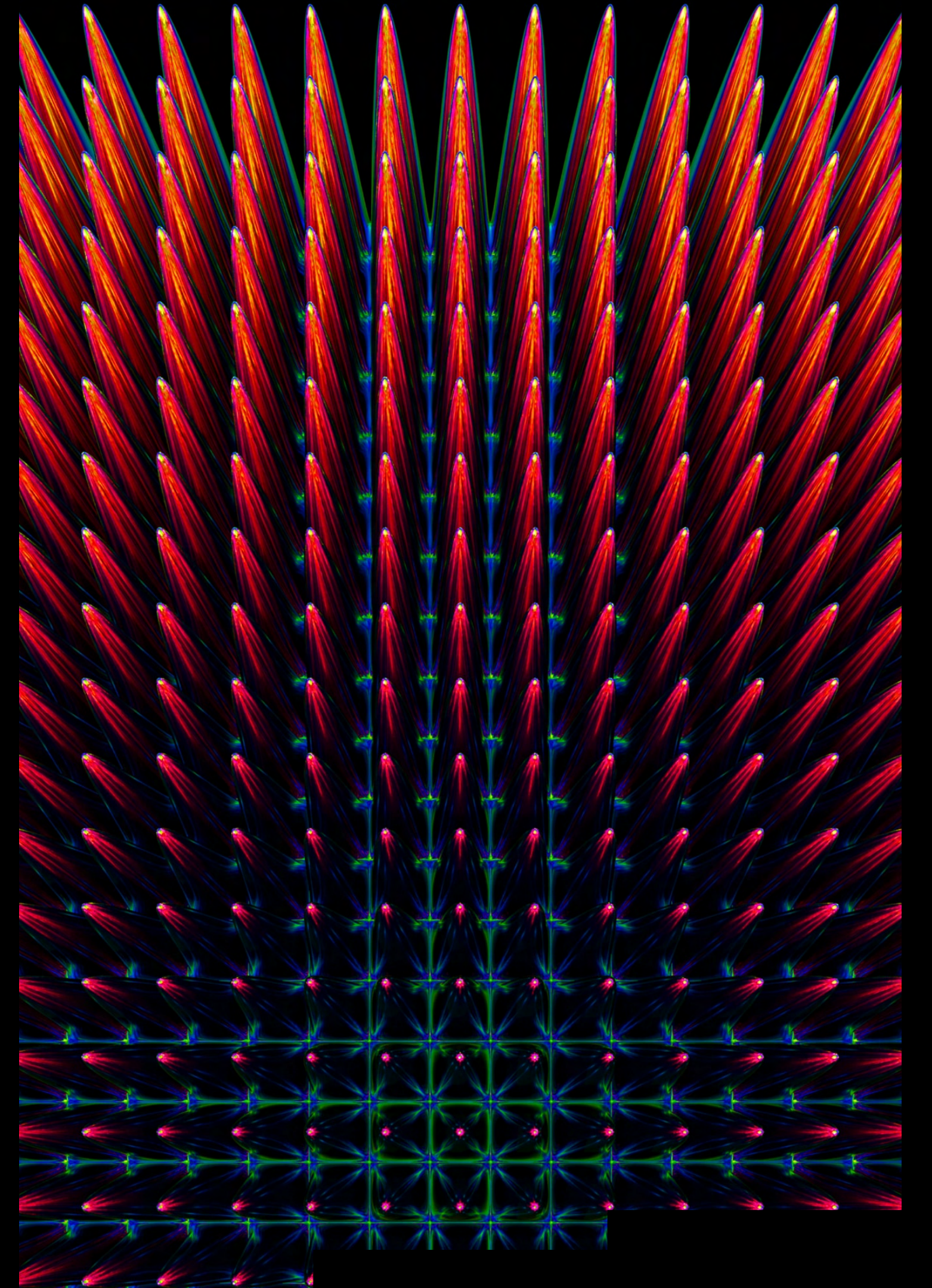


UNRVLD®

# Digital Trends 2024



# Our experts share their predictions for the year ahead

In 2024 we'll witness the continued splintering of digital experiences across multiple channels. Your employees and customers are will demand consistent, connected and exceptional experiences, wherever they are and whenever they want them. The big bang project of yesteryear is no more. Iterative programmes are now the norm.

To respond effectively to these challenges, you need to be putting wider strategic wrappers around all pillars of your business. This year it will become increasingly urgent for your organisation to build modular systems that provide greater agility as you respond to a culture of constant change and ever-growing expectations. Delivering value will require agility. It will be imperative for you to modify your roadmap as new opportunities and technologies are presented, nowhere more notably than with the explosion of AI.

## Authors



Rick Madigan

Lead Strategist, UNRVLD



Lars Bjornbakk

Strategist, UNRVLD

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UNRVLD's experts have surfaced five trends that will help you succeed in our increasingly digital-led world.

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# Creating a Total Experience Strategy

Breaking down silos to deliver exceptional outcomes

# 01





### Summary

**Businesses failing to build and deploy a Total Experience (TX) Strategy risk falling behind the competition in 2024, with costly silos that miss the mark on customers' expectations.**

**Total Experience (TX) is a strategy that creates superior shared experiences by creating cohesion across four fundamental business areas; multi-experience (MX), customer experience (CX), employee experience (EX) and user experience (UX). TX uses technology and interactions to bring together internal and external facets of your organisation, breaking down business silos to create the seamless, overarching experiences that customers crave.**

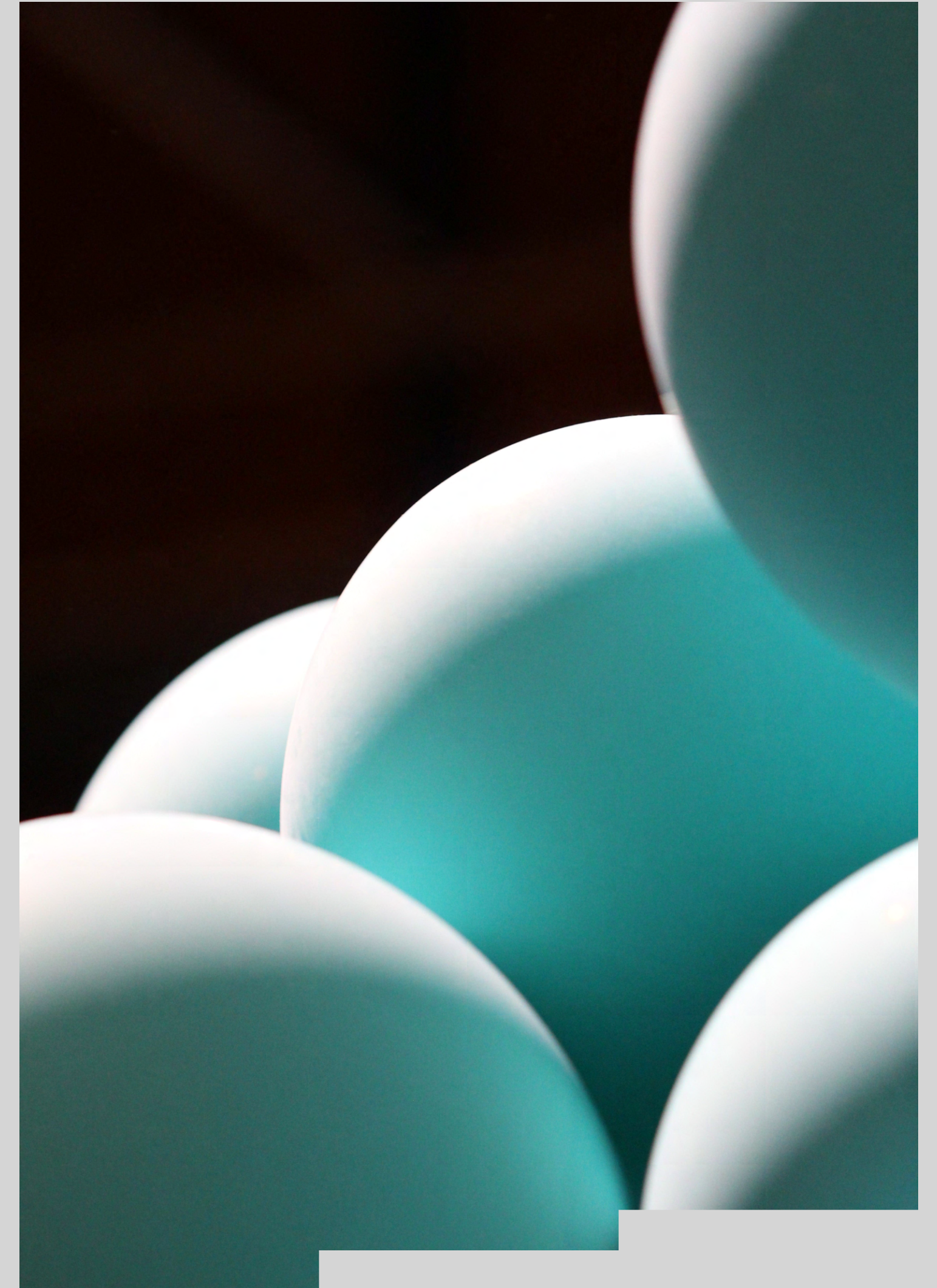
Too often we still see digital and physical investments being handled in isolation from one another, albeit loosely coupled to overarching business objectives. If this sounds familiar, mark it as a red flag for your c-suite in 2024. A fragmented customer experience will do nothing but undermine brand loyalty and satisfaction for your company.

If your business is struggling to establish a TX strategy, the key lies in the adoption of a customer-centric mentality that will drive better outcomes for your business. This requires the reimagining of your digital operating model and the creation of a more coherent view of how your people, processes and platforms (technology) come together to deliver the best possible experience.

Evolution is key. The landscape is ever-changing, with new technologies and customer behaviours emerging every day. Keeping pace with your TX strategy means accepting that your company vision and the future-state will never be fixed. Success lies in embracing continuous adaptation and baking innovation into your organisation's mindset.

**Stat**

Customers are demanding comprehensive online experiences. According to Salesforce, 74% anticipate a seamless online experience - and that requires companies to adopt a Total Experience strategy.



# Prediction

There is increasing pressure for all organisations to find ways to be more efficient to achieve greater competitive advantage. Adopting new technologies piecemeal and augmenting existing processes with workarounds and extensions is unsustainable and will create a very real threat to your organisation's future.

In 2024, we predict that the adoption of a TX will become business critical. Delivering change is not easy. It takes strong leadership to bring multiple divisions, different workstreams and channels into alignment. There's a close connection between digital maturity and cohesion. It will become increasingly imperative that you establish and articulate organisation-wide strategies and roadmaps, assessing your current digital maturity and defining a target digital operating model, alongside ongoing governance and guidance, to maintain alignment and progress towards a Total Experience Strategy.

UNRVLD enterprise consultancy services establish and articulate organisation-wide strategies and roadmaps. We assess digital maturity and define the target digital operating models, governance and guidance you need to progress towards a successful Total Experience Strategy.

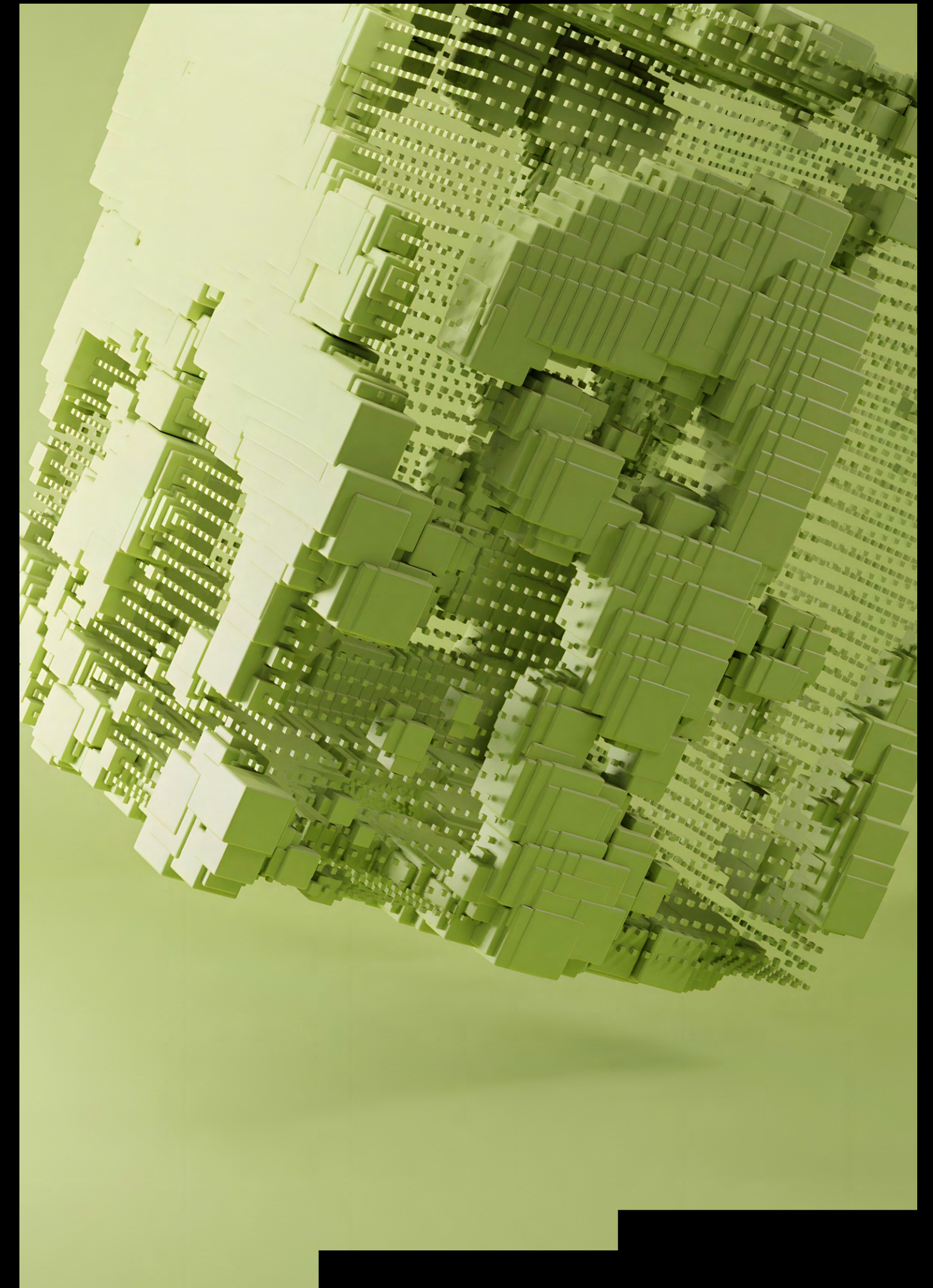
**[Get in touch to find out more.](#)**



# Embracing Composability

Choosing the right suite of  
headless services for customers' needs

# 02



**Summary**

The need for every part of your organisation to run as efficiently as possible has never been greater. Your digital footprint is no exception. Wasting time and resource to make legacy systems work together will increasingly come under the spotlight in 2024. If you don't address these shortcomings, you're in danger of facing financial repercussions and the loss of competitive advantage.

Delivering exceptional customer experiences depends on you achieving the perfect balance of user experience and marketing technology. The recent emergence of composable architectures has presented the vision of a promised land, enabling you to deliver exceptional digital experiences, powered by a collection of marketing technologies working together, such as content management, digital asset management and customer data platforms.

We have inevitably witnessed organisations who have rushed towards this new architectural model and others who have expressed greater caution and held fast to traditional monolithic platforms, fearing the enormity of the change challenge it has presented. To date, reports from McKinsey and other consultancies have painted a mixed picture of successes either way, citing some organisations as justified in their decision to move or stay, with another middle ground of organisations regretting their haste or hesitance.

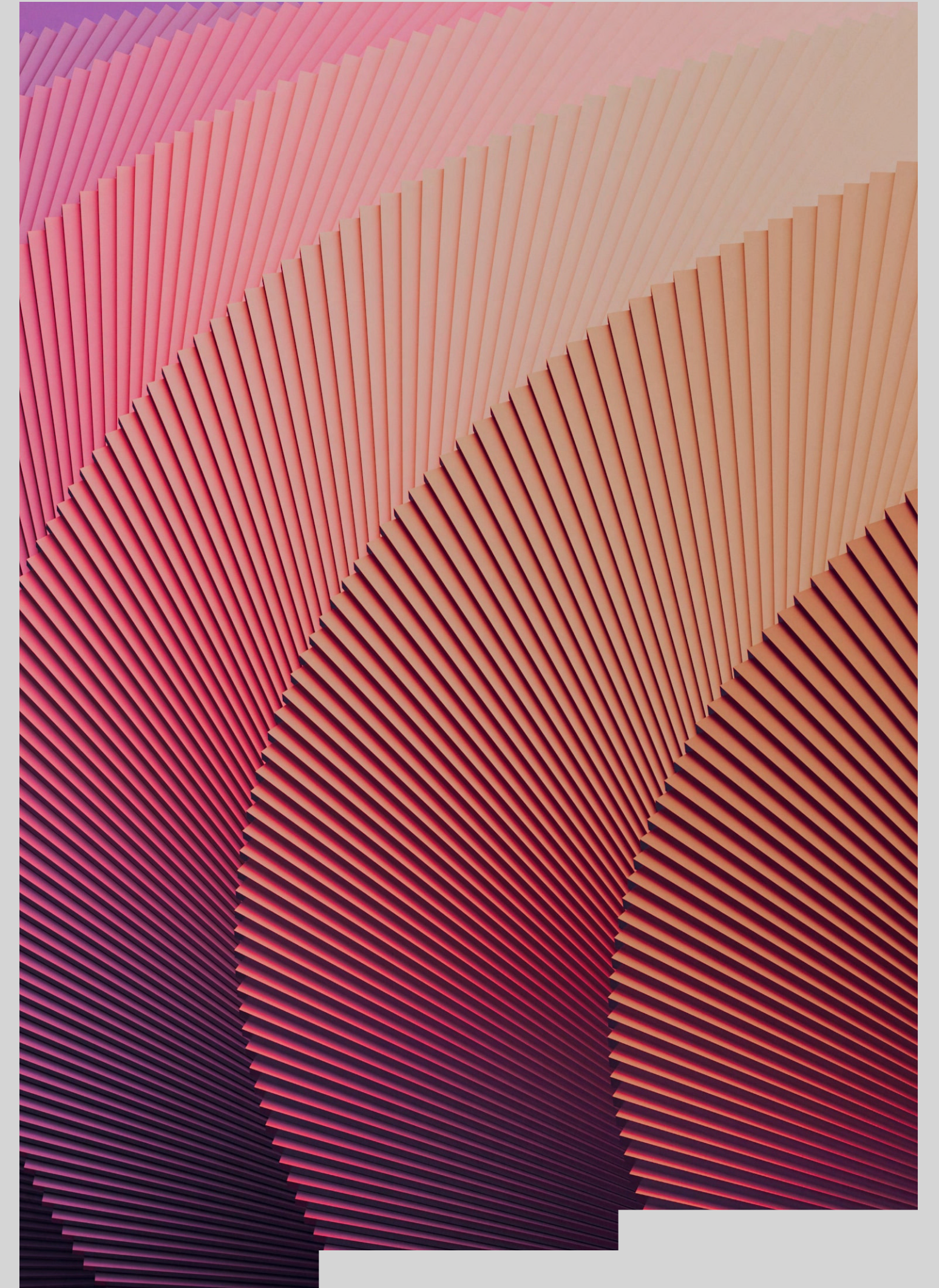
The reality, as we have clearly seen from industry reports and our own experience, is that "going composable" is not a simple choice. Nevertheless, it has become a business-critical challenge for you to address in 2024. Your approach to composable is more than a technical decision. It ties directly into the concept of Total Experience (TX) and depends on you addressing a number of interdependencies:

- the experience you are looking to deliver
- the channels you engage on with users
- the digital resource you have available
- the capability and maturity of that resource
- the scale of the experience you need to deliver
- the budgets you have available

Underpinning all of these, are the ambitions of your organisation for the associated digital investments required to deliver it.

**Stat**

**Gartner believes that by 2024, 70% of large and medium-sized enterprises will have composability as a key criteria for new application planning.**



# Prediction

In 2024 it will become increasingly important that you find the delicate balance between meeting the needs of the now and those of the future.

This will require a move away from investing in a “best of breed” or “one source to rule them all” approach and adopting a “best of need” composable mentality. The days of the “big bang” technology stack replacement are gone. Flexibility is key. To be successful, you will constantly be moving towards a desired technology future state, adopting “best of need” technology to replace or extend systems safely, whilst maintaining continuous momentum with any legacy architectures as you proceed.

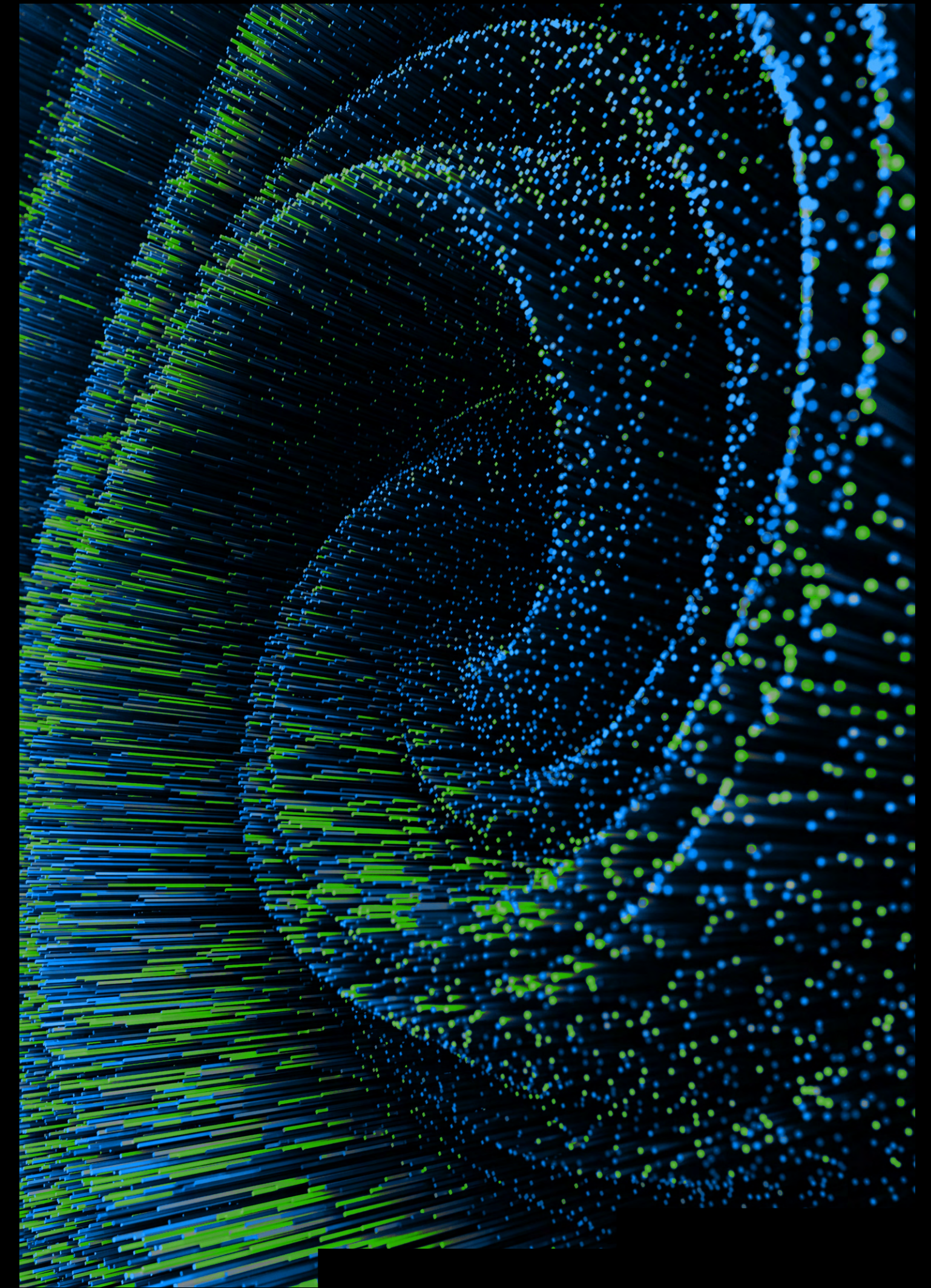
Establishing the technical vision and mapping out the path towards composability is not easy. Aside from technical and strategic expertise, it requires knowledge of the broader landscape, understanding how technologies and architectures align with different business models and goals. It can feel overwhelming, and many don't know where to start. UNRVLD has the frameworks and strategic approaches required to support you in benchmarking your maturity and making these tough decisions, giving you confidence in the route forward.

**[Get in touch to find out more.](#)**

# Placing Commerce Everywhere

Meeting the expectations of the modern consumer

# 03



**Summary**

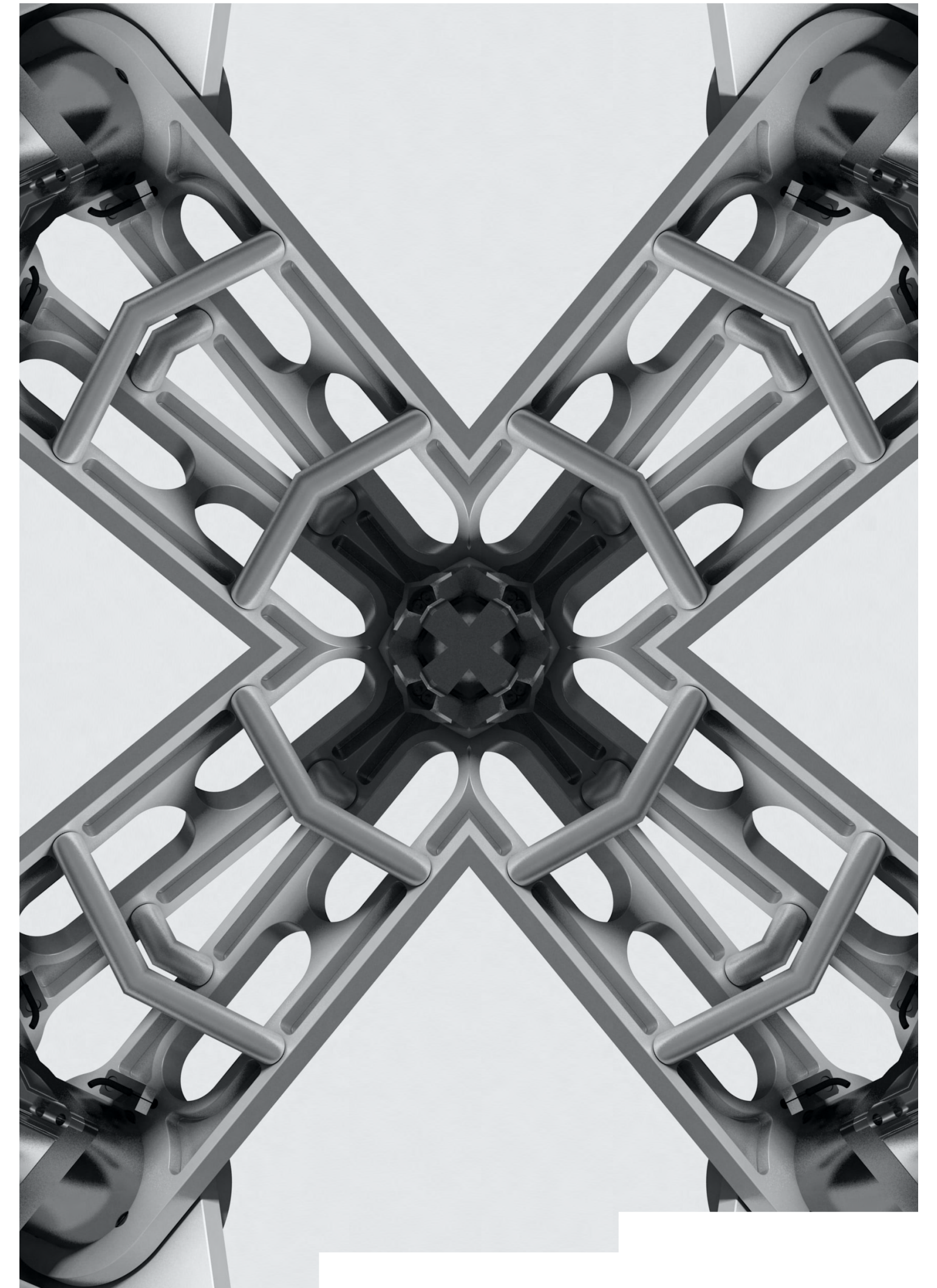
Commerce is becoming about far more than product pages and checkouts. The modern commerce experience is intricate, bringing together a combination of systems to meet the expectations and desires of the modern consumer. If you're ready to accept this challenge, you will unlock significant potential and reap greater commercial rewards.

The modern commerce experience is a different beast to before. Customers are increasingly willing to engage and transact with brands across several digital and physical channels, whilst setting their own standards on what they perceive to be a strong experience. In response, visionary businesses are moving quickly to provide the functionality to support transactions across new channels.

To date, the move to provide functionality to support this increasingly complex marketplace has been reactive, with companies piecing together digital ecosystems on the fly and employing an array of workarounds and inefficient processes to fill remaining gaps.

Omnichannel commerce goes beyond simply transacting to create a shopping experience. Including:

- The injection of storytelling through content and media
- The building of real-time engagement through live commerce experiences
- Leveraging the power of communities to engender trust and drive sales





**Stat**

**According to Capital One, 73% of retail customers shop across multiple channels, and merchants who use three or more channels, increase customer engagement 251% more than single-channel merchants. Customers are not only seeking a richer shopping experience but also a more seamless one.**

The architectures of old inhibit your ability to deliver on customer expectations. Building omnichannel commerce experiences means unifying the backend, bringing commerce and marketing technologies into an organised and flexible single architecture. It means creating a single engine to deliver the experience. To be successful, an array of technologies must work in unison, blending their respective capabilities and leveraging the same, centralised data model to create a consistent shopping experience. These include the management of content, digital assets, product information, search and merchandising, customer data platforms, order management and more.

# Prediction

Throughout 2024, we expect to see more organisations following in the footsteps of early adopters, such as Nike, to create composable, API-first commerce solutions to support their expanding retail footprint. At the same time, vendors such as Shopify (with their Commerce Components offering), Commercetools and Elasticpath, will continue to gain ground on the legacy market of SAP Hybris, Magento and others.

For many, this will seem a gargantuan task, as it requires stepping away from the worlds you have constructed, ones which hold comfort and frustration for internal stakeholders in equal measure. By designing the experiences that customers expect and anticipate, your organisation will be empowered to build content, data, processes and technology around them. By creating a future-state model, you will be able to scale and adapt to new channels as and when they emerge, without the need for workarounds and compromises. The trick is once again in iteration. Moving your technology stack wholesale is not often feasible. Instead, pinpoint the value streams attached to your envisaged future-state model and assign values of effort and reward (ROI) to each element. Build iterative roadmaps that will allow you to optimise continuously as you operate.

At UNRVLD many of our clients are on the path towards omnichannel commerce, establishing the core foundations required and gradually evolving the solution to build out the commerce experience of tomorrow. We have experience of delivering leading commerce platforms for clients and are well-placed to advise you on the next step in your commerce journey

**[Get in touch to find out more.](#)**

# Adopting Experimentation

Putting tests at the heart of your practice

# 04



**Summary**

**In 2024, brands who focus on establishing and maturing an experimentation programme will see a significantly higher return on digital investment than peers who do not prioritise experimentation and CRO.**



Data is likely to have been a core focus for your businesses for some time now. This is increasingly shifting from capture to action, putting increasing pressure on your data teams to qualify the quality and utility of the data you are collecting. This is where experimentation should increasingly play a key role in the coming year. It involves unifying data, design and digital experiences to deliver optimal customer experiences across your digital ecosystem.

To succeed, you will need to mature your approach, methodology and infrastructure to deliver value consistently through experimentation. Design a clear financial model for estimating uplift delivered by each test you implement, through prioritised hypotheses, built on clear baseline metrics, and rigorous tracking of actual uplift. This is how experimentation can take you from tactically testing incremental improvements to focusing strategically on your desired outcomes.

**Stat**

Optimizely analysed 70k experiments last year that resulted in 390 billion impressions - noting a 42% uplift where personalisation was applied. This trajectory is only set to grow in 2024.

# Prediction

Non-stop learning and continuous testing will be embraced more by marketers in 2024. Being brave and creating experiments across your digital channels will be a key to driving real growth. Adopt a comprehensive approach that combines strategic analysis of website data, financial modelling and continuous evaluation. The proof is in the results. By building a well-structured testing programme, you can anticipate paying for a year's worth of experimentation and software licensing within the first 3-5 tests you implement.

Ultimately, experimentation should enable you to unlock a significant amount of additional revenue. However, the key to achieving this is striking a balance between running a sufficient number of tests and ensuring each one aligns with your overarching goal of driving revenue and other key business metrics.

At UNRVLD, we are continuously onboarding clients to experimentation programmes both for ecommerce and engagement. We can help you leverage insight derived from your customer bases, websites, and their wider industries, to create hypotheses for experiments, all underpinned by a financial model with predictions on uplift. These will enable you to move quickly and identify incremental gains across the commerce and customer journey, adding to the revenue and audience engagement generated by other digital initiatives.

**[Get in touch to find out more.](#)**

# Embedding Operational AI

Placing AI inside your business functions

# 05



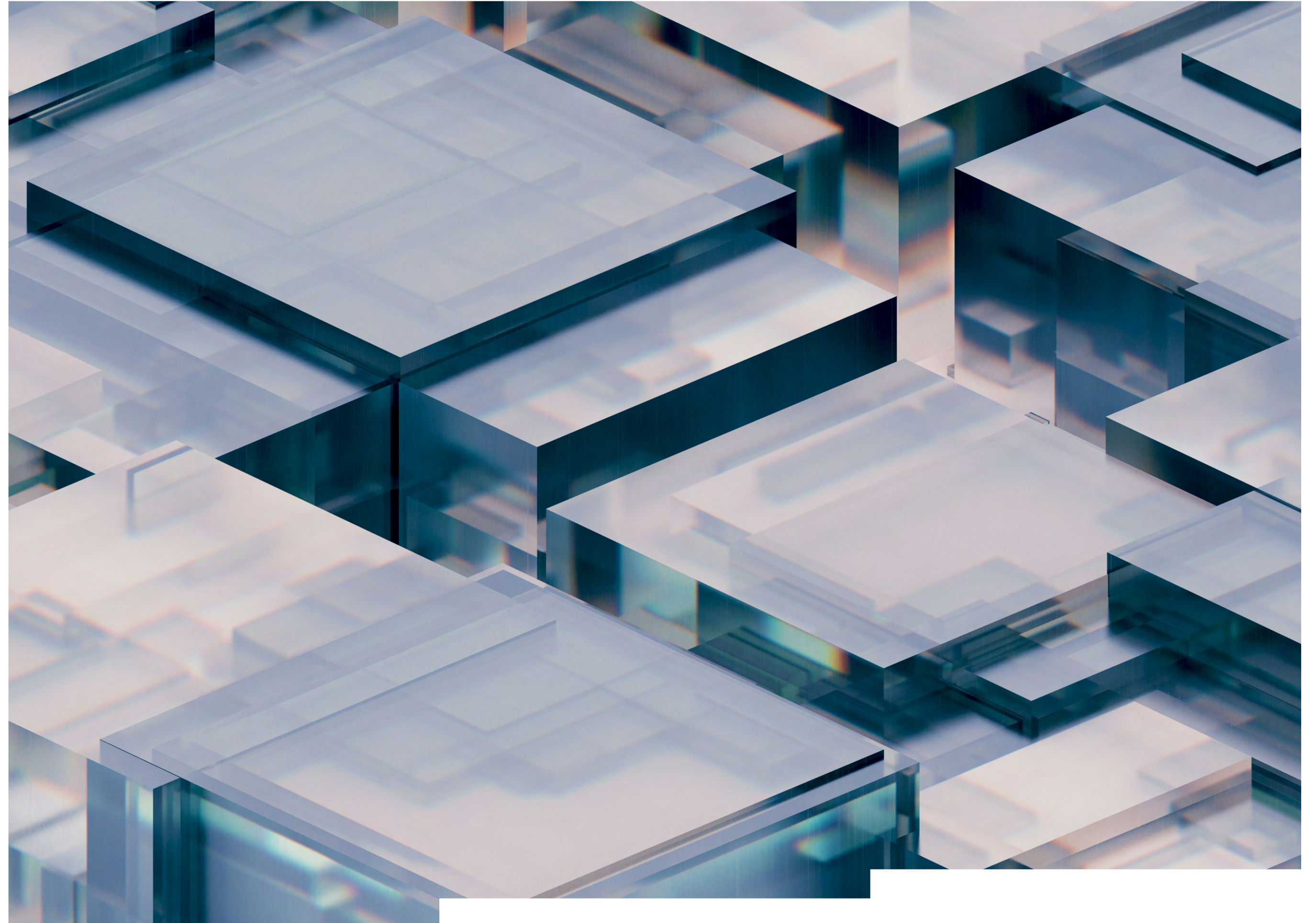


**Summary**

The push towards customer-centricity is forcing organisations to rethink how they operate in order to deliver against new digital experiences. The leap from the old ways to new may seem daunting. Leveraging Artificial Intelligence (A.I.), will help you to adapt more quickly and establish your organisation as a forerunner in the market.

Artificial Intelligence (A.I.) technology has dominated the martech conversation across 2023, far more than any technology before it. It has transitioned from the realm of science fiction to a viable source of opportunity for organisations, improving how you operate internally and engage externally. We will only see its influence and application grow as increasing numbers of businesses adopt A.I. technology to dramatically alter working practices and customer experience.

There are far ranging ways that you can adopt A.I. technologies in your business. We've already witnessed its success at interpreting vast and complex data sets to produce valuable insights and in driving efficiencies across marketing operations, such as content and asset creation. It's also being successfully adopted in customer-facing developments such as conversational interfaces and search engine optimisation.



**Stat**

According to a Snaplogic survey, 68% of employees want their employers to use more A.I. technology. 81% cite its value for improved work performance and 89% believe it would at least half their workload.

# Prediction

A.I. technology will become increasingly affordable and easy for organisations to leverage in 2024. We'll increasingly see it being used with software of every type, from content creation and digital asset management applications to SEO and campaign planning. Businesses will also increasingly embed A.I. models and frameworks into their own software.

However, herein lies the double-edged sword. When implemented, integrated and leveraged correctly, A.I. technology can supercharge your businesses and deliver real value: both in terms of money made and cost saved. But in the race to adopt A.I. technology, many reach for solutions in silos, not considering its wider impact on their digital operating model. The result can be damaging to reputation, performance and efficiency.

This feeds back to the concept of Total Experience (TX). By first understanding the desired experience you want to deliver, you will more clearly understand the processes, data and technologies you will require to succeed. Then it will become far easier for you to identify where A.I. technologies (e.g., generative A.I.) will really make a difference to how your organisation works, and where it will deliver true value.

Within UNRVLD, we're identifying how and where A.I. can be used to deliver value to our clients safely across content delivery, digital experience, SEO, asset creation, development and experimentation. All alongside unlocking the opportunities presented by A.I. capabilities within our core partners at Optimizely, Sitecore, Contentful and beyond.

**[Get in touch to find out more.](#)**

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# Thank you.

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Want to continue the  
conversation? Get in touch.

[unrvld.com](https://unrvld.com)



**Geoff Snooks**

Principal Consultant  
[geoff.snooks@unrvld.com](mailto:geoff.snooks@unrvld.com)



**Ian Hayward**

New Business Director  
[ian.hayward@unrvld.com](mailto:ian.hayward@unrvld.com)