



# The future of AI in digital experiences

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## Introduction

The role of AI in shaping digital experiences (DX) continues to evolve, presenting opportunities for significant benefit but posing challenges to companies looking to implement AI solutions into their marketing stack.

This guide will explore three key areas and discuss Contentstack's approach to addressing the challenges and opportunities.

## 1. Content generation and experience composition

### The challenge

AI can automate content creation and management, making it efficient, relevant and engaging. However, the underlying challenge lies in stitching content together across disparate systems and maintaining the human touch.

### Our solution

How can AI be leveraged to create scalable, compelling and brand-consistent content? To address this, [we introduced the AI Assistant](#), which is now generally available from our Marketplace. It utilizes AI models to assist in various content generation tasks, such as creating summaries, outlines and headlines — and is available directly within the Visual Builder authoring experience for immediate, in-context assistance.

The importance of underlying content metadata and its impact on effective content generation at scale cannot be overstated. The AI Assistant is more than just an intelligent widget that can generate prompts; it's been specifically designed for use in a headless CMS, leveraging its understanding of and access to your content and other platform contexts.

Our commitment to versatility stands strong. We believe in offering choice. That's why we've expanded our AI vendor support, offering a range of AI models to power the AI assistant beyond OpenAI's ChatGPT. These models, including those from our recently released [Amazon Bedrock integration](#), such as AI21 Labs, Anthropic's Claude, and Amazon's Titan, provide flexibility and choice for enterprises with unique content generation needs.

And when it comes to addressing concerns about maintaining brand voice, our AI Assistant

features Custom Commands. This allows users to create bespoke prompts tailored to their brand's voice and specific platform configurations, ensuring that any AI-generated content is relevant and resonates with the brand's unique identity.

Building on this foundation, we launched [Brand Kit](#), which enables the AI Assistant to generate content at scale and craft it in alignment with your brand's voice and tone.

## 2. Digital experience delivery and presentation

### The challenge

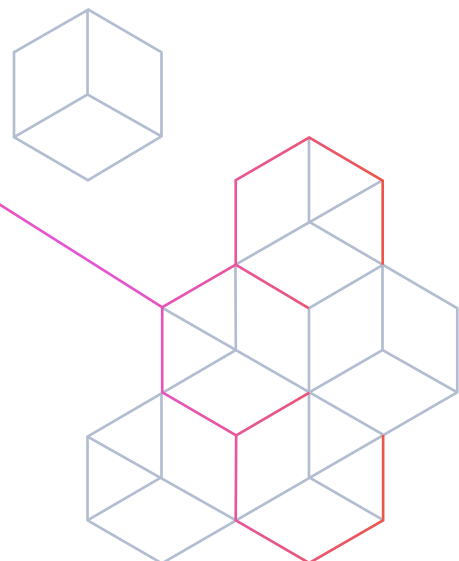
Marketers face the continuous challenge of adapting to the ever-changing ways consumers consume content and engage with digital experiences. The proliferation of new technologies, platforms, and devices has fragmented audiences and made it increasingly difficult to reach and engage them effectively. Consumers now expect personalized, relevant, and seamless experiences across multiple touchpoints.

### Our solution

We recognize the need for adaptive content delivery and presentation, which is why we incorporated AI into Automate (our automation solution). [Automate](#) enables intelligent automation of content workflows and other related processes.

For instance, you could create an automation that automatically tags content based on its attributes and context. These tags can then trigger the content to be sent to specific platforms, whether it's social media, mobile apps, or a targeted newsletter, ensuring that the right content reaches the right audience at the right time.

Furthermore, when combined with our front-end hosting tool, [Launch](#), it plays a pivotal role in crafting smart workflows that can automate the delivery of digital experiences to all audiences and channels, regardless of scale or complexity.





## 3. Personalization and optimization

### The challenge

Marketers face significant challenges in personalizing digital experiences at scale with fragmented technology. Marketers need a more sophisticated approach, built directly into the CMS, that can leverage the power of AI to create truly personalized experiences at scale.

### Our solution

Personalize helps you create and deliver on-brand, personalized content experiences at scale to a near-infinite number of audience segments. The suite of features accompanying Personalize gives marketing and dev teams all the tools they need built directly into the CMS to maximize efficiency and effectiveness.

1. **GenAI personalization:** Automatically target segments with GenAI
2. **Brand Kit:** This one-stop shop for managing and showcasing your brand's unique identity centralizes your brand voice and communication styles, grounding AI-generated content in the details and context that define your brand.
3. **AI Assistant:** Enhance your authoring experience with an AI toolbar that offers direct interaction with an AI model for content optimization and idea generation.
4. **Visual Builder:** Give marketing teams the speed to make real-time, AI-powered in-line edits and the flexibility to build with drag-and-drop blocks—all within a controlled environment that allows for fast changes and experimentation.
5. **A/B/n testing:** Make data-informed decisions to optimize your content and drive better results. Unlock the power of A/B/n testing to reveal which content variations resonate with your audiences.
6. **Audience Preview:** Step into the shoes of any audience to see how content will appear to different audience segments based on customer data, experiment suits or other personalization details.
7. **Timeline:** Navigate a chronological view of your content to see how future updates will look. Easily preview content and compare different versions side-by-side, allowing for better review, planning & collaboration before changes go live.

## Conclusion

At Contentstack, we're focused on evolving our platform to help customers navigate AI implementation and leverage its value in today's market. Our goal is to redefine the boundaries of customer interactions and enable the delivery of [exceptional digital experiences at scale](#).

We empower businesses to create immersive and engaging content by providing advanced AI tools and frameworks. Leveraging AI, we simplify the creation, management, and delivery of that content so that brands can direct their focus and energy to better connect with their target audience.

It won't be long before AI-powered experiences are integrated into every aspect of the content lifecycle. By working closely to understand our customer's unique challenges and leveraging our expertise in AI, we aim to deliver solutions that offer immediate impact today and a solid foundation for future growth.



## The Future of AI in digital experiences

Contentstack is the creator of the headless CMS and is the Composable Digital Experience Platform (DXP) category leader. Iconic brands around the world, such as Alaska Airlines, ASICS, Burberry, Mattel, Mitsubishi and Walmart, invest in Contentstack to rise above the noise in today's crowded and competitive digital markets and to gain their unique Experience Edge.

Contentstack and its employees are dedicated to the customers and communities they serve. The company is recognized for its unmatched customer care and tradition of giving back globally through the Contentstack Cares program, including proud support of Pledge 1% and Girls Who Code.

[Request a demo](#)

Learn more at <http://www.contentstack.com>