

Marketers win faster with true composability

Component name
Product feature

Composition component

Component variant

- Featured blog carou
- Product highlights c
- Customer testimon



CTAs

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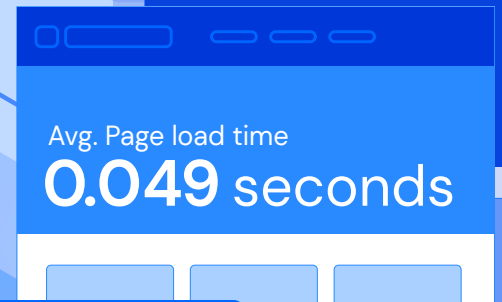
Heroes

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Features



A/B Test

Variation name

Blue home page hero

Run test

Marketer



Technology has promised marketing teams the ability to quickly adapt to ever-evolving customer needs but, in practice, teams are stuck in a time capsule with tools that have long been outpaced by the speed of customer demands.

Slow builds, more bottlenecks

Speed is crucial for campaign launches. Marketers strive to deliver faster but are weighed down by complex systems and inefficient workflows. As a result, progress stalls, manual workload increases, and team performance suffers.

Loss of autonomy and control

Marketers are stuck in the back seat with less control over lead-generation because they lack tools for creating customer experiences and must depend on technical teams for simple updates. Business users feel disempowered, and IT is slammed with marketing requests.

Clunky systems, inefficient workflows

Brands flourish when they can combine data-driven insights, creativity, and storytelling skills into winning experiences. However, legacy technology makes it difficult to streamline and modernize workflows. Marketers try to work around those limitations but end up feeling frustrated and overwhelmed.

Limited time, budget, and resources

Marketers must do more with less in the face of tight budgets, understaffed teams, and fierce competition. Amid ever-increasing sales targets, business teams face an onslaught of pressures to execute and perform.



Anticipating customer demands with data-driven digital experiences

In today's age of digital transformation, connectivity is the crucial enabler for brands to win and retain customers. As consumer behaviors evolve, so do the technologies with which marketers can create compelling online experiences accessible at all times from anywhere

72%

Or nearly three-quarters of customer interactions are now digital.

58%

Of consumers state they're likely to browse products online and buy them in a store.

6x

Increase in sales revenue from omnichannel marketing compared to single-channel marketing activities.

70%

Brands lack modern technologies that enable them to build cohesive omnichannel customer experiences.

Marketers are well aware that technology and customer buying habits are intertwined, but digital teams are bogged down by technologies that are at odds with customer needs and preferences. Rigid platforms effectively become digital time capsules, freezing marketers in place and preventing them from keeping up with industry shifts and customer-driven trends.



Brands are pivoting to composable

Organizations are battling for consumer attention and market share in an economy that rewards speed and penalizes inaction. Omnichannel, once on the leading edge of connecting to customer journeys, is now paramount for survival.

Research shows that since omnichannel strategies drive roughly [80 percent](#) of in-store customer visits, they can raise orders by nearly [500 percent](#) compared to the single-channel approach. To stay competitive, brands are going composable to modernize outdated systems, overcome operational bottlenecks, provide relief to overburdened teams, and, ultimately, pave a path to omnichannel success.

The steady shift to composability is being driven by three factors:

- **Composable solutions beat traditional ones in the race for digital transformation.** The black-box architecture on which traditional content-management systems (CMSes) are based is difficult to upgrade and scale. Also, depending on the vendor's roadmap, legacy CMS features in an all-in-one approach don't always extend across the platform.
- **Composable enables agility and flexibility.** Decoupled or headless API-first services—CMSes, commerce, digital asset management (DAM)—are the new favorites for building omnichannel experiences. By going composable, rather than being locked in a single-vendor, expensive contract, brands can efficiently deliver personalized content with best-of-need tools.
- **Composable separates winners from losers.** Gartner reports that [60 percent](#) of organizations are switching to composability. Brands that have already done so will outpace competition by [80 percent](#) as flexibility, adaptability, and scalability become crucial for innovation and omnichannel delivery.

What does this mean for a marketer?

Marketers, merchandisers, and other business users need modern tools with which to stay ahead of customer expectations, meet business targets, and quickly launch cross-channel digital experiences. A composable stack unlocks marketing teams' full potential by enabling them to—

- Quickly build and publish digital experiences that ensure a competitive edge.
- Respond efficiently to evolving market conditions and customer demands.
- Gain flexibility and control in their composable stack while improving the agility of business and technology workflows.

What is composable?

[Composable architectures](#) comprise vendor solutions that work together and communicate with one another through APIs. By implementing a composable stack, you can select the solutions—a customer-data platform, a marketing-automation platform, and systems for managing content and digital assets—that best meet your needs from the vendors you prefer.

Key advantages

- **Flexibility**
You choose the tools that best serve your needs.
- **Best-of-need approach**
Instead of settling for a monolithic system's prepackaged capabilities, you adopt the solutions of your choice.
- **Scalability**
Your digital stack can grow as the business expands.
- **Multivendor environment**
Free from the constraints of a single system, you—not the vendor—are in control of the tools that power your customer experience.

A composable architecture might look something like this:





Going composable is hard

Despite the many promises of composable, digital teams that adopt composable architectures still face numerous challenges.

Chief among those concerns are the following:

Siloed teams Composable services bring unparalleled flexibility and freedom to technical teams but often at the expense of business users. IT is free to conduct test-and-learn cycles with new tools but without buy-in from the system's biggest adopters: marketers.

Bottlenecks Due to the technical complexity and developer-centric API approach of composable, marketers need developer help while building, updating, and launching digital experiences—a process that creates friction between teams and negatively impacts the scalability and agility of projects.

Complicated workflows Composable architecture's decoupled approach requires that marketers use multiple tools for tasks traditionally handled by one legacy solution, leading to lower productivity and less control. Complexities and disconnects follow.

How do these problems impact marketers?

- Technical complexity kills marketing productivity. To update content or perform routine tasks, marketers must log in to multiple systems.
- Disillusionment and disempowerment take hold. Templates are rigid, requiring developer time and resources and limiting marketers' ability to respond to market needs.
- Marketing must rely on developer support. Since creation and delivery of experiences require technical assistance from developers, marketers cannot launch digital experiences fast enough to meet demand.
- Optimization and improvement fall out of reach. Instead of using tools that accelerate experimentation and iteration, marketers are caught in delayed testing cycles and stalled builds.

To be truly composable, brands need a layer of technology to visually orchestrate components. That way, marketers can build and maintain experiences in a visual workspace while developers are freed from the chore of integrating composable elements.

[Learn more in a demo](#)



A technology stack that empowers digital teams

A major benefit of composable architecture is its use of best-of-need products. However, composable tools lack prebuilt connectors that enable them to work together and a visual interface that affords business users ownership and control over digital experiences.

To help marketers build and launch campaigns independently, composable workspaces must perform two tasks:

1. Enable marketers to easily blend content from headless and legacy tools—CMS, personalization, DAM, etc.—from concept to production.
2. Balance the needs of developers and marketers so that they can work in parallel while prototyping and adopting new technologies.



The visual transition from composed to composable

Missing from the composable equation is a visual workspace where marketers can create and customize omnichannel experiences with any connected source. Running alongside headless systems, that workspace seamlessly combines composable, disparate technologies into a cutting-edge and highly adaptable stack by means of three components:

- A **visual workspace** for marketers to independently build and customize web and app experiences through connected content sources.
- **Out-of-the-box tools and integrations** for building data-driven experiences, including conversion rate optimization (CRO) and account-based marketing (ABM) campaigns, without copying and pasting.
- The **fastest time to market and true composability**, which enables you to add to your stack and innovate without replatforming.

How do visual workspaces help marketers?

- **Maximum speed to market.** Marketing teams can access composable services in one interface, delivering high-performance experiences more efficiently.
- **Greater control over presentation.** Flexibility in using the front-end components ensures that business users can update content while conforming to the brand's look and feel.
- **More autonomy in the experience-creation process.** Working in a low-code or no-code environment, business users can publish to any channel without technical support and grow the business faster.
- **Lower attrition and increased efficiency.** A consistent interface flattens the learning curve for novice content authors, and live preview from all sources reduces errors while improving efficiency.
- **Stronger collaboration across teams.** With no bottlenecks or team dependencies, workflows become smooth and frictionless.

[Learn more in a demo](#)



Benefits of Uniform's visual workspace

All too often, marketers cannot reap the many technical advantages of headless and composable tools due to their complexity. In fact, composable technologies often render business teams less productive and rob them of the control they're used to.

With Uniform's visual workspace, marketers gain major advantages:

Agility

Business teams can quickly build digital experiences, and developers work faster in a composable environment with the tools of their choice.

Compatibility

With composable multivendor tools, business teams can seamlessly create digital experiences by orchestrating their commerce stack without custom coding from developers.

Sustainability

Maintaining a long-term tech stack is easier because of the elimination of integration needs.

Affordability

It's easy to add, change, and remove solutions in the team workflow without incurring the time, effort, and costs associated with replatforming.

Availability

Because of the elimination of integration needs and the availability of a low-code or no-code environment for business teams, technologies become more feasible for small and mid-size organizations that lack extensive technical resources.

With uniform, marketers can—

- Orchestrate composable tools.
- Personalize digital experiences.
- Enable advanced API connections.
- Create omnichannel experiences.
- Run A/B tests in a low-code or no-code environment.

[Learn more in a demo](#)