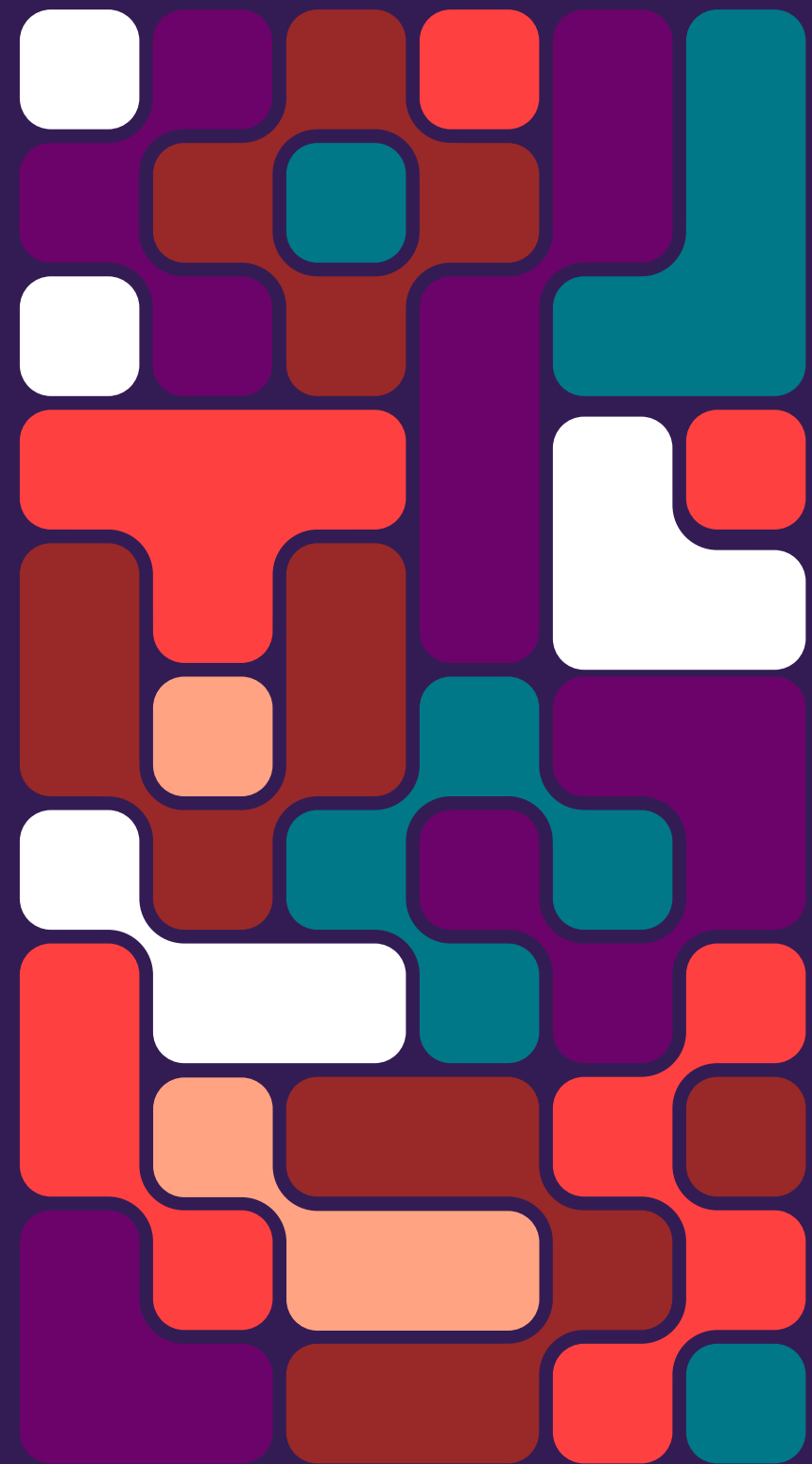




The CMO's Modular Content Playbook

Drive personalization
at scale.



Modular content makes it easy to create personalized customer experiences quickly while keeping messages consistent across all channels.

This Playbook is a practical guide for modern marketers navigating multichannel demands.

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Why modular content matters now

The rise of digital channels and changing consumer habits have created challenges for marketing teams. Success requires a customer-focused strategy that integrates multiple touchpoints.

However, this is no easy task—it demands collaboration, coordinated customer journeys, and cross-channel performance tracking. Research shows only 28% of CMOs have achieved this, often due to operational silos and limited resources.

A holistic strategy demands discipline to reflect the brand and align with how consumers prefer to engage. It requires creating content that spans multiple channels and interaction points, ensuring consistency and relevance while meeting customer needs. Yet, creating custom content for every channel and touchpoint is unsustainable. This has led to the adoption of modular content approaches as a scalable solution.



A single content module can become the foundation for hundreds of campaigns, scaling personalization while simplifying execution.

Build once, personalize everywhere

Modular content splits assets into smaller, reusable pieces like text, visuals, and videos. These elements can be combined in different ways to create tailored content for various channels. Personalizing smaller components instead of entire assets saves time and keeps content relevant.

For example:

- **A single structured template can produce 80–120 video outputs weekly.**
- **600 unique product pages can be created from just 10 core content components.**

Modular content works because it addresses the key challenges of modern marketing—scalability, personalization, and efficiency—while making execution simpler.

KEY BENEFITS OF MODULAR CONTENT:

Scalability

Reusable content blocks allow marketers to create thousands of custom experiences without starting from scratch. For example, 42 content modules can produce 3,600 variations tailored to diverse audiences (see more below).

Personalization

Modular content makes it easy to tailor messages dynamically at scale, delivering relevance across touchpoints.

Efficiency

Updates cascade across all assets instantly, saving time and reducing manual effort. Teams focus on strategy instead of repetitive tasks.

Comparison: Traditional vs. Modular Content

Aspect	Traditional content	Modular content
Creation process	Content is created from scratch for each use case.	Pre-designed modules are combined to create content.
Update mechanism	Updates require manual changes in each instance.	Single updates reflect across all relevant content.
Consistency	High risk of inconsistencies across channels.	Ensures uniform messaging and branding.
Time to market	Longer due to sequential creation processes.	Faster due to parallel assembly of modules.
Resource utilization	Higher costs with duplicated efforts.	Cost-effective through reuse of existing modules.
Adaptability	Challenging to modify for different platforms.	Easily adaptable to various formats and channels.
Quality control	Varies with each piece of content created.	Maintained through standardized modules.
Collaboration	Siloed efforts with limited reuse.	Promotes cross-functional collaboration and reuse.

How 42 components become 3,600 experiences

Consider this hypothetical example of a B2B company using modular content for account-based marketing (ABM). **With just 42 core components, they can create thousands of unique web experiences:**

- **3 role-specific value propositions** (for CTOs, CFOs, and Operations leaders)
- **4 industry-specific use cases** (for manufacturing, healthcare, retail, and logistics)
- **15 product visualization options** (from technical diagrams to real-world applications)
- **20 AI-generated product specifications** (highlighting different features and capabilities)

The math is straightforward but powerful: 3 roles × 4 industries × 15 visuals × 20 specifications = 3,600 unique, custom experiences.

Like a digital assembly line, each component can be precisely combined to create tailored content at scale.

Let's see how this works in practice:

- A manufacturing CTO sees technical diagrams and integration specifications
- A healthcare CFO sees ROI metrics and compliance-focused features
- A retail operations leader sees efficiency data and implementation examples

The results are transformative for this B2B company:

- **Time-to-market:** Instead of spending weeks creating 3,600 separate versions, the team launches tailor-made campaigns in days
- **Conversion impact:** CTOs see 40% higher engagement when shown technical specifications matched to their industry
- **Resource efficiency:** The marketing team maintains just 42 components instead of thousands of separate assets

Craft 3,600 unique, custom web experiences for account-based marketing.

Endress + Hauser's modular revolution: From complexity to consistency

Consider Endress + Hauser's use of modular content principles to streamline their global marketing content and ensure consistent messaging across markets.

Endress + Hauser, a global leader in industrial process measurement and automation, **faced challenges managing marketing materials across 38 websites in 22 languages and 37 country-specific pages**. Fragmented systems resulted in content inconsistencies between websites, brochures, and catalogs, creating inefficiencies and diluting brand messaging.

- **Centralized control with modular content:** By implementing a centralized platform, Endress + Hauser reorganized their content into atomized information units. These modular components (e.g., product descriptions, marketing materials, regional customizations) were globally synchronized, ensuring consistent messaging while allowing localized adaptations.
- **Dynamic personalization across markets:** Modular content enabled Endress + Hauser to dynamically adapt materials for specific regions or industries. For example, global product specifications could be paired with localized imagery or regionally-specific promotions to address cultural and demographic nuances.
- **Eliminating redundancies:** Modular content eliminated duplicate efforts, allowing updates to be made once and reflected across all assets and channels. This approach significantly reduced manual workflows and streamlined their ability to meet regional demands.

Endress+Hauser 



“Globally-applicable content is now presented uniformly all over the world, whereas regionally-generated content can be adapted and republished in another country.”

Christian J. Geiger
Head of Corporate Marketing Communication
Endress + Hauser



IHG[®]
HOTELS & RESORTS

A modular approach to property data and media management

InterContinental Hotels Group, marketed as IHG Hotels & Resorts, is a prominent and influential player in the hospitality industry with a diverse portfolio of brands catering to various market segments, from luxury to mid-scale and extended stay accommodations. With no central location for updating and approving property data and no reliable system for inputting, updating, and managing data and assets, IHG needed a solution that could streamline its property data and media management processes and enhance overall operational efficiency.

IHG used modular content principles to transform its property onboarding and media management processes, addressing inefficiencies caused by siloed systems and fragmented data.

- **Centralized content blocks:** IHG implemented a modular strategy through a centralized DAM system, breaking down assets like property descriptions, marketing templates, and compliance documents into reusable blocks.
- **Dynamic updates and reuse:** These modular blocks were dynamically linked, allowing updates to cascade instantly across all associated content. For example, a compliance change in a pricing module would automatically update brochures, digital ads, and other materials.
- **Localized customization:** Foundational modules were tailored for regional or property-specific needs by swapping out location-specific elements, such as amenities or pricing, without recreating content from scratch.

Impact:

- **30% faster onboarding and approval times** streamlined property launches.
- **25% improvement in data handling efficiency** reduced redundancies and manual work.
- Enhanced **compliance and transparency** supported global operations.

This modular approach enabled IHG to maintain consistency while delivering tailored, compliant marketing materials for its 1,000+ properties. It's an example of modular content principles applied in a broader operational context.

5 steps to get started with modular content design

By following these steps, you can save time, maintain brand consistency, and create content that scales effortlessly across channels.

1.

Define your components. Identify the building blocks of your content that can stand alone or be combined:

- Informational modules: Product descriptions, FAQs, instructions.
- Multimedia modules: Videos, galleries, diagrams.
- Promotional modules: Calls-to-action, testimonials, discounts.
- Contextual modules: Persona-based content or regional disclaimers.

2.

Develop a style guide. Create clear guidelines to ensure consistency:

- Layout: Standardize fonts, headings, and image placement.
- Tone: Decide if content should feel formal or casual.
- Branding: Use consistent logos and colors.
- Tagging: Define metadata to keep content searchable and organized.

3.

Centralize your components. Store your content blocks in a centralized platform like a DAM, PIM, or CMS. This allows:

- Easy updates: Edit a component once, and the change reflects everywhere.
- Efficiency: Keeps content consistent and accessible across all platforms.

4.

Build reusable blocks. Design content to be flexible and independent:

- Examples: User instructions, safety guidelines, branding assets.
- Ensure each block adds value on its own and doesn't rely on external context.
- Ex: A content block about a product feature should clearly explain the feature, its benefits, and its relevance without assuming the viewer/user has seen other related content.

5.

Optimize for all devices. Make sure your content works seamlessly on any screen:

- Adapt to all screens: Ensure readability on phones, tablets, and desktops.
- Use responsive design: Let content adjust automatically to fit different devices.
- Test: Check content on multiple devices to catch issues early and improve user experience.

GenAI in modular strategy

The increasing demand for personalized, relevant content has been accelerated by the growth of digital experiences. This demand is further compounded by the need for many variations of content, whether for B2C channels like websites and social media or B2B strategies like ABM campaigns and customer support videos.

Generative AI (GenAI) supports the complex requirements of modular content by enabling the creation of high-quality branded assets, tagging metadata, and streamlining distribution. These capabilities are often found within existing content operations technologies, such as digital asset management (DAM), content marketing platforms (CMP), and digital experience platforms (DXP).

However, even with GenAI, you must focus on capabilities first. Teams must rethink content creation by shifting their focus to modular components rather than full-form assets.

For example:

→ Teams move away from creating complete, one-off assets (e.g., fully designed brochures or individual campaign emails).

→ Instead, they think of content as reusable building blocks (e.g., a product description, an image, or a CTA) that can be assembled into various configurations.

This requires tight coordination between writers, designers, and developers to ensure components align and integrate seamlessly. But when a team tags these components, dynamic assembly becomes possible—as well as the creation of new, customized combinations.

Even with GenAI, scaling personalized content requires a capabilities-first approach.

How GenAI powers modular content strategies inside Censhare

Censhare leverages GenAI to transform content management by automating large-scale content creation with AI tools like OpenAI and Retresco. GenAI enhances content quality, ensures consistency, and streamlines processes like keywording, summarization, and idea generation. Additionally, it supports efficient multilingual content management, making it ideal for global brands.

Use case: Personalization at scale

Censhare's GenAI integration automates translations and variations of content elements.

Process: Marketers can set up multilingual content strategies directly within Censhare. For example, after generating a product description in English, the AI translates the text into multiple languages, respecting cultural nuances and maintaining brand tone. Additionally, dynamic content modules can be customized according to geographic, demographic, or behavioral data.

Example: "For a launch campaign, an English T-shirt description could be translated and modified into French ("Ce t-shirt en coton écologique à design respirant...") or Spanish, while promotional wording could be adapted for local audiences.

Benefit: This supports rapid global deployments, ensuring all audiences receive accurate, culturally appropriate messaging—without requiring a dedicated translation team.

Use case: Content optimization

GenAI enhances content by analyzing performance data and making targeted recommendations.

Process: Within Censhare, AI tracks how certain modules perform across campaigns—such as click-through rates, user engagement metrics, or A/B test results. It then uses this data to suggest enhancements.

Example: For instance, alt text for a lifestyle image ("A young woman enjoying a sunny day in an eco-friendly T-shirt") might be optimized based on feedback from accessibility and SEO reports. The updated text could emphasize the emotions or themes of the image to boost user engagement.

Benefit: This ensures every piece of content evolves to stay effective, tailoring itself to audience behaviors in real-time.

Use case: Automated tagging and categorization

AI-driven tagging makes multimedia assets easily searchable and reusable.

Process: When an image or video is uploaded, GenAI analyzes its content to determine attributes such as objects, themes, or even emotional tones. These attributes are automatically applied as metadata tags. For videos, the AI selects individual frames to identify the dominant elements and applies corresponding tags.

Example: A food marketer uploads a photo of a decadent chocolate cake. The AI tags it with keywords like "chocolate cake," "dessert," "rich ganache," or even "celebration." For videos showcasing a cake being prepared, timestamps may be tagged with milestones such as "mixing batter" or "adding frosting."

Benefit: After tagging, a marketer searching for "chocolate-related desserts" pulls up all relevant content instantly. This capacity to surface assets based on nuanced, AI-applied metadata improves productivity and makes content libraries more functional.

Use case: Dynamic content assembly

Censhare's integration with the ChatGPT connector automates the creation of modular content components.

Process: When a product image is uploaded into the platform, the AI extracts key product attributes stored in the Product Information Management (PIM) module. This includes details like material composition, color, intended use, and even sustainability messaging.

Example: A marketer uploads an image of a branded T-shirt into Censhare. Within seconds, the ChatGPT connector drafts a product description such as, "This eco-friendly cotton T-shirt features a breathable design, available in azure blue—perfect for casual outings or active days."

Benefit: By pulling structured data directly from the PIM, the AI ensures descriptions are accurate, professional, and ready for immediate use across campaigns. Teams no longer need to write and review multiple descriptions manually, saving time and ensuring consistency.

Real-world workflow in action

Here is how all the above features look in a real-world modular content strategy workflow:

A marketer uploads a new product line spreadsheet into a PIM module. Data like product category, dimensions, and features are entered automatically.

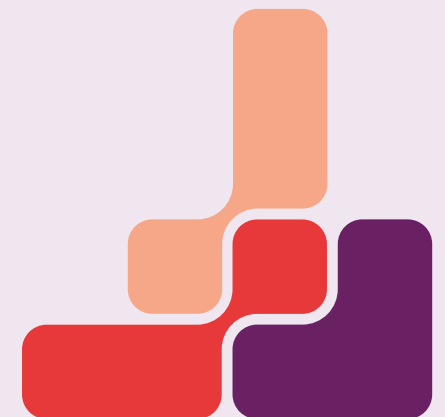
The AI identifies and removes duplicate assets (e.g., images or old product descriptions) to prevent redundancy.

Every uploaded image is processed to create alt texts, translated descriptions, and categorized metadata tags in one cascading task.

Generated content modules are aggregated into pre-designed campaign templates for multichannel distribution. Copies of the launch materials populate email headers, product page descriptions, and even dynamic ads.

Once the campaign is live, AI monitors user engagement and suggests optimizations (e.g., refining call-to-action phrasing or changing the order of visual elements for higher conversions).

The fusion of GenAI and modular content within Digital Experience Platforms (DXPs) represents a paradigm shift in content management. Forward-thinking CMOs who embrace this synergy will be well-positioned to deliver exceptional digital experiences that resonate with their audiences on a deeply personal level.



How graph databases enhance modular content

Traditional asset management systems, often hampered by folder-based or relational databases, struggle to keep up with the demands of modern enterprises. Graph databases are a revolutionary approach that transform how businesses store, manage, and retrieve digital assets.

By leveraging a semantic network, graph databases offer unprecedented speed, flexibility, and accuracy, ensuring that DAM systems are not just a repository, but a powerful tool for innovation and growth.

5 Key Advantages of Graph Databases

1. Automatic relationship management

Graph databases directly store relationships, creating an interconnected web where each asset knows its connections.

2. Single source of truth

Each asset exists only once, allowing it to link to multiple folders and projects. This is efficient as it removes the problem of redundancy.

3. Build compound assets

Graph databases link related assets to create powerful compound assets, ideal for managing complex projects or campaigns.

4. Flexible data structures

Their flexible schema adapts and scales easily as your content needs evolve.

5. Lightning-fast search

Graph databases create a semantic network, enabling much faster and more accurate searches than traditional systems.

Text as a building block

Censhare's unique approach treats text as an independent asset—not embedded within images, articles, or designs. This fundamental shift means text becomes a flexible component that can be mixed and matched with any other asset.

Here's why this matters:

- A product description can flow seamlessly from email to social media to landing page
- A customer testimonial can pair with the speaker's photo in an article, overlay dynamic visuals on social media, or caption a video
- Marketing teams can create 15 variations for three audiences across five channels by combining existing pieces, not starting from scratch



Modular text workflow in action

Write, or have AI write, a product description: “Our eco-friendly water bottle keeps your drink cold for 24 hours.”

Add a promotional tagline: “Stay hydrated, stay sustainable.”

Assign metadata to your text blocks.

- Audience Segments: “Eco-conscious,” “Fitness Enthusiasts”
- Use Cases: “Product Launch,” “Social Media Campaign”
- Channel Formats: “Email Header,” “Banner Ad”
- Metadata ensures that text can be instantly retrieved and paired with complementary assets.

Store each component in a Digital Asset Management (DAM) - your trustworthy central repository.

Recombine your text, either manually or through automation:

- Pair the product description with a video of hikers enjoying nature. (For a social ad targeting eco-conscious travelers)
- Combine the same text module with a minimalist product image on an office desk. (For an email campaign targeting professionals)

Because text is modular, **adjust** it for specific contexts:

- For Twitter: Shorten the text to: “Stay hydrated and eco-friendly with our water bottles.”
- For a blog introduction: Expand the text with additional details about the product’s sustainability features.
- For localized campaigns: Use automated translations to adapt text modules for global audiences.

Deploy and enjoy seamless updates

When campaigns launch, any updates to the text automatically reflect across all channels and assets. For example:

- A compliance change in a product description immediately propagates to every ad, email, and social post using that module.
- Campaign managers can swap visuals or additional content around the same text module without needing to rewrite it.

This approach to modularized text transforms how teams create, manage, and scale tailored content across channels.



University of Virginia Library's DAM transformation: Streamlining 250TB of digital assets with modular strategies

The University of Virginia Library, managing 250TB of digital assets—20 million manuscripts, 4.8 million books, 250,000 photographs, 4,500 ebooks, and 350,000 journal subscriptions—faced significant challenges due to fragmented systems. Without a cohesive structure, workflows were inefficient, and access to content was limited, making it hard to meet the needs of its 40,000+ users.

The power of modular content and Censhare's DAM

Censhare's DAM, leveraging modular content principles and using its powerful graph database, provided a game-changing solution:

- **Unified system:** A single, centralized repository replaced multiple disconnected repositories, creating a "single source of truth."
- **Dynamic relationships:** The graph database linked related assets, such as manuscripts, with corresponding photographs or journal articles, improving user experiences as well as boosting research speed and accuracy.
- **Seamless updates:** Changes to any asset were instantly reflected across all connected content, ensuring accuracy and consistency.

Results and key benefits

- **Streamlined metadata:** Standardized tagging and metadata improved modular content organization.
- **Enhanced discovery:** Integration with systems like an Integrated Library System (ILS) and CollectionSpace enabled precise, efficient searches within graph databases.
- **Scalable storage:** AWS-hosted infrastructure ensured secure, scalable storage for modular content.
- **Simplified publishing:** Modular content could be seamlessly published to the web CMS for easy access.



The University of Virginia Library's experience highlights how modular content and graph database technologies can revolutionize digital asset management, making large-scale, dynamic content ecosystems both manageable and effective.

Tips to integrate modular content strategies with your DAM

1. Strategize before implementation

Before rolling out modular content in your DAM system, set a strategic framework. This means identifying clear, actionable goals that modular content can help achieve.

- Example: If your goal is to enhance online engagement, one goal could be to increase web traffic by 20% within the next quarter by deploying targeted modular content across different platforms.
- In this campaign, a module can be designed to cater to particular interests or browsing habits, making the content more appealing to various audience segments.

2. Centralize your assets

- Centralizing your assets in a DAM system is key to enhancing efficiency and accessibility.
- First, upload all your content blocks to your DAM and make sure each piece of content is tagged appropriately. Tags help you quickly find what you need without sifting through every file.
- Then, add detailed metadata to each asset. Metadata might include:
 - The asset's creation date
 - The creator's name
 - Usage rights
 - Any relevant project notes
- This level of detail confirms that everyone on your team can see the context of an asset at a glance, and users can easily access and reuse assets across various projects and platforms.

3. Make assets accessible

To make sure everyone can quickly find what they need in your DAM system, follow three steps:

- **Organize with metadata:** Each module in your DAM should have detailed metadata, including who created it, when, and what the intended use is.
- **Use smart categorization:** Group content by type, project, or any other useful category.
- **Tag everything:** This helps the team easily pull up everything related to a topic or project.

Tips to integrate modular content strategies with your DAM

4. Optimize for various uses

Designing your modules for optimum flexibility is essential when configuring your DAM system:

- **Plan for different formats:** Your modules should be adaptable using common formats.
- **Adjust for contexts:** Each module needs to work well across multiple platforms.
- **Ensure cross-channel utility:** Modules must be effective on social media, email campaigns, website layouts, etc.

5. Automate workflow integrations

Integrating modular content with systems like Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) boosts your workflow:

- **Connect modules to CRM:** Link customer data from the CRM to adapt content to their specific wants and habits.
- **Sync with ERP:** Integrate product information modules from your ERP. This keeps product details consistent across all marketing channels.
- **Automate updates:** When customer data in the CRM changes, your content modules update automatically. This saves time and reduces errors.

Using these integrations, teams work more efficiently. They spend less time on manual updates and more on strategic tasks.

6. Regularly update and optimize

- Conduct regular evaluations and updates to maintain efficiency and relevance in your DAM system.
- Adopt a proactive approach by scheduling routine assessments of how your DAM aligns with current operational and technological demands.
- This periodic review allows you to pinpoint areas that need enhancement or adjustment.
- Incorporate feedback from users to refine and optimize the content within your DAM. User insights can provide clear guidance on usability issues or new requirements, which helps make systems more user-friendly and effective.

How DXPs transform content management across industries

Digital Experience Platforms (DXPs) have emerged as powerful allies for CMOs in the quest to deliver personalized content at scale. DXPs can transform digital operations and improve digital presence across multiple channels and markets:

- 1. Grupo Anaya**, a leading Spanish publishing group specializing in educational materials: Implemented Censhare Cloud for DAM and CMS, resulting in an 80% improvement in workflow performance. This case demonstrates how a DXP can streamline content management and reuse.
- 2. Endress + Hauser**, a Swiss-based global leader in industrial process measurement and automation: Used Censhare to relaunch 38 websites in 22 languages, supporting 37 country webpages. This case highlights how a DXP can enable "glocal" content strategy, allowing for globally-synchronized content with local adaptations.
- 3. Hevert - Arzneimittel**, one of Germany's leading manufacturers of homeopathic and herbal medicines: Achieved a 40% increase in efficiency for multi-language content management using Censhare, demonstrating how a DXP can support modular content approaches for multilingual markets.
- 4. Steinberg**, a leading manufacturer of software and hardware solutions for the music and audio production industry: Implemented Censhare as a central content repository, reducing product update times from 4 hours to 5 minutes and enabling automatic management of 100 websites. This case shows how a DXP can support rapid, scalable content deployment.

To leverage DXPs as part of your modular strategy, we recommend the following:

Content Audit and Structuring

- Evaluate existing content for modularization potential
- Define a clear tagging strategy for easy retrieval and reuse

Component Definition

- Identify the smallest sections that can be customized
- Determine larger, topically consistent pieces for multiple use cases

Template Creation

- Develop flexible templates that accommodate various content modules
- Ensure templates are channel-agnostic for omnichannel deployment

Metadata and Tagging

- Implement a robust tagging system within your DXP
- Tag components by target persona, journey stage, and other relevant attributes

Assembly and Distribution

- Utilize DXP capabilities to dynamically assemble tailored experiences
- Leverage APIs to distribute content across various channels and platforms



Future-proof your marketing with modular content

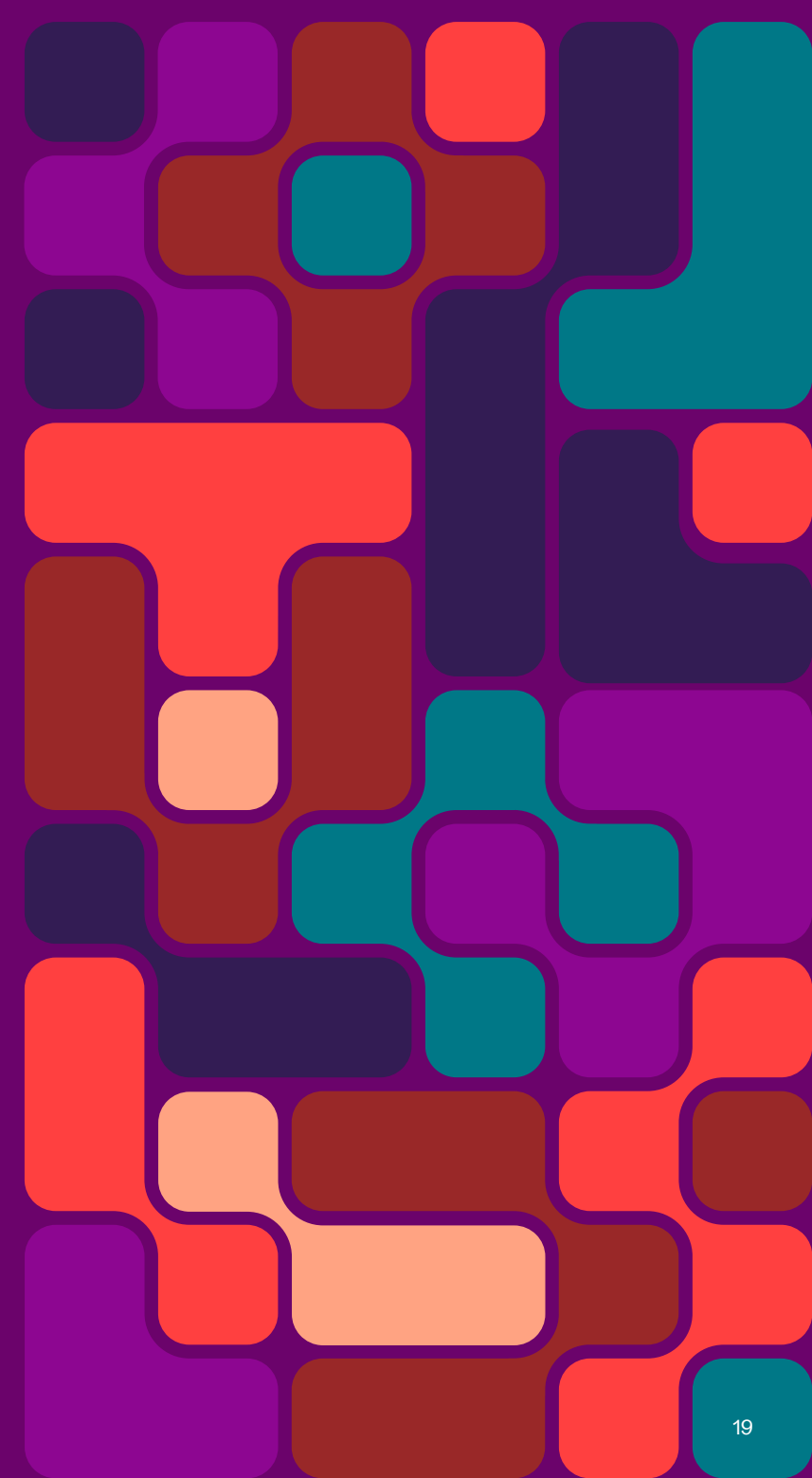
At its core, modular content transforms the way marketing teams think, work, and deliver value. It enables a shift from linear, resource-heavy processes to a dynamic, component-based strategy that thrives on reusability and adaptability. By aligning modular content with advanced technologies like semantic graph databases, dynamic experience platforms (DXPs), and generative AI (GenAI), brands are redefining the boundaries of personalization and scalability.

Modular strategies don't just solve the current challenges of omnichannel complexity, custom experiences, and siloed workflows—they future-proof your operations. They empower you to build scalable campaigns faster, adapt to shifting customer behaviors, and execute.

With tools like Censhare's DAM and graph database technology, you're not just keeping up—you're leading the way.

Take the next step toward driving personalization at scale. Book a demo today and see how modular content can simplify your workflows, amplify your impact, and transform the way you connect with your audience.

[Book a Demo Today](#)





Censhare unifies and streamlines the marketing supply chain, from planning and budgeting to omnichannel publishing, enabling enterprises to manage complex content operations with one platform. **AI-enhanced automation powers 75% faster time-to-market for creative production assets and up to 70% cost savings.**

With a 98% customer retention rate, top brands like Lands' End, IKEA, IHG Hotel Group and Chick-fil-A rely on Censhare to streamline marketing operations.

Learn more at censhare.com