



 Webflow

EBOOK

Building a best-in-class revenue-generating website in 2026

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Chapter 1

Building a powerful web tech stack

The role of the website for enterprise businesses



Miguel Sabel Pereira

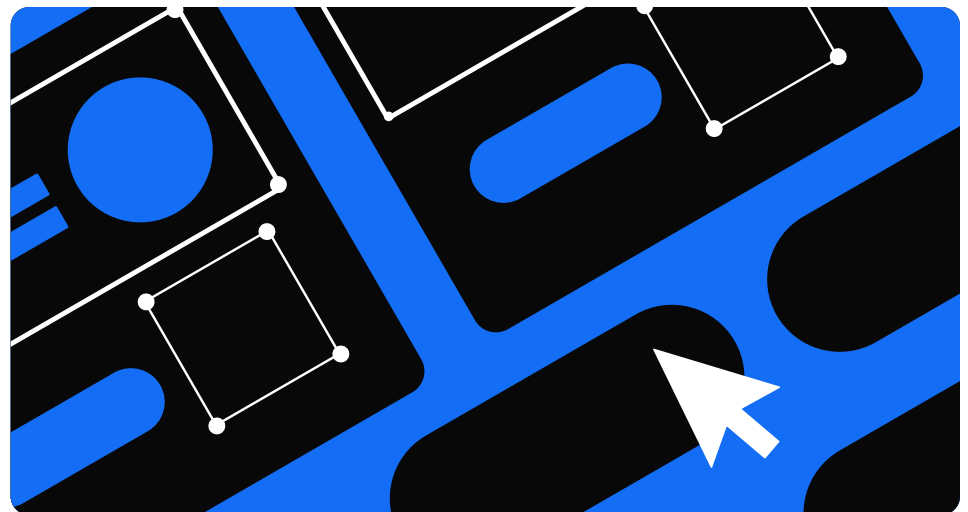
Executive Director,
Strategy & Advisory
DesignIt (a Wipro Company)

Websites were once a company’s business card. Now they’re the front door, the showroom, the sales floor, and the service desk all rolled into one. For brands, it’s the single most important touchpoint in the customer journey. When it works, it works hard: attracting the right audiences, engaging them with clarity and confidence, and converting their intent into measurable growth.

But expectations have changed. Buyers want answers faster, journeys are fragmented, and AI is rewriting the rules of discovery. Every interaction is an opportunity to win or lose loyalty. As LLMs become commonplace, websites must now cater to two distinct audiences, human visitors and agents that act on behalf of humans, browsing, researching, and engaging with websites.

The fundamentals still matter — fast loading, strong security, seamless integrations, mobile-first design — but these are no longer differentiators. They’re table stakes.

Today’s best-in-class websites go further by connecting audience needs with business outcomes at every stage of the buyer journey, from digital discovery through physical fulfillment.



What makes a best-in-class, revenue-generating website?



Data quality, not just quantity.

For a website to be commercially successful and generate revenue, it has to look beyond traditional data and metrics. Quantitative data can tell you who visited and for how long, but you also need qualitative data to understand your audience at a personalized level.



Human-focused design.

How does your site understand and assist the actual human experience? Is it easy to use? Does it answer the right questions? Does it meet and exceed customer expectations?



The right technology used in the right way.

From AI applications to chatbots to internal workflows, platforms must be used in a way that suits your customers. Is your workflow efficient for dynamic updates? Does that AI customer support agent simplify the customer experience?



Experimentation that fuels innovation.

The ability to test, learn, and optimize quickly and at scale is essential for driving measurable business outcomes. Empowering marketing and web teams with tools to launch A/B tests, trial new layouts, or pilot new customer journeys without waiting for engineering resources fosters a culture of creativity and improvement.



Sound technical foundation.

It's worth stressing that meeting customers' sky-high expectations for your website must be underpinned by getting the basics right. No AI agent — no matter how sophisticated — will make up for a poor process where disconnected back-end systems lead to irrelevant information, or not meeting visitor requirements.

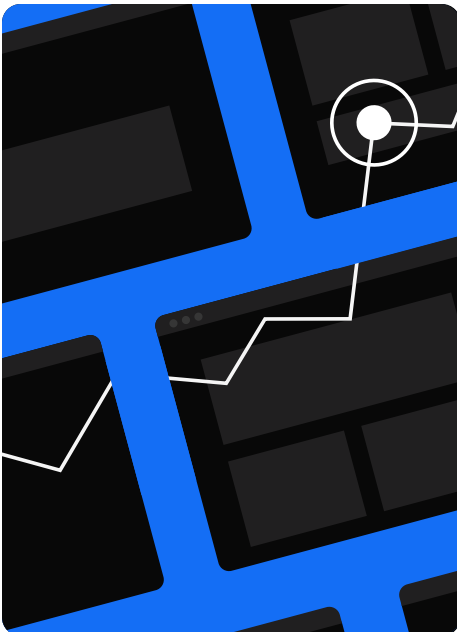
The website is a revenue engine, not just a digital asset

Done right, a website becomes a scalable, 24/7 growth engine. It attracts the right audiences, engages them with relevance, converts intent into action, and sustains relationships post-sale. This ebook outlines how leading enterprise companies are architecting websites using Webflow and its ecosystem of technology partners to empower marketing teams to build impactful websites.

But it will only do this if the design is human-centered and human-focused.

Your site must be able to handle new services and evolving customer needs. Scalability is an important part of the equation. Whether it's spinning up a microsite for a new campaign, expanding into a new market, or supporting a sudden surge in traffic, you need an infrastructure and visual development tools that ensure growth is never constrained by technology.

There are few (if any) better sources of customer insights than a well-tuned website. It's vital to deploy data analytics and user tracking to identify behavior patterns, optimize content to match, and continuously iterate on marketing strategies to increase conversion rates. But the customer experience has to come first, every time.



Hyper-personalized content and portals will help to drive ongoing customer engagement and encourage repeat business. The messaging your audience sees on your broader marketing activations must be consistent with your website.



Designing for AI agents

Of course, it's not entirely about humans anymore. As AI agents take on more of the discovery process, brands and retailers face a significant threat of disintermediation as the familiar model of organic and paid search becomes less effective.

If AI agents completely control the buying journey, websites lose direct customer relationships and valuable behavioral data.

Brands must prioritize their visibility and discoverability on third-party AI platforms through [Answer Engine Optimization \(AEO\)](#).

That means making sure product content is structured in a way that AI agents can easily understand and use, while enriching it beyond simple descriptions with detailed attributes, how-to guides, and rich media. There will also need to be more optimization for reviews, since AI agents are highly sensitive to them.



Designing for dynamic human mindsets

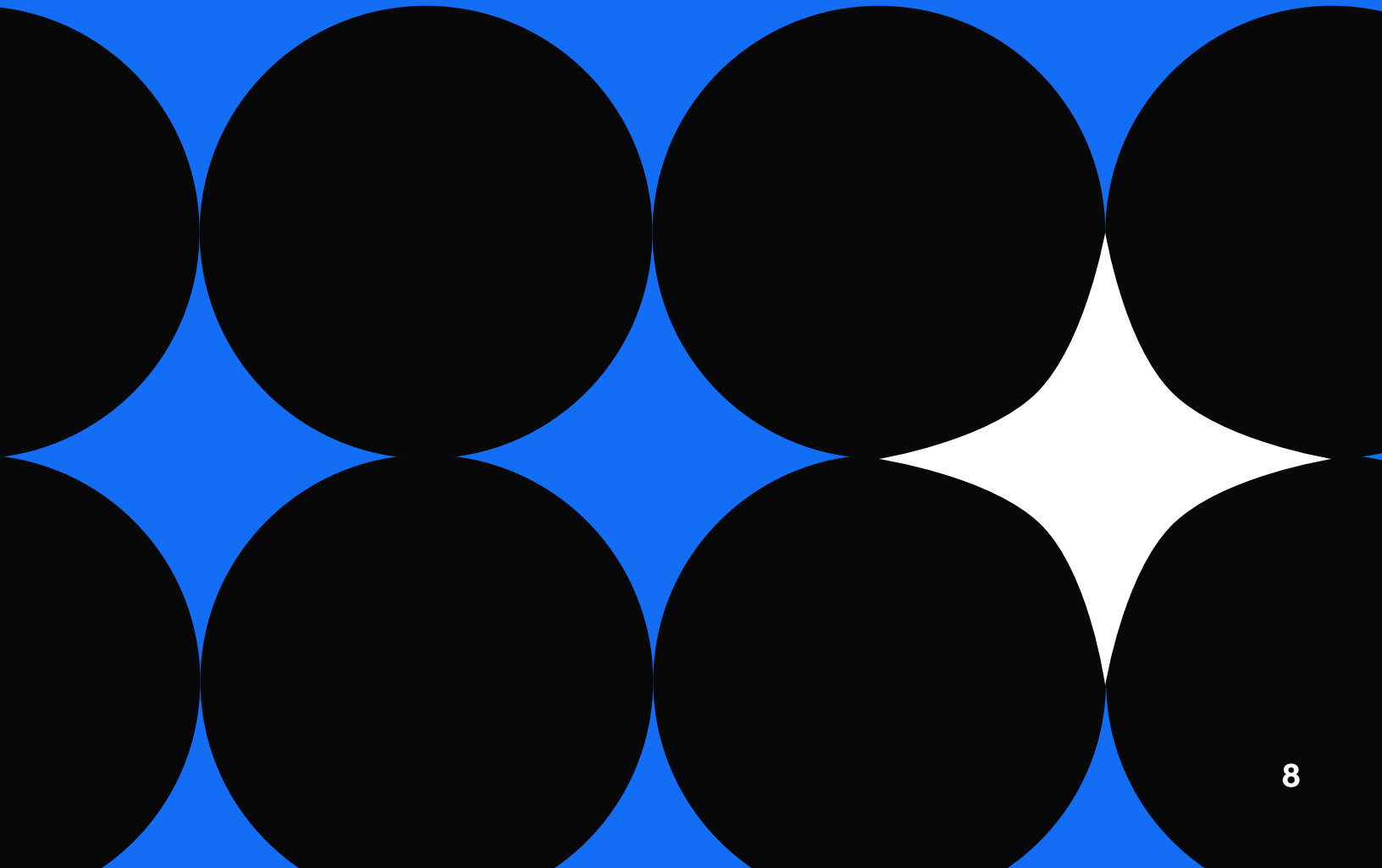
Forward-looking businesses are beginning to explore web design frameworks that reflect people's changing motivations, emotional states, and decision-making contexts.

This ebook outlines the blueprint for building a best-in-class, revenue-generating website — from SEO and AEO to personalization, conversion rate optimization (CRO), AI, and beyond. The most powerful web experiences are those built at the intersection of technology and humanity: scalable, flexible, and deeply attuned to people's needs.

And with this shift, websites are evolving from basic marketing assets to true growth drivers. The brands that realize this and design accordingly will have a big advantage in 2026. There will also need to be more optimization for reviews, since AI agents are highly sensitive to them.

Chapter 2

Evolving from SEO to AEO: Building the next era of organic growth



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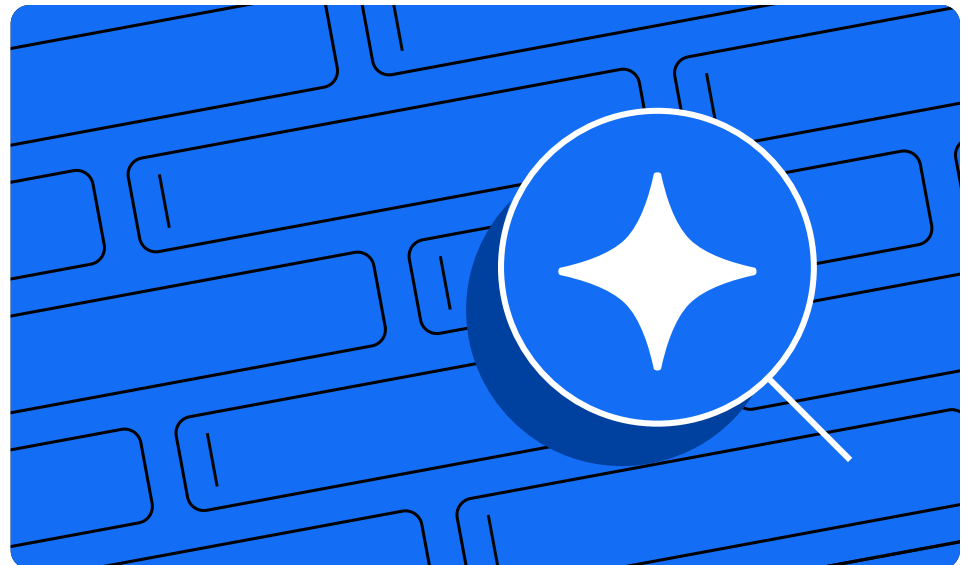
For over a decade, [SEO has powered over 60% of organic traffic for fast-growing companies](#), making it one of the most effective acquisition drivers. But today, a new marketing channel has emerged: Answer Engine Optimization (AEO).

AEO represents the biggest shift in search since Google's early algorithm updates, and it's already reshaping traffic and conversion dynamics for leading companies. As large language models (LLMs) like ChatGPT, Perplexity, and Gemini increasingly deliver answers directly to users, brands must now optimize not only for search results but for AI-generated answers.

The Impact of AEO

Graphite clients began seeing measurable traffic from LLMs in January 2025. These visitors convert at higher rates than traditional search. In some cases, such as Webflow, leads from LLMs convert at rates up to 6x higher than traditional search.

AEO doesn't replace SEO, it builds on it. Many of the same principles apply: understanding intent, structuring information clearly, and building authority. The difference is that the "user" is no longer only a person typing into Google, it's also the AI summarizing content for them.



Core elements of answer engine optimization



1. Question research

Unlike keyword tools in SEO, there's currently no tool for question research. The key is to transform existing keywords into questions and explore all variants and subtopics.

In LLM environments, questions are typically longer and more conversational. That means optimizing for specific long-tail queries that mirror how users naturally ask for information.



2. The long tail of AEO

Head questions (e.g., “best project management software”) usually surface multiple sources or summaries from publishers. Winning these positions often depends on citations, which means being referenced by authoritative sources.

Mid- and long-tail questions, on the other hand, often pull directly from destination sites like your own domain. These represent the best AEO opportunities to capture exposure and traffic, much like mid-tail keywords in SEO.

The long tail of AEO questions

EARNED

OWNED

HEAD

MID

LONG

Best tool for X?

Best tool for X with Y?

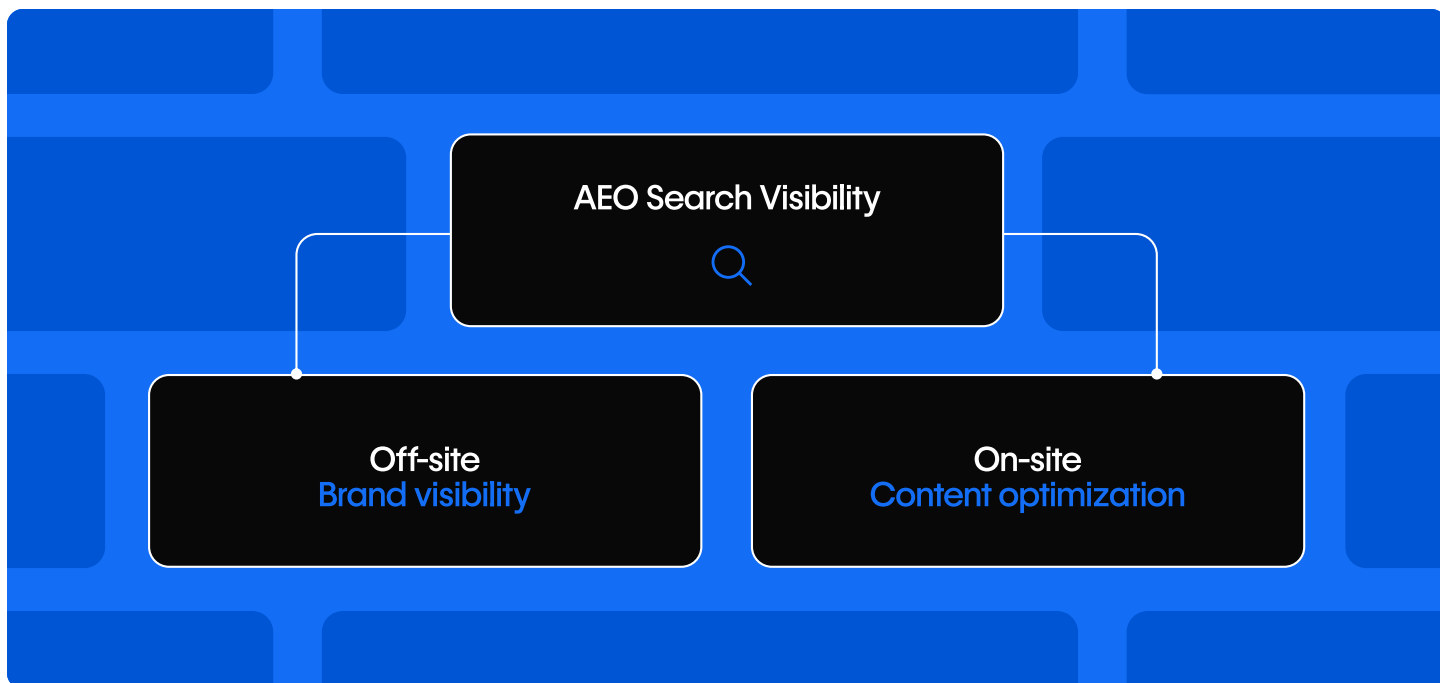
Best tool for X with Y and A, B, C?

AEO pillars: On-site and off-site

There are two core dimensions of AEO strategy: on-site and off-site optimization.

On-site AEO builds on traditional SEO foundations, landing pages for high-volume keywords, detailed use case pages, feature pages, and integrations. But AEO adds a new layer: optimizing help centers and building pages that answer follow-up questions surfaced by LLMs. The more comprehensively your content addresses all related questions, the more likely you are to appear in AI-generated answers.

Off-site AEO (or citation optimization) focuses on your brand's presence outside your own website. Citations across videos (YouTube, Vimeo), user-generated content (Reddit, Quora), affiliates, and blogs all influence how often an LLM mentions your brand. These sources are heavily cited in AI answers, making off-site work a key factor in visibility.





AEO in practice

Your existing SEO team, agency, or consultant can often lead the core AEO work, especially on the on-site side. Where AEO becomes more complex is off-site optimization, which often requires collaboration with marketing or community roles focused on brand mentions and partnerships.

In practice, AEO success comes from cross-functional execution:

- The SEO team drives technical and on-site improvements.
- Marketing and community teams expand citation visibility and engagement across external platforms.



Actionable AEO strategy

1. Identify the questions you want to appear for and track them
2. Analyze who appears as citations in those answers and plan strategies for each
3. Create pages that answer the main and follow-up questions comprehensively
4. Test and measure performance using control groups to learn what drives visibility



Measuring AEO performance

Traditional SEO relies on keyword ranking positions. Each URL has one rank per keyword, and since Google dominates search, tracking is relatively straightforward.

AEO requires a new framework:

- Share of Answers (SoA): Similar to “share of voice,” this measures how frequently your product appears across AI answers.
- Track by surface: Evaluate your visibility across major AI interfaces — ChatGPT, Perplexity, Gemini, and Claude — since each has its own citation logic.
- Track by question variations: One AEO topic can include hundreds of question variants. Tracking multiple versions provides a fuller picture of performance.
- Track by run: AI answers aren’t static; the same question may yield different results each time. Measuring frequency across multiple runs shows how consistently your brand is surfaced.



Tracking citations

In SEO, backlinks signal authority. In AEO, citations play a similar but more dynamic role.

When LLMs use Retrieval-Augmented Generation (RAG), they first retrieve a set of web pages, then summarize the content. If your product is frequently mentioned within those cited pages, it increases the likelihood of being included in the generated answer.

In SEO, a link from a homepage like The New York Times carries immense weight. In AEO, what matters most are the specific URLs that appear within the LLM’s citation set. To optimize, track whether your brand is mentioned within these URLs and identify opportunities to build or strengthen those mentions.

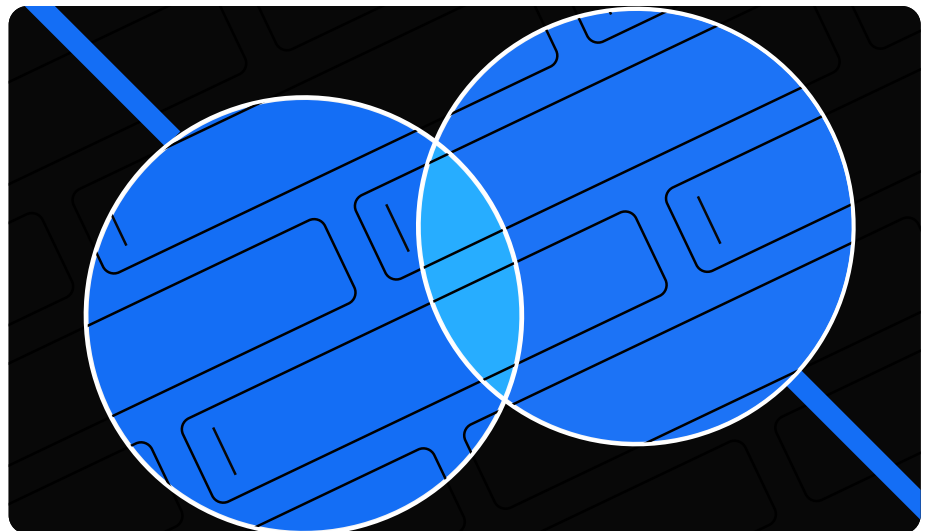
SEO: The foundation that powers AEO

While AEO represents the next frontier, a strong SEO foundation remains critical.

Opportunity sizing helps justify investment by understanding how much organic traffic is realistically attainable. A top-down approach, comparing your traffic potential to that of direct and indirect competitors, provides the clearest benchmark for growth.

When creating content, focus on topics rather than single keywords. This topic-based approach ensures your content comprehensively fulfills user intent and strengthens your topical authority — [a key factor in both SEO rankings and LLM visibility](#).

Finally, ensure that your content aligns with the right page types for each stage of the customer journey, and maintain a clear process for analyzing performance to guide continued investment.



The future of organic growth

Search is no longer just about ranking, it's about being mentioned. Brands that master both SEO and AEO will dominate visibility across both search engines and AI.

By expanding from intent-driven SEO to answer-driven AEO, you're not only future-proofing your organic strategy but also building the framework to stay visible wherever your audience asks questions next.



Ethan Smith
CEO
Graphite

“Everything in SEO works in AEO for free. There are two key differences. Chat is built for conversations and to answer very specific questions, many of which have never been searched for before. So, the tail of AEO is larger and longer than SEO. Chat also is built to summarize consensus. To win the most popular questions, you need to optimize offsite mentions, not just one page on your site.”

Chapter 3

Building personalized, on-brand web experiences at scale



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Personalization is the baseline expectation for marketing, especially for modern websites and digital experiences. Customers expect every touchpoint to reflect their needs while staying unmistakably on-brand. But as organizations scale across channels, regions, and industries, consistency becomes harder to maintain.

Disconnected workflows lead to brand drift, slower time-to-market, and uneven user experiences. A comprehensive [digital asset management \(DAM\)](#) system provides the structure needed to balance speed, creativity, and control. When implemented effectively, it becomes the connective tissue between design, marketing, and product — enabling teams to deliver revenue-generating personalized, on-brand experiences at scale.

Create a single source of truth

Centralize to move faster

A DAM houses every logo, visual, and guideline in one place, eliminating the guesswork and version control issues that slow teams down. When all stakeholders — from designers to marketers to agencies — access the same approved assets, [campaigns launch faster and with greater confidence](#).

But a truly powerful DAM goes beyond asset storage and organization. When combined with brand context — such as brand rules and guidelines — it becomes an engine that powers every brand action with built-in intelligence.

With pre-approved assets and templates ready to go, creative teams can spend less time verifying brand compliance and more time focusing on what matters: storytelling, experimentation, and personalization.

Key takeaway: Centralization frees teams to innovate while ensuring everything they produce stays on-brand.

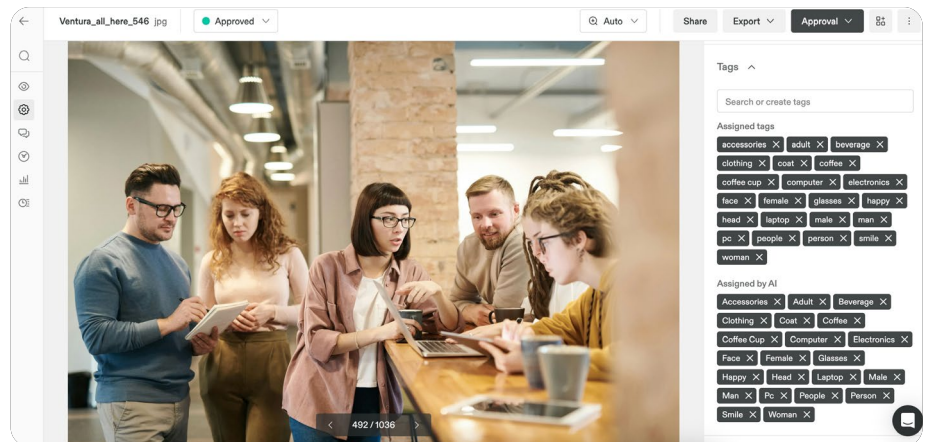
Accelerate personalization while maintaining control

Use templates and guardrails

Personalization thrives within structure. Governance becomes an accelerator when built-in brand rules, an AI-powered brand assistant, and locked templates enable teams to self-serve on content creation for global and local teams.

Instead of slowing work down, guidelines empower autonomy and speed across entire organizations — [turning consistency into a competitive advantage](#). Combined with creative automation at scale through ready-to-use templates, automated translations, AI tagging, and API-driven content delivery, teams can launch pages faster, with personalization built in and brand integrity maintained.

Key takeaway: Build modular templates in tandem with AI-driven automations that define editable and non-editable areas. This gives local teams freedom to adapt content while maintaining control at the brand level.



Enable seamless collaboration across teams

Break down silos between marketing, design, and product

True personalization at scale requires many disciplines — creative, marketing, product, and engineering — to work together and share a clear vision of the brand experience they want to create. A DAM functions as a shared hub, uniting these teams around common standards and synchronized workflows.

When brand elements are updated — a refreshed logo, new product imagery, or revised messaging — changes automatically propagate across campaigns, ensuring everyone works from the latest version. Built-in version history and in-platform commenting keep communication transparent, while automated notifications eliminate delays.

Integrate with existing workflows

To work effectively, a DAM should fit into the tools your teams already use — not add another layer of complexity. Integrations with Asana, Jira, and Webflow allow approved assets to flow seamlessly into production pipelines. Creative and marketing teams collaborate faster, respond to market feedback sooner, and reduce friction across departments.

In a digital landscape of shortening attention spans and increased noise, speed that is consistent is the best way to share your message, stay top of mind, capture attention, build trust, and convert visitors into customers.

Key takeaway: Integration connects strategy to execution, ensuring every touchpoint reflects the latest creative direction.

Scale global personalization without losing authenticity

Balance global standards with local flexibility

Scaling personalization globally is about empowering markets without fragmenting the brand. Headquarters defines non-negotiables through centralized guidelines while offering localized portals and asset libraries that allow markets to adapt content to regional nuances.

This “freedom within a framework” model helps teams tailor content to regional audiences while maintaining global consistency.

Reduce approval delays and time-to-market

Global content workflows can slow down launches due to timezone differences, lengthy approvals, and translation loops. Implementing creative approvals and using automated governance cuts these bottlenecks. What once took weeks to approve and adapt can be done in days.

Key takeaway: Automation is what accelerates approvals. When governance rules are built into the system, content moves from creation to market in days instead of weeks.

Connect asset management to performance and ROI

Link operational efficiency to business outcomes

Centralizing brand management is a strategic decision that instantly becomes a business advantage. Consistent, on-brand experiences lead to better user trust and conversion rates, while streamlined workflows reduce production costs.

To track the impact of your DAM implementation, measure both **efficiency metrics** and **performance metrics**:

- **Efficiency:** campaign launch speed, and reduction in asset search time and in duplicate asset creation.
- **Performance:** conversion rate lift from consistent branding experiences, campaign ROI from faster time to market, and cost savings redirected into innovation.

Key takeaway: Speed and consistency are the levers that transform operational efficiency into measurable growth.



Lay the foundation for AI-driven personalization

Structure data for scalable automation

AI and predictive analytics are revolutionizing personalization, but they rely on structured, well-governed data. A well-maintained DAM provides this foundation — and AI can help strengthen it.

Modern DAM solutions use AI to analyze assets and automatically enrich them with metadata. This process eliminates manual work while maintaining consistency. Best practice combines standard metadata fields with custom schemas tailored to your industry and company and captures everything from usage rights and campaign context to product categories and regional variations.

This structured foundation unlocks AI-powered capabilities like brand assistants that surface instant answers about guidelines, approved assets, and content history — turning your DAM into an intelligent system that gets smarter as it scales.

Blend automation with human creativity

AI should accelerate production, not replace creativity. Machine-generated content is only as strong as the rules and assets it's trained on. Organizations that balance human oversight with automation achieve the best outcomes: high-speed personalization that still feels authentic.

Key takeaway: Use automated brand checks and governance tools to catch off-brand assets or messaging before they go live. This preserves trust while enabling rapid personalization.

Overcome common scaling challenges



Address content overload

As personalization expands, the demand for content multiplies. Modular design systems built around reusable templates and content blocks help teams deliver variation without overwhelming production capacity.



Unify cross-functional collaboration

Silos between departments often lead to inefficiency and inconsistent output. A single shared platform with transparent access and clear roles ensures everyone — from design to regional marketing — works in sync on website projects.



Prevent brand drift

With more versions of content in play, brand drift becomes a real risk. Built-in governance, automated approvals, and standardized templates ensure that the core brand identity remains intact, no matter how much personalization scales.

Future-proof your website and workflow

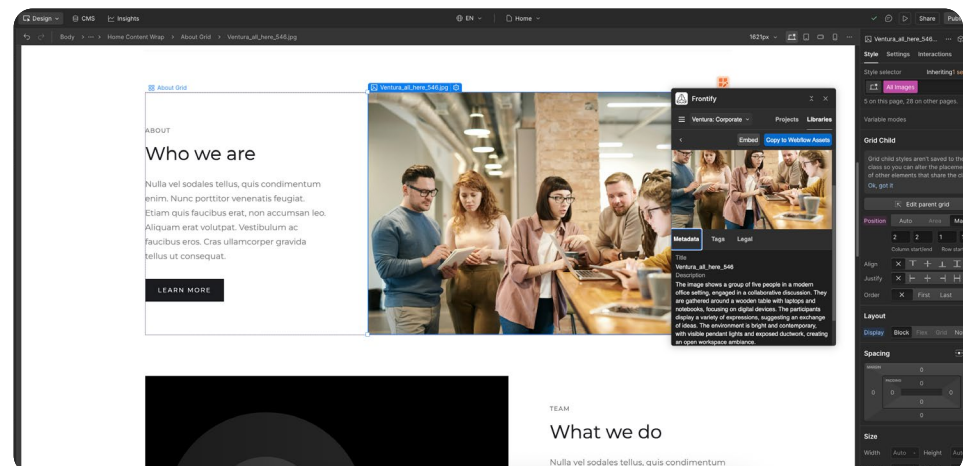
Audit, organize, and connect systems

The first step toward future-proofing is organization. Audit existing assets, clean up duplicates, and tag every file with consistent metadata. As a second step, connect your DAM to other core systems like your CMS, email platform, and design tools to enable seamless, end-to-end content flow.

Prioritize accessibility and performance from the start. Optimize assets for faster load times, and ensure all imagery and media include alt text and metadata that will support discoverability and compliance.

These foundations also position your systems to adapt as capabilities advance. With a well-organized and connected foundation in place, your website becomes more than just structured — it becomes ready to adapt.

Key takeaway: The most future-ready brands treat organization as a competitive advantage that supports flexibility, not a constraint on it.



Structure enables creativity

Scalable personalization depends on structure. When teams share a single source of truth, workflows accelerate, brand integrity strengthens, and creativity flourishes.

A well-integrated DAM allows marketers and designers to collaborate seamlessly, move faster, and deliver digital experiences that feel both local and global, personalized, and consistent. Structure means control and control accelerates creativity.

Brands that connect creativity with control — speed with structure — will build the next generation of websites that don't just look beautiful, but perform beautifully too.

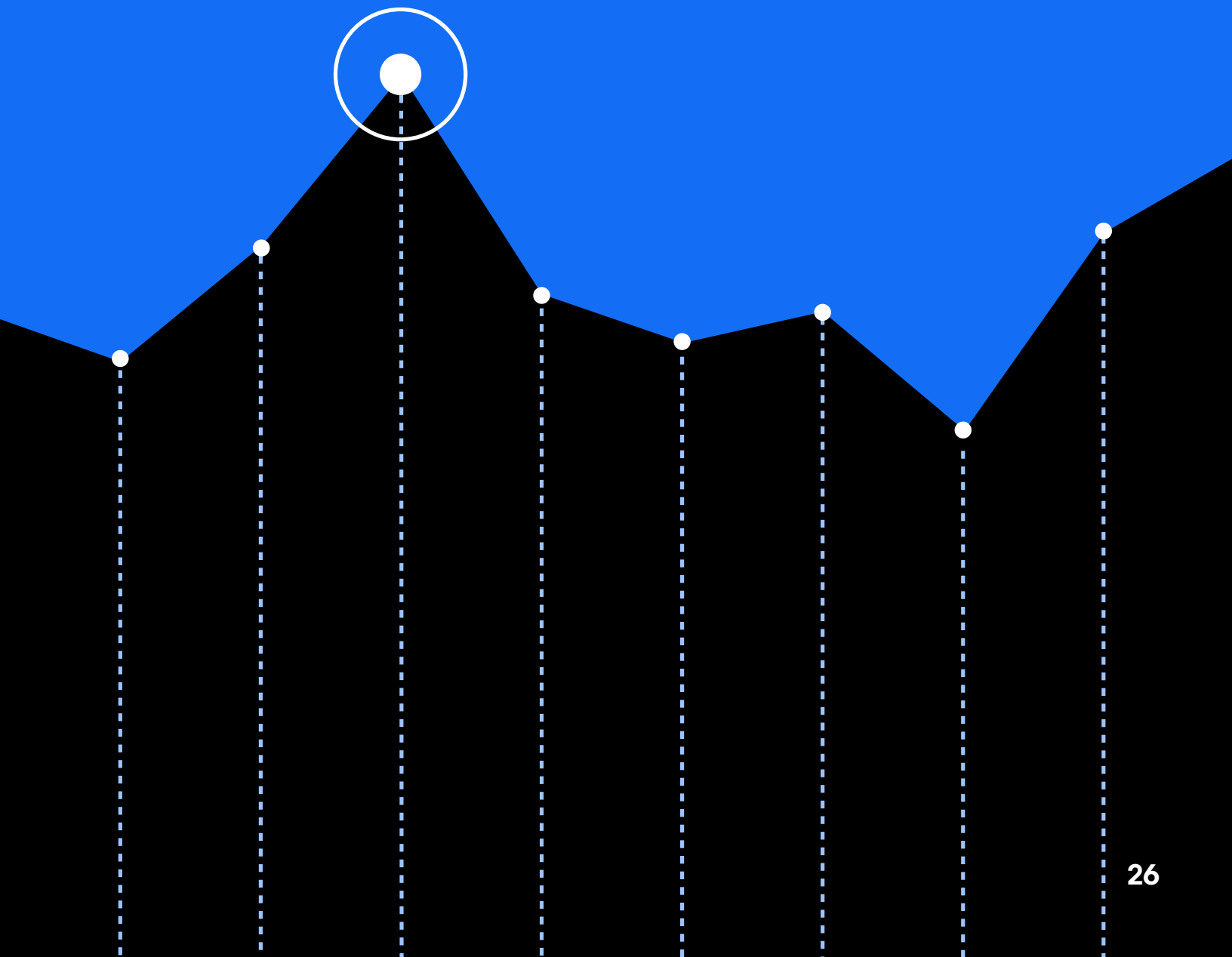


Digge Zetterberg
VP of Marketing
Frontify

“Personalized digital experiences start with creative freedom — but freedom needs structure. A DAM gives marketers and designers clarity to innovate confidently, knowing every asset is on-brand and ready to perform. That’s how creativity drives conversion.”

Chapter 4

Turning data into action



Chapter 4

Turning data into action

Data is the foundation of modern marketing, but for many teams, accessing and acting upon that data is a weak spot.

It starts with the tech stack. Tool sprawl, siloed systems, and messy integrations make it hard to connect insight to campaign execution. **The average marketing org uses only [33% of its tech stack](#)**, leaving valuable insights trapped across tools, teams, and channels.

Without clear visibility into insights, the path to personalization becomes much more difficult. Getting there takes more than good creative. It requires clean data, connected tools, and teams who can turn intelligence into impact.

Here's how winning teams turn data into revenue-generating websites using three key levers: personalization, go-to-market engineering, and automation.



Personalize with the right data

True personalization isn't about creating thousands of one-off experiences. It's about building layered systems that scale relevance efficiently.

The most effective teams start broad with messaging by industry or company type. Then they add account-specific details — like the customer's brand colors, logos, or tailored value props — to make each experience feel unique without recreating everything from scratch.

What powers personalization?

To build those layers at scale, marketers need a strong data foundation powered by three types of data:

Data type	What it can reveal	How it fuels personalization
Firmographics	Company size, funding, and revenue	Tailors messaging by growth stage or resources
Technographics	Software stack and integrations	Highlights compatibility and integration value
Intent signals	Job changes, website visits, and social media mentions	Captures timing and engagement triggers

These data types are often available on the public web or via in-house systems. And when these layers connect, they create a unified customer profile that can inform every touchpoint, from Webflow landing pages and email sequences to LinkedIn outreach and sales collateral.

The website is the ideal testing ground for personalization. It's where you can quickly see what resonates, adjust messaging, and build momentum through real-time feedback.

Make your data work smarter

If data shows the *what*, go-to-market (GTM) engineering defines the how.

GTM engineers build and maintain the systems that [turn customer signals into action](#). They connect your tech stack, automate workflows, and ensure every tool speaks the same language so your marketing engine runs smoothly.

This role bridges technical structure and business strategy to bring data, growth, and automation together for more efficient revenue-generating campaigns.

How GTM engineers drive growth

- 1** Build **clean data foundations** that keep information accurate, unified, and easy to access.
 - 2** Use **predictive models** to identify which signals are most likely to convert.
 - 3** Create **automated workflows** that deliver personalized experiences the moment intent appears.
-

With the right systems in place, teams can test ideas faster, scale what works, and prove results without waiting on engineering.

When data and delivery are aligned, teams spend less time fixing tools and more time creating campaigns that move the needle.

Automate to accelerate your impact

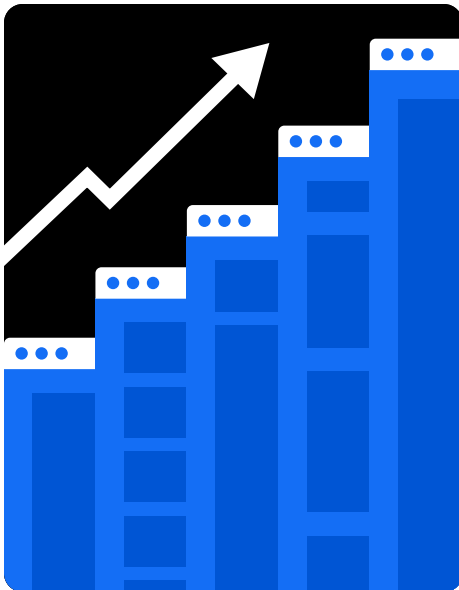
Once data and systems are in sync, automation multiplies the impact.

Modern workflows respond automatically to intent signals, ensuring that every action happens at the right moment without delay. From CRM enrichment that keeps lead data fresh, to account-based orchestration that combines tech-stack insights, hiring signals, and recent news to generate dynamic Webflow landing pages, automation connects every touchpoint in real time.

Prospect research, list building, qualification, and campaign management all evolve from manual tasks to continuous, intelligent systems that adapt as data changes.

A great example of this in action comes from [Verkada, a mutual Clay + Webflow customer](#). By connecting Clay's dynamic data enrichment with Webflow's flexible CMS, Verkada built personalized landing pages that updated automatically based on live account signals — no manual input required.





Their marketing team could launch tailored campaigns for thousands of accounts simultaneously, each reflecting the prospect's tech stack, industry, and stage in the funnel. The result: faster experimentation, higher engagement, and a scalable personalization engine that continuously adapts to new data — turning automation into a true competitive advantage.



With this level of orchestration, teams report faster campaign launches, expanded outbound capacity, and dozens of hours saved each month — freeing them to focus on creative experimentation, deeper personalization, and higher-quality customer interactions that drive lasting growth.

Measure the impact

Combining GTM engineering and automation delivers results far beyond operational efficiency. With enriched data and intelligent workflows, marketing teams see measurable improvements in both speed and performance:

-  **Higher conversion rates from personalized campaigns**
-  **Shorter sales cycles driven by timely outreach**
-  **Stronger data integrity and more accurate reporting**
-  **Clear ROI visibility across every campaign channel**

It's a compounding effect: **Every automated workflow frees up bandwidth for more experimentation, and every experiment feeds richer data back into the system.**

Over time, the marketing engine becomes self-optimizing, continuously refining how and when it engages each audience.

The foundation for future growth

Building a high-performing, revenue-generating website starts with three layers working in sync:

- 1** **Clean data** keeps every system aligned.
- 2** **GTM engineering** bridges intelligence and execution.
- 3** **Automation** turns personalization into a continuous process.

Together, these elements **transform the website from a static destination into a dynamic system** that adapts, responds, and improves with every interaction.

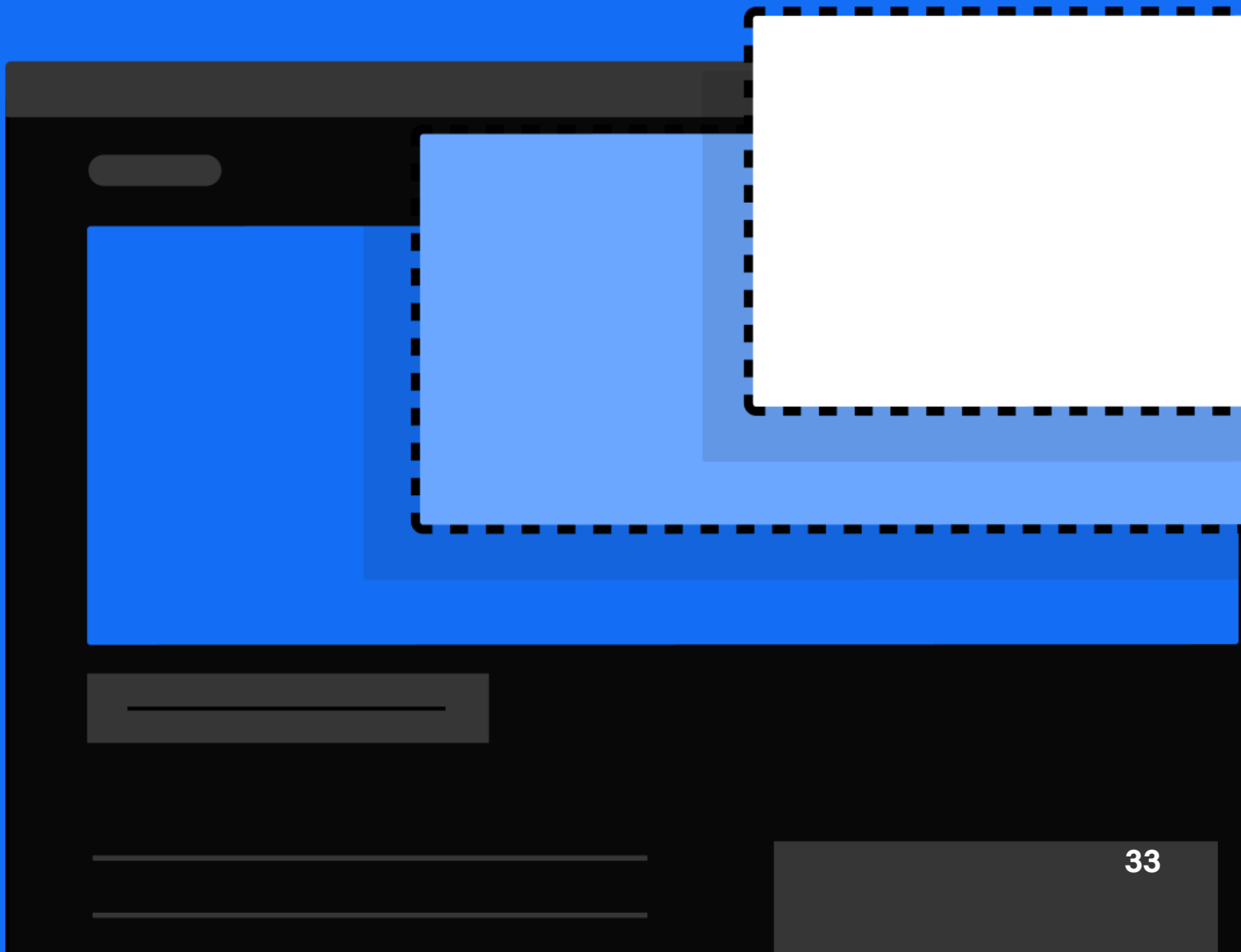


Bruno Estrella
Head of Marketing
Clay

"When marketing teams close the loop between data intelligence and web execution, they unlock more than efficiency. They create a growth engine that compounds over time, where every signal fuels the next opportunity and every visit contributes directly to revenue to find unique competitive insights."

Chapter 5

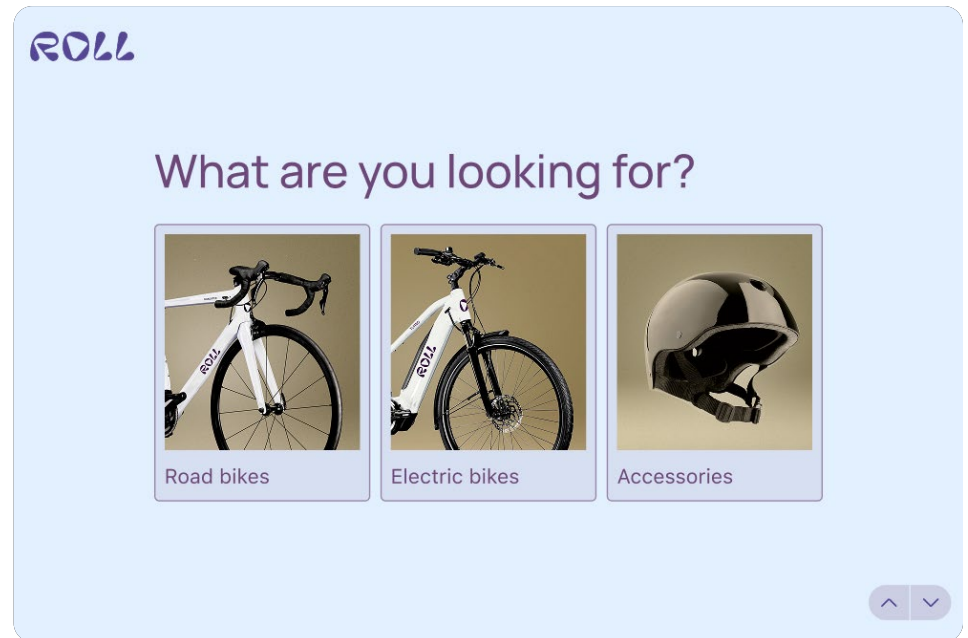
Improve lead capture
volume and quality
with conversion rate
optimization



Chapter 5

Improve lead capture
volume and quality with
conversion rate optimization

First impressions matter. They determine whether a visitor stays to learn about your brand or leaves immediately. Your goal is to give visitors a reason to stay — and speed, responsiveness, and an intuitive site navigation play directly into this. The smoother the experience, the more likely visitors are to trust your brand and take a desired action.



That's where conversion rate optimization (CRO) comes in. It's the process of getting more website visitors to complete specific actions over time — whether that's signing up, making a purchase, or downloading an ebook. The more you can get them to take your desired action, the more likely you'll meet (and exceed!) your goals.

Below, explore essentials of a successful CRO strategy and discover best practices for delivering conversion-driving user experiences.

Chapter 5

Improve lead capture
volume and quality with
conversion rate optimization

Build an effective CRO strategy

Nailing CRO starts with understanding your customer — their problems, goals, and how your business is uniquely positioned to meet their needs. Once you understand this, you can identify where your site is falling short. The most common reasons visitors don't convert often comes down to confusing copy, poor page or device performance, and unintuitive navigation that makes it hard to find information.

Velocity matters too. The more you learn, the faster you can implement improvements that drive conversion. And don't underestimate performance; a slow-loading page not only leaves visitors with a poor first impression, making them less likely to stay and engage, but also hurts your SEO visibility and search rankings.

And lastly, ensure testing is done across devices—focusing on those most relevant to your audience based on traffic patterns, like mobile or desktop.



Malinda Sandman

VP of Marketing

Typeform

"CRO is about understanding what your customers are trying to do and removing friction so they can do it faster. When you build from that mindset, performance follows."

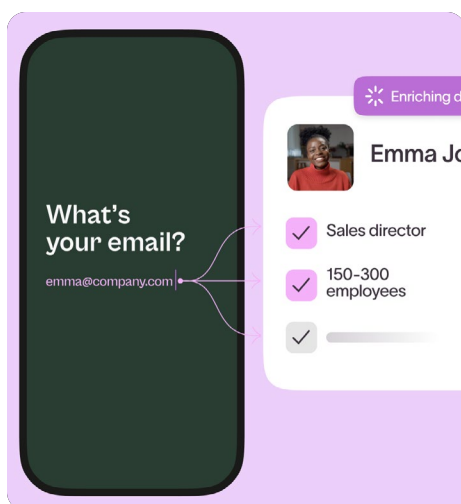
Set CRO goals and priorities

Setting CRO goals requires leveraging historical data. It's tempting to rely on industry benchmarks as your north star, but they aren't tailored to your business, users, or internal setup. Set realistic goals based on where you are as a business today, and align them with your broader marketing and company strategy. If you focus on where you are today and where you want to go, you'll ensure your CRO efforts support long-term business objectives.

And when it comes to establishing priorities, site speed should be at the top. If your page doesn't load quickly, you've missed your chance to convert those visitors. Next, focus on high traffic pages since they provide faster insights. A/B tests on these pages reach significance sooner, so you're able to run more tests. If you're worried about negatively impacting your high traffic pages, you can reduce exposure with your A/B testing tool while still gathering meaningful data.

"Conversion optimization is both art and science," says Sandman. "The science is in the data: what people click, where they drop off, how fast they move. The art is in understanding the decision points and psychology behind the behavior you want to drive, then designing an experience that reduces friction and gets visitors to what they need in as few clicks as possible."

Establish best practices for lead capture



Forms play a key role in effective lead capture. Keep forms concise by asking only essential questions — and focus on what truly aligns with the user's reason for filling it out. Don't go for an information grab (why would you need a prospect's phone number on a free trial form?) as folks will be less likely to fill out your form. The easier and more relevant the form, the [more likely users are to complete it](#).

Instead, leverage lead enrichment tools to fill in non-essential data without burdening the user. The easier and more relevant the form, the more likely users are to complete it.

"Great lead capture asks less and learns more," says Sandman. "Typeform's AI-powered forms feel conversational and do the heavy lifting in the background with enrichment and integrations, so people finish faster and teams get richer profiles without extra fields."

Chapter 5

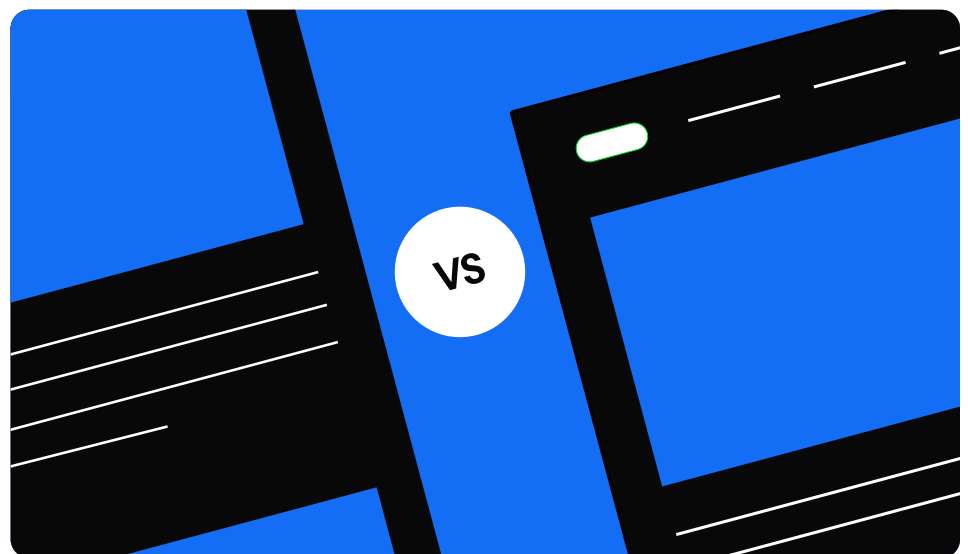
Improve lead capture
volume and quality with
conversion rate optimization

Measure CRO effectiveness

No matter your KPI of choice, it should always tie back to your overall goals, strategy, and, most importantly, revenue. Teams often fall into the trap of only measuring top-level conversions (like signups) without tracking if those leads convert down the line. That's why it's so important to take a holistic view of your conversion rate. Ultimately, the key is ensuring your CRO efforts drive meaningful outcomes that contribute to long-term revenue growth.

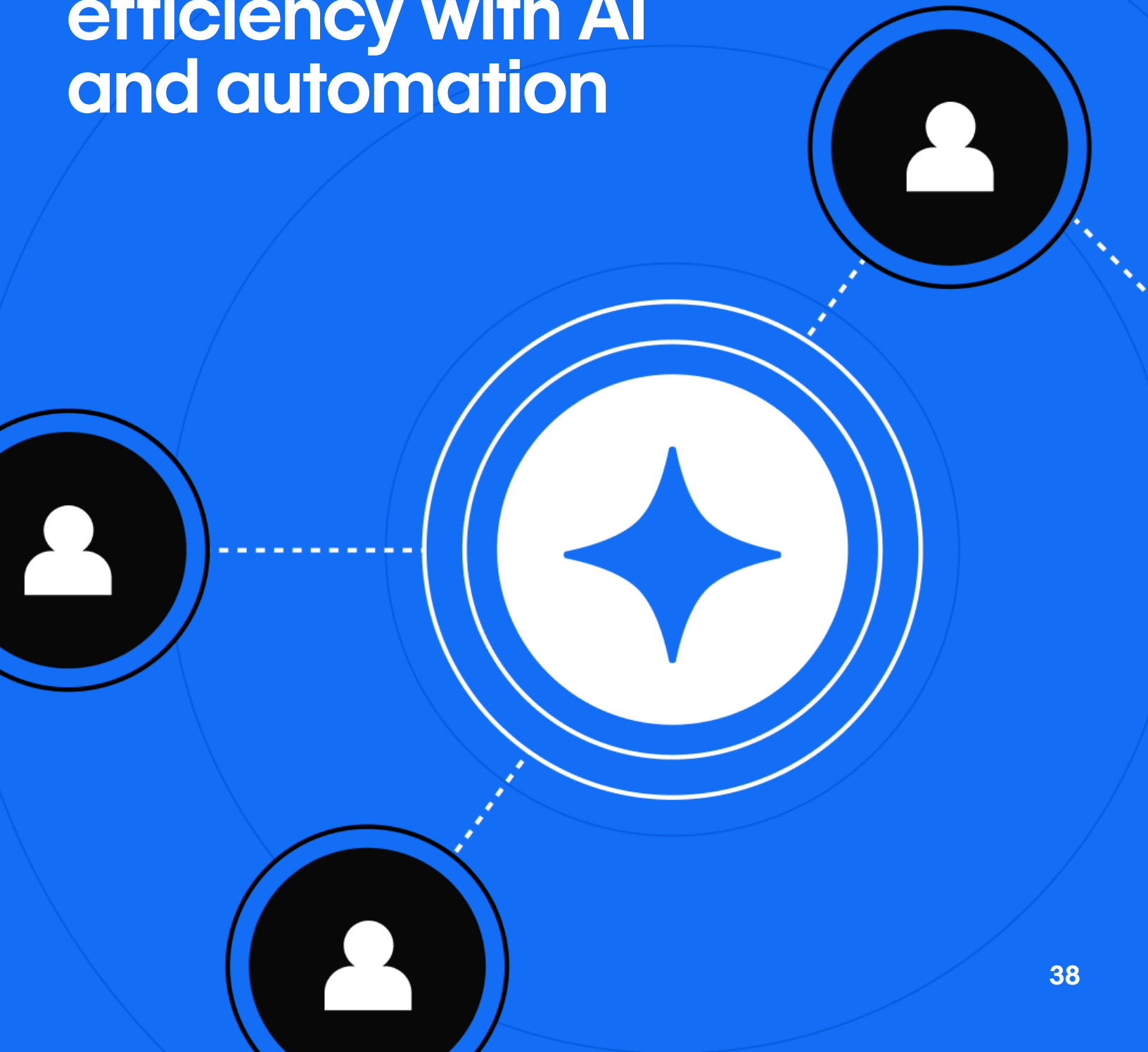
Start scaling your CRO efforts to deliver better user experiences

As you look to [build out your CRO strategy](#), remember: investing in the right tools is key, especially for A/B testing, analytics, and heatmap tracking. Additionally, creating scalable frameworks and processes that can be applied easily to different sections of the site is critical to sustaining success.



Chapter 6

Enhance website functionality and efficiency with AI and automation

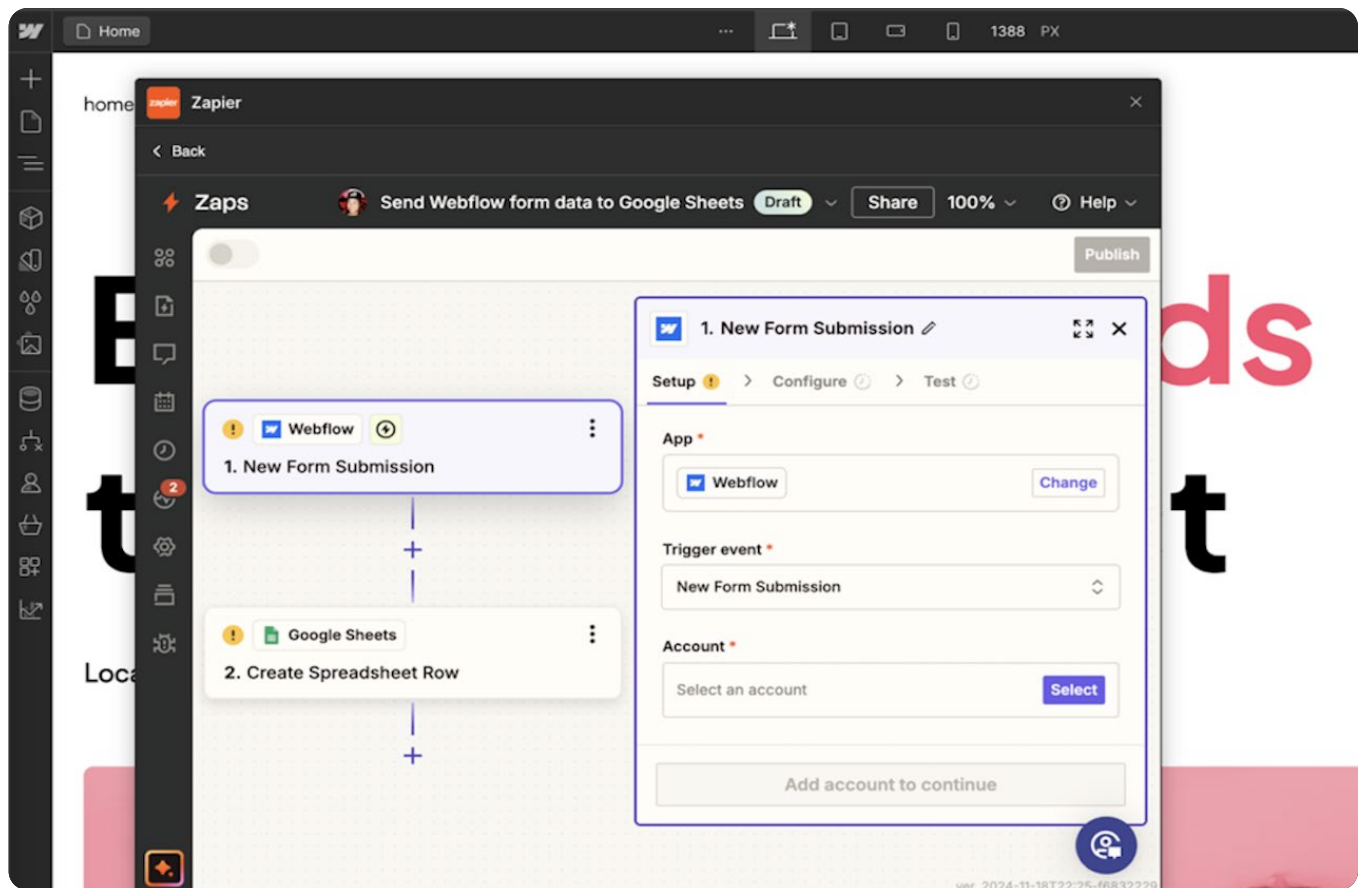


Chapter 6

Enhance website functionality and efficiency with AI and automation

AI and automation are powerful tools that can transform a website's functionality, improve user experiences, and streamline marketing efforts. By integrating these technologies into a website, marketing teams can elevate efficiency, deliver tailored user experiences, and ultimately drive better engagement and conversions.

Below, learn more about the impact of AI and automation on website functionality, from workflow automation to AI-driven content generation, predictive analytics, and multichannel campaign management.



Transforming the customer experience with AI and automation

When implemented effectively, AI and automation can make websites more functional and engaging for users, helping marketing teams build more powerful website experiences that deliver on users' needs.



Deliver more functional, engaging websites

AI helps supercharge your website's functionality through tailored content, chatbots for instant support, and smarter navigation to help teams create a seamless, personalized user experience. It can also help marketing teams deliver targeted campaigns, optimize content, and streamline analytics, enabling more data-driven decision-making.

Automation takes care of repetitive tasks and can improve conversion rates. Automated A/B testing and lead nurturing help score leads and manage follow-ups effortlessly. With powerful automation tools, marketing teams can also efficiently manage campaigns, optimize content, and analyze performance, ultimately driving better user engagement and higher conversion rates.



Anticipate user needs using predictive insights

A key part of improving the customer experience is anticipating users' needs and behavior, and AI is revolutionizing the way marketing teams do so. Teams can use AI-powered tools to identify friction points, tailor content, optimize user journeys, and implement targeted strategies based on predictive insights — effectively addressing potential conversion barriers. This proactive approach enables teams to resolve issues before they escalate and make data-driven decisions.

Reimagining the role of the marketer

In addition to improving the end user experience, AI and automation make the lives of the teams building and managing websites, too.



Marketers can optimize the content creation process

AI-content creation tools adapt to your preferred tone, ensure consistency, and enhance SEO with smart keyword suggestions and structured content. They also help content teams generate high-quality content (i.e. product description, blog posts) at scale and automates proofreading, editing, and formatting — saving them precious time and money.

Meanwhile, AI-powered predictive analytics tools can help marketing teams understand the potential impact of content on target audiences before it's published. It's these types of advantages that make AI an essential ally in modern content creation.



Multi-channel campaign managers get the support they need

Marketers responsible for managing multi-channel campaigns can also greatly benefit from AI, which can help them automate tasks and personalize content. It can effortlessly schedule posts for social campaigns, tailor emails based on user behavior, and sync customer data.

Additionally, AI-powered chatbots ensure you get reliable support every time, and predictive analytics keep you ahead of trends. For example, AI can tweak your email content automatically, reflecting a customer's recent website interactions for a seamless experience across all channels. It's these types of always-on programs that will keep your customer experiences fresh and relevant.



Teams can streamline workflows and simplify complex processes

Another way AI helps marketing teams is by helping them simplify complexity. One application is to help manage workflows across multiple tools and platforms — a common challenge for teams, especially as they grow. However, [integration platforms like Zapier](#) can simplify this process by facilitating seamless data transfer and management, enabling teams to automate repetitive tasks and customize processes like lead nurturing and content distribution.

AI agents are now taking this further by making autonomous decisions and handling multi-step tasks from start to finish. For website teams, this means creating specialized agents that monitor visitor behavior, identify pages with high bounce rates, and automatically generate optimized alternatives for A/B testing. These agents work continuously in the background, helping you create a website that evolves with your audience's needs.

New connection standards like the [Model Context Protocol \(MCP\)](#) are also emerging, enabling AI systems to securely connect with your CMS, analytics tools, and marketing platforms through standardized connections. This means AI can pull visitor data, update content, and trigger personalized campaigns based on website behavior — all without manual intervention.

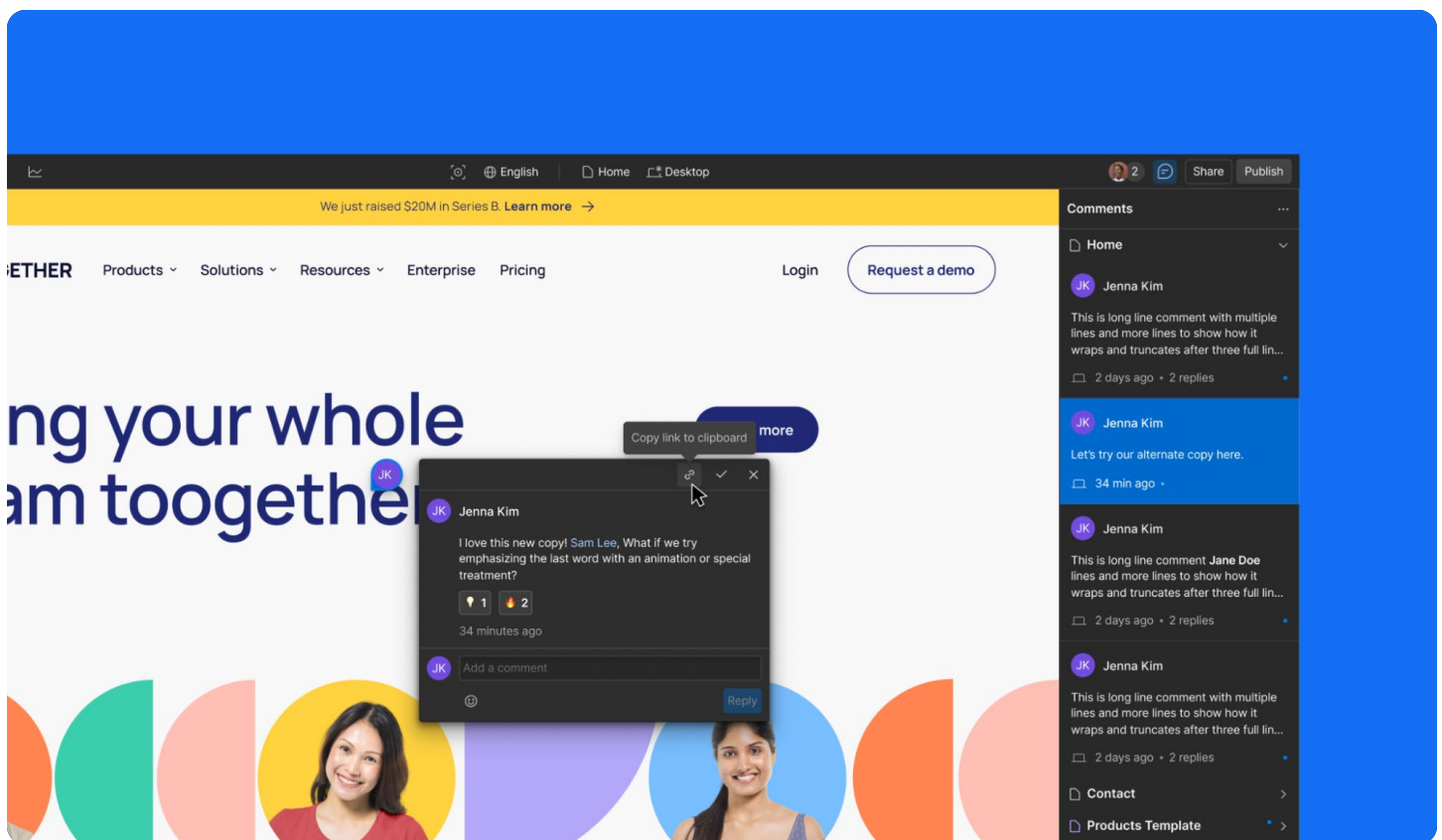
This automation boosts operational efficiency, enhances cross-departmental communication, and allows teams to focus on strategic activities, even with limited technical resources.

Chapter 6

Enhance website
functionality and efficiency
with AI and automation

Measure the impact of AI and automation for website initiatives

To assess the success of AI and automation, marketing teams should focus on KPIs such as user engagement, conversion rates, and time on site. Tracking user engagement, like the time visitors spend on the site and the drop in bounce rates, can reveal how well personalized content resonates with audiences. Conversion rates are another crucial KPI, as personalized recommendations and targeted messages often lead to higher conversions. Customer satisfaction scores are also a good indicator of how well AI chatbots are elevating customer experiences, too.



Chapter 6

Enhance website
functionality and efficiency
with AI and automation

Start creating more seamless and engaging user experiences at scale

Implementing AI and automation doesn't just enhance efficiency; it creates a more personalized, seamless user experience that feels intuitive. By automating workflows, simplifying content creation, leveraging predictive analytics, and managing multi-channel campaigns, businesses can deliver a more engaging, user-centric experience that drives loyalty, conversions, and long-term growth.

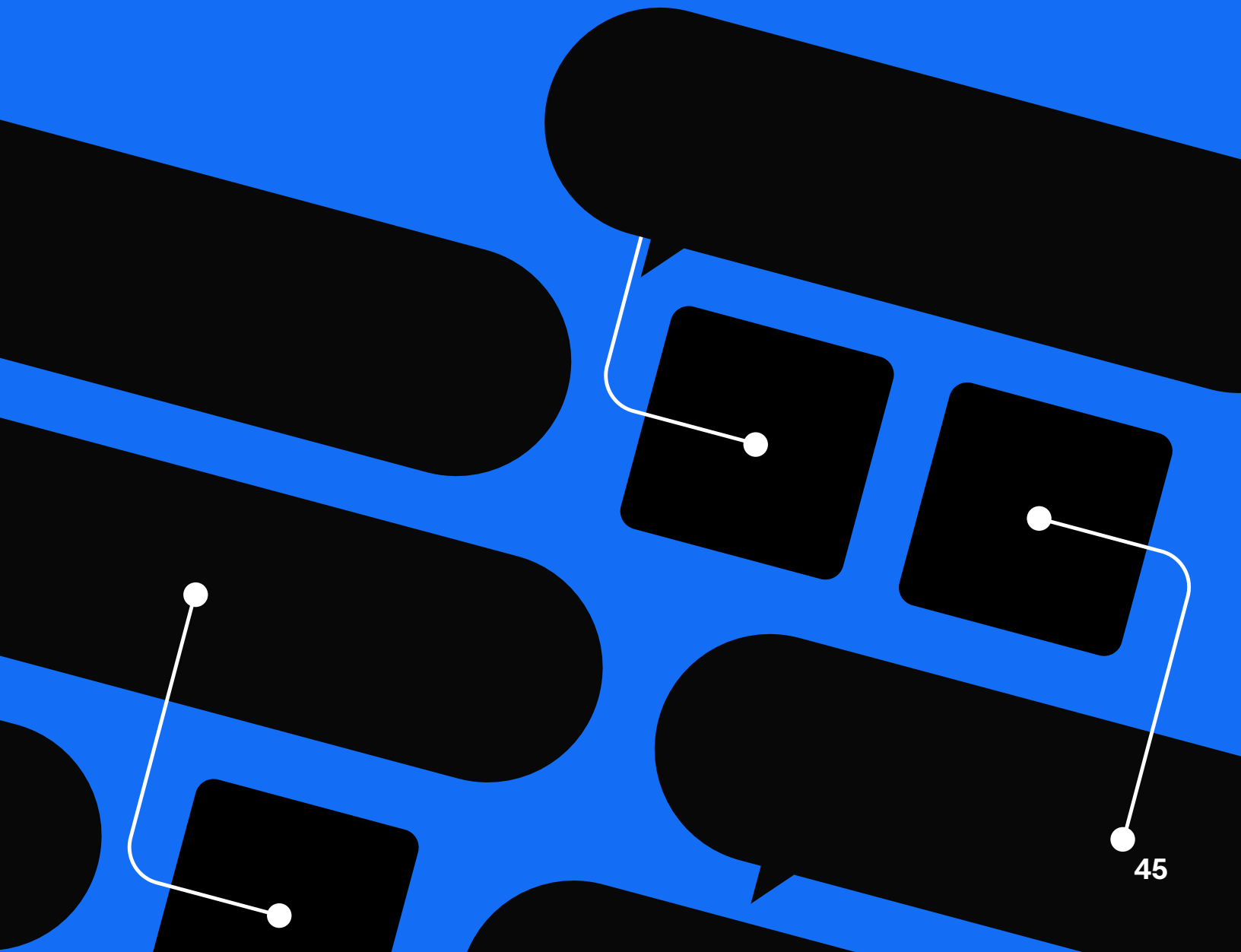


Angela Ferrante
Head of Enterprise
Marketing
Zapier

“High-performing web teams pair AI with automation to move faster with control. They give AI the right context (internal docs, voice and style guides) and guardrails, integrate it into their CMS and deployment pipelines, and track metrics like time-to-publish and brand consistency scores. You cut busywork, reduce handovers, and ship pages quicker, all while keeping everything on brand. Now, your team can focus on creative problem-solving and the work that requires human engagement.”

Chapter 7

Strengthen customer relationships by leaning into autonomous marketing



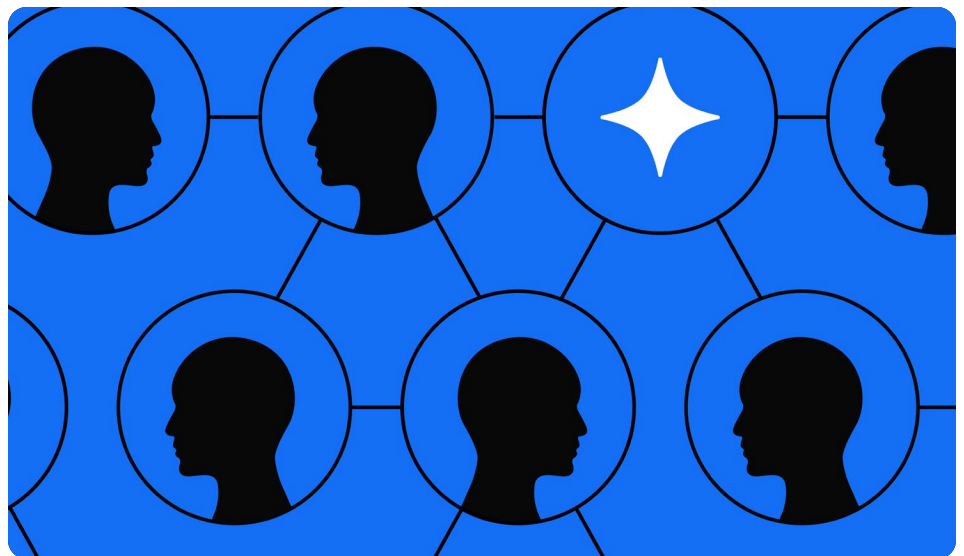
Move beyond transactions

Most websites are designed to convert, not connect. They're optimized for clicks and signups, yet treat every visit as a first encounter. Earlier chapters showed how to attract, engage, and convert visitors. Now let's focus on building lasting relationships with those new users and customers.

The real challenge is connecting data to your audience. When your CRM, website, and marketing channels don't share context, customers end up reintroducing themselves at every touchpoint, putting revenue at risk.

Connecting your marketing ecosystem across the lifecycle changes a disjointed experience. It creates continuity — a shared memory of every customer interaction — so each experience builds upon the last. And when powered by [AI agents](#), this continuity becomes dynamic, instantly adapting your marketing to personalize each experience to real-time patterns and behaviors.

When your systems don't share context, you create what we call 'marketing memory loss'. This is when customers don't feel like they're constantly reintroducing themselves to your brand. The solution is intelligent integrated handoffs between channels rather than generic broadcasts ignoring what customers have already done.



Build connection and drive revenue using tools with fast time-to-value

Marketing teams capture clicks, form fills, and analytics. But when systems operate separately, each tells a different story. The result is an incomplete view of your customer's behavior.

When your CRM, website, and communication tools work together, they form a complete picture of each customer's journey. With this unified view, AI agents can use real-time information to [meet customers exactly where they are](#) and make every interaction feel consistent and familiar. This approach captures on-site behaviors, triggers specific automations, and personalizes each visit based on everything you know about that customer across all channels.

Customers who feel they're getting a personalized experience are more likely to engage again, share feedback, and advocate for your brand.

The impact of integration can happen quickly. In ActiveCampaign's recent report, it was found that **67%** of customers see ROI within the first six months, and **88%** report seeing value faster with unified platforms compared to fragmented tools.

And with Active Intelligence, marketing teams are able to [build campaigns 3x faster](#), reducing time from idea to execution by 15 days. This is the impact of platforms with fast time-to-value.

67%

CUSTOMERS SEE
ROI WITHIN FIRST
6 MONTHS

88%

CUSTOMERS SEE
VALUE FASTER WITH
UNIFIED PLATFORMS

Revenue-generating websites need a new foundation

Static automation treats every visitor the same. Relying on this will result in you being outpaced by everyone else. Today, there's a gap between where marketing is and where it probably should be:

We're headed toward autonomous marketing as the new norm, but what does this mean for your website?

Marketing automation	Autonomous marketing
Firmographics	Cross-channel orchestration
Deterministic, if/then logic	Multi-path, probabilistic logic
Bottlenecked by required human intervention and oversight	Optional human oversight frees your team and technology
Manual process adjustments/improvements	Automatic process adjustments/improvements
Reactive to customer behaviors	Proactive anticipation of customer needs
Aware of a single data stream	Aware of multiple contexts and data streams

Autonomous marketing is an AI-driven approach where AI agents manage strategy, content creation, execution, and optimization without manual setup. Unlike traditional automation that requires oversight, autonomous marketing runs independently using intelligent AI agents.

This transforms your site from a static conversion point into an adaptive revenue engine. The business case is compelling, too. ActiveCampaign research shows that on average, AI can save you [13 hours a week](#). And for Power Users (those who use AI once daily), they save even more: 14.8 hours weekly.

Chapter 7

Strengthen customer relationships by leaning into autonomous marketing

HOURS SAVED PER WEEK

14.8 hours

AI power users

9.8 hours

Infrequent AI users

Source: ActiveCampaign's
13 Hours Back report

This shift to autonomous marketing means websites must evolve from passive digital brochures to intelligent systems that adapt automatically to each visitor's context, history, and intent.



Rachel Garcia
VP of Revenue and
Performance Marketing
ActiveCampaign

“We’re witnessing a fundamental shift from marketing automation to autonomous marketing, and the implications for websites are profound. Automation does what you tell it; autonomy does what needs to be done based on real-time signals and known business goals without human direction.”

Orchestrate journeys, not campaigns

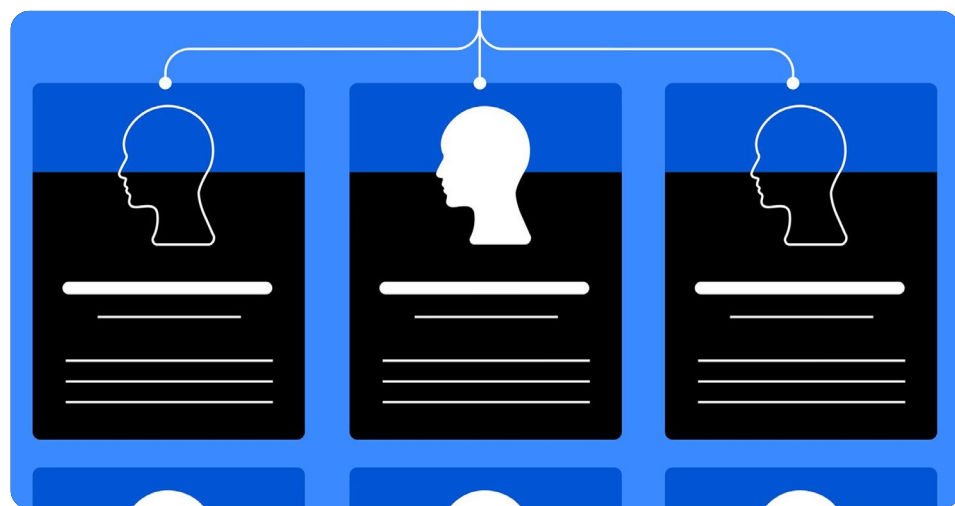
Customers don't experience your channels in silos; they experience a journey. AI agents can orchestrate these journeys automatically, learning which sequences work best and adjusting in real-time.

An integrated lifecycle marketing strategy powered by autonomous systems allows your team to orchestrate journeys using every channel touchpoint. When someone engages with your website, that action can automatically inform what they see next across channels.

It's about segmenting your audience so you can send the right message, at the right time, in the right context. You can personalize customer journeys around behaviors, not channels.

Track how someone moves between channels (e.g., from email → site → chat → purchase) and identify where consistency breaks down in messaging, design, or personalization.

Traditional segmentation requires marketers to manually define audience rules, then update them as behaviors shift (a time-consuming and outdated process). AI agents transform this into intelligent orchestration, where the system learns from behavior, refines segments, and adjusts engagement strategies autonomously.



Turn insight into anticipation

Most marketing data explains what happened. Connected systems powered by AI agents help you predict what will happen next.

When CRM and website data work together through autonomous systems, patterns emerge that humans might miss.

For example, a visitor returning to your pricing page could automatically receive an educational email or a personalized sales message. These proactive touchpoints make your brand feel attentive and aligned with the customer's intent.

According to ActiveCampaign 2025 data, using predictive sending to optimize message timing **increases average click-through rates by 17%** — a significant lift that compounds across campaigns.

Drive acquisition *and* lifetime value

Growth is sustained through retention. A connected lifecycle marketing ecosystem helps you keep customers engaged long after the first conversion.

When every interaction feeds into a unified view, post-purchase programs like onboarding sequences, loyalty touchpoints, upsell triggers, and renewal reminders become part of your marketing strategy.

Why it matters:

Retention efforts outperform acquisition over time. Integrated CRM data makes them scalable, measurable, and continuous. When retention efforts draw from the same unified data as acquisition, they stay consistent and always on. AI-powered systems can track your marketing activity directly to revenue outcomes, so you know which retention programs actually drive results.

Make your website smarter with every visit

Websites are evolving from top-of-funnel awareness tools into powerful middle and bottom-of-funnel conversion engines. Customers now discover brands through AI tools, social channels, and peer recommendations, arriving at your site with higher intent. This means your website needs to nurture consideration, address objections, and drive conversion decisions.

When CRM and website data flow together, your site can respond to each visitor's history and intent.

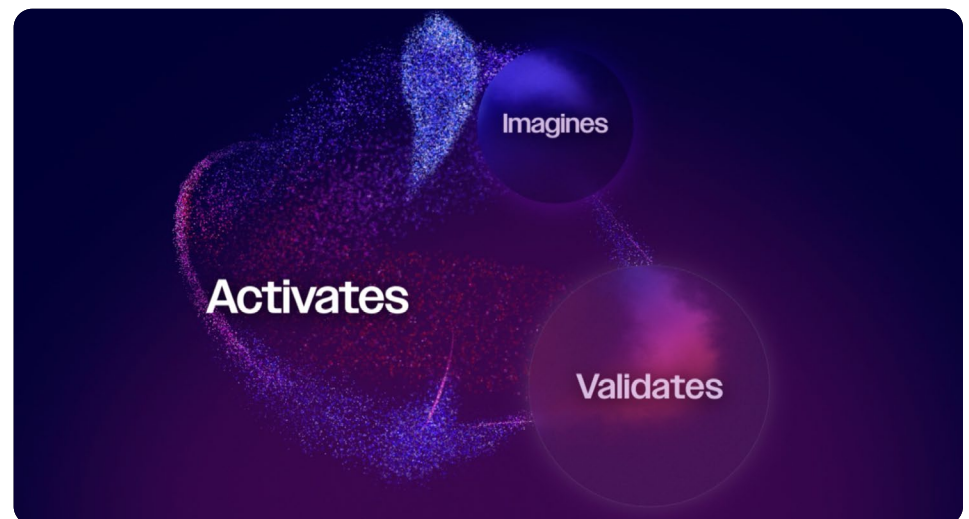
Behavioral insights captured on-site, like a pricing page visit or high dwell time on a product comparison page, can be fed back into your CRM, refining segmentation and improving outreach. AI agents make this feedback loop continuous and automatic, helping your website get smarter with every visit.

Key takeaway: Treat your website as a relationship hub. A/B test entire engagement journeys. Experiment with different CTAs, content sequences, and follow-up automations, then optimize those journeys continuously.

Become autonomous: Move from tactician to creative strategist

Autonomous marketing does what needs to be done based on real-time signals and your business goals. By deploying AI agents that continuously analyze visitor behavior, predict outcomes, and optimize engagement strategies, marketers shift from managing tactical workflows to guiding strategic direction and creative elements.

- **Automation saves time and speeds up the loop**, giving your team faster visibility into key insights that drive strategy and creativity.
- **Autonomous marketing runs your entire marketing strategy** by leveraging AI agents that can imagine, activate, and validate, without manual work creating a bottleneck.



Marketers today need to adopt (or find tools to drive) a cycle of imagination, activation, and validation.

Key takeaway: This shift is especially powerful as your customer base grows. The personalization that works at 5,000 contacts can break down at 50,000 if you're manually managing it. Autonomous systems scale with you.

Build systems that make customers feel remembered

Customers often research with AI platforms before visiting your website. Some visitors, though, are still in early exploration mode. The key is building a website that can recognize and respond to both.

To adapt to this new reality, audit your website for:



Intent signals

Are you tracking which pages indicate buying readiness (pricing, comparison pages, case studies) versus educational browsing? Use this data to trigger different experiences.



Progressive disclosure

Does your homepage accommodate informed visitors who want to convert quickly and newcomers who need more context? Consider dynamic navigation for different visitor types.



Assumption reduction

Are you forcing visitors to fill out long forms or sit through demos when they've already done their research? Streamline conversion paths for high-intent visitors.

The websites that thrive will embrace autonomy — adapting automatically to each visitor's context, history, and intent rather than forcing everyone through the same static experience.

Chapter 7

Strengthen customer relationships by leaning into autonomous marketing



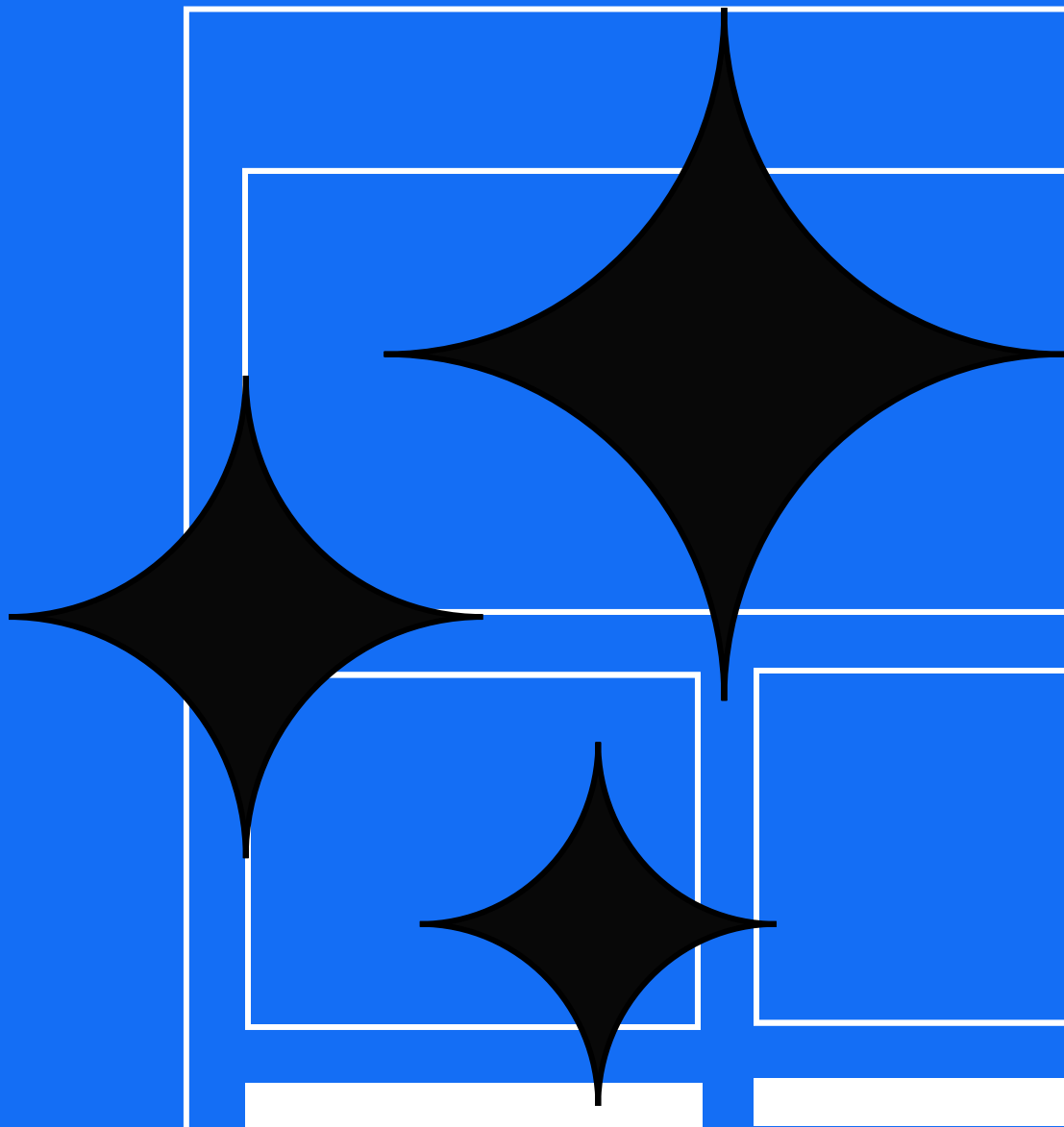
Rachel Garcia

VP of Revenue and
Performance Marketing
ActiveCampaign

"This shift to autonomous marketing makes marketers more strategic and efficient, though it also demands continuous learning as the technology evolves. The websites that thrive will be those that embrace this autonomy—adapting automatically to each visitor's context, history, and intent rather than forcing everyone through the same static experience."

Chapter 8

The website in 2026: Architecting for an AI-native buyer's journey



Chapter 8

The website in 2026: Architecting for an AI- native buyer's journey



Scott Brinker

Editor & Analyst
chiefmartec

For the past two decades, the website has served as the cornerstone of the digital buyer's journey — the destination that search engines pointed to, that campaigns drove traffic toward, that sales teams relied on to qualify and convert prospects.

But the journey itself is changing shape, and with it, the role of the website must evolve.

The AI agent economy comes to B2B

The first seismic shift is the emergence of buyer-side AI agents, autonomous or semi-autonomous AI systems that research, evaluate, and recommend on behalf of users. These aren't chatbots you deploy. They're agents your buyers are using to do their jobs.

Consider the B2B buyer's journey. The old model assumed a linear progression: awareness, consideration, decision. Marketing created content for each stage. Sales engaged at the right moment. The website served as the hub where these interactions occurred.

The new model? Your prospective buyer's AI agent has already consumed your website content, your competitor's content, analyst reports, user reviews, and technical documentation — all before a human has clicked a single link. It has synthesized this information, mapped it to the buyer's specific requirements, and presented a summary with recommendations. The human buyer might never visit your website until they're 70%, 80%, even 90% through their decision process.

The implications are profound: traditional funnel metrics become less meaningful, attribution models break, and the entire concept of "driving traffic" needs rethinking.

But here's the opportunity: if your content is authoritative, structured, and accessible — not just to human eyes but to AI systems — you become the cited source in those agent-generated summaries. You get to influence the decision before the decision-maker even knows they're in the market.

This is where the evolution from SEO to AEO (Answer Engine Optimization) becomes mission-critical.

From search engines to answer engines

SEO has been the bedrock of digital marketing for 25 years. But the game is changing faster than at any point since Google's early dominance. Large language models and AI-powered search experiences don't just return links — they return answers, synthesized from multiple sources.

We've seen this dynamic play out in our martech landscape data: SEO tools grew by 24% year-over-year, even as practitioners report declining organic traffic from traditional search. Why? Because smart marketers recognize that "search" is evolving. The question isn't whether to optimize — it's what to optimize for.

AEO represents the next chapter. Where SEO focused on keywords, rankings, and backlinks, AEO focuses on being the authoritative answer. This means:



Structured, definitive content

that AI systems can parse and cite. The five-paragraph blog post optimized for a keyword isn't enough. You need comprehensive, well-organized resources that establish domain authority.



Technical accessibility

through schema markup, APIs, and machine-readable formats. If an AI agent can't easily consume your content, you don't exist in its world.



Citation-worthiness

through E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) signals that both humans and AI systems can validate.

The payoff? While overall website traffic might decline, the traffic you do receive arrives with dramatically higher intent. They've already been pre-sold by an AI agent that determined your solution is worth deeper investigation. Which brings us to the conversion imperative.

The high-intent conversion challenge

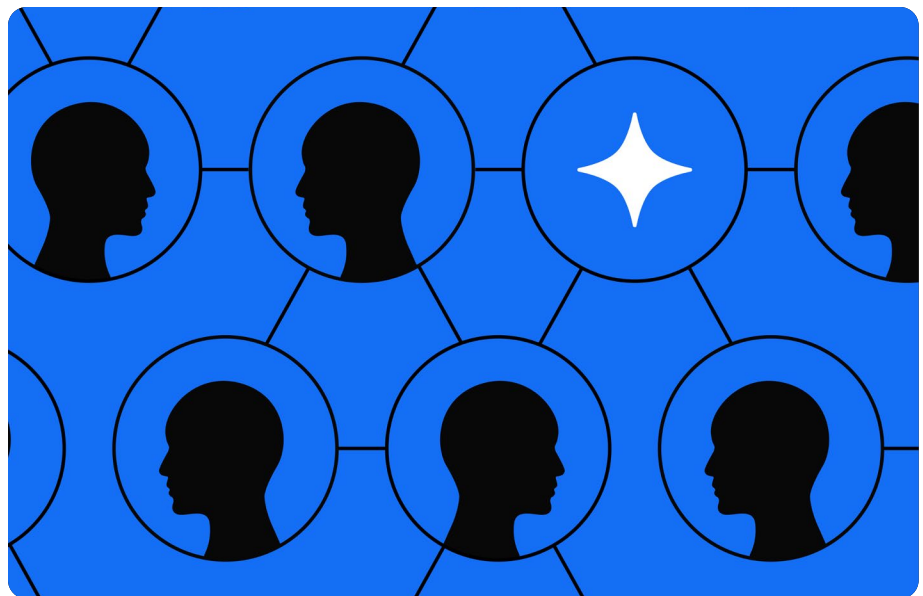
Fewer visits. Higher intent. This is the new math of website performance.

In 2026, every visit matters more. The buyer who lands on your site has likely already consumed dozens of pages worth of information through AI-mediated channels. They're not here to browse. They're here to validate, to experience, to convert — or to disqualify you quickly if something doesn't align with what they've learned.

This puts enormous pressure on the conversion experience. Page load speed, navigation clarity, mobile optimization, personalization — these aren't nice-to-haves anymore. They're table stakes in a world where your website gets one shot to deliver on the promise that an AI agent made on your behalf.

The technology to optimize these experiences exists. AI-powered personalization engines can serve contextually relevant content in real-time. Conversion rate optimization tools can run multivariate tests at speeds and scales that were impossible three years ago. Digital experience platforms can orchestrate consistent, high-performing experiences across every touchpoint.

But — and this is critical — these tools only work if they work together. Which means we need to talk about integration.



15,384

**MARKETING
TECHNOLOGY
PRODUCTS IN 2025**

Integration as the hidden multiplier

Our 2025 martech landscape now tracks 15,384 marketing technology products. That's not a typo. Fifteen thousand.

No company uses all of them. But most marketing teams are managing a dozen, two dozen, sometimes fifty or more tools in their stack. And here's the dirty secret: the value of each individual tool is only realized when it connects to the others.

This has always been true. But AI makes integration non-negotiable.

Why? Because AI agents — both buyer-side agents interacting with your systems and internal agents helping your team do their work — need access to data and capabilities across your entire stack. An AI agent can't personalize an experience if it can't access your CRM data. It can't optimize a campaign if it can't trigger workflows in your marketing automation platform. It can't generate insights if your analytics are siloed from your content management system.

The emergence of standards like Model Context Protocol (MCP) — now embraced by Anthropic, Google, Microsoft, OpenAI, and hundreds of other players — represents a promising leap forward. MCP enables AI agents to communicate with each other, use software tools, and reference external data sources in standardized ways. It's like iPaaS and workflow automation, but built for an AI-native world.

But integration alone isn't enough. The real multiplier effect comes from what you do with that integrated architecture: rapid experimentation.

The acceleration of learning

AI doesn't just help you execute faster. It helps you learn faster.

Consider the traditional A/B test. Develop a hypothesis. Design two variations. Build them. Deploy. Wait for statistical significance. Analyze results. Implement learnings. The cycle took weeks, sometimes months.

AI collapses that timeline. It can generate test hypotheses by analyzing your data. It can create variations automatically. It can deploy and optimize in real-time using reinforcement learning. It can extract insights and apply them across channels simultaneously.

Teams that can run 10 experiments in the time it used to take to run one will simply outpace competitors still doing quarterly campaign planning.

But — and this is where organizational change becomes the bottleneck — this requires a fundamental shift in how marketing teams operate. You need:

A culture that treats experiments as learning opportunities,

not success/failure binaries. Every test produces data. Every piece of data informs the next decision.

Cross-functional collaboration

between marketing, data, and IT. The silos that maybe, possibly, kind of worked in 2020 won't survive in 2026.

AI fluency across the team,

not just among specialists. Everyone needs to understand how to work alongside AI agents and assistants, how to prompt effectively, how to evaluate AI-generated outputs.

Governance without gridlock.

Yes, you need standards and controls. No, you can't require six levels of approval for every test. The balance is hard but necessary.



What this means for your website in 2026

So what does all this mean for how marketing teams should think about their websites as we head into 2026?

- 1** **Recognize that your website is no longer just a destination** — it's an interface layer in a much larger ecosystem. AI agents, both buyer-side and your own, will interact with it programmatically as much as humans interact with it visually. Design for both.
- 2** **Invest in integration** as much as you invest in individual tools. Getting the right data to the right place at the right time is essential to harnessing the real power of AI in your customer experiences.
- 3** **Optimize for quality over quantity** in your traffic and conversion metrics. A thousand visits from AI-informed, high-intent buyers is worth more than ten thousand casual browsers. Measure accordingly.
- 4** **Build your team's capacity to experiment** rapidly and learn continuously. The tools exist. The methodologies exist. What's often missing is the culture and the organizational muscle memory.
- 5** **Stay adaptable.** The pace of change isn't slowing down. AI development continues to accelerate. Buyer behavior continues to evolve. The martech landscape continues to expand. The only sustainable strategy is building an architecture — technical and organizational — that can evolve with it.

If you can adapt fast enough, you can turn this moment of transformation into a significant competitive advantage.

How leading brands are building powerful website experiences

Webflow is a powerful tool for companies who want to transform the end-to-end customer experience on the web. And using Webflow Apps, teams can extend the functionality of key Webflow features to enable more powerful integrations that bring businesses' true digital visions to life.

Hear illuminating stories from the following brands harnessing the power of Apps:

Yes, you need standards and controls. No, you can't require six levels of approval for every test. The balance is hard but necessary.

SPOTLIGHT ON



Using analytics and insights to optimize the customer journey

SPOTLIGHT ON



[Asseta AI](#) is on a mission to radically modernize and digitize family offices with an intuitive, AI-enhanced accounting and business platform. Serving busy and experienced financial professionals, Asseta's website plays a pivotal role in attracting and converting qualified leads. With Webflow's combination of flexibility and power, the team can move quickly while maintaining the depth of customization needed for a sophisticated, enterprise-grade experience. Non-technical marketers and designers can easily iterate on content and design, while developers leverage Webflow's extensibility to integrate advanced data and analytics capabilities.

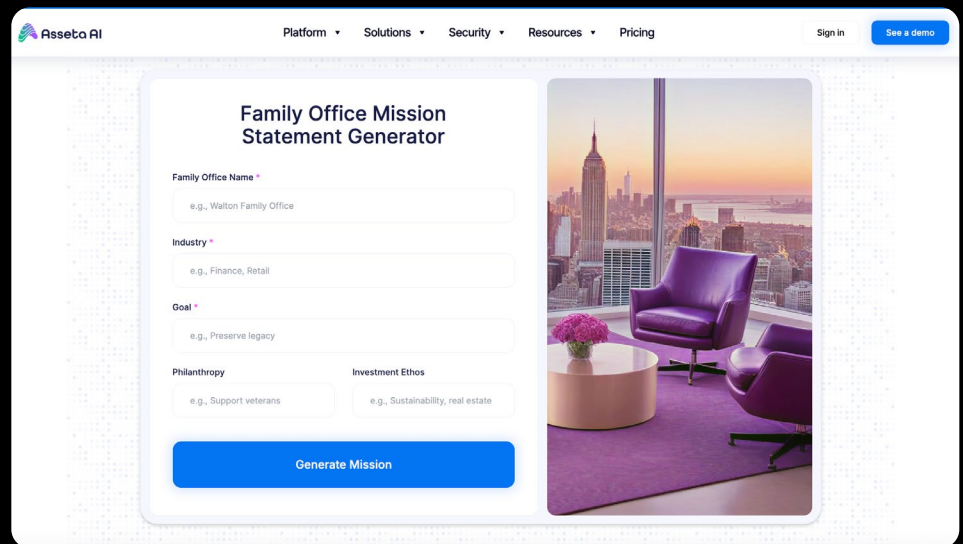
To optimize every step of the customer journey, Asseta uses a range of Webflow Apps to understand and respond to visitor behavior. Through heat mapping, session analytics, and form optimization tools tied directly into their CRM, the team can track user intent and streamline the path to conversion, ensuring visitors always find the right information and functionality at the right time.

A standout example of Asseta's innovative go-to-market approach is their AI-powered Mission Statement Generator a free, on-brand tool that blends product and marketing into one experience. Built on top of Webflow's flexible development framework, this tool drives demand generation while showcasing Asseta's core technology and value proposition.

"We've spent years scaling growth with Webflow, and it continues to be one of the most powerful levers for connecting product, brand, and customer experience. Webflow's flexibility lets us combine marketing and product in one seamless workflow from analytics-driven optimization to AI-powered tools like our Mission Statement Generator that engage and convert our audience."

Stan Perry

Chief Operating Officer
Asseta



Turning manual into magical with automation

SPOTLIGHT ON



[User Interviews](#) makes it fast, easy, and affordable to recruit targeted participants for user research, market research, and AI training. But as the company scaled, their website was holding them back. Key marketing workflows relied on engineers. Manual handoffs slowed internal processes. And updating pages, forms, and CTAs required too much coordination.

The team turned to Webflow to regain control, rebuilding their marketing site to be fast, flexible, and fully owned by marketers. But the real magic came when they added Zapier through Webflow Apps, connecting their site to internal tools and automating the tasks that previously required hours of manual effort.

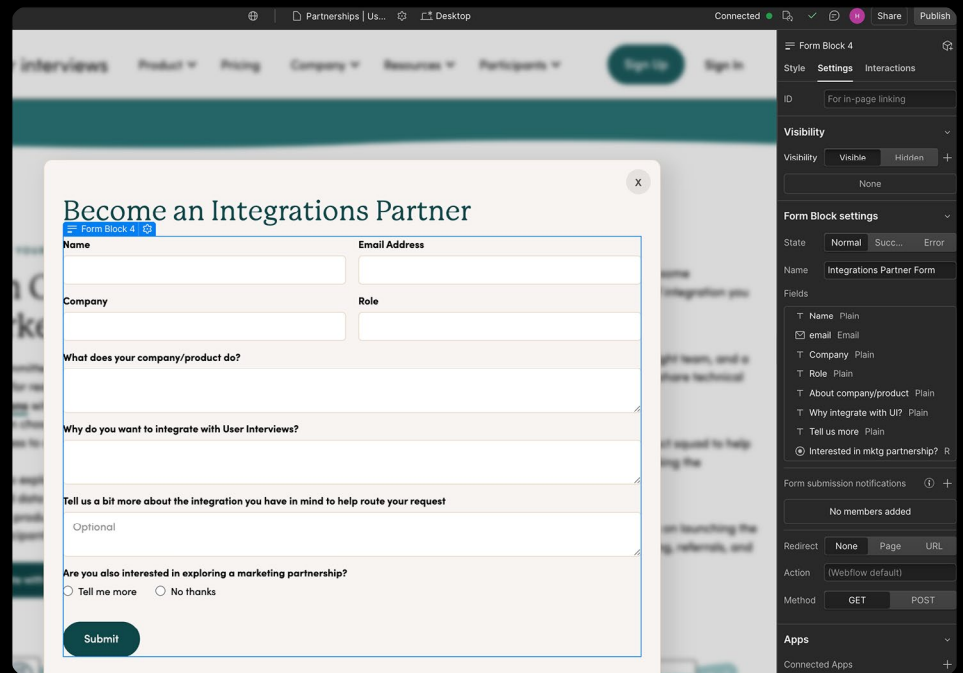
Today, Zapier automations power more than 30 workflows across the User Interviews site, from routing demo requests to the right team, to syncing leads with their CRM, to triggering internal alerts and enriching submissions in real time. And it's all done without writing a single line of code.

The result? Faster launches, cleaner operations, and more time for strategy. Marketing can move quickly, iterate often, and connect web activity directly to business outcomes. no more waiting on engineering.

“Our website site is now a high-performance asset, not a bottleneck. We went from manual processes and dev dependencies to a system where everything just works, across marketing, operations and sales. With Webflow’s ecosystem, we’re able to architect workflows with Zapier, Airtable, Zendesk and more, giving us the agility to move fast, experiment often, and connect site activity to real business outcomes.”

Holly Holden

Lead Web Designer
User Interviews



Architecting a sophisticated tech stack to drive engagement

SPOTLIGHT ON



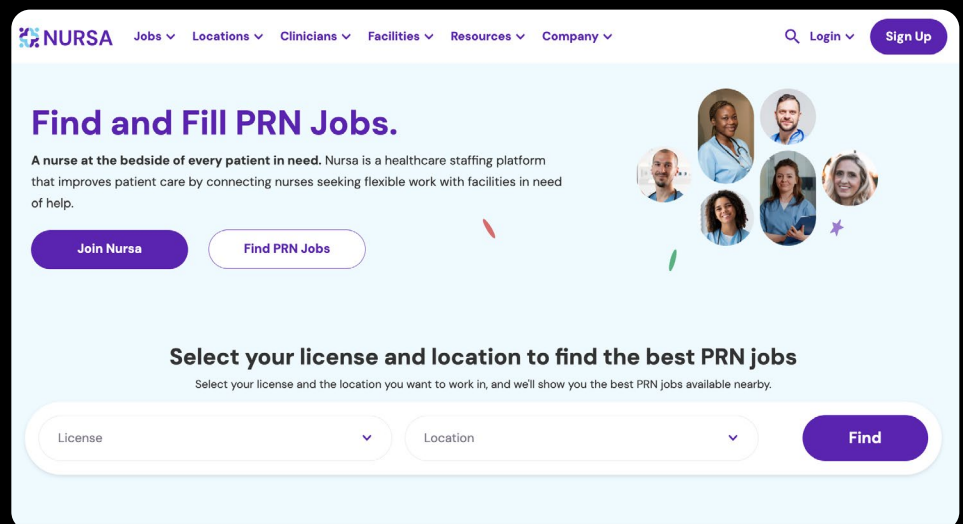
[Nursa](#) exists to deliver quality care to every patient in need, connecting qualified nurses seeking flexible work with healthcare facilities short on staff. Started in 2020 by founder and CEO Curtis Anderson, Nursa is a win-win-win for the healthcare industry. The team aims to enrich the lives of nurses everywhere and to be seen as a partner in delivering effective, compassionate patient care in every market it serves — dramatically improving the \$17 billion temporary nurse staffing industry.

With a large website that's home to over 100,00 pages, it boasts a highly-functional experience for booking and scheduling, leveraging Webflow Enterprise to customize its site with additional functionalities. It uses analytics and insights tools, including heat maps and session analytics, to better understand the needs and user journeys that its customers — nurses — have as they navigate the site. With such a large amount of content, including five new blog posts per week, Nursa is proactive in architecting and organizing the site experience to ensure users find the information they need and can complete their tasks quickly and easily. Best of all, the Nursa team is continually experimenting and optimizing to further improve the user experience.

“We test things more rapidly now that we have an experimental mindset. I don't want the website to be a blocker, I want it to be an enabler — and my mission is to exhaust all of our great ideas.”

Nenad Ivanovic

Lead Product Manager for Growth
Nursa



Building immersive experiences for guests

SPOTLIGHT ON



Born in Santa Fe in 2008 as an underground art collective, [Meow Wolf](#) unites designers, technologists, writers, sculptors, musicians and more to create large-scale interactive art exhibits. These experiences allow people to enter another world, where all five senses are stimulated.

The website plays a pivotal role in communicating an avant-garde and unique experience, leveraging a vast amount of rich media like video, photography, illustrations and animations to excite and entice audiences. Community is an important part of the brand, with Meow Wolf using their in-person and interactive surfaces to help showcase artists.

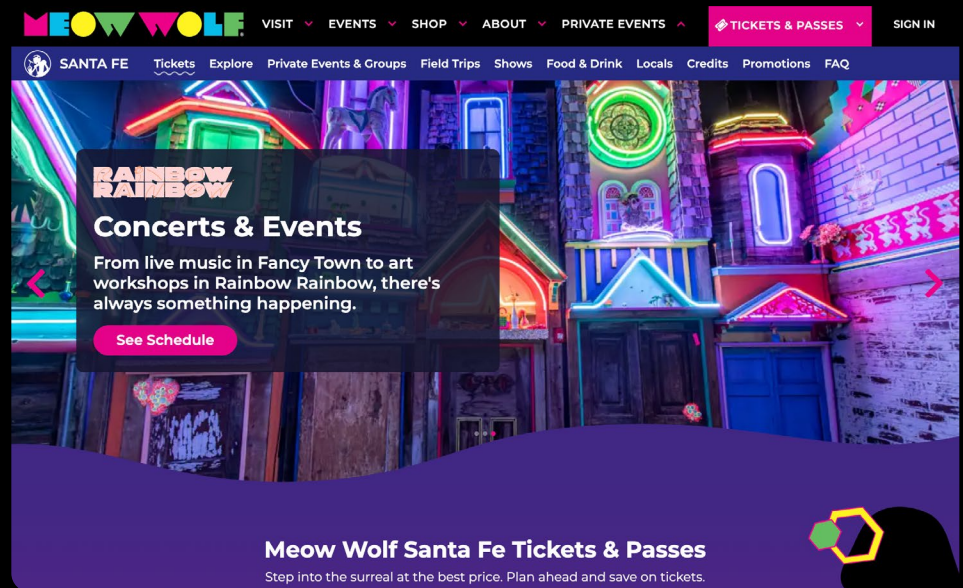
As with any events-focused website, Meow Wolf pays close attention to what its customers are looking for, providing event information in a clear manner, showcasing reviews from happy guests, and providing answers to frequently asked questions.

The lush, visually-engaging site the team designed in Figma was then developed in Webflow, where the team has also been able to leverage an array of Webflow Apps and tools to bring the immersive feel of their art exhibits to life on the web. This has helped them achieve their web goals, primarily converting site visitors into experience attendees.

“Our website is a pivotal asset for sharing our story and showcasing our experiences, and it also delivers on clear goals: selling tickets, selling merchandise, and drumming up hype for new locations, exhibits and projects. Webflow Apps help us streamline how our teams get their jobs done, and allow us to deliver better experiences for our customers.”

Geet Jacobs

SVP Product Engineering
Meow Wolf



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