

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.

Digital Experience Is Key to Business Success



have a mandate to use digital to achieve competitive advantage 48%

must make significant inroads within the next 12 months

32%

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have given themselves 1-2 years to be successful

Customer Experience is Only the Beginning



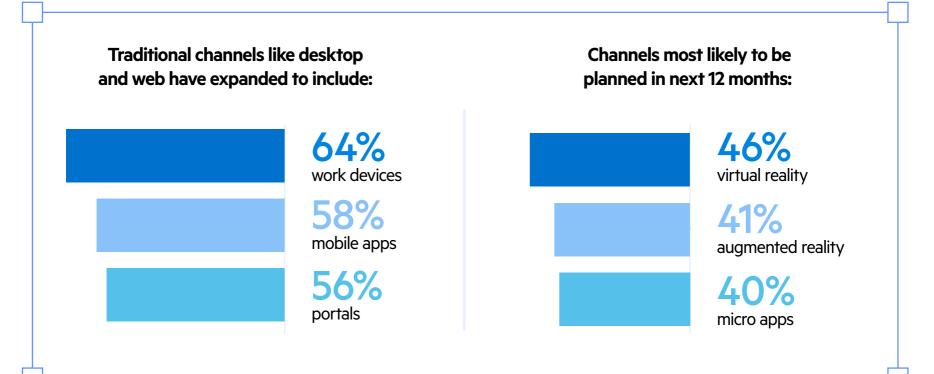
Consumer experiences



Employee experiences



Partner experiences



Web and App Dev, Business Collaboration is on the Rise

Coordination between digital marketing and app dev is improving

93% agree coordinating digital experience and app dev efforts can accelerate digital transformation

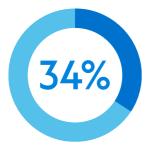
82% deem a coordinated approach important 46% are tightly coordinated 48% have limited coordination

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Digital Success is Impeded by Multiple Challenges



of the 900+ respondents have cancelled or delayed digital experience projects in the last 12 months 53%



of market leaders are transitioning to a more strategic DXP mindset while the rest use WCM/CMS as an entry point

of the total market thinks DXP-first

of enterprises

are struggling

IT's Role Remains Prominent and in Short Supply



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

62% of marketers continue to be highly dependent on IT

5%

make structural changes or personalize/optimize the customer journey without IT support



Explore the eBook, <u>Digital Experiences: The Evolution of Digital</u> <u>Experience</u>, a report for business, web and app development leaders on the state of digital experiences.



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