

Acquia
EXPERIENCE DIGITAL FREEDOM

***HOW A COMPOSABLE
DXP HELPS BRANDS
CREATE LIMITLESS
DIGITAL EXPERIENCES***

Enabling Speed, Agility, and Flexibility



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INTRODUCTION

For most brands, delivering consistent, personalized experiences across online channels is both critical and challenging. But today's accelerated development and digital transformation timelines add even more complexity.

Leveraging a digital experience platform (DXP) to assemble the right experiences for your customers can prove transformational. But the kind of DXP matters. A DXP that has both content management and customer data management is powerful, and it gets even more so with composability at its core.

By making sure the platform you choose is composable, marketers, web developers, and IT professionals can build a foundation that leaves open maximum choice going forward.

Rather than being limited by one vendor's tools, you can more freely onboard the services you need from an ecosystem of third-party technology partners. You can easily add, remove, or change the pieces of your architecture as your needs evolve.

In a fast-changing world where the quality of the customer experience (CX) you deliver is a competitive advantage, this kind of **radical innovation** can help you lead and succeed.



***FOUR BIG CHALLENGES
THAT MAKE IT DIFFICULT
TO MEET CUSTOMER
EXPECTATIONS***



Marketers, IT teams, developers, and other functions involved in creating experiences face all kinds of growing pains today. Four of the largest aren't likely to subside any time soon.

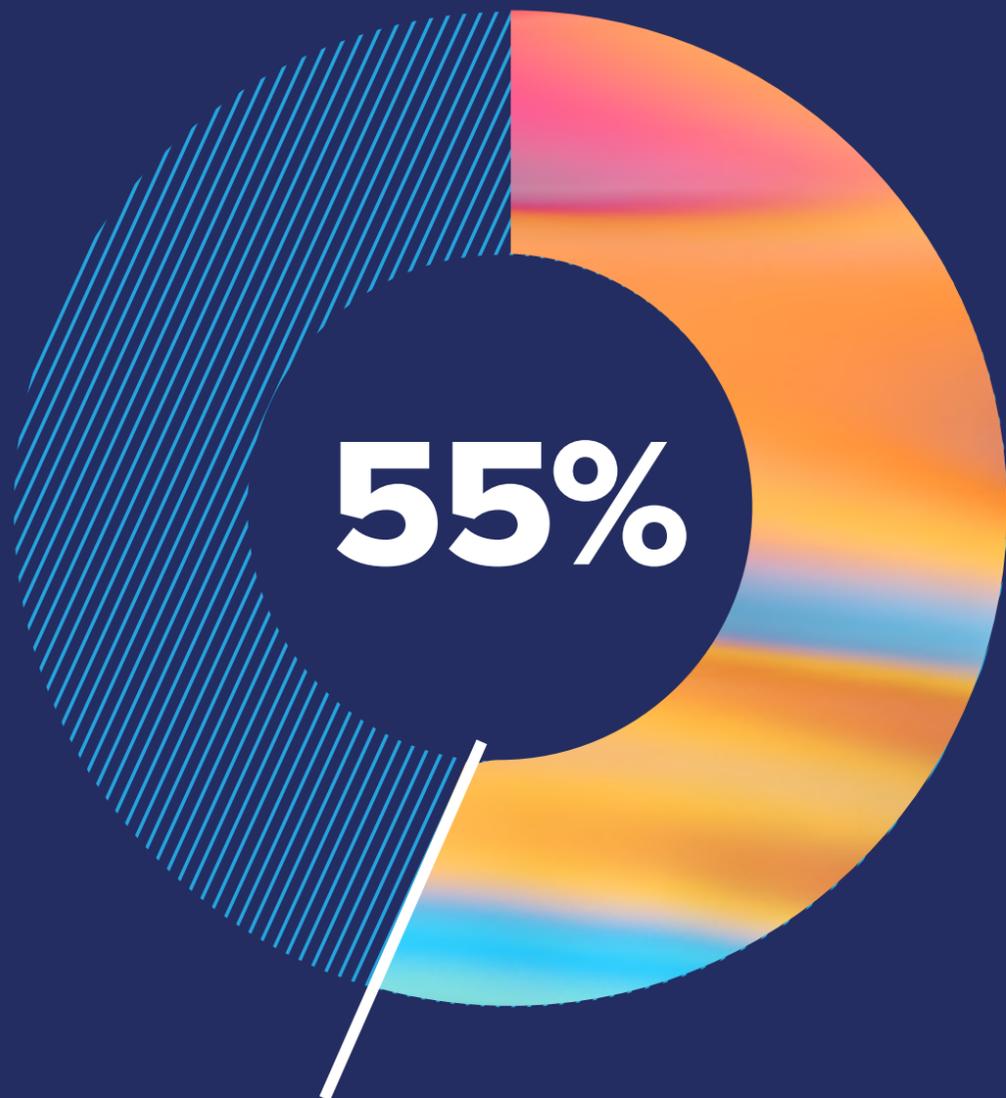
1. Digital applications are growing in number and complexity. Publishers released 2 million new apps and games in 2021, according to App Annie's **State of Mobile 2022**. The mobile analytics firm also found new app downloads grew 5% globally to 230 billion in 2021.

The need for every organization to build and deploy more apps over the next 10 years will only get stronger. These apps will be more intricate, too. Many that start as simple marketing sites will transform into more comprehensive versions that support the entire customer lifecycle.

2. More data to manage. All those apps and additional touchpoints generate massive amounts of customer data. That's a benefit, as our **2021 CX report** found 33% of marketers say the ability to gather enough data about consumer preferences to create compelling digital experiences has been particularly important for them over the past 18 months.

Yet, innovative marketers know that all that information needs to be unified and analyzed to truly understand customers, generate predictive insights, and deliver personalized experiences.





of marketers say their organization has adopted a digital experience platform (DXP)

[“Deliver A Modern Digital CX: A Guide for Marketing Innovators, \(Customer Experience Trends Report, Global Edition\),” Acquia, 2021](#)

3. Increasing risks to mitigate. More apps and more data translate into more risks. Digital properties must comply with brand standards and relevant regulations.

Consumers themselves expect organizations to have top-notch privacy management, but our CX research discovered as many as two in five global consumers do not trust that all brands will handle their personal data properly.

4. More content to control. Content is at the heart of every digital experience, and consumers who want to be entertained or are researching potential purchases have an appetite for it like never before. Our CX survey found 49% of marketers created more content for customer engagement in 2021.

Creators must mobilize rich content across channels and produce it in different formats, styles, and tones. They must also pivot messages and offerings in response to changing events. However, 83% of marketers told us they struggle to create content that can be rapidly released across all their digital platforms.



***A DXP WITH
COMPOSABILITY
HELPS YOU RADICALLY
INNOVATE***



Speed, agility, and flexibility are necessary to meet these challenges, yet the legacy technical architecture that brands have built typically falls short. Closed, monolithic systems limit choices to the solutions of a single vendor, which may not adequately help you achieve your goals. While you can add different services, the integration is often messy and headache-inducing. Most legacy architectures weren't designed to support the types of digital interactions that currently drive business.

Fortunately, a composable architecture offers a better alternative. In this model, as defined by Gartner, packaged business capabilities serve as the fundamental application building blocks for the entire enterprise.

A DXP with composability enables an API-first approach that eases integration with whichever components will work best for your experience creation process today and in the future as new customer expectations, channels, and modalities emerge.

***HERE'S HOW A
COMPOSABLE DXP
STARTS DELIVERING
VALUE FAST***

One way to think about the structure of a composable DXP could be to picture the cross-section of a sandwich. On top, you have a common experience layer that orchestrates the delivery of personalized content and brand experiences, including through voice and chat. On the bottom, you have a common data layer to aggregate customer insights across all transactional services.

The contents between those layers are composable services developed by third-party technology partners. These modules are built on the four architectural principles known as MACH:

- /// **Microservices**
- /// **API-first**
- /// **Cloud-native**
- /// **Headless** (in which a solution's front end is decoupled from the back end)

If you're a commerce provider, for example, you could customize your stack with services that best fit your unique use case. You could integrate a transactional engine, a search provider, a data provider, one-click checkout and a creative tool from completely different partners. You could also access pre-built modules that help accelerate paths to purchase while enabling in-moment discovery and fulfillment at scale.



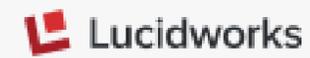
THE COMPOSABLE ENTERPRISE ENABLES YOU TO INTEGRATE DIGITAL SERVICES EASILY

COMMON EXPERIENCE LAYER: CONTENT | EXPERIENCE | OPTIMIZATION

(Orchestrates delivery of personalized content and brand experiences.)

COMPOSABLE SERVICES: MACH SERVICES

(Developed by third-party technology partners.)



COMMON DATA LAYER: DATA | MACHINE LEARNING | ORCHESTRATION

(Aggregates customer insights across all transactional services.)



***COMPOSABILITY
HELPS MARKETING,
COMMERCE, AND IT
TEAMS WORK BETTER
TOGETHER***

A composable DXP doesn't just unlock data and content and bring together an ecosystem of MACH technology partners. It also connects workflows across the teams that are involved in development, deployment, content creation, site building, campaigns, testing, and optimization.

After all, organizational silos need to dissipate and teams need to iterate. To get there, digital workflows need to be industrialized and automated.

Through this approach, practitioners can start to meld into the multidisciplinary groups that Gartner refers to as "fusion teams." Workflows become concurrent rather than sequential. For example, content creators, data scientists working on machine learning, and stakeholders focused on the front-end experience of a new website can now work independently without waiting for others to first complete their own tasks.

Marketers on both corporate and local teams can employ low-code or no-code tools that make it easy to create content, update sites, and build campaigns without requiring help from web developers or IT. Plus, security and governance are built into applications from the start and allow for flexibility within restraints.

The composable platform enables speed and efficiency by streamlining the creation and delivery of new data-driven and personalized experiences. You could actually deploy a commerce solution in 90 days that typically would have taken 18 months to complete.



A VISION FOR EASE AND SIMPLICITY

With Acquia's composable DXP, the barrier to entry is small. You can start with one simple site and scale up. You can plug in new modules at any point and change course if they don't help advance you toward your goals.

While a DXP with a composable architecture enables fast assembly of digital experiences, it's true that stringing together components from multiple vendors is inherently complex at the end of the day. However, there's an elegance in having every single application across an organization powered by one unique platform. In addition, the process will become even simpler when teams can choose their favorite services and capabilities for their DXP from a central marketplace.



SUCCESS STORIES OF RADICAL INNOVATORS

A composable DXP can deliver a variety of experiences for almost any industry. Here are three examples of how organizations harnessed the power of a component-based approach to quickly and successfully execute a promising concept.



GENESIS HEALTHCARE SYSTEM

The Ohio-based healthcare delivery system includes a not-for-profit hospital, a network of physicians, and multiple outpatient centers. Their team strives to deliver personalized patient care, but the organization's former website didn't offer an ideal experience.

For instance, new patients struggled to make appointments through the site. Also, because its legacy content management system didn't allow for easy content creation, Genesis couldn't deliver engaging interactions.

Genesis decided to partner with digital consultancy Perficient to design, build, and launch a new site with enhanced features and functionality. Thanks to the integration of APIs provided by an electronic medical record system, visitors can now find and make appointments online.

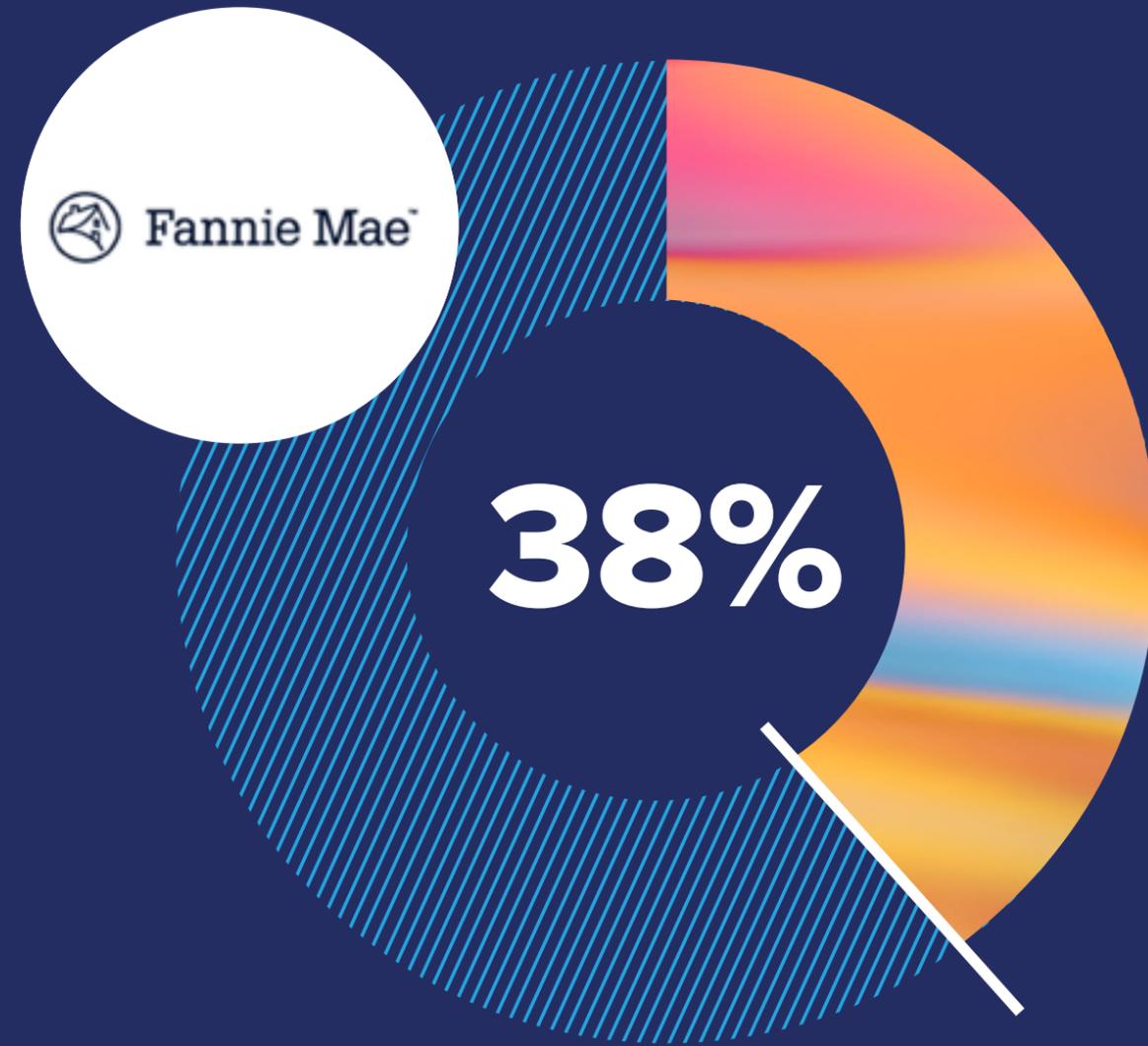
In addition, the Genesis marketing team is empowered to quickly and easily create and deliver tailored content based on different patient acquisition campaigns. Genesis has seen an increase in website-driven patient acquisition, higher organic traffic, and greater user engagement.



FANNIE MAE

The government-sponsored enterprise and publicly traded company is a leading source of mortgage financing and creates opportunities for people to buy, refinance, or rent a home. After a series of wildfires broke out in multiple states, Fannie Mae wanted to provide important wildfire relief information to homeowners and renters as rapidly as possible.

Fannie Mae and the agency FFW created personalized content and calls to action about wildfire relief programs. They posted the content on Fannie Mae's website and employed geotargeting to display it to web visitors from seven impacted states. In the end, 38% of visitors in targeted states clicked on the personalized content. Homeowners who saw the content had a higher level of loan lookup activity, and renters who saw the information had a higher number of resource form submissions.



of visitors in targeted states clicked on the personalized content

MARS WRIGLEY

Mars Wrigley produces some of the world's most beloved brands, including Halloween favorites like M&M'S, SNICKERS, and SKITTLES. As early pandemic lockdowns threatened the fun — and sales opportunities — of Halloween, Mars Wrigley and digital partner Bounteous came up with the idea of TREAT TOWN, a community-building and digital commerce experience. Users could decorate their virtual homes and purchase candy credits that trick-or-treaters, appearing in the form of avatars, could exchange for real candy online or in stores.

Using a composable DXP enabled the partners to create the complex program involving a library of creative assets and move from conception through mobile app distribution in just 12 weeks.

TREAT TOWN became a top app in October 2020 with more than 500,000 downloads, helped connect 250,000 households and drove 8.7 million in-app events.

500,000
DOWNLOADS

250,000
HOUSEHOLDS



8.7 MILLION
IN-APP EVENTS

***AN ENTERPRISE
ARCHITECTURE THAT
DRIVES INNOVATION
INSTEAD OF LIMITS IT***



Revamping your technology stack to radically change the way you build and integrate content, data, and digital services can improve how you work and the customer experiences you create. Implementing a DXP that not only has both content management and customer data management but also composability enables you to:

- // **Deliver hyper-personalized interactions at lower cost**
- // **Scale at the speed of life**
- // **Achieve a faster time to value**
- // **Produce better business outcomes**
- // **Evolve with changing customer expectations**
- // **Employ a governance framework that benefits IT and security teams without slowing down marketers**

Adopting a DXP with a composable architecture can help marketers and other stakeholders not only meet today's four major experience challenges, but also be future-ready for the needs each function has yet to face. Composability is ultimately the key to remaining relevant in an unpredictable world.

LEARN MORE ABOUT THE ONLY TRULY COMPOSABLE DXP ON THE MARKET TODAY

See how Acquia DXP, which is powered by Drupal Cloud and Marketing Cloud, can help your organization improve the experience creation process.

LEARN MORE



Acquia

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ABOUT ACQUIA

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions and help businesses stand out.

