ACQUIA

EXPERIENCE DIGITAL FREEDOM

THIRDANDGROVE

THINK BIGGER

Your Digital Experience Is More Than Your Web Site

Introduction

In the last 10 years, the digital ecosystem has exploded with new channels and interactive devices. This complexity of user interfaces adds significant challenges for marketers who seek to offer meaningful and personalized experiences. A customer experience can now happen almost anywhere, and brands do not own all the touchpoints that a customer might engage with them on. As a result, businesses need to rethink how they interact with consumers across an entire new ecosystem.

A Digital Experience Platform (DXP) is a software platform that enables businesses to optimize the user experience across all digital channels throughout the customer lifecycle. It is also a strategy that empowers brands to engage personally with customers to provide the ultimate experience at scale. An open DXP is a critical requirement to future-proof against the constant pressures of innovation, disruption and technologies that have yet to emerge.

The Emergence of the Experience Economy

More than a decade ago, the Harvard Business Review wrote about the "Experience Economy." This economy has emerged and is real now, especially as it relates to the digital relationships that brands have with their customers.

Today most product and services businesses across the spectrum are realizing that "experience is the new product." According to Gartner, 81% of marketers say they expect to be competing mostly — or completely — on the basis of Customer Experience (CX). This is an opportunity for marketers to rethink how they are engaging with customers across all digital channels and to think holistically about how to do this with a DXP.

Great Experiences Create Iconic Brands

The world's greatest brands are created on the backbone of decades of great experiences. That's why brands like Disney or The Ritz-Carlton pay so much attention to each and every interaction. This attention to detail creates iconic brands that consumers will come back to year after year.

Just as a particularly memorable good interaction with a brand can earn a customer's loyalty for life, a single bad experience will have long-term consequences. For example, a credit card company being hacked and exposing credit card and personal information will have severe negative repercussions for a long time to follow. A single bad experience, even as simple as a website that is hard to navigate, content that is inaccurate or out of date, or an inconsistent experience across multiple devices, can quickly form a bad opinion in a consumer's mind.

WEBSITE
10:28 AM

SOCIAL
10:34 AM

MOBILE APP
5:47 PM

VOICE
7:09 PM

Why is Creating a Great Digital Experience So Hard?

An explosion of channels has made user journeys hard to predict. A user might start on a website in the morning, then interact with that brand on a social platform, interact later through a mobile app, and in the evening through a voice experience on a personal digital platform. The customer is everywhere and marketers don't own all the touchpoints, making it hard to deliver a great experience.

Martech Systems of Record are Siloed

The technologies that were created to solve some of these problems have introduced new ones.

Today, most large-scale companies have:

- A Web Content Manager to manage their website

- A CRM system to manage and store customer data

- An Email Marketing tool

- A Commerce Platform

- A suite of tools to engage audiences on social media

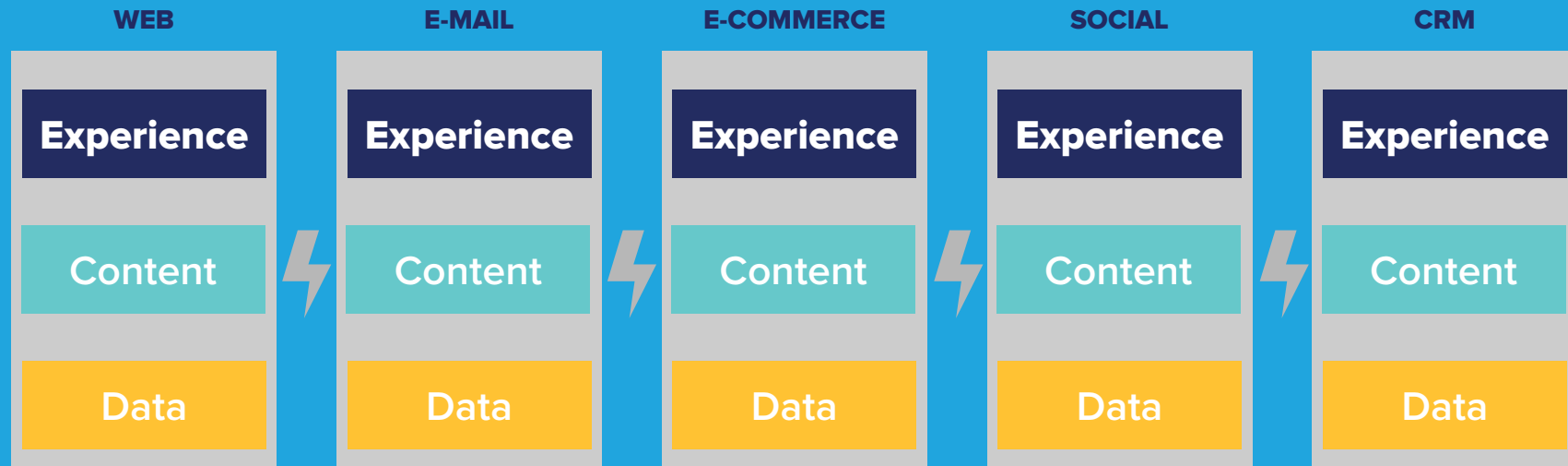| WEB	CRM	EMAIL	COMMERCE	SOCIAL
Drupal™	salesforce	Marketo™ An Adobe Company	BIGCOMMERCE	Hootsuite™
Acquia	HubSpot	eloqua.	elasticpath™	buffer
	pipedrive™	ExactTarget.	Magento® eCommerce Platform for Growth	sprinklr

Every Tool Has its Own View of the World

Each of these tools delivers an independent view of the customer journey:

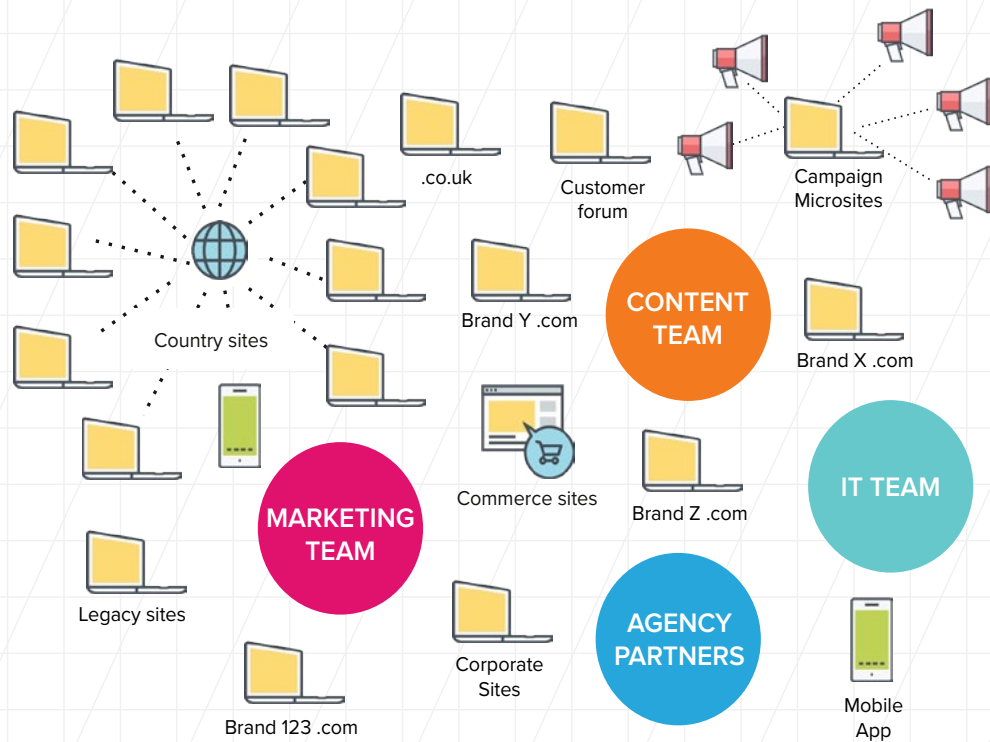| WEB	E-MAIL	E-COMMERCE	SOCIAL	CRM
Experience	**Experience**	**Experience**	**Experience**	**Experience**
Content	Content	Content	Content	Content
Data	Data	Data	Data	Data

Not only are the tools siloed, but the organizations are as well. Many operate only within their direct departments — a web team, an email team, an ecommerce team, etc. — and are rarely aligned on organization-wide priorities.

These fragmented tools and organizational silos can make it almost impossible to deliver an exceptional customer experience. Each team has its own data and content, which to customers, can deliver a fragmented and disconnected experience.

Scale Exacerbates the Problem

If you're a global brand, this problem is spread across thousands of brands that differ regionally, creating an exponential complexity of problems of organizational and technological silos.


.co.uk

Customer forum

Campaign Microsites

Country sites

Brand Y .com

CONTENT TEAM

Brand X .com

Commerce sites

Brand Z .com

IT TEAM

MARKETING TEAM

Legacy sites

Corporate Sites

AGENCY PARTNERS

Mobile App

Brand 123 .com

—Multiple **Platforms**
—Multiple **Brands**
—Multiple **Countries**
—Multiple **Channels**
—Multiple **Campaigns**
—Multiple **Teams**

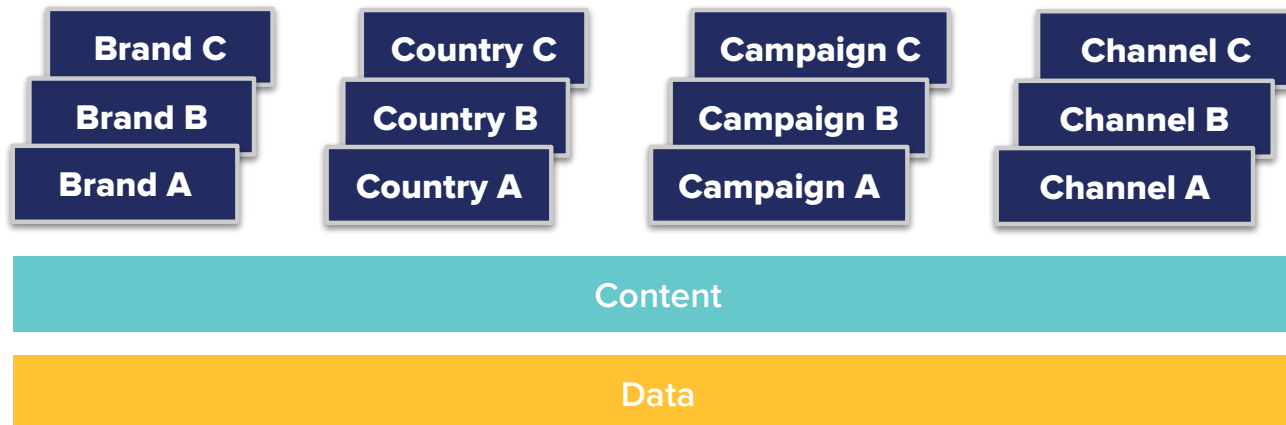# Eliminate Silos to Deliver Great Customer Experiences

To deliver on the promise of a 1:1 customer experience, marketers have to break down the silos and operate with one view of the customer no matter how or where they engage with their audiences. The journey is not linear, it may weave its way in and out of a variety of channels. Therefore, there needs to be consistent content across all of these touchpoints, and a single solution to deliver the best personalized experience to all channels consistently.

Experience

Content

Data

ACQUIA
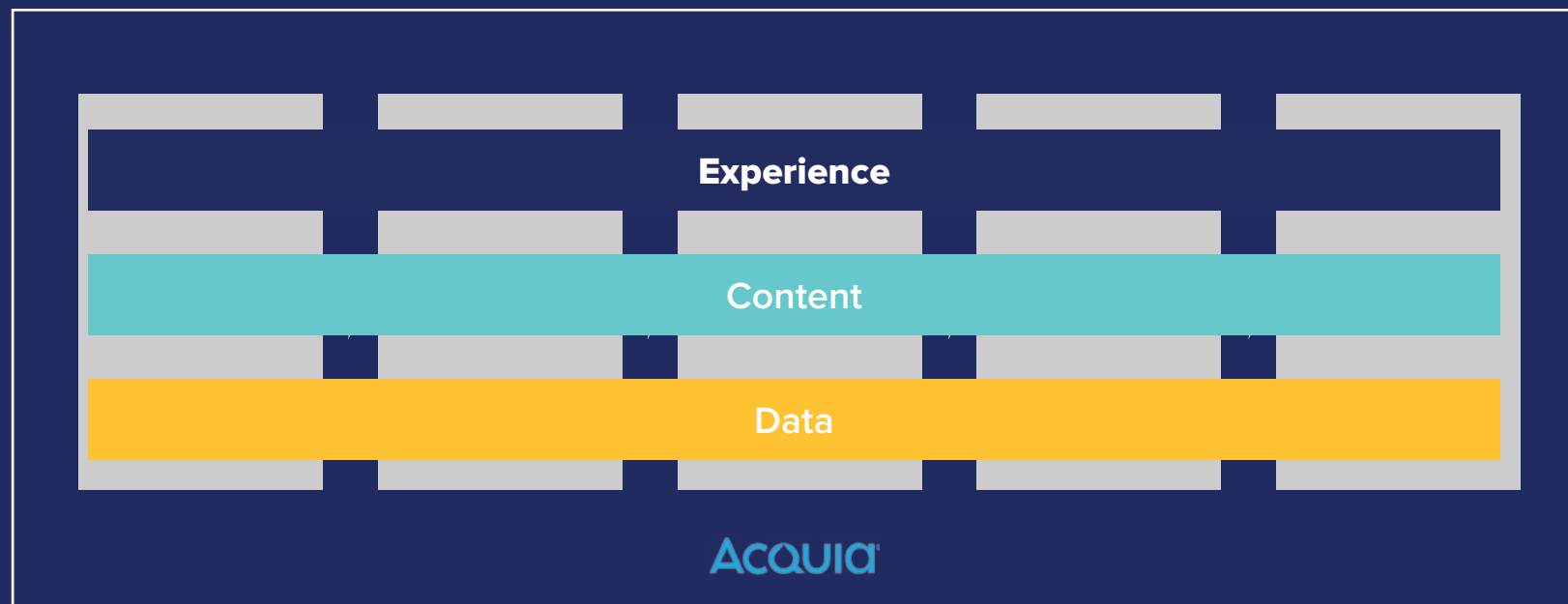
Move Faster with Repeatable Digital Experiences

It is even more critical for multi-brand companies or companies that sell in multiple countries to deliver a consistent experience globally and at scale.

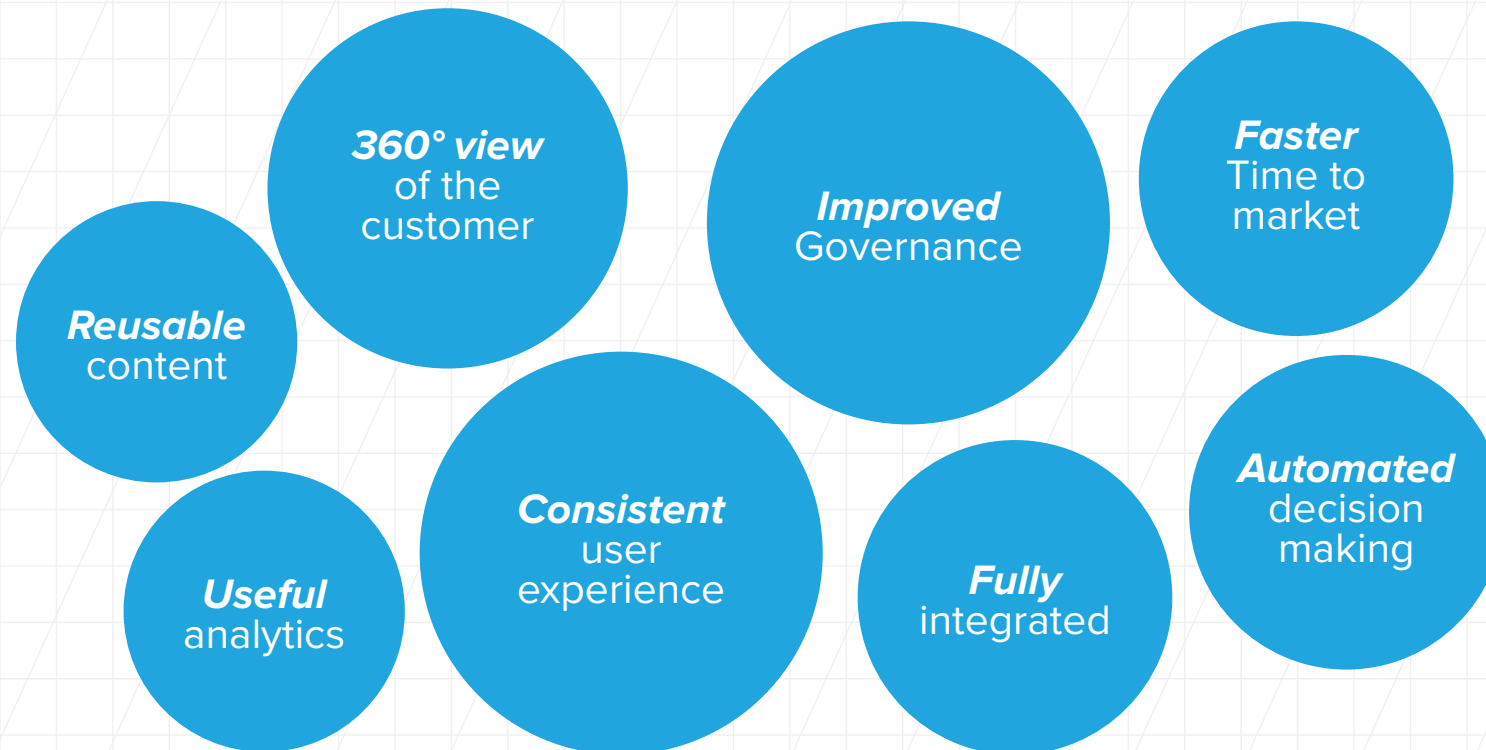| Brand C	Country C	Campaign C	Channel C
Brand B	Country B	Campaign B	Channel B
Brand A	Country A	Campaign A	Channel A

Content

Data

Rethinking the underlying technology to create better experiences and repeat these across consistent campaigns and content will enable companies to launch campaigns faster, enter new countries and markets faster and take advantage of new channels and opportunities.

The Single View is a Must-Have

Having a 360-degree view of the customer will allow marketers to more strategically reuse content, be more productive and make smarter decisions.

360° view of the customer

Reusable content

Improved Governance

Faster Time to market

Useful analytics

Consistent user experience

Fully integrated

Automated decision making

Planning Your Optimal DXP

Twenty years ago, Web Content Management (WCM) platforms emerged because businesses needed websites and better ways to manage their content and their sites. Today, just having a website isn't enough. Every business now needs a Digital Experience Platform (DXP).

A DXP is a product and a platform but it's also more — it's also a strategy and a new way to think about how you engage with your customers. A WCM is a good tactical solution, but a DXP represents thinking more strategically for whatever you are trying to achieve, whether it's more B2B leads, more visits to the website or more foot traffic to retail outlets.

Here, we detail some key considerations to assess before selecting a DXP platform.

WEB CONTENT MANAGEMENT

Web CMS is the core of your entire digital experience play and any DXP platform you will use. Ask some key questions: What is the editorial back end experience going to be like? Do marketers want a page build? What is the content editing experience like? Do you need multiple languages and locale? Are you using a translation tool? Can anyone publish content? If so, what is the review process? Does it have to go through product or legal review? Are you set up for potentially going headless or hybrid at some point in time? Make sure that the requirements map to the potential DXP solution you are going to use.

MULTICHANNEL DELIVERY

Consider your content and everywhere it needs to be distributed — a web app, a customer portal, social channels, email campaigns, ads, or personalization engines. Think of operationalizing content as a service, distributing and enabling others in the organization to do what they need to do with content. A key consideration is to make sure you have an "API-first" strategy because as the content will go to multiple and external systems, the API can be the common language for systems to communicate. The DXP should have an open API strategy and not require proprietary mechanisms to be able to share content.

CROSS-CHANNEL

Cross-channel goes beyond multichannel to when you throw data at the problem and try to use content through multiple channels to a specific persona. When distributing content across multiple channels, making sure that you tell a cohesive content story when one person flows through multiple touchpoints. A key consideration is to first map out three to five customer journeys or every step of the customer process, outside of the website, where do they start, where do they go next, how do they engage. Secondly, analyze each step of the process and mark it as red, yellow or green — with red indicating it could bring friction and the user may not move through the process very well, and green implying it works really well or brings delight. One example of red friction could be a lack of robust QA testing on an email campaign delivering an email to their phone that leads them back to a landing page that that wasn't optimized for a mobile device, causing frustration for the user. The DXP needs to support solutions to remove the red friction to assure continuation on the customer journey.

CAMPAIGN MANAGEMENT

Despite its predicted demise, email is still a primary tool for running campaigns. Email campaigns involve multiple systems that need to interact. An email campaign might drive someone to a landing page on the website, requiring the CMS. Personalization tools are key to telling a personalized story to individual prospects. And the marketing tool will support the overall execution of the campaign. All of these marketing tools, personalization, and the CMS have to work really well together. It is important to understand your strategy and how the tools need to interact. Where is the data coming from? Where is the content coming from? Who are the stakeholders and teams involved? What is working well today or not? What could be done better? What is the campaign strategy? How can it be optimized? Is it being measured for success? How do all of the tools and processes plug in to a DXP platform?

COMMERCE

Commerce has recently moved into a third wave. In the second wave of commerce, Magento disrupted the market as a good enterprise and mid-market solution to highly customize a commerce solution at a good price point — an order of magnitude lower than dominant players in the first wave. The third wave — cloud-native platforms that are now mature with strong players and headless/decoupled and hybrid solutions — has emerged. A key question to ask when determining a commerce strategy is do you have a traditional browse-and-buy experience? If yes, a cloud-native commerce platform like Shopify Plus or Big Commerce can meet requirements. If not, it may require a headless solution like Elastic Path to build a custom experience and plug commerce in. An open DXP platform should enable integration to either commerce approach.

CUSTOMER DATA

Considerations here are less about a strategy to "collect and store" and more about a strategy to "extrapolate and execute." The key considerations are the kind of insights you need, how to extrapolate them, and, more importantly, how to execute on them? Once you have a strategy for how you will get the insights and what actions will result, then you can focus on how you will collect and store the data, what tools are involved and how they touch a DXP platform.

Major Trends that Impact a DXP Decision

Agile Marketing

Agile software development has emerged as a different way to make software and is in use in 95% of American corporations today. Agile is an adaptive development process that can quickly handle disruptions or changing assumptions and priorities. This same approach is now being applied to marketing with a focus on fewer big strategies, releases and timelines and more rapid and smaller refinements and continuous iterations along the way. Marketing strategies are now executed in weeks, not months, with a focus on executing a strategy, measuring it, learning and iterating. One of the biggest challenges to agile marketing is low developer velocity or developers not being able to make changes quickly enough to keep up with the pace that marketing needs to execute. Agile marketing is an important paradigm shift but one that cannot succeed without high developer velocity enabled by a DXP that lets both teams move quickly through refinements and changes.

Headless/Decoupled or Hybrid Approach

This is an important trend where organizations are embracing a microservices-driven architecture and decoupling to use modern technologies on the front end of the experience. It is in the early days, but it is likely that many will potentially have to adopt this approach in a couple of years. You need to make sure that your DXP is set up to embrace this open architecture.

A Radically Better Solution:
An Acquia Open DXP

In this new economy where experience is the only way to win, companies need to deploy a best-of-breed DXP solution.

At Acquia, we believe that an open DXP has the capabilities that every organization needs.

An open DXP can bring together all of the data about your customers — whether it is behavioral data from a website, transactional data from a commerce app, third party from a DMP system, etc. Acquia can help connect it all together for a single view of the customer.

Acquia also brings together all of the various content that is siloed — from
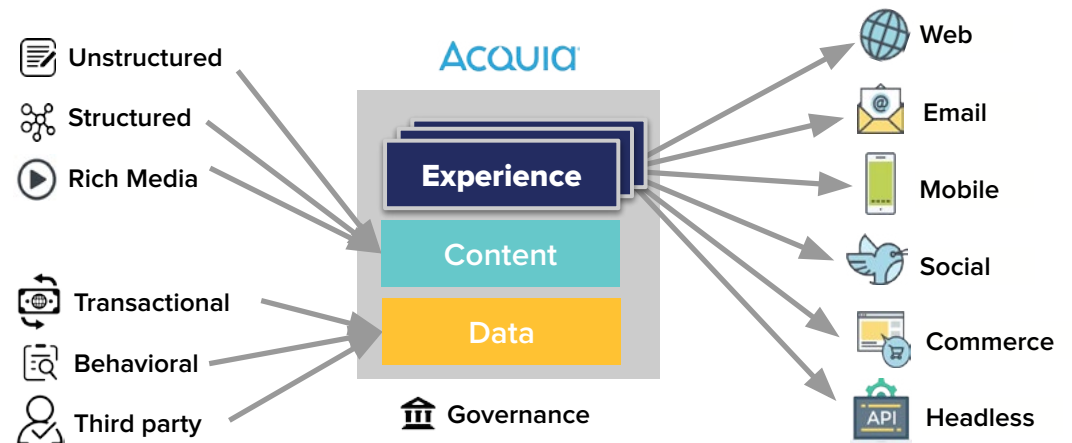
email systems to web content to social content — to help companies to have one view of content whether it is structured, unstructured, rich media, etc.

And lastly, Acquia delivers a unified way to get the content to customers in the right channel, no matter what that channel is or if it's even been invented yet!

ADDITIONAL RESOURCES

For more information on how to know which DXP is right for you, check out these other helpful resources:

Third and Grove's "DXP Discovery Checklist"
A thorough list of questions companies should consider before researching a DXP

Read it now →

Acquia's "Why Your DXP Needs to Be Open"
Acquia evaluates the benefit of an Open Digital Experience Platform compared to traditional closed models

Read it now →

ACQUIA
EXPERIENCE DIGITAL FREEDOM

www.acquia.com

THIRDANDGROVE

www.thirdandgrove.com