

The Business Value of a Digital Experience Platform

Delivering a good digital customer experience is a strategic imperative



92%

have or are creating strategies to map content to the customer journey

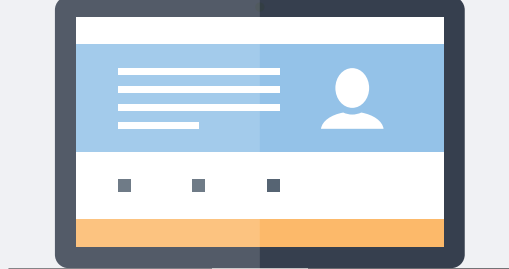


71%

will increase/significantly increase budgets for digital experience over the next 2 years

62%

of organizations have a customer experience management initiative underway



Organizations face challenges to delivering a consistent omni-channel experience



The number of channels and devices – each with its own “vernacular” for engaging customers – continues to grow:

68%

cite 3 or more channels as “priorities”

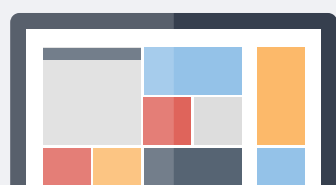


78%

say supporting mobile web users is a priority but **only 33% say their websites are fully responsive**

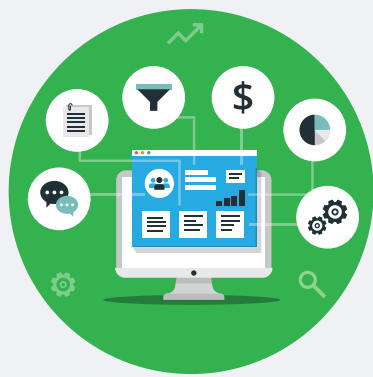
Organizations must ensure a good experience across mobile operating systems, browsers, and form factors

Cycle times are shortening and marketers face pressure to **deliver campaigns faster** and accelerate global launches:



72%

undertake a major site refresh every 12 months or less



Digital experience delivery requires coordinating the efforts of many contributors

More than a dozen functional areas within the organization contribute to digital experience delivery

ORGANIZATIONAL SILOES OFTEN RESULT IN SILOED WORKFLOWS, CONTENT, AND DATA

Organizations need a modern digital experience platform

The list of digital experience technologies keeps growing and organizations are eager to leverage innovative new solutions.



Without a solid foundation, organizations are left with a disconnected set of technologies that can be difficult/costly to integrate.

59%

say technologies change so quickly, they need help with best practices

ORGANIZATIONS WANT TO MAKE BETTER USE OF ANALYTICS TO OPTIMIZE DIGITAL CUSTOMER EXPERIENCES:

65%

find it challenging to leverage real-time analytics for targeting/personalization



56%

struggle to manage customer profile data

47%

say it's challenging to correlate analytics from multiple sources

Organizations also need to manage complexity and cost:



78% say a solution needs to be economical



72% want a solution that is quick to deploy

Benefits of a modern digital experience platform

A modern platform empowers the organization to:



- Create, manage, and deliver the right content – to the right user, at the right time, on the right channel/device
- Deliver new digital experiences quickly and economically
- Improve content reuse across channels for brand consistency and quicker time to market
- Target audiences with personalized offers and content to increase conversions, engagement, and advocacy

ORGANIZATIONS NEED ROBUST CAPABILITIES FOR BOTH BUSINESS USERS AND DEVELOPERS:



How important are the following capabilities in choosing a digital experience platform?

Key Capabilities

- Easy-to-use authoring tools for business users
- Strong workflow capabilities
- Support for omni-channel publishing
- Multi-site, multi-lingual
- eCommerce integration
- Quick creation of launch sites without help from IT
- Ease of integration/extensibility
- Social features
- Availability as a cloud solution

% of Respondents*

- 72%
- 68%
- 64%
- 59%
- 58%
- 56%
- 56%
- 53%
- 53%



* % of respondents rating as important/very important

A modern digital experience platform delivers compelling ROI

24%

increase in revenue

19%

time to market

19%

brand consistency

16%

risk reduction

18%

cost reduction