow brands to integrate the best tools more efficiently for each aspect of their ecommerce business using APIs.

Quick definitions



API

An application programming interface (API) transfers data back and forth between software, allowing different systems to integrate or "speak" with one another.



MICROSERVICE

A microservice is a modular software component that addresses a specific job. When connected via APIs, microservices build out a composable stack.

“The business model, customer experience and technology environment all influence the choice of digital commerce architecture. For example, if you plan to offer innovative user interfaces through a number of customer touchpoints, an API-oriented architecture will give you the flexibility to integrate the front end as well as multiple backend systems,”

Gartner

“How to Develop a Digital Commerce Strategy”

By integrating systems via APIs, organizations gain the flexibility to add, upgrade or swap out components of their stack without collapsing the whole tower. At the same time, they create a unified system where all tools and content are accessible. With different channels sharing the same content layer, analytics tools, personalization solution and inventory manager, customer experiences become more consistent and streamlined.

Internal users also benefit from a stack approach as they can access needed tools in custom user interfaces and make changes independent of developers. And, because everything is connected, nothing has to be built from scratch. Developers can pull what they need from the existing stack, confident that changes in one area won't affect another. Piloting and scaling new technologies or adding new channels has never been easier.

Moving away from monolithic systems means that workflows can be streamlined. Instead of taking turns making changes within the system, developers, marketers, product managers and other digital builders are able to get products to market more quickly as they are able to work in parallel. Developers can build a new app while editors write content and designers illustrate – without anyone tripping over each other. Integrated composable environments, power cross-functional, collaborative teams.



Contentful ecommerce integrations

Contentful's app marketplace streamlines how you integrate new tools and business capabilities. Here's a sampling of app categories ecommerce retailers use most.



ANALYTICS



AI



PERSONALIZATION



LOCALIZATION



MARKETING



DAM



PIM



COLLABORATION



DELIVERY



OPTIMIZATION

[Explore the marketplace](#)



Costa Coffee unites geographically dispersed teams

After being acquired by The Coca-Cola Company, U.K.-based, long-loved coffee retailer, Costa Coffee, was looking to expand. With Contentful, the company built mobile and web app templates that globally-dispersed content teams could refine based on local preferences. Although they were separated by great physical distances, Costa Coffee team members collaborated successfully to launch 15 localized sites.

[Read more](#)

Composable commerce needs composable content

Agile ecommerce runs on diverse, composable content that is made available at every stage of the buyer's journey and on every channel. Composable content is enabled by a headless, modular content platform.

A content platform creates a content layer within the ecommerce tech stack making content accessible to the different tools and teams who need it. A content platform takes teams and projects further by including capabilities that enable in-house app building and UI customizations to meet the needs of internal teams. Modular content solutions, like Contentful, break content into reusable components. All your product content can be entered once, used anywhere and kept up to date from one central hub. A single piece of content can be delivered to multiple endpoints so that each piece of content works harder and reaches more customers.

Instead of being created for a specific channel or device, composable content is created and stored in a modular format, similar to building blocks. This is the "headless" part of the platform, meaning that content is decoupled from any "head" or presentation layer and can instead be used across any presentation interface. These modular blocks can be used and reused to construct different digital products, including websites, apps, lookbooks, digital billboards and more. The content can also be personalized for different customers, formatted for various devices and translated across regions and markets.

"The key is to not start with form and apply it to the funnel. Instead, start with story (or content value) and apply multiple outputs to that content. Then test like the dickens."

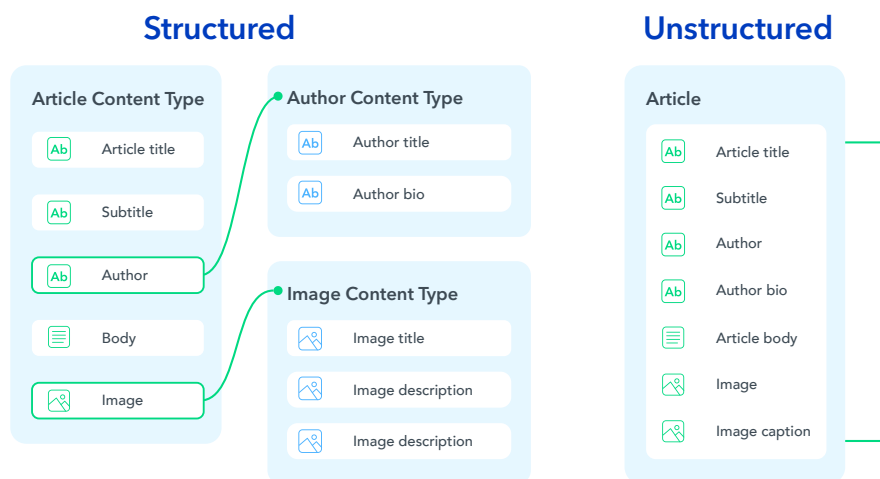
Robert Rose

Founder and Chief Strategy Officer at The Content Advisory

Understanding structured content

Modular, structured content can be a tough concept to grasp. Think of content as water flowing through the pipes in a house. No matter where the water is used, it enters the house at the same point and is stored in one system. The same water that runs through the faucets feeds the ice maker and sprinklers. When and how it is delivered – hot or cold, a spray, steam or crushed ice – is controlled at individual endpoints. When adding new sinks, plumbers don't create entirely new systems. Instead, they link them to existing plumbing infrastructure. Content can be structured the same way – stored in its most basic format and then defined for use at any endpoint.

Here's an example of what content for an article looks like when it's structured vs. unstructured.



With a content platform that makes content scalable, adding channels can be as easy as adding another faucet. This opens up endless possibilities for how content can be used while streamlining content operations by creating a single point from which content flows. Any content you create is available for use in current channels and recyclable for future digital ones. You build only what you need, instead of reinventing the wheel for each channel. And, when there's a need to refresh or adjust the content, changes can be made individually or at the source. With a central content platform, changes to source content populate everywhere that content is referenced, eliminating error and ensuring consistency.

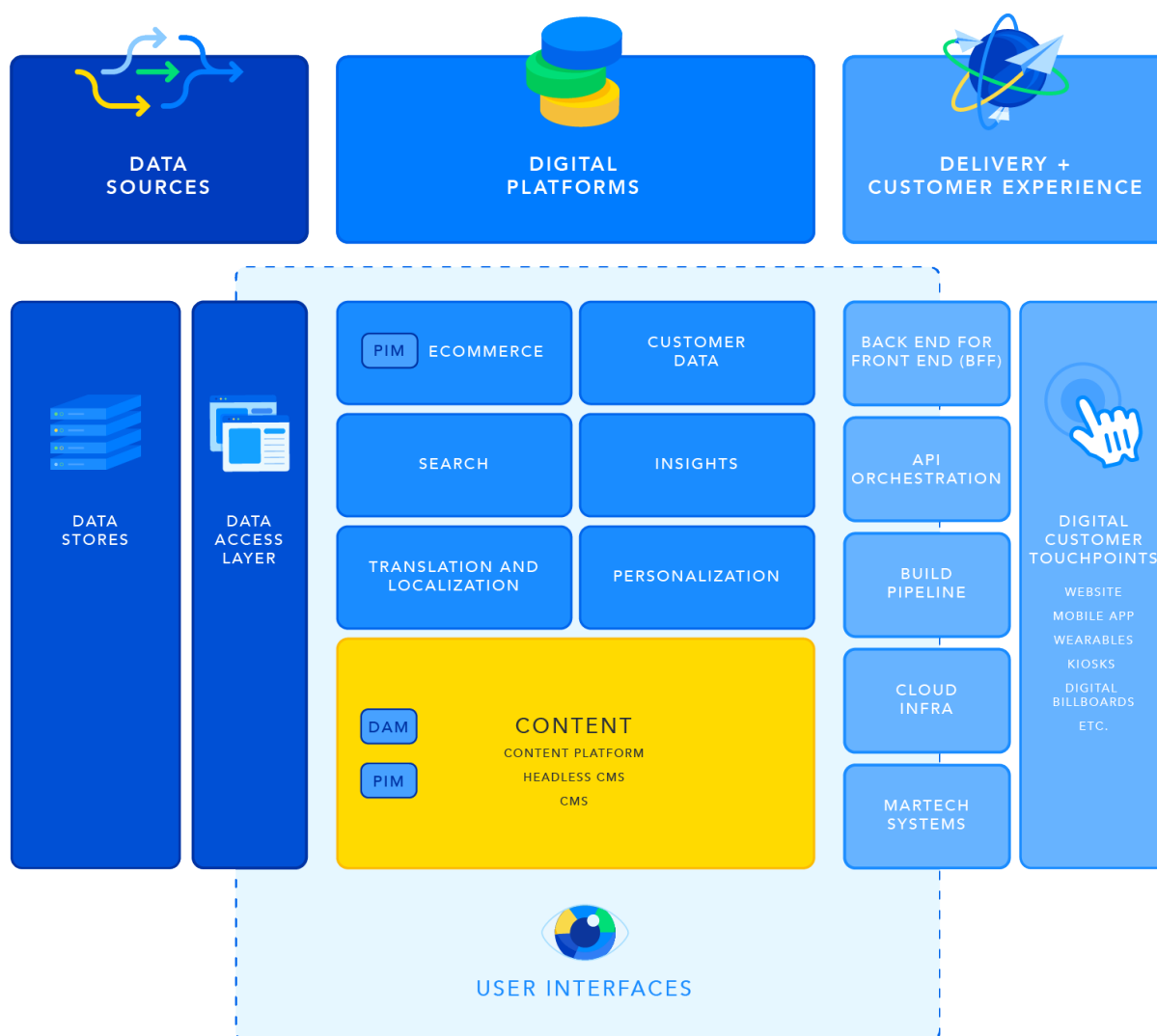
Learn more about structured composable content and how it supports scaling and reuse.

[Download the workbook](#)



A content platform: The foundation of agile ecommerce

A content platform is the heart of the modern ecommerce tech stack. Contentful's API-first content platform provides ecommerce teams composed of [digital builders](#) – content creators, developers, marketers, strategists – with the powerful tools they need to aggregate, structure, deliver and manage content programmatically across the organization's digital footprint. The ease of integrating and extending our platform lets builders connect all content in one place. This enables speedy operations, decreases your time to value and improves time to market.



Contentful's content platform is fully composable. Its [App Framework](#) lets developers extend the tech stack easily, customize user interfaces and build custom applications directly within the platform. Contentful enables teams to connect their content to other cloud services like search, commerce, asset management and personalization and the flexible platform connects to backend enterprise systems, making content more relevant once informed by customer data and intelligence.

No matter what kind of content resides in the content platform – be it text, images, VR objects or anything else – it's just an API call away. In using API-first components with other third-party technologies for composition, retailers can accelerate building and customize their stack to meet the specific needs for a wide range of use cases (e.g., ecommerce, global websites, self-service knowledgebases, loyalty programs, etc.). Contentful works with and around existing technologies to deliver great experiences and orchestrate where content needs to go to support digital business initiatives.

Enabling digital teams

While content is a driving force of great customer experiences, content management and orchestration are highly valuable to the internal builder experience. The deep extensibility of a content platform enables digital builders to integrate and create with whatever tools best serve their team, environment and project. This empowers cross-functional teams to work more efficiently and without constraints caused by rigid workflows or excess features common with pre-packaged software and legacy CMSes.



Developers

Developers can use APIs and [Contentful's App Framework](#) to extend, tailor or build completely new UIs while optimizing workflows that help internal content teams move at pace. They can leverage ready-built app extensions from the [Contentful App Marketplace](#) and work in the programming languages they prefer. By offering easy configuration and integration with their favorite development tools, engineers can efficiently build no/low code capabilities on the platform, such as content orchestration apps or business-specific content workflows. Leveraging these features refocuses valuable engineering time and limits core content management activities, maintenance and updates.



Content creators

Content creators can create and modify content quickly in pre-built, out-of-the-box apps, [Contentful apps](#) or another interface suited to their needs and working styles. Contentful helps teams connect content and workflows for easy creation, widespread access and rapid iteration, segmentation and experimentation. Advanced use cases, like personalization, are time-consuming and require teams to build a library of content and creative variations across regions, languages and segments. Contentful automates these efforts by connecting with cloud services dedicated to optimization, translation, analytics and more. With a unified experience platform, content teams operate complex aspects of the content lifecycle more efficiently.



Orchestrators

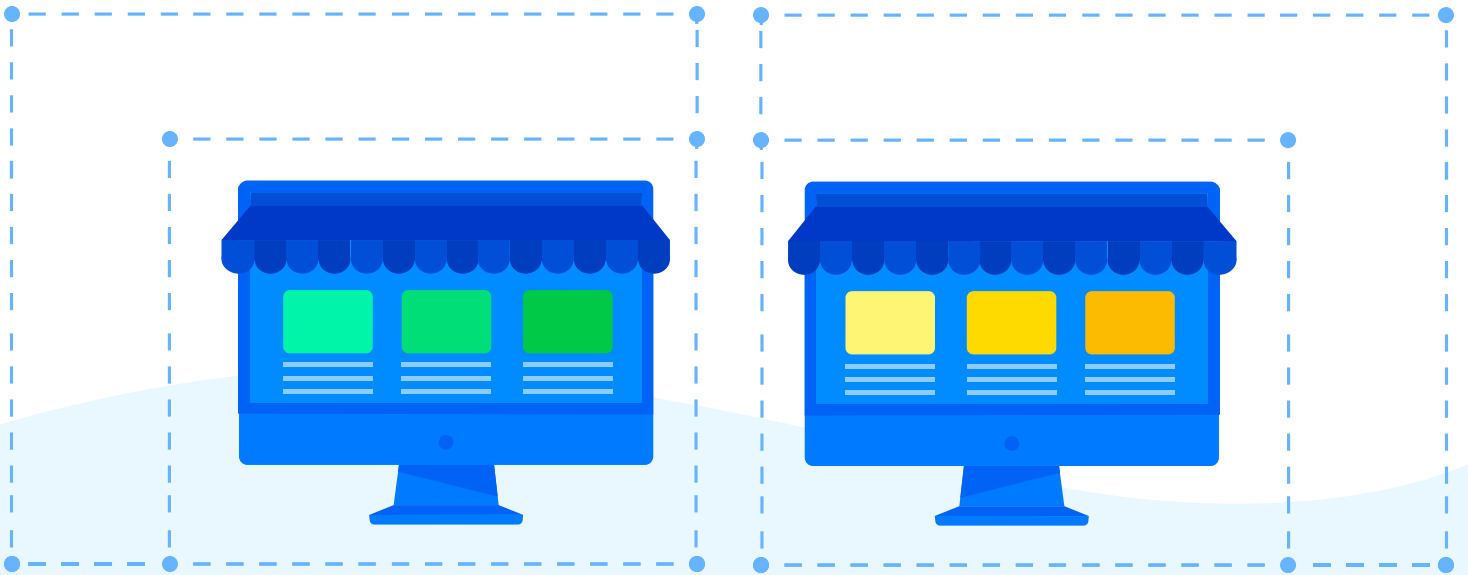
Orchestrators can work across organizational silos at speed, collaboratively or independently, to produce and deliver continuous streams of content. Teams can then assemble and deliver new experiences to any digital touchpoint, friction-free. The option to reuse content further decreases time to market. Contentful accelerates content velocity within the digital delivery pipeline through a feedback loop, providing businesses the opportunity to optimize based on use and performance insights.

CONCLUSION

Go forth and be agile

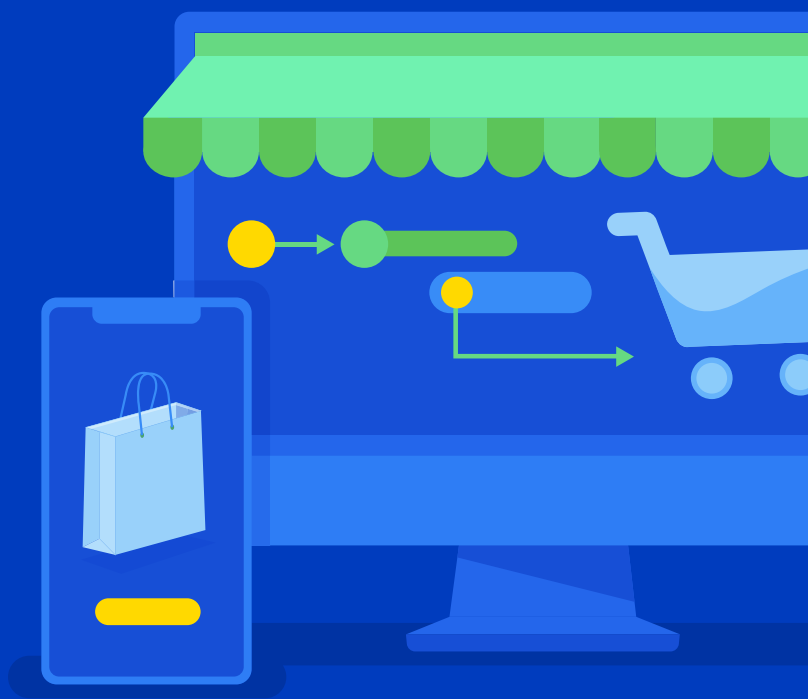
The move toward agile ecommerce can start in many places, but that shouldn't create paralysis by analysis. You can help your brand become more agile by simply investing in tools and technology that support moving quickly, failing fast and iterating toward improvement. With technology that supports frequent, real-time iteration, you don't have to over-commit to any one strategy. Instead, your brand can remain agile as you deliver consistently improved experiences for your customers.

Finding the right content solutions is a key step in the agile ecommerce process, and Contentful would love to be part of the conversation.



See Contentful's agile ecommerce platform in action

[Watch a demo](#)



Discover how leading digital retailers are using our platform to solve their ecommerce challenges

[Download ebook](#)

