

## A Composable DXP is Key for Managing and Scaling Content

How many ways do you engage with your customers online? Is bouncing between your website, social media, apps, ecommerce site, email marketing, analytics, etc. taking all of your time? Monitoring all of this for multiple brands can make switching careers sound appealing. A composable DXP can make it a whole lot easier.



### **Digitally mature companies are 23% more profitable than their peers**

The digital life has certainly gotten complicated, and while we all want to stay ahead of the curve, most of us are constantly struggling to catch up.

A study by [the MIT Initiative on the Digital Economy](#) found that digitally-mature companies are 23% more profitable than their peers, but few actually achieve this. In 2017, a Harvey Nash survey found that only one in five companies ranked themselves as effective at transforming their practices to meet new business and market demands.

A composable DXP with Drupal at its core can help your organization be part of that top 23%. Drupal's nimble architecture allows it to supply content to a variety of systems and channels, and it upgrades easily over time without breaking the bank.

What is DXP?

## **DXP Stands for Digital Experience Platform**

The farther we venture into the digital age, the more your customers interact with you online. A DXP helps you manage their journey on all of your digital properties and makes sure that those channels communicate with each other so that no information about your customers is lost into the ether.

When these pieces work together, you can also optimize the user's experience across your web properties by tailoring what they see based on their wants and needs.

Sound complicated? Time-consuming? It certainly can be, but using Drupal Content Management System (CMS) as a focal point, we can build a system that makes it easy to manage centrally, even across multiple brands or units.

What is Composable?

## **A Composable Set Up Can Suit Your Ever-Evolving Needs**

No one wants to spend time and money rebuilding their DXP every time they need an upgrade or a tool isn't working the way they'd hoped. A composable set up allows you to insert and remove digital tools to suit your ever-changing needs. For example, you might use Salesforce to engage with your audience, Drupal CMS to manage your website content, Shopify for ecommerce, and Google Analytics to track it all, but if you decide to swap Shopify for BigCommerce, a composable DXP enables you to replace one piece of the whole stack without having to change everything else.

# FFW can help you leverage Drupal to get the most out of your DXP

Using Drupal as your content management system (CMS) is an important part of making this possible.

## **Flexible Architecture:**

Moving to headless? Drupal can couple your front and back ends or have them decoupled or somewhere in between. Drupal gives you more control: you can swap pieces of your platform over time, making upgrades easier and cheaper.

## **Feature Extensibility:**

Drupal has lots of modules to choose from to tailor your content to each customer based on the information you've collected across their journey. Want your mobile app to display differently based on the browser? Need to integrate with Google Optimize for A/B testing? There's a module for that, too.

## **Planning and strategy development:**

Drupal's structure allows you to improve SEO through your content's metadata and to reuse content across channels. Drupal can act as a powerful content hub that meets your needs across all of your channels.

## **Platform Integrations:**

Whichever tools you use for email marketing, your CRM, mobile apps, analytics, ecommerce, personalization, etc., Drupal often integrates easily with most name brands.

Mark Twain once said, "The secret of getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small, manageable tasks, and starting on the first one." As an agency focused on collaboration, we believe that this is the best way to achieve digital maturity, and Drupal gives you the power to do it.

Watch [\*\*Drupal's Place in A Composable DXP Strategy\*\*](#) to learn more.

## Want to know what this looks like for you? Let's talk here at Engage!