

HOW NATHAB MIGRATED 4,000+ PAGES AND SCALED 5 TEAMS WITH A HEADLESS ECOMMERCE ARCHITECTURE

For Natural Habitat Adventures (NatHab), the website plays a central role in how travelers evaluate trust, credibility, and expertise before committing to high-consideration journeys. As the brand evolved, the system supporting it did not. A decade-old custom CMS made it difficult to adapt, slowing execution and limiting innovation. NatHab needed to modernize its infrastructure without disrupting the experience its audience relied on.

THE CHALLENGE

Complexity had built up over time.

More than 6,500 live and draft pages were spread across roughly 150 templates, many created to solve immediate needs rather than support long-term governance. Rich text inconsistencies and embedded markup made content difficult to reuse, standardize, or scale.

The operational impact was significant. Marketing launches depended on developer availability for layout changes and new builds. Editors spent time correcting formatting issues instead of improving conversion paths. Experimentation was limited by rigid architecture, and onboarding new technical contributors required deep familiarity with legacy logic held by a small group.

The system consumed time and attention that should have been focused on growth.



THE PROCESS

NatHab partnered with Nansen to modernize its digital foundation while preserving performance, search equity, and the existing user experience.

The work began with structural clarity. Nansen audited approximately 150 legacy templates to identify redundancy, fragmentation, and governance gaps. These were consolidated into a governed component framework designed to balance flexibility with consistency.

Execution followed a programmatic approach. Of the thousands of pages in the legacy system, roughly 4,000 active pages were migrated through automated workflows rather than manual rebuilds. URL structures, metadata, and structured data were preserved, with analytics confirming stable traffic throughout the transition.

Content was rebuilt in Contentful using a structured model that eliminated inconsistent markup and enabled reuse across channels. This approach ensured the migration strengthened the architecture rather than simply relocating existing issues.

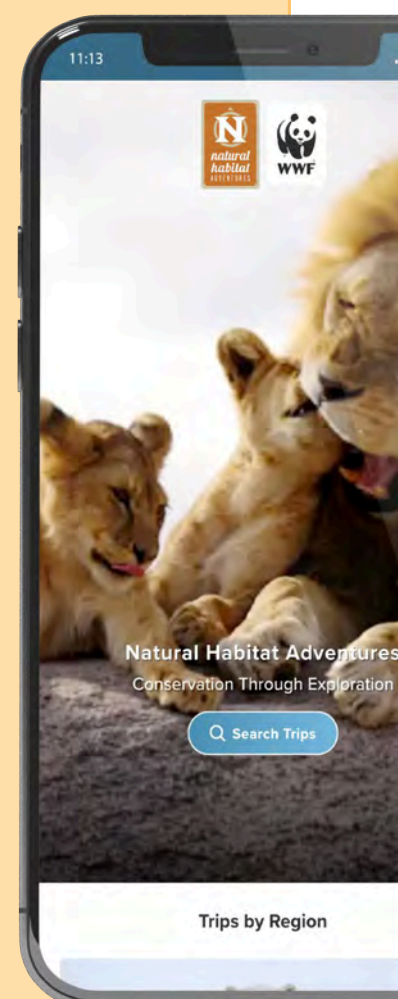
THE SOLUTION

The new architecture combines Contentful for structured content management, Astro for frontend delivery, and Vercel for hosting and deployment.

Separating content from presentation allows NatHab to evolve the experience layer without rebuilding its content foundation. Structured content supports reuse, improves governance, and prepares the organization for multi-channel distribution.

A consolidated component system replaces one-off layouts with a controlled set of flexible building blocks. Marketing teams can assemble pages within defined guardrails. Editors work in a cleaner, more intuitive interface. Developers operate in a decoupled environment that supports faster iteration and reduces long-term technical risk.

The traveler experience remains consistent, while the underlying system is built for performance and scale.



THE RESULTS

The migration changed how work moves across the organization, improving execution speed, team coordination, and long-term flexibility.

Operational Efficiency & Execution Speed

- Campaign builds and layout changes no longer require custom development
- Editors spend less time fixing formatting issues and more time improving content performance
- Development resources are focused on new capabilities instead of maintenance

Scalability & Team Throughput

- 5 internal and external teams now operate in parallel without technical conflict
- 4,000+ pages migrated programmatically, reducing manual effort and risk
- 150+ legacy templates consolidated into a governed component system

Platform Flexibility & Future Readiness

- Architecture supports A/B testing, personalization, and localization
- CMS now serves as a unified, structured content foundation
- New integrations can be introduced without structural rework

As Ted Martens, CMO of Natural Habitat Adventures, shared, “Nansen made an enormously complex migration manageable. We stayed aligned on aggressive timelines and delivered a platform that allows us to develop at a much faster cadence.”

The impact extends beyond execution. “This wasn’t just a technical win. Partnering with Nansen allowed us to streamline operations, reduce friction, and give our teams the tools to move faster and work smarter.”

What once constrained momentum now reinforces it.

WHAT'S NEXT

With a modern, flexible foundation in place, NatHab is positioned to expand its use of experimentation, personalization, and multi-channel content delivery.

The architecture supports future integrations without requiring structural rework, allowing the team to continue improving the customer experience while scaling efficiently.