



Futureproof your customer experiences for growth

A guide to the Wunderman Thompson Digital Experience performance audit

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“Today, brands need to strike a delicate balance between in-person and online interactions. That means constantly building trust among the next generation of buyers, understanding their needs, and adding value to each unique interaction. Bringing each experience to life requires a delicate orchestration of data and technology.”

- Lynne Capozzi, CMO, Acquia

Businesses who succeed in meeting today's customer expectations have earned their loyalty by making a simple agreement: they can utilize a customer's data, but in return, they must offer an experience that meets their high expectations and even higher sensitivities. It's a significant challenge, but one that can result in even greater rewards – for those that can deliver.

What is a great digital experience? It's one that keeps the consumer consistently engaged, and coming back for more. Meeting expectations for personalization, self-service, and more is only the beginning.

At Acquia, we're proud to partner with Wunderman Thompson to deliver impressive, effective, and unique digital experiences at scale. Together, we've brought ideas to life for more than 90 of the world's most recognizable brands.

The following report explores digital experience performance, which is at the heart of ensuring customer expectations are met in the digital-first era. Your Google ranking, the speed at which your site loads, the accessibility of your content and your customers' perception of how safe your site is, can all lead directly to new revenue and future growth or, conversely, the loss of that revenue and growth.

How do your digital experiences rank in a post COVID world?

The last 2 years have seen a focus on customer experience that nobody could see coming. It's widely believed that the first few weeks of the pandemic saw a 5-year leap in terms of digital adoption. Already digital-savvy consumers were able to go virtual overnight and others turned to accessing services online that they previously might never have imagined using.

In a Wunderman Thompson Technology survey, Experiences Customers Want, 62% of consumers told us that they were using more online services than they had prior to the start of the pandemic. Not a great surprise. However, almost half (46%) told us that they were less forgiving of poor online experiences than pre-COVID.

Moreover, 37% said that slow websites were their biggest frustration, with over a fifth stating that a slow website would stop them from interacting with a brand altogether. Yet, in the same survey, when we asked experience and marketing decision-makers how they rated their website's performance, 77% thought it was 'great'.

There's clearly a mismatch of expectation here which could be costing organisations sales and future growth.

62%

of consumers are using more online services than pre-COVID

46%

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The generational divide

Your digital experience performance is at the heart of ensuring that your consumers' expectations are met in the post-COVID era. Your Google ranking, the speed at which your site loads, the accessibility of your content and your customers' perception of how safe your site is, can all lead directly to new revenue and future growth or, conversely, the loss of that revenue and growth.

COVID aside, Gen Z and millennials – the section of our population aged between roughly 4 and 40 – are the generations that have changed the way people shop. Their device of choice is mobile and Google have changed their indexing accordingly. This means that your mobile site experience is used to generate search listings, not your desktop. A bad mobile experience will impact your Google rankings which switched to a mobile first indexing system in 2020. Further updates to Google's search algorithms from May 2020 place even more emphasis on mobile performance.

Meanwhile, consumers at the other end of the age spectrum, who have turned to online services possibly for the first time as a result of the pandemic, have other needs and concerns. They're less familiar with giving up their data so they need a site they can trust. And they'll find your site less easy to navigate, meaning that you'll need to prioritise accessibility and make sure your UX is as simple and as intuitive as it could be.



Your digital experience performance is at the heart of ensuring that your consumers' expectations are met



The impact of performance on growth

Conversion

100ms latency costs Amazon **1%** in sales.

Source: Gigaspace

Load speed

79% of users who experience **slow page loading** times are less likely to buy from the same site again.

Source: Akamai

Bounce rate

As page load time goes from **1s** to **5s**, the probability of bounce increases by **90%**. That's **90%** of your media spend driving traffic to that page wasted.

Source: Think with Google

Mobile Experience

53% of mobile site visits are abandoned if a page takes **longer than 3s** to load.

Source: Think with Google

We can help to identify where you are losing customers due to the performance of your online experience



How are you performing?

So how do you know whether your digital estate is performing as well as it should be? Your analytics will help to build a picture of where you are losing customers. But what about those that simply can't find your site? You'll have a good idea of bounce rates on specific pages. But can you account for whether customers are leaving simply because they are frustrated with the speed at which pages load? And how do you know whether your mobile UX meets Google's exacting standards?

At Wunderman Thompson Technology, we've developed a new service that helps to identify where you are losing customers due to the performance of your online experience.

Introducing the Digital Experience Audit

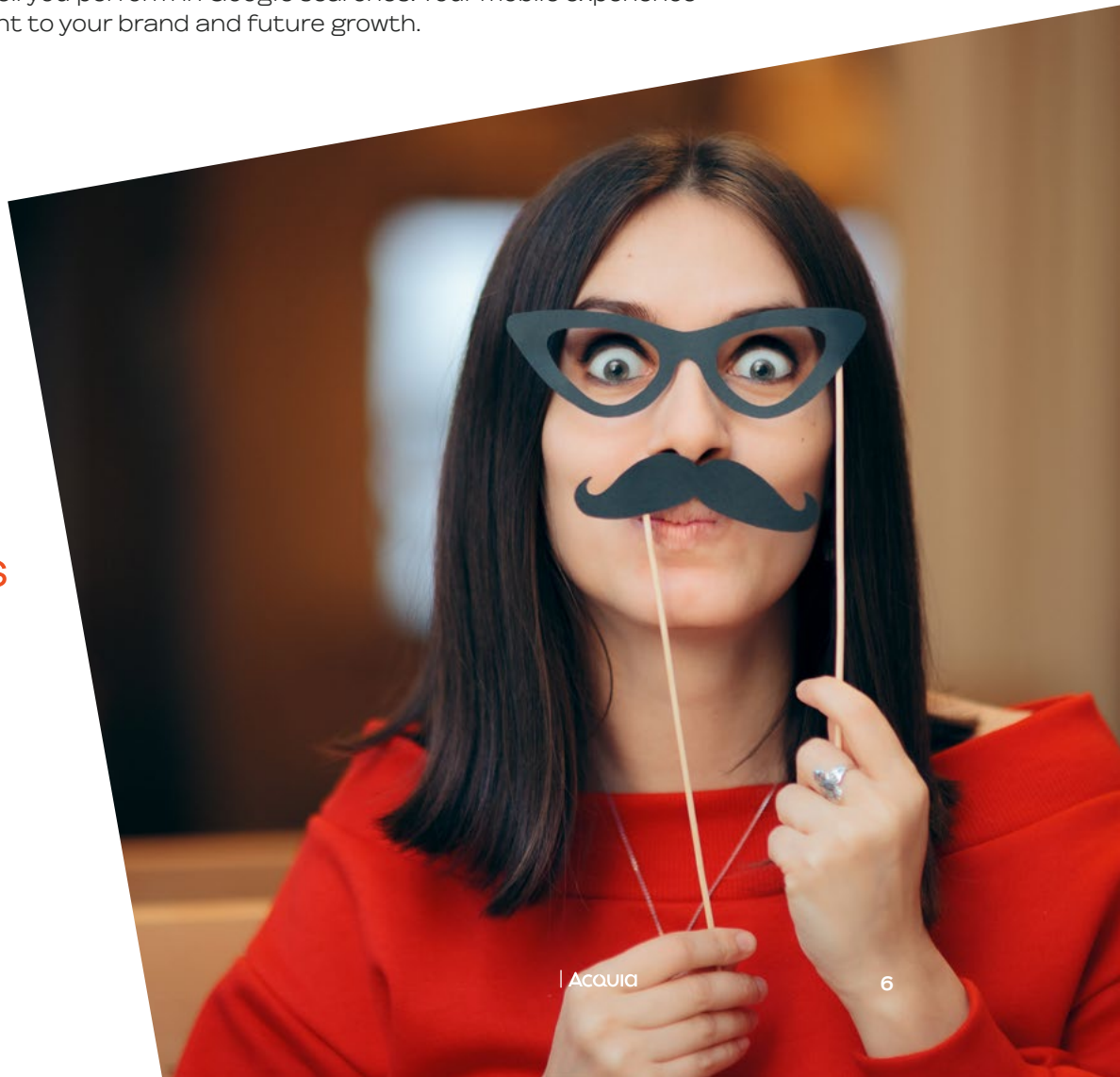
The Digital Experience Audit is a comprehensive assessment of your brand.com site estate against a number of industry standards and best practices. It uses a set of specific tools to identify areas for immediate action, both to improve the performance of the site and, in some cases, to comply with legal requirements.

It's non-invasive. The tools that are used to generate insights on your site are no more impactful than a customer browsing the site. We use those insights to generate a Brand.com report and build out a roadmap for improvements that will help you to drive growth.




We'll assess performance across desktop and mobile devices but we place extra emphasis on the mobile experience. Mobile accounts for 50% of all internet traffic and dictates how well you perform in Google searches. Your mobile experience is far more important to your brand and future growth.



Mobile
accounts
for **50%**
of all
internet
traffic



The audit at a glance

<p>Performance</p>	<p>Does your site load quickly? How does this impact your users? How do your competitors compare? Poor performance will be detrimental to the customer experience and result in greater bounce rates.</p>	
	<p>Does your site comply with accessibility standards? Not only does this ensure that all your customers can fully engage with your website, it also ensures that it is available to consumers via various sensory channels.</p>	<p>Accessibility</p>
<p>Consumer security</p>	<p>Do you have any obvious web security vulnerabilities that are visible to your customers? Data leaks and compromised platforms are major security concerns for a brand site. Brand reputation can be severely impacted by breaches and the legal ramifications.</p>	
	<p>Do you comply with global and local privacy laws? Your customers' personal data is one of your most precious assets. They need the assurance that you are visibly complying with regulations and building their security into your website DNA.</p>	<p>Privacy</p>
<p>Mobile First UX</p>	<p>Does your site work well on mobile devices? Mobile internet usage is surpassing that of desktop. Your customers need responsive interfaces to ensure they can effectively engage with your business.</p>	
	<p>Does your site present correctly to search engines? Can you improve traffic generation to your site through customer searches? Good SEO practices ensure that your site presents your customers with optimised, contextual content to meet their needs.</p>	<p>SEO</p>



Getting started

We offer an initial assessment that will identify how you rank against these key performance indicators.

Performance

We provide an aggregate score to rate your site's speed against the KPIs that Google uses as a measure of quality. It shows us how quickly your site renders and gives us a picture of what is impacting page load speed and how we can fix it.

We'll also give you a view of how your performance rates against your key competitors and ensure that your site adheres to Core Web Vitals, Google's latest performance criteria.

SEO

We crawl your site to assess how well optimised it is for SEO. We benchmark your site's pages, structure and content against SEO best practices. This includes checking for features such as sitemaps that make your site more indexable. A high score indicates that your site is well optimised for search.

Security

We also assess your site's code for important security vulnerabilities. The tests focus on the implementation of security protocols protecting communication between your site and your users.

Your site's security is not only important to your customers but it may also impact your visibility. Increasingly web browsers are blocking traffic or providing user warnings if there are issues on a page. In addition, search engines may remove pages from indexes or downgrade ratings.

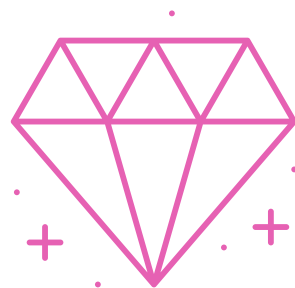
Accessibility

WCAG AA standards are the conformance levels that are used in most accessibility rules and regulations around the world. Compliance to these standards ensures that your website is usable and understandable for the vast majority of users. As more and more consumers turn to online services as a result of the pandemic, accessibility has never been so important.

What does it cost?

Nothing! This initial assessment is a free, no strings service that will give you a set of performance priorities that we can help you to fix. From there, if you elect for a more in-depth analysis, we will agree on the scope of a full and tailored audit and work with you to build out a roadmap to ensure your digital estate is well and truly futureproofed for growth.

Book your free assessment now. You have absolutely nothing to lose (and important revenue to gain).



Challenges we've solved

Bayer

Global healthcare enterprise Bayer were looking for a way to maintain and nurture relationships with healthcare professionals during the COVID-19 pandemic and turned to Wunderman Thompson to come up with a solution that would enable them to connect with them in an engaging, always-on way.

The solution was a HCP engagement utilizing Acquia Cloud to give Bayer the high availability, security and scalability that they needed to deliver the best customer experience to more countries and HCPs in less time.

12 months to launch in 8 countries

360 000+ courses completed on the platform

25,000+ hours of engagement achieved

LifeFit

The LifeFit Group is a leading fitness and health platform in Germany, combining several fitness brands under one roof. When the worldwide pandemic forced people to stay at home and reinvent their daily tasks, LifeFit needed to quickly respond by establishing a fast and open line of communication with members, rethinking its 100% offline business model and rebuilding it with a more digital and user-friendly approach.

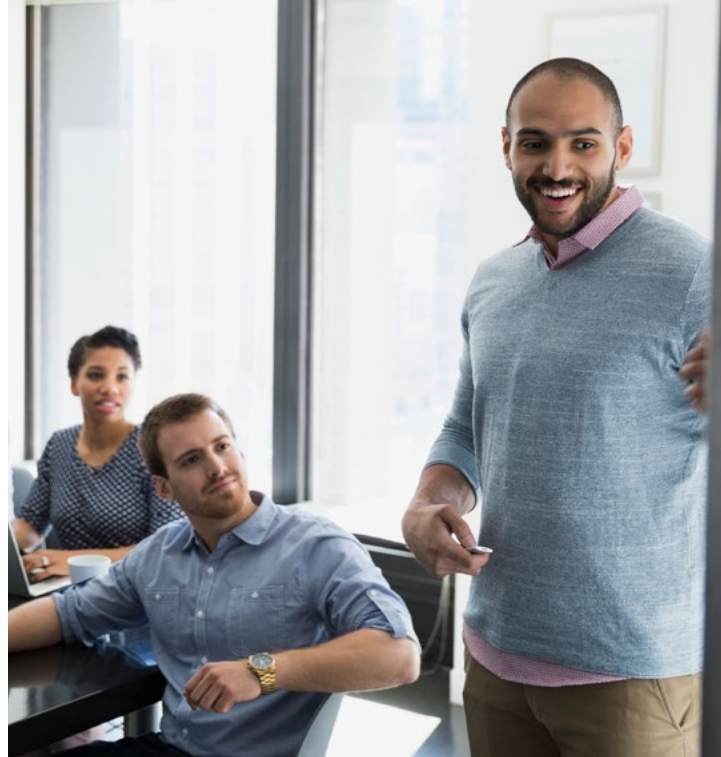
Wunderman Thompson helped LifeFit get closer to its members while simultaneously maintaining and expanding the client base. We launched new communication channels featuring “home workout” content and motivation to members: training plans, videos about the exercises and on-demand training instructions. Since the launch of this initiative, LifeFit has produced and uploaded more than 500 videos to the site.

When the pandemic caused a lockdown, LifeFit was able to realign its website in a day – from adding coronavirus communication to shifting the site's focus to highlight home workouts instead of in-studio training.

1,532% increase in site conversion rate

686% increase in online membership sign-ups

29% decrease in bounce rate



[Acquia's 2021 CX Report](#) collected the views of 8,000 consumers and 800 marketers across the globe and made it crystal clear that customers behaviors shifted during the crisis and may not revert to pre-pandemic norms.

“With customer loyalty to brands low – and the cost of acquiring new customers high – marketers need to focus on creating and sustaining engagement with each and every customer. It's not enough to simply recreate previously existing processes as digital ones. They must actually reimagine some customer experiences (CX) altogether.”

It's a big disconnect. And the Wunderman Thompson Digital Experience Audit can be an important first step in bridging the gap.

About Wunderman Thompson Technology

Wunderman Thompson exists to inspire growth for ambitious brands

At Wunderman Thompson Technology, we apply technology to lay the foundations for this growth. We design, build, manage and run the complex technology ecosystems that give organisations the technical capabilities that fuel their growth. And we don't just build the technology, we help them to work in new ways to get the most out of it, so they can focus on putting their customers at the heart of the experience.

With over 4,000 technologists, across 54 technology centres, in 33 countries, we provide an end-to-end service across three core capabilities; customer acquisition, customer experience and commerce.

Our holistic offering is like no other in the industry. We provide organisations with a single partner from the big idea, through its execution and on-going operation.

Our services



Strategy

We offer a range of strategy services that help to build a clear linkage between the technology you are implementing and the capabilities you need to achieve your business goals.



Consulting and Transformation

Our consulting and transformation services help you get your business ready to fully exploit your technology investment and drive business change.



Platform Delivery Services

Our engineering teams combine world-class technical knowledge with practical experience and have created a host of proprietary software tools that speed up delivery and make you more efficient and effective.



Marketing Operations Services

We help you manage your technology platforms, keep them fuelled with content and data, introduce new features and provide insight and reporting.

About Acquia

[Acquia](#) is the open digital experience platform that enables organizations to build, host, analyze and communicate with their customers at scale through websites and digital applications. As the trusted open source leader, we use adaptive intelligence to produce better business outcomes for CX leaders.

Contact Us

To talk to us about a Digital Experience Audit or to learn more about our other solutions and services, [get in touch](#)

You can also visit us at [wundermanthompson.com](https://www.wundermanthompson.com) or follow us on any of our social channels: [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

