

Digital Experience (DX) Trends 2025

# The Human Renaissance in an AI-Obsessed World



# Executive summary

We're witnessing a fascinating paradox: the more AI advances, the more crucial human intervention becomes.

Digital experiences are being redefined by the rapid introduction of new tech. However, simply leaving business in the hands of AI tools, is not today's reality.

Organizations need to recognize the ongoing importance of human intervention. At the same time, tech companies need to take responsibility for delivering solutions that prioritize end-user outcomes over their own bottom line.



# 4 key trends shaping DX

Organizations are discovering their most successful digital initiatives combine AI's processing capabilities with human insight and creativity.

This "augmented expertise" model is reshaping how teams work and how businesses connect with their audiences.



## Organizations that win in this new era will be those that:

- ✓ Prioritize content quality and governance as the foundation for digital success
- ✓ Recognize and adapt to AI-powered content discovery
- ✓ Understand how AI can solve workflow efficiency and integrate into existing team dynamics
- ✓ Invest in solutions that encourage collaboration and democratize access to new tech

But success lies beyond the art of combining human expertise with artificial intelligence. Digital and marketing pros with their finger on the pulse will be prepping for the next wave of tech advancements. They'll also seek to understand how these new tools will impact digital experiences.

## This report highlights four key DX trends that will emerge in 2025, and how they will impact:



The way audiences find content



The way organizations adopt AI



Tech vendor investments



Performance to benefit the end user

## Trend 1

### Content Without Clicks

Conversational AI is redefining search, making traditional website navigation less relevant as natural language interfaces reshape how we access digital content.

Search is no longer just about keywords – it's contextual, intuitive, and dynamic. It puts the human user in the driver's seat. Success is reliant on high-quality, well-governed content, which actually makes the website more important.

Leaders must be strategic about how they create, publish, and structure their websites, because AI is only as strong as the human-generated information it relies on. To meet the user where they are and provide them with a dynamic experience, the foundations of content and discovery must be strong.

## Trend 2

### AI's Intern Era

AI is reshaping the workforce, but it's clear it can't replace human expertise – at least not yet.

Organizations are now using AI assistants as “digital interns,” supporting rather than replacing teams. With the right setup, these tools can quickly handle routine tasks and provide data-driven insights, allowing human experts to focus on strategy, creativity, and complex decisions. The result? A more productive, empowered workforce.

## Trend 3

### The Great Headless Hangover

The future of digital experience is about building a tech stack that empowers teams, fosters collaboration, and serves a clear purpose. While headless CMS platforms promised efficiency by separating back-end content from the front end, they often led to fragmented workflows.

Now, the industry is feeling the after-effects of the headless revolution. Instead of prioritizing complexity over practicality, the focus should be on making technology work for people.

## Trend 4

### The Edge Advantage

In a world where speed and ROI are boss, leveraging edge computing could be key to elevating customer experiences this year.

Edge computing processes data closer to its source, on devices or local servers rather than a back-end data center. This enhances performance and allows organizations to deliver highly personalized experiences without sacrificing speed or security. It also reduces infrastructure costs and strengthens collaboration between IT and marketing teams.



# What we saw in 2024



Last year, things changed really quickly. Organizations realized they had to act fast. So, they ditched the 5-year plan for constant iteration.

AI also made itself at home in the workplace. In particular, we saw widespread adoption of generative AI tools. People started using AI more effectively and the focus shifted from experimentation to practical implementation.

With new technologies in the spotlight, organizations also started scrutinizing the ROI of different tools. We examined how they integrated with each other to streamline workflows and accelerate outputs (if at all).

Lastly, the rise of no-code and low-code tools led to a new paradigm of professionals taking more ownership of projects than ever before. While this was great for increasing autonomy, it also fast-tracked important conversations around governance and cybersecurity.

It was a big, fast, roller coaster of a year and we've now come to expect that rate of change. How organizations adapt and respond in 2025 will define their success in years to come.



# Looking ahead to 2025



# Content Without Clicks

## The new rules of discovery

Trend 1

"I was chatting with a CMO last week. She was laughing about how her team spent months perfecting their website's homepage, only to realize that most of the time, no one ever saw it. Users were coming in through social media, voice searches, and AI recommendations. It's like they built a grand entrance to a house where everyone used the side door."

Nick Condon, Managing Director EMEA, Squiz

### Here's what it's all about

The days of predictable, linear online experiences are long gone. Direct navigation (Google searches and web browsing) is being replaced with AI-driven search and conversational tools.

But websites still remain the core source of truth.

What's changed is the way people access the information and services on them.

To stay relevant, and maintain control of their own narrative, organizations need to make content easily discoverable and accurate, even if audiences arrive at it through a side door.

This represents a significant shift in how digital experiences should be designed.

Projections suggest that by 2027, over 90 million Americans will use generative AI as their primary tool for online searches, a substantial increase from 13 million in 2023.<sup>1</sup>



<sup>1</sup> Semrush, 2024: <https://www.semrush.com/blog/ai-search-report/>



## Here's what's changing

Search has traditionally driven content discovery but today's users expect more conversational experiences.

Typical user journeys (sifting through lists of links and manually navigating multiple pages) are quickly diminishing.

Gartner predicts that by 2028, many brands will experience a 50% or greater decrease in organic search traffic as consumers increasingly adopt generative AI-powered search methods.<sup>2</sup>



"This trend fundamentally challenges the traditional "page as a destination" mindset that has dominated for decades.

Instead of focusing on navigation paths, we need to think about content as a fluid resource that people will access in multiple contexts."

Julie Brettle, Chief Product Officer, Squiz

According to John-Paul Syriatowicz, Founder of Squiz, this shift in how we discover content is happening in two major ways:



### AI content synthesis

Advanced algorithms analyze and scrape relevant information across multiple pages, serving up hyper-personalized answers.



### Search personalization

Tailor results based on someone's unique context. For instance, a postgraduate student searching for 'biology' should see information that's different to what an undergraduate college student might see.

<sup>2</sup> Gartner, 2024: <https://www.gartner.com/en/webinar/630172/1392785>



## Here's how to adapt

"The effort we have traditionally put into making content human-friendly should probably be put into making it machine-friendly."

Chris Crammond, Managing partner, Deepend

Forget waiting to be found – today, it's about creating websites that are more like digital chameleons than billboards.

While they remain an essential source of information (and play a crucial role in establishing brand identity), they are evolving into universal interfaces for many other systems, such as text, video, voice, and interactive chat.

Organizations that rely on page-centric thinking will be left behind. These three concepts will be key to survival:

### A source-agnostic content index

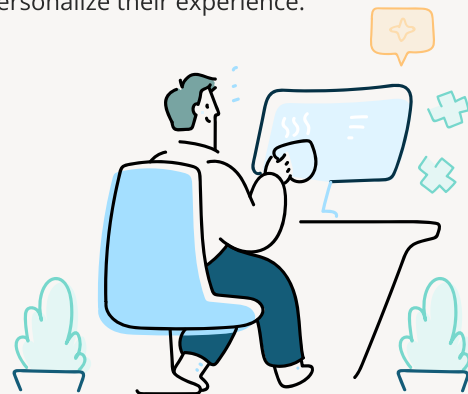
Build a single source of truth that empowers AI to access and leverage your content. As users spend less time navigating websites, streamline your user journeys to maximize efficiency. But don't reduce your website's content volume – instead, expand it. To control your brand's narrative effectively, provide all the information people seek, no matter where they conduct their searches.

### Generative Optimization (GEO)

Optimize content for AI-driven searches with GEO, transforming how users discover information. While traditional SEO focuses on keywords and backlinks, GEO positions content for AI-generated responses, to shape direct answers from best results and prioritize authenticity over mechanical optimization.

### Content atomization

Break down traditional, monolithic content into flexible, AI-ready components that adapt dynamically based on user context. Watch as content transforms itself to match how users prefer to discover information – unleashing countless opportunities to engage users and personalize their experience.



"While SEO always felt like a game, GEO has a crucial difference. Now we have access to the models that chatbots run on and can actually test our content and see how it performs."

Greg Sherwood, Chief Technology Officer, Squiz Australia

Senior Product Manager AI at Squiz, Assaph Mehr, recommends following a checklist to determine your website's "AI-readiness".

Skip to the next page to see what he suggests. →

## Website AI-readiness checklist

### Step 1. Audit existing content performance

Start by running your website content through a semantic auditing tool. Test it against 100+ relevant user questions to identify missing, incorrect, or outdated information. Document all gaps to establish a baseline for improvement. This targeted approach helps prioritize fixes rather than attempting to overhaul everything at once.

### Step 2. Assess content quality

Review the results of your content audit and flag any content that is outdated, inaccurate, missing key information, or providing incorrect answers to common user questions. Since AI models rely on high-quality training data, ensuring content accuracy is crucial for delivering relevant and effective AI-driven responses.

### Step 3. Develop a content improvement plan

Prioritize content updates based on business impact, user frequency, and available resources. Focus first on high-value content that influences customer experience and decision-making. Create a structured, documented timeline for updates to ensure the most critical improvements are made first and to secure necessary support from stakeholders.

### Step 4. Enhance content for AI and users

Address content gaps by updating outdated information, adding missing context, and ensuring technical accuracy. Content should be clear, well-structured, and relevant to user needs. This not only improves AI comprehension, but also enhances the overall experience for human visitors.

### Step 5. Optimize technical elements

Ensure all technical SEO and accessibility standards are met. Implement proper metadata, optimize headers, and verify key elements like alt tags and structured data. These optimizations help AI systems and search engines better understand, categorize, and surface your content in relevant queries.

### Step 6. Test AI interfaces

Deploy a test chatbot or AI-powered search feature to evaluate how well it interprets and responds to user queries. Run comprehensive question sets and assess response accuracy. This step ensures that content improvements directly contribute to better AI-driven interactions and a seamless user experience.

### Step 7. Establish ongoing maintenance

AI-readiness isn't a one-time effort. Set up regular content review cycles to keep information current. Monitor AI response accuracy, track user interactions, and update content based on feedback. Continual optimization ensures AI systems remain useful, relevant, and aligned with evolving user needs.



## Here's what not to do

Don't panic. John-Paul Syriatowicz, Founder of Squiz, says there's no need to give up on your website. In fact that would be exactly the wrong thing to do. Rather, remember that your website serves as the authoritative source for AI tools and voice interfaces.

Greg Sherwood, Chief Technology Officer at Squiz, echoes this sentiment when it comes to determining your priorities.

"What matters is having high-quality content that actually answers the questions users are asking."



# AI's Intern Era

Bringing the automation fantasy back to reality

Trend 2

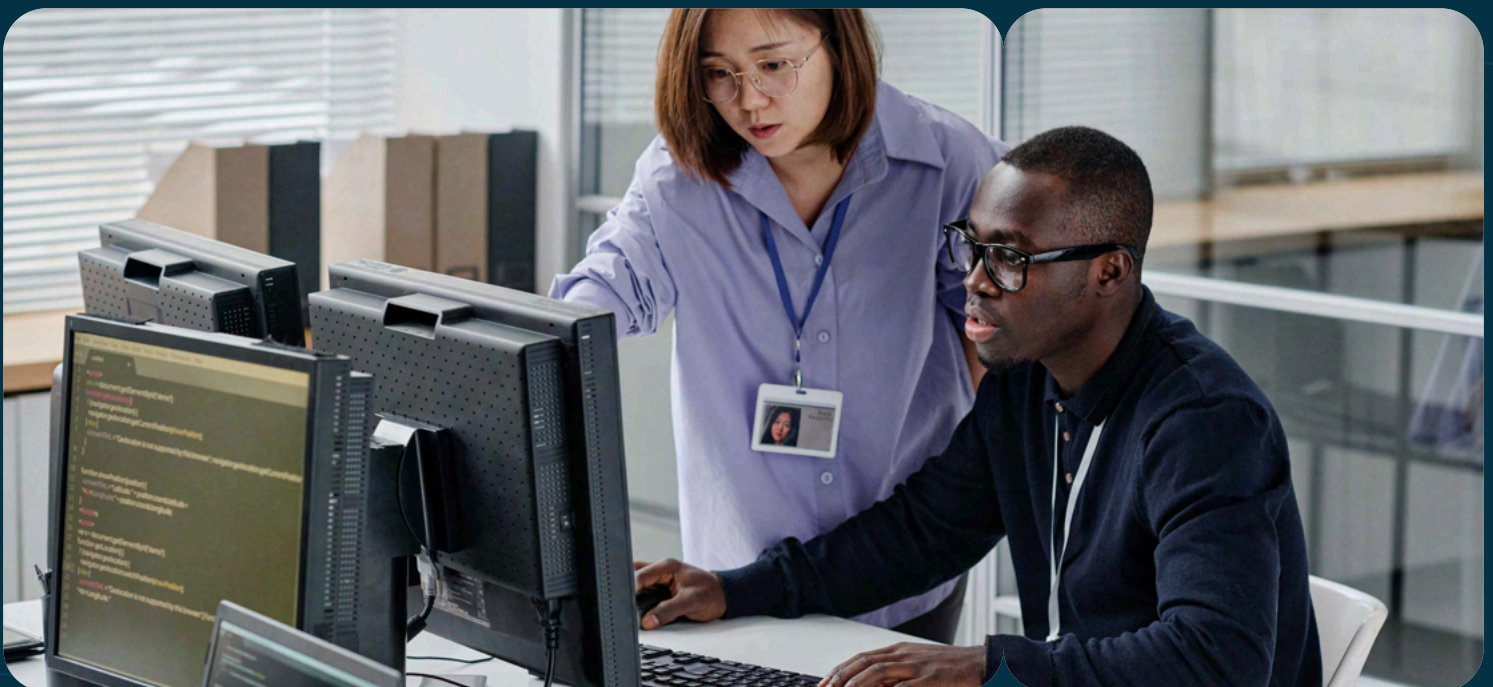
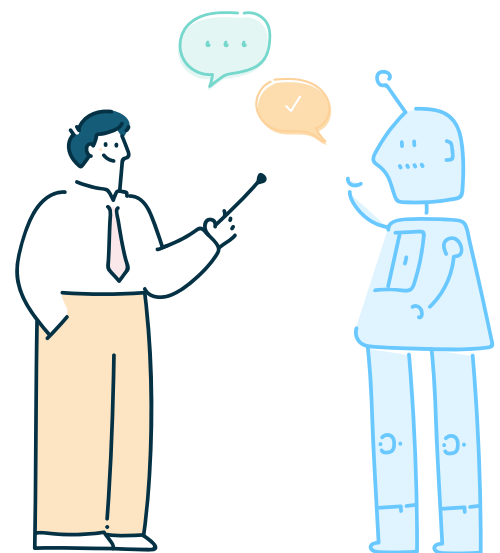
## Here's what it's all about

In 2025, discussions about AI will shift beyond the late 2023 hype, revealing AI's true potential as an assistive tool.

Early adopters are leading the way, using AI for initial tasks, from basic data analysis to content creation that experts can enhance and refine. These examples showcase how collaboration between humans and technology drives the best results.

"AI should be viewed as a rapidly learning intern. It needs training and opportunities to do work, but if given proper guidance, it can become increasingly expert at specific tasks."

John-Paul Syriatowicz, Founder, Squiz





## Here's what's changing

AI is redefining how we live and work. But success only happens when integration is paired with strong governance, human oversight, and targeted use cases.

For example, the rise of generative AI was one of 2024's biggest leaps. It became capable of producing content across text, images, and music with impressive results. However, its limitations in reasoning mean it still relies on human input for quality and coherence.

This year is going to see the evolution of agentic AI, in which systems can act autonomously and make decisions based on complex criteria.

Though still in early research, agentic AI has the potential to transform workflows. The challenge right now is the capability gap – just because AI can perform a task doesn't mean it can do it reliably.

Today's systems aren't ready for sensitive, high-stakes decisions. Strong governance and ethical oversight are crucial whenever AI influences human lives. The key question remains:

What happens when – not if – something goes wrong?

According to Deloitte, by 2025, 25% of companies utilizing generative AI are expected to initiate agentic AI pilots or proofs of concept, with this figure rising to 50% by 2027.<sup>4</sup>



AI pioneer Yoshua Bengio warns that agentic AI could have serious risks. At the World Economic Forum, he called for national regulations to ensure companies could prove their systems were safe before being launched.<sup>5</sup>

<sup>4</sup> Deloitte, 2024: <https://www2.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/2025/autonomous-generative-ai-agents-still-under-development.html>

<sup>5</sup> Business Insider, 2025: <https://www.businessinsider.com/yoshua-bengio-ai-godfather-agents-2025>

## Here's how to adapt

“Before you dive headfirst into leveraging AI across all aspects of your digital experience, prioritize the fundamentals.”

Anthony Nigro, President of North America, Squiz

While some jobs may be displaced by AI, others will be created. As Martin Knudsen, CEO of Arkane Digital, aptly notes, “The shift towards AI will not only lead to job casualties, but also pave the way for greater human advancements in the workplace.”

As this evolution takes place, we need to continue to see AI as the intern and put guardrails in place for its use. Assaph Mehr, Senior Product Manager AI at Squiz, recommends considering ethical implications and creating governance structures.

## A framework for ethical and effective AI deployment

Action	Activities	Goal
Define the purpose and ethical boundaries	<ul style="list-style-type: none"> <li>Clearly outline the intended use cases for AI within your organization.</li> <li>Ensure AI applications align with company values and contribute to the public good.</li> <li>Establish non-negotiable ethical guardrails, particularly for high-impact decisions affecting people's lives.</li> </ul>	Solve problems without compromising fairness, safety, or individual rights.
Evaluate and select vendors responsibly	<ul style="list-style-type: none"> <li>Assess vendors based on their data sourcing, privacy policies, and ethical commitments.</li> <li>Prioritize transparency – know where training data comes from and how it is used.</li> <li>Avoid providers with opaque data practices or those who disregard copyright and content ownership.</li> </ul>	Partner exclusively with ethical AI vendors to prevent legal risks, data misuse, and reputational damage.
Strengthen data governance and compliance	<ul style="list-style-type: none"> <li>Implement strict data handling policies, ensuring AI models do not infringe on privacy or copyright laws.</li> <li>Regularly audit AI-generated content to check for compliance with regulatory standards (e.g., GDPR, CCPA).</li> <li>Maintain clear documentation on AI decision-making processes for accountability.</li> </ul>	Mitigate misinformation, legal challenges, and loss of user trust.
Establish guardrails for AI decision-making	<ul style="list-style-type: none"> <li>AI should support, not replace, critical human decision-making in high-stakes scenarios.</li> <li>Define oversight mechanisms where AI is involved in sensitive operations (e.g., finance, healthcare, HR).</li> <li>Ensure explainability – humans should always understand how AI arrives at conclusions.</li> </ul>	Protect against bias, flawed decisions, and ethical dilemmas.

<p>Monitor for bias, hallucinations, and model collapse</p>	<ul style="list-style-type: none"> <li>Continuously test AI outputs for accuracy, fairness, and unintended biases.</li> <li>Implement feedback loops to refine models based on real-world performance and ethical concerns.</li> <li>Avoid "Model Collapse" by ensuring AI is trained on diverse, high-quality, and ethically sourced data.</li> </ul>	<p>Ensure data doesn't become unreliable, reinforce harmful stereotypes, or spread misinformation.</p>
<p>Prioritize user privacy and security</p>	<ul style="list-style-type: none"> <li>Implement clear policies on data collection, retention, and user consent.</li> <li>Encrypt sensitive AI interactions to prevent data leaks and misuse.</li> <li>Allow users to opt-out of AI-driven decisions where applicable.</li> </ul>	<p>Enhance DX without violating user privacy or exposing sensitive information.</p>
<p>Promote transparency in AI interactions</p>	<ul style="list-style-type: none"> <li>Clearly communicate when AI is being used in customer interactions or internal decision-making.</li> <li>Label AI-generated content to differentiate it from human-created work.</li> <li>Provide access to AI usage policies so stakeholders understand its role and limitations.</li> </ul>	<p>Be open with users and employees how the organization is engaging with AI and how it impacts their decisions.</p>
<p>Plan for continuous improvement and responsible scaling</p>	<ul style="list-style-type: none"> <li>AI is not a one-time deployment – establish regular audits to measure performance and ethical compliance.</li> <li>Invest in ongoing AI literacy training for teams using AI-driven tools.</li> <li>Scale AI adoption gradually, ensuring each expansion maintains ethical and operational integrity.</li> </ul>	<p>Avoid unintended consequences that emerge over time due to improper monitoring.</p>
<p>Align AI development with societal impact and regulation</p>	<ul style="list-style-type: none"> <li>Stay informed on emerging AI regulations and industry best practices.</li> <li>Engage in responsible AI advocacy by contributing to ethical AI standards.</li> <li>Support initiatives for fair compensation of creators whose work contributes to AI training datasets.</li> </ul>	<p>Proactively align with ethical AI principles to be better positioned for long-term success.</p>
<p>Ask hard questions before deployment</p>	<ul style="list-style-type: none"> <li>"Would I trust this AI system with a major life decision?"</li> <li>"If something goes wrong, who is accountable?"</li> <li>"Am I using AI to improve lives, or just for short-term efficiency?"</li> <li>"Would I be comfortable explaining my AI strategy to my employees, customers, and regulators?"</li> </ul>	<p>Demonstrate responsible leadership and accountability.</p>

## Here's what not to do

“While we can look to other organizations for examples of policies, we shouldn't rush into implementation due to market pressures.”

Ed Braddock, Chief Customer Officer, Squiz

AI isn't a set-and-forget solution. Ongoing audits are essential – these may involve regularly reviewing interactions, refining responses, and setting up alerts for deviations.

Chris Crammond, Managing Partner at Deepend, agrees. “AI is a ‘use it sparingly’ approach, not a monolithic expectation that it will solve everything for us.”





# The Great Headless Hangover

## Recovering from developer dependencies

Trend 3

### Here's what it's all about

"I met a content strategist who said managing their headless CMS felt like playing Jenga with invisible blocks. One wrong move, and everything comes crashing down."

Nick Condon, Managing Director EMEA, Squiz

The initial promise of headless was compelling: seamless content distribution while maintaining consistent messaging.

However, the rush to headless architecture has exposed significant challenges. In many cases, we've ended up with fragmented workflows and bottlenecks.

Developers have emerged triumphant as the separation between back end (content creation) and front end (presentation) enables them to use preferred frameworks, tools, and programming languages to build custom user experiences.

But marketing teams have been left with no control.

Without built-in templates or front-end editing tools, they rely on developers to implement updates, making even minor changes slow.

Greg Sherwood, Chief Technology Officer at Squiz, says, "While the decoupled nature of headless CMS platforms can enhance scalability and customization, it also inadvertently increases reliance on developers for content updates. This often leaves teams feeling overwhelmed."



The CMS has come a long way since 2020. But now we have two seemingly incompatible sides of the office:

1) a headless CMS that benefits developers but frustrates marketers, and 2) a traditional CMS that supports marketers but hinders developers.<sup>6</sup>

<sup>6</sup> CMSWire, 2020: <https://www.cmswire.com/web-cms/why-we-need-a-new-grand-compromise-in-content-management-systems/>



## Here's what's changing

We're starting to see a movement away from purely headless architectures. What's new is the shift to solutions that deliver the benefits, but without the headache.

The industry recognizes that while API-driven content is essential for modern digital experiences, it shouldn't create barriers between marketing vision and execution.

What's needed is a hybrid approach that effectively balances technical flexibility with practical business needs.

"Pure headless is like buying a Formula 1 car for your daily commute – impressive engineering, but impractical and expensive. A hybrid approach offers the best of both worlds: the power of headless with modern website building usability.

Marketing gets autonomy, developers stay efficient, and your budget isn't drained by dual infrastructure and endless custom development. Faster updates + lower maintenance costs = better ROI.

Why choose between power and practicality when you can have both? The most compelling solution for 2025 and onwards is a hybrid approach that blends technical flexibility with the practical needs of businesses, and their users."

Mei Koon, Chief Marketing Officer, Squiz

"The vision of 'create once, publish everywhere' has become 'create once, and wait for developer availability.'"

John-Paul Syriatowicz, Founder, Squiz

## Here's how to adapt

The goal isn't to abandon headless systems altogether, but to find a solution that serves both technical and non-technical users.

Thankfully, "hybrid headless" platforms are emerging. These combine API-first architecture with powerful visual interfaces and low-code tools.

Exclusively headless CMS solutions, come at a cost, with separate hosting, custom development, and ongoing maintenance all adding up.

Hybrid solutions come with much more predictable pricing.

They also redistribute workflows, allowing content creators and marketers to take control, improving responsiveness to market demands and promoting a more efficient content management process.

## 7 ways to optimize your CMS for the future

### ○ Evaluate hybrid headless platforms

Research and shortlist hybrid headless CMS solutions that offer both API-driven flexibility and user-friendly interfaces. Arrange demos with vendors to assess how well they balance developer tools and marketer-friendly features. Involve both technical and marketing teams in the evaluation process to ensure the system meets all operational needs.

### ○ Implement low-code/no-code tools

Identify opportunities where low-code/no-code tools can empower marketers to manage content independently. Integrate visual page builders or reusable component libraries that work within the headless architecture. Provide hands-on training to marketing teams so they can confidently use these tools without relying on developers for every update.

### ○ Leverage AI for enhanced collaboration

Implement AI-powered tools that simplify API queries for non-technical users, enabling marketers to interact with structured content more easily. Set up automated content adjustments to maintain consistency across channels. Explore AI-driven optimization tools to enhance marketing efforts while reducing the dependency on developer resources.

### ○ Establish cross-functional workflows

Define clear workflows that align developers and marketers in content planning and execution. Assign distinct roles for content creation, management, and distribution to prevent bottlenecks. Schedule regular cross-team meetings to ensure alignment on goals, troubleshoot issues, and continuously improve collaboration.

### ○ Invest in comprehensive training

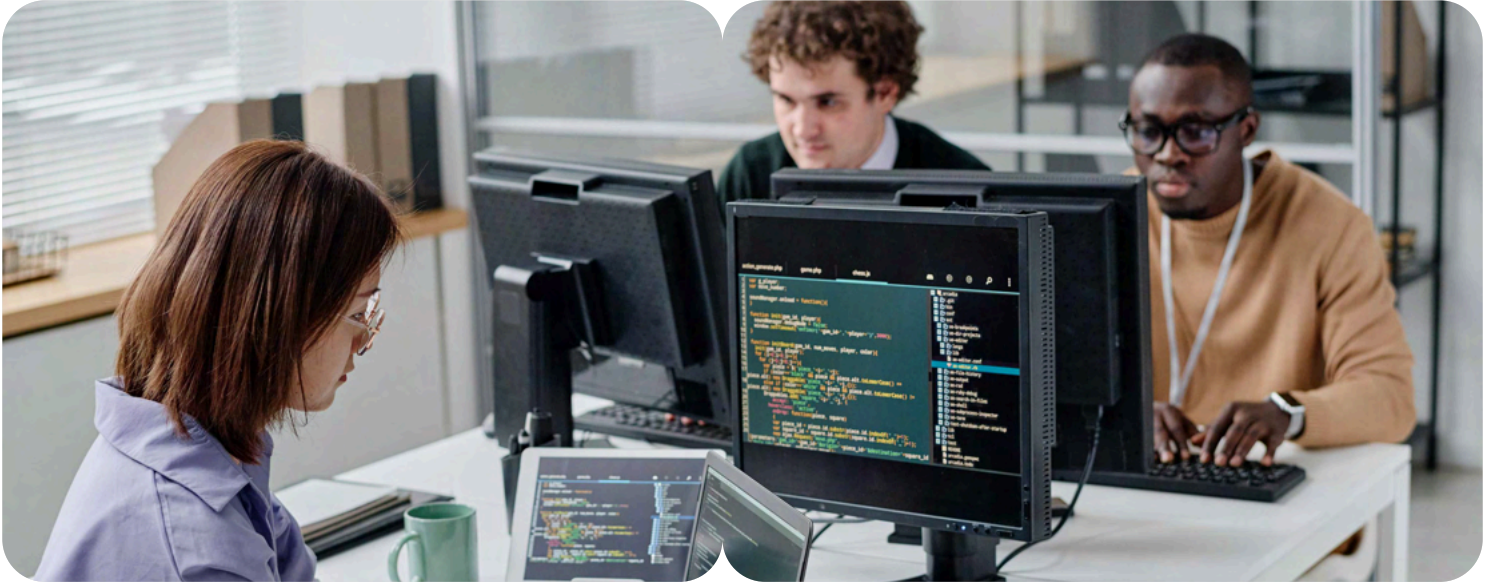
Develop a training program that equips marketers with a foundational understanding of headless CMS concepts, API functionality, and structured content principles. Train developers on marketing strategy and content needs to foster a shared understanding. Offer continuous learning sessions to keep teams up to date with evolving best practices.

### ○ Develop a unified content model

Design a content model that accommodates both API needs and marketing requirements. Standardize content structures to ensure consistency across platforms while maintaining flexibility for different use cases. Regularly review and refine the model to align with evolving business goals and digital strategies.

### ○ Implement agile content management processes

Adopt agile methodologies for content creation, iteration, and distribution. Structure sprints that incorporate both marketing and development tasks to streamline execution. Use project management tools to enhance collaboration and visibility between technical and non-technical teams.



## Here's what not to do

It can be tempting to cobble together multiple tech products to address immediate, differing needs. However, this can create more problems.

A collection of disparate platforms can lead to a disconnected experience.

Every tool adds complexity, makes maintenance more difficult, increases the risk of security vulnerabilities, and requires more training for the team.

While a patchwork solution may seem effective in the short term, it can become increasingly difficult to scale and collaborate across multiple departments.

Invest in a cohesive tech product that addresses the full spectrum of your needs from one central platform.





# The Edge Advantage

Collaborate on faster, smarter  
& safer experiences

Trend 4

## What is edge computing?

Edge computing refers to processing data closer to the source – often at the "edge" of the network – rather than relying solely on centralized servers. This approach allows for faster component rendering and a more efficient presentation layer (what we see), as data is processed nearer to where it's generated.

## Here's what it's all about

When someone visits your website, every element they see travels from a data center to their device.

While traditional cloud computing relies on centralized data centers, 'edge computing' positions your content in hundreds of locations worldwide, dramatically closer to each visitor.



## The benefits of adopting edge computing include:



### Reduced latency and improved performance

Edge computing reduces reliance on centralized data centers by processing data closer to its source. It accelerates load times and powers seamless user experiences, even in bandwidth constrained environments.



### Optimized AI and machine learning applications

Although still very much an emerging use case, processing data at the edge will, in time, enable AI models to generate insights faster, improving automation and decision-making capabilities in real time.



### Enhanced security and privacy

Data stays closer to its source, reducing exposure to cyber threats and minimizing risks associated with transmitting sensitive information over long distances.



### Cost efficiency in a tight economy

Processing data locally reduces the need for constant cloud communication, lowering infrastructure costs and improving ROI.



### Greater reliability

A reduced dependence on a single data center ensures continued operations even in the event of network failures or outages.



### Supports next-gen applications

Technologies like augmented reality (AR), virtual reality (VR), and real-time analytics benefit from edge computing's low-latency processing capabilities.



### Scalability and flexibility

Organizations deploy computing resources across multiple edge locations, empowering IT and marketing teams to collaborate effectively and adapt swiftly to changing demands.



### Improved customer experiences

Faster localized data processing, leads to more responsive and personalized experiences, enhancing user satisfaction across digital platforms.

Edge computing is quickly becoming the key player in global data processing. ReThink Technology Research forecasts that by the early 2030s, 74% of the world's data will be handled outside of traditional data centers.<sup>7</sup>

While you may not know you need edge computing yet, Ed Braddock, Chief Customer Officer at Squiz, says understanding these advantages can pave the way for smarter digital strategies.

<sup>7</sup> ReTHINK Research, 2024: <https://www.rethinkresearch.biz/report/mobile-edge-compute-mec-market-forecast-to-2030/>

## Here's what's changing

Today's websites are expected to deliver more at speed. Users want instant access to information and services, which means the introduction of edge computing isn't just a technical upgrade – it's a competitive necessity.

Edge computing is transforming how IT and marketing teams collaborate.

As Samantha Goble, VP of Digital at XCentium, says:

“When teams like IT and Marketing don't align on their needs and responsibilities, unexpected gaps can arise, undermining the effectiveness of your strategy. Leveraging edge computing can help to facilitate a cohesive approach.”

By enabling real-time personalization, it allows marketers to tailor messaging instantly based on user behavior.

The ability to do dynamic content optimization also empowers marketing teams to modify HTML elements and SEO metadata on the fly – without burdening developers with a bunch of tickets.

Edge computing also more efficiently facilitates A/B testing and experimentation, allowing marketing teams to iterate quickly while IT maintains system stability.

“Faster speeds correlate with better conversion rates, whether it's signing up to an open day, filling in a form, or applying for a credit card, it matters.”

Toby Margetts, Lead UX Strategy Consultant, Squiz



## Here's how to adapt

"Looking ahead to 2025, edge computing is poised to become a key differentiator among vendors. Why? Because it allows teams to work together more effectively, while still delivering high-performance, personalized, and engaging digital experiences at scale."

John-Paul Syriatowicz, Founder, Squiz

There are two options for managing increased data loads without sacrificing performance, either invest heavily in server infrastructure, or shift operations to the edge.

Most importantly, Greg Sherwood, Chief Technology Officer at Squiz, emphasizes that success requires distributing responsibilities effectively.

Your solution should be designed intelligently to determine what tasks should be handled at the edge versus in the cloud.

### Examples of high-demand tasks that should be processed at the edge:

- block attacks and unauthorized access
- security (DDoS protection, WAF, Authentication)
- variations (segmentation, experimentation)
- performance (caching)
- rendering.

### Examples of low-demand tasks that should be processed in the cloud:

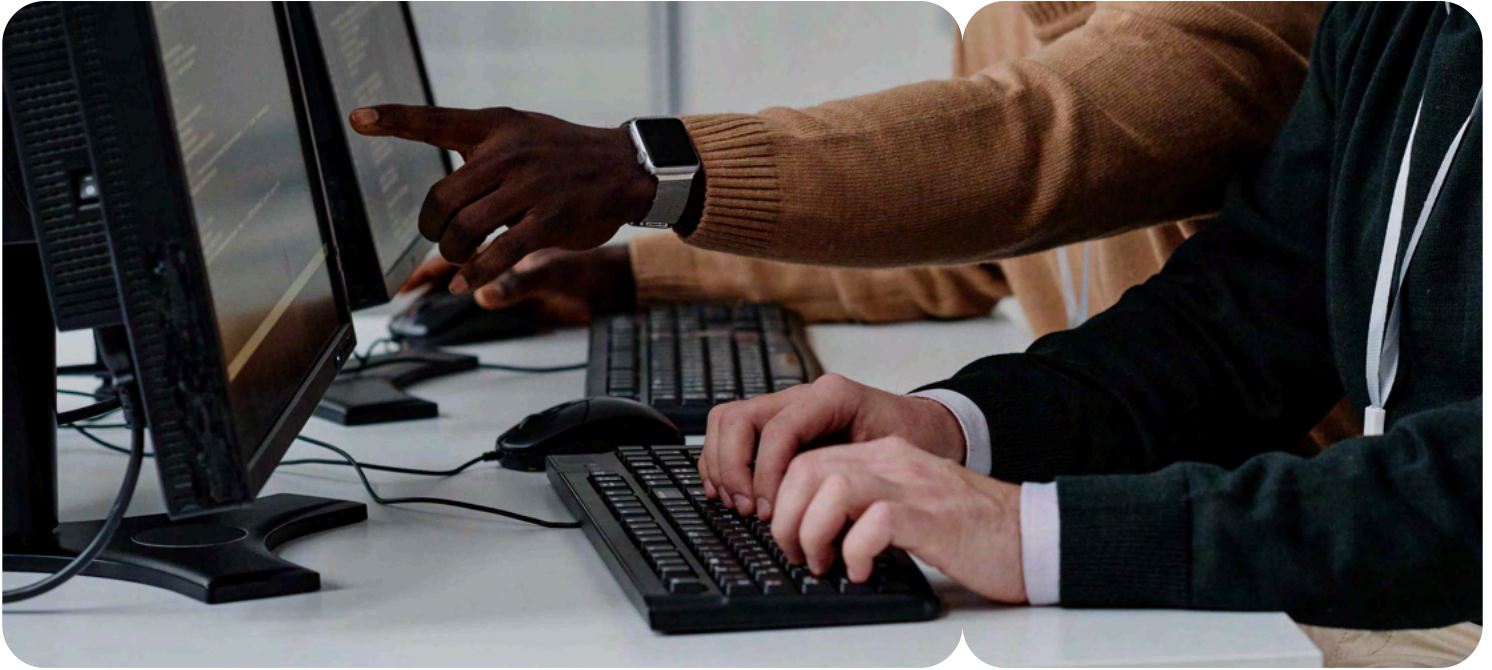
- content editing
- page creation
- monitoring dashboards.

This will not only optimize performance, but also enhance security by allowing every request to be checked without overwhelming the origin server.

"We've architected our system to split responsibilities between traditional servers and the edge based on what each does best."

Greg Sherwood, Chief Technology Officer, Squiz Australia





## Here's what not to do

Avoid the myth that significant impact requires increased spending.

Mei Koon, Chief Marketing Officer at Squiz, emphasizes that by leveraging edge computing, organizations can significantly reduce data transfer costs associated with expensive centralized cloud infrastructure.

“Edge computing is not about spending more – it's about investing more intelligently. It allows for smarter, more agile campaign deployment, increasing go-to-market speed and effectiveness.”

Mei Koon, Chief Marketing Officer, Squiz

# What it all means

While AI and emerging technologies continue to transform how we work, they're not quite ready to step into our shoes just yet.

AI still needs us to train it, guide it and keep it on track.

Our four key trends highlight this crucial balance.

The future of content discovery demands high-quality, human-created content that AI can effectively distribute.

AI itself works best as a supportive tool rather than a replacement for human judgment.

The evolution of content management systems shows us that technical capabilities must serve human needs, not hinder them.

And edge computing, while technically sophisticated, succeeds by enabling better human collaboration and decision-making.

The path forward is clear: embrace technology not for its own sake, but for its ability to enhance human capabilities.





Squiz is an AI-driven SaaS Digital Experience Platform (DXP). Gartner Quadrant-ranked for 14 years, we serve mid-to-large organizations across multiple sectors globally. With Squiz, marketers can build, manage and optimize their websites, without developer reliance. It offers all the capabilities needed to build brilliant multi-channel experiences at scale. Learn more at [www.squiz.net](http://www.squiz.net)

## Get in touch

Send us an inquiry and one of our team will be in touch!

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