

# Unified Commerce, Unleashed

Modern ecommerce moves fast – and ambitious brands can't afford to slow down. They need digital storefronts that blend seamless shopping experiences, speed-to-market, and creative flexibility. That's why Shopify, Contentful, and Domaine have joined forces to help you launch stunning, high-performing storefronts faster than ever. The result? Unified commerce experiences that delight shoppers and fuel growth.

## How we help

### **DOMAINE**

#### The Shopify experts

- Specialists in complex migrations, unified commerce, and bespoke Shopify development for DTC and B2B brands
- Expertise in full-site redesigns, POS integrations, custom app development, deep data migrations, and omnichannel strategies
- Largest Shopify design and development agency worldwide
- 350+ Shopify sites launched; \$5B+ in total GMV

### **shopify**

#### Flexible commerce platform

- Enables headless architecture, custom storefronts, and seamless integrations (fulfillment, CRM, analytics)
- Unifies digital and physical sales channels to future-proof retail
- Powers the backbone of commerce for global brands

### **contentful**

#### Dynamic, AI-powered content delivery

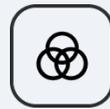
- Leading digital experience platform that helps modern businesses meet the growing demand for engaging, personalized content at scale.
- Built-in AI Actions (powered by AWS Bedrock) accelerate content creation with AI-powered tools for translating, rewriting, summarizing, and more – right inside Contentful
- Access to multiple leading models via Bedrock enables flexible, customizable automations that scale as needs grow
- Delivered in a secure, user-friendly environment that keeps teams productive and governed

## How they work together: workflows and benefits

### Unified commerce workflows

**Migrations and development:**

Domaine orchestrates complex data migrations (SFCC/BigCommerce/Shopify), implementing Contentful for streamlined enterprise content management

**Omnichannel experience:**

Shopify's POS plus unified inventory—physical/digital channels work together; Contentful enables rapid local campaigns, automated localization, and personalization

**Headless commerce solutions:**

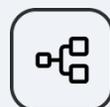
Shopify delivers core commerce including the world's highest converting checkout, while Contentful powers dynamic blocks, lookbooks, and landing pages. Domaine ensures frontend flexibility and backend reliability

**Custom features:**

Advanced functions like product customizers and wishlists leverage Shopify's backend and Contentful's flexible models, built/integrated by Domaine for limitless creative experiences

**Marketing and personalization:**

Lifecycle marketing, CRM integration, and behavioral automation enable fine audience segmentation—personalized experiences via Contentful, with engagement linked directly to Shopify sales

**Strategy and creative:**

Domaine leads strategy, UX/UI, and content strategy, using Contentful workflows so marketers deploy new stories, promos, and visuals fast—Shopify powers transactions

### Key Benefits for Brands

**Speed-to-market:**

Decouple content from commerce to launch stores, campaigns, or modules swiftly – reducing bottlenecks and enabling rapid iteration

**Growth and scalability:**

Expand globally, support multi-brand architectures, and manage complex international needs – maintain agile, tailored customer experiences at scale

**Future-proof flexibility:**

Headless architectures keep digital investments current, allowing technical and creative teams to continually innovate

**Agility and unified data:**

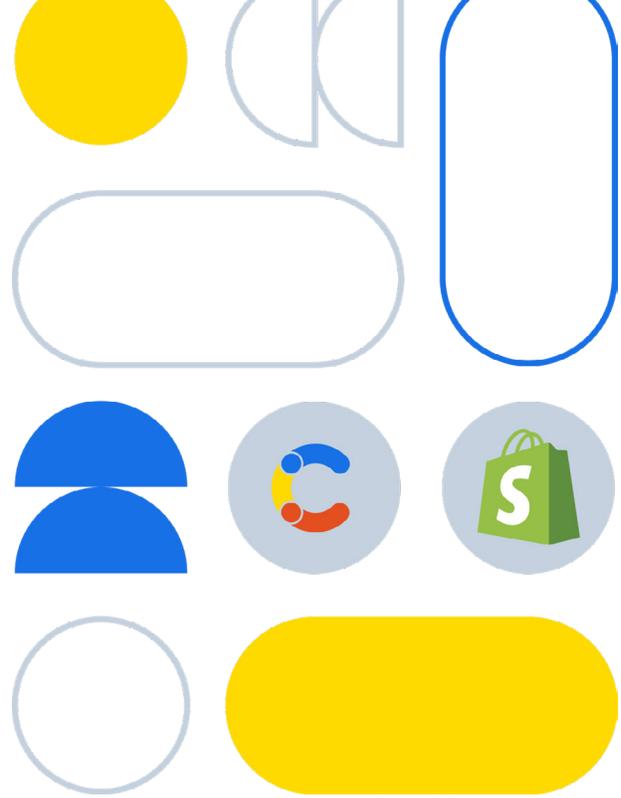
Integrated commerce, CRM, and analytics create a full picture of the customer journey – empowering fast, data-driven decisions

## How we work together

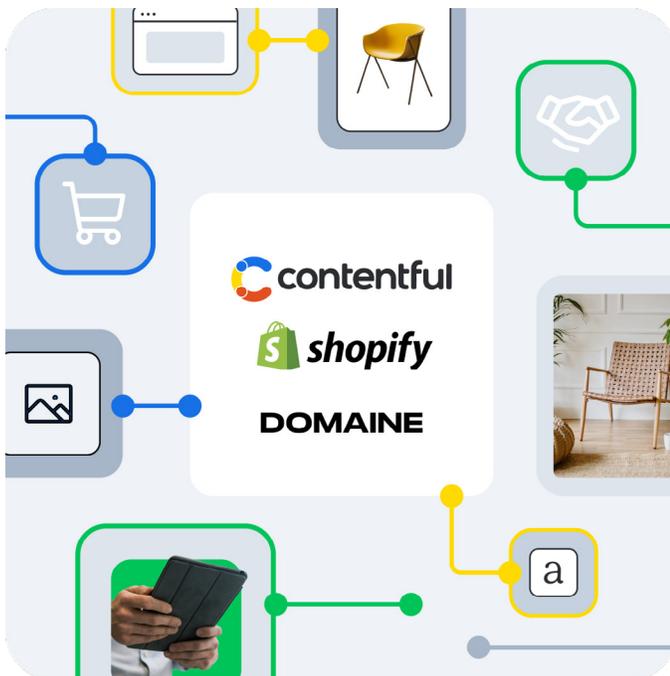
Leading brands use Shopify for core commerce and transactions, and Contentful for scalable content delivery.

Domaine orchestrates integrations, utilizing the official Shopify connector by Contentful for referencing products and collections in Contentful, enabling features like custom external references, localization, and scheduled publishing via GraphQL API. This allows teams to reference products and collections as external references in Contentful, keeping Shopify as the source of truth, while enabling localization, scheduled publishing, and developer-friendly GraphQL delivery (or Storefront API lookups) without brittle syncs. That means faster launches with fewer custom bridges, lower maintenance and risk, and a scalable model that supports omnichannel experiences and future personalization.

Domaine specializes in customizing, integrating, and extending these solutions for enterprise-scale commerce, not releasing a distinct, publicly available connector. For special requirements, Domaine may deliver bespoke middleware or app extensions, but such solutions are client-specific and not broadly documented.



Shopify, Contentful, and Domaine form a powerhouse partnership for ambitious brands seeking unified commerce solutions. Shopify's industry-leading commerce backbone, Contentful's flexible content infrastructure, and Domaine's strategic expertise together equip brands to deliver seamless, personalized, and scalable digital experiences across every channel.



Ready to see how Contentful and Domaine can elevate your digital experience?

Get in touch with Domaine today.