

The Challenges and Opportunities Related to Delivering Digital Experiences

Insights and Takeaways Based on Research from TechTarget's Enterprise Strategy Group



Digital experience platforms (DXPs) offer an integrated set of technologies that help organizations deliver continuous, consistent, and relevant digital experiences across the customer journey — and the demand for these solutions is only increasing.

To help explain the business drivers influencing DXP adoption and what capabilities are most heavily utilized, Acquia sponsored TechTarget's Enterprise Strategy Group's research, "The Evolution of Digital Experience Platforms," available now. The report summarizes findings from a survey of 370 executives, managers, and contributors across marketing, sales, and IT functions. In this infographic, we highlight a few results and insights from the research.

Digital Experience Is a Top Priority

"The experience is the product" is a mantra for business leaders who know they must meet the evolving expectations of consumers looking for seamless, personalized, and productive interactions across digital touchpoints. Only 3% of respondents in the Enterprise Strategy Group survey* indicated that improving the digital experience falls outside of the top 10 priorities for their business:



DXPs Are Deployed to Drive Digital Transformation

According to results from the Enterprise Strategy Group survey, more than nine in ten organizations take a "digital-first" approach to customer interactions. And across the board, the top benefits organizations aim to achieve from their DXP deployments are:

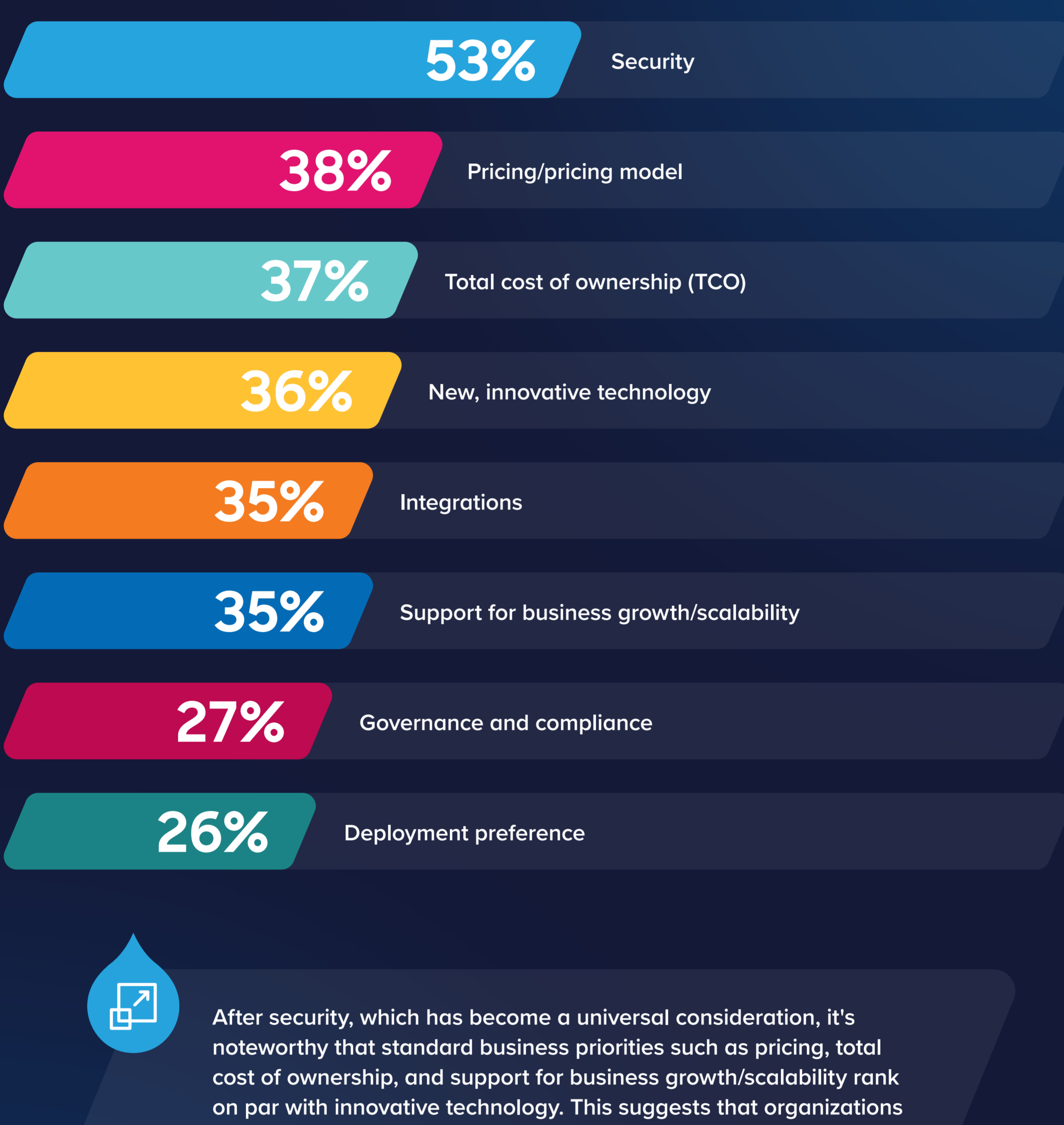


Combined with the rapid growth of the market, these expectations signify that DXPs are seen as a core element of digital transformation initiatives.



When Evaluating DXP Options, Cost, Value, and Security Matter

Respondents placed a high value on security, which ranked as the #1 factor when evaluating a DXP supplier:



After security, which has become a universal consideration, it's noteworthy that standard business priorities such as pricing, total cost of ownership, and support for business growth/scalability rank on par with innovative technology. This suggests that organizations want DXP solutions that strike a balance between cutting-edge features and stability, affordability, and scalability.

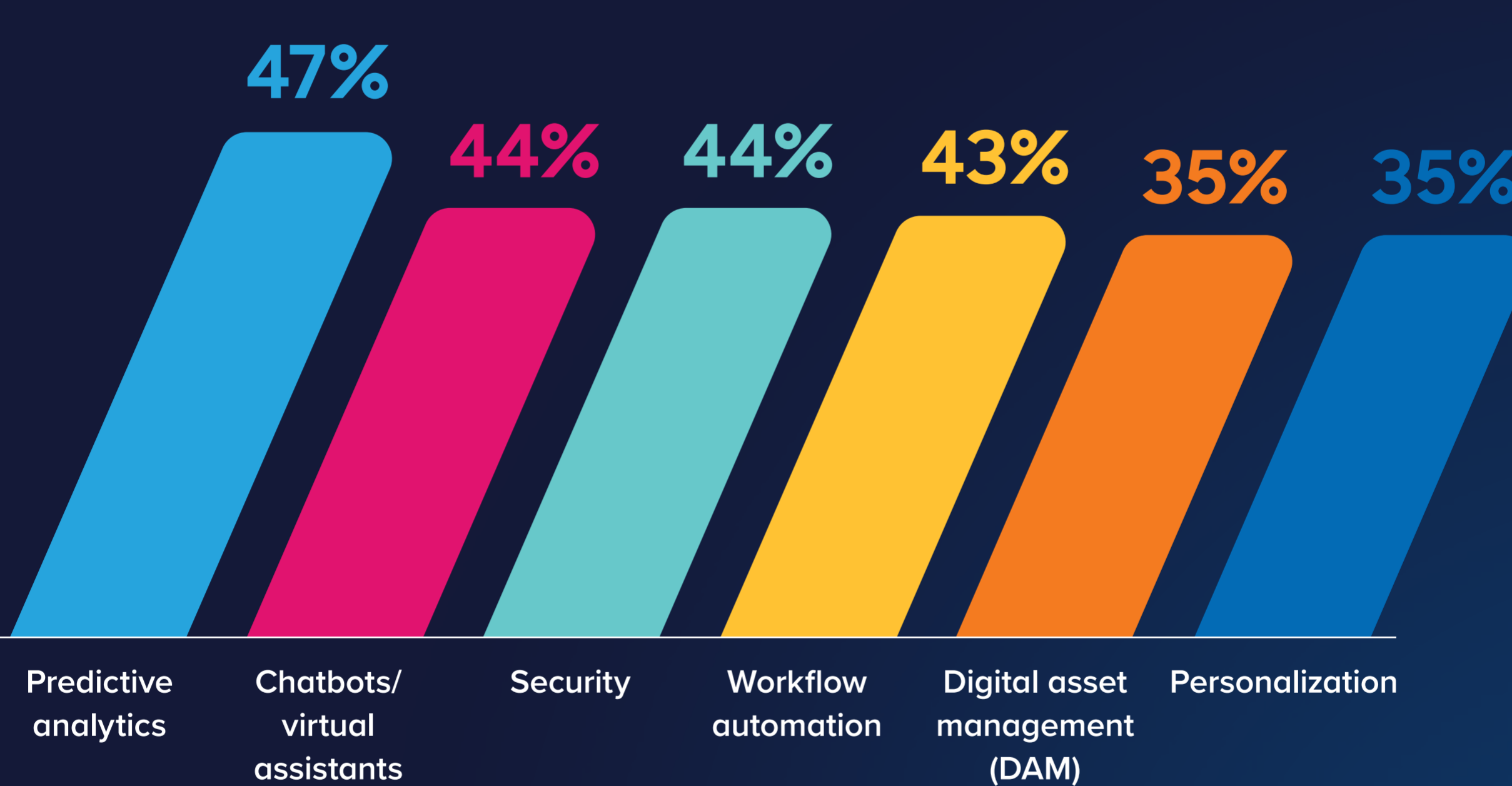
There Is Room to Improve Omnichannel Experience Delivery

Despite recognizing its strategic importance, a significant number of organizations still wrestle with their digital experience capabilities. 58% say they have no ability or limited ability to deliver omnichannel experiences:



Businesses Want to Leverage AI for Predictive Analytics, Workflow Automation, and Personalization

Artificial intelligence may present an opportunity to help close the gap for companies seeking to improve the speed and effectiveness of their digital experience programs. Indeed, 67% of respondents say they're leveraging AI in their DXP today; however, the majority cite only "moderate" use. Among AI-related use cases considered most valuable to organizations' DXP strategies, these selections ranked highest in the Enterprise Strategy Group survey:



Overall, only 16% of organizations identified AI as fundamental to enabling highly personalized digital experiences. And despite all the buzz around generative AI possibly being a game changer for creating content, key stakeholders currently see more opportunities to leverage AI for goals related to automating repetitive tasks and improving operational efficiency.

Takeaways

Business leaders overwhelmingly recognize how important it is to improve digital experiences for the audiences they want to attract, engage, and retain. DXPs have become the centerpieces of many organizations' strategic, customer-focused digital initiatives and ensure a clear connection to business outcomes. Still, DXPs are an evolving category and many organizations still have a disconnect between capabilities and expectations.



At Acquia, we know that the right DXP is the foundation to providing a fully integrated and seamless digital experience — one that strengthens customer relationships as well as enables more efficient marketing processes. That's why the open and composable Acquia DXP has been developed to give you the freedom to build a solution that fits your needs, and why Acquia is at the center of the world's greatest digital experiences.



To learn more, download your copy of Enterprise Strategy Group's "The Evolution of Digital Experience Platforms" or explore the Acquia DXP.

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