

# THE NEW RULES OF OMNICHANNEL PERSONALIZATION FOR AGILE ENTERPRISE TEAMS

How MACH (Microservices, API-first, Cloud-native SaaS & Headless) technology enables agile omnichannel personalization

Think personalization is tedious? Think again. There's no more need for lengthy development processes, hard-to-maintain rules, or unclear objectives and results. Welcome to a new approach to personalization: one that blends people, processes, technology, and a very sharp customer focus. Modern solution vendors like Contentstack, Uniform, and EPAM are helping enterprise teams launch successful personalization in less than one business quarter.

## 1 STOP PROPOSING ON THE FIRST DATE

Personalization tools that adapt content as a visitor explores the site no longer limit marketing teams to diving into A/B testing single interactions. Now they can focus on a more long-term relationship with a customer. So instead of badgering every customer with the same offer (the 'proposal'), you can woo them with all kinds of more relevant content. And while that would normally require a complex bundle of rules, with modern tools and a bit of strategic thinking, you can leave it to the tech to create these first, second, and third dates for you.

## 2 BRIDGE THE GAP BETWEEN CONTENT CREATION AND PERSONALIZATION

For most enterprise companies, using legacy, manual personalization tools to deliver an experience that reacts to visitor feedback is not scalable enough for the effort. For many marketing teams, the tool used to create content is completely separate from the tool used to personalize it. Often, this means personalization efforts are handed over to someone else or just forgotten entirely. With headless technologies that fit together into a single marketer control panel, there is no more gap between the two—and with technology built for an amazing UI, it's easy and intuitive for marketers to own both content and personalization—as it should be.

## 3 SHIFT TO OMNICHANNEL THINKING

Embracing the idea that customer journeys are no longer linear, means digital marketers have to transition to new, dynamic ways of thinking about channels, pages, and content. A headless approach decouples the content from its presentation. So, the content on that landing page you just published can be broken up and **reused in unlimited ways**:

- Pull the intro copy over into an email
- Push the header banner to an in-store kiosk, or
- Have the product descriptions read out loud by voice search

No more single-use content. That means teams can escape the page-based walls of manual personalization and explore a more scalable approach of mapping individual pieces of content to multiple visitor intents.

## MACH MAKES IT POSSIBLE

MACH (Microservices, API-first, Cloud-native SaaS, and Headless) is a set of principles behind future-proof, best-of-breed software. Agile, always up-to-date technology lets you add, replace, and stack together content for your evolving business and customer experience—and that's only possible with MACH technology.

**MACH**  
**M**ICROSERVICES  
**A**PI-FIRST  
**C**LOUD-NATIVE SAAS  
**H**EADLESS

## WHY CONTENTSTACK, UNIFORM & EPAM?



the leading agile headless CMS, provides an intuitive user interface (UI) that allows marketers to create and publish “atomized”, built-for-omnichannel content without developer assistance.



integrates seamlessly with API-based CMSs like Contentstack, so marketers can easily add “intent tags” to content as they create it - all from a single UI. These tags determine what content is shown based on the user’s behavior on that particular day, creating a relevant experience driven by context.



a leading global provider of digital platform engineering and development services, is trusted by enterprises around the world to bring it all together. With EPAM’s integrated business consulting, customer experience design and solution architecture capabilities, they’ve helped many global organizations quickly implement modern solutions alongside existing technology investments.

To show how it works, Contentstack, Uniform, and EPAM have created Project CUE for Personalization: a 12-week proof of concept of agile omnichannel personalization that lets you plan your own custom trip to a conference in Las Vegas.