

# Digital Experiences in 2020

## Where We Stand: Wins, Challenges and Blockers

First-ever global survey about digital experience spanning App Dev, Web Dev and their business counterparts. 900+ participants across three continents—North and South America and Europe.

### 1

#### Digital Experience Is Key to Business Success

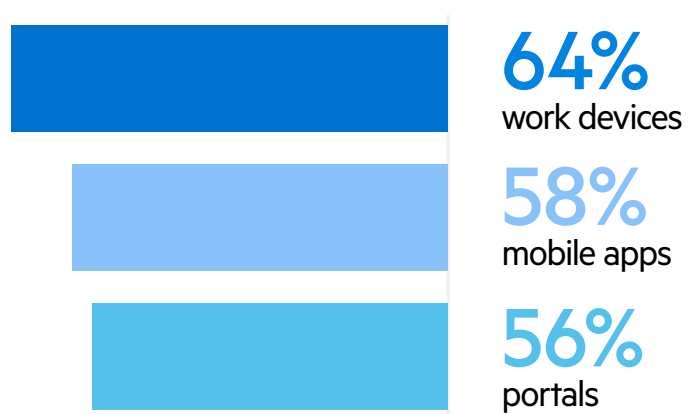


### 2

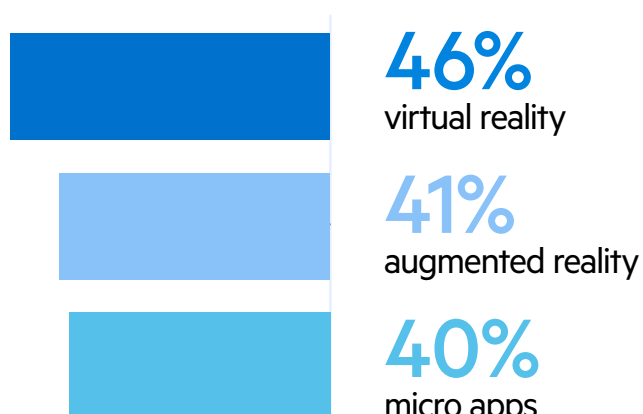
#### Customer Experience is Only the Beginning



#### Traditional channels like desktop and web have expanded to include:



#### Channels most likely to be planned in next 12 months:



### 3

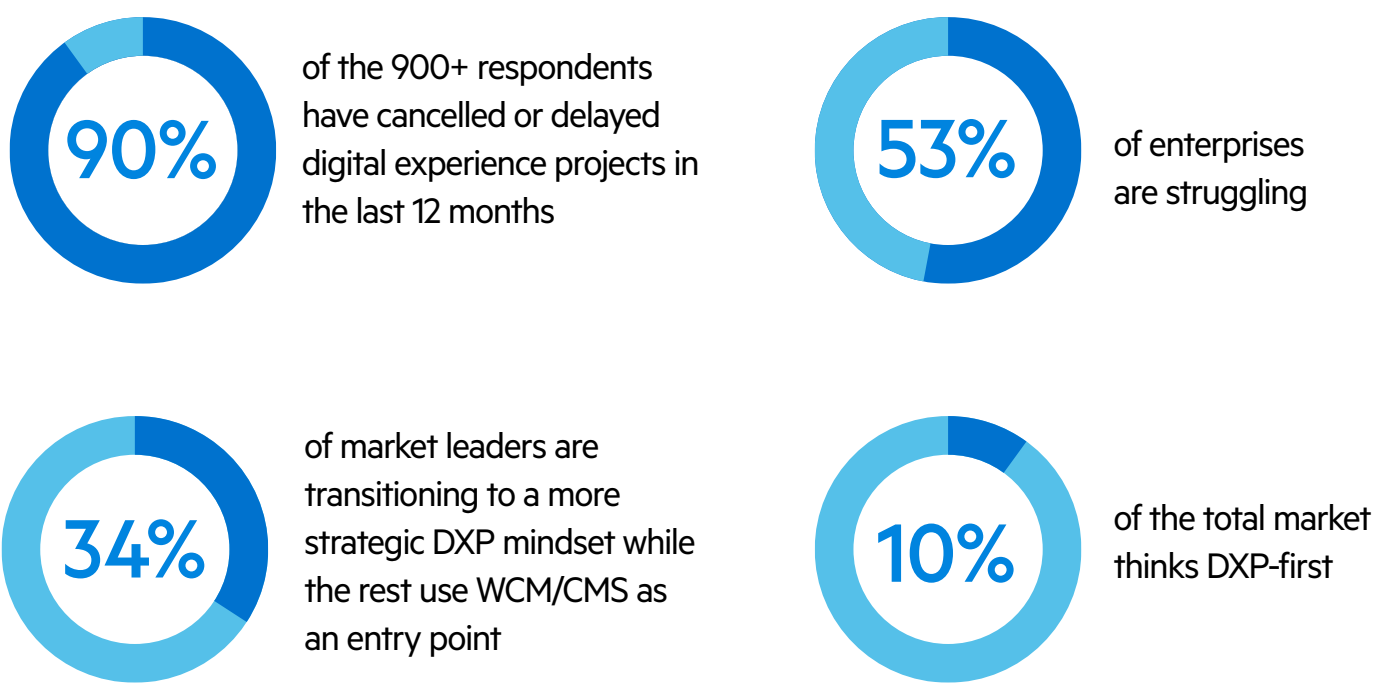
#### Web and App Dev, Business Collaboration is on the Rise

Coordination between digital marketing and app dev is improving



### 4

#### Digital Success is Impeded by Multiple Challenges



### 5

#### IT's Role Remains Prominent and in Short Supply

**45%** of digital efforts are driven by IT with help from lines of business



Explore the eBook, [Digital Experiences: The Evolution of Digital Experience](#), a report for business, web and app development leaders on the state of digital experiences.