



QUICK GUIDE

Your foundation for a bright future

Bring your vision to life



The rise of digital experience platforms (DXPs)

In the never ending race to keep up with technology and consumer expectations, businesses are constantly evaluating how to take advantage of new technologies and gain a competitive edge. Not only do businesses need to turn out a constant parade of content but they need to meet a rising bar of customer needs including:

- Personalization as a must have, not a nice to have
- Connected consistency across all touch points
- Secure data exchange between brand and consumer

Now this might not be breaking news, but with the difficulty to achieve this, brands are more focused than ever on how to bring their DXP visions to life.

Providing an excellent customer experience is often hampered by outdated, legacy technology that throws up obstacles such as disconnected systems, slow processes, and persistent data issues. This leads to a disjointed experience, which means the journey to purchase is not a smooth one. And when that journey is inevitably abandoned by customers, money gets left on the table.

This has led to the rise of DXPs.

DXPs provide a fully integrated customer experience flowing seamlessly across channels and devices, throughout the entire journey. They offer businesses an integrated suite of tools to foster meaningful relationships by speaking and listening to customers, prospects, partners, employees, and other audiences.

Put simply, a DXP is crucial to connecting with your customers and getting ahead of the competition.



74% of consumers are likely to buy based on experience alone.

Traditional vs composable DXPs

There are two core DXP vendor strategies that you can choose between, and each comes with their own benefits and challenges. Understanding them will help you to choose the right solution and in turn, ensure ROI for your business.

Traditional DXP

A traditional DXP provides all digital marketing capabilities in a single architecture. Everything you need at once.

When you choose a traditional solution, you know that every component will come out of the box, all at once. Because that is what it has been built to do.

It also provides the big advantage of working with only one vendor. Which, let's be honest, makes for a much easier life. Not to mention that it can significantly reduce procurement times and avoids the need for ongoing communication with multiple vendors.

Standardizing on a traditional solution starts to solve the problems associated with the legacy marketing stack. Different solutions from different suppliers, that ultimately produce disjointed experiences.

The beauty of a traditional approach is in its simplicity. But, of course, finding one solution that addresses each and every one of your customers' needs, might not be so simple.








Composable DXP

A composable solution allows you to build your own DXP by integrating multiple components from different vendors. This means that you can choose the applications that are best for you and your brand, enabling you to build a DXP that is tailored to meet the needs of your customers.

The possibility to use a variety of tools from your preferred vendors allows for considerable flexibility - helping you to reach and adapt faster to change. And if recent events have taught us anything, it's that things can change very quickly.

Choosing a composable solution also means that you don't have to go all-in straight away. If existing components of your marketing stack are working well for you and fit within your strategy, then keep them! You only have to implement what you need to fill the gaps.

By only using what you need, along with an API first approach, a composable DXP provides a faster time to value. And the perfect balance between ease of use for the business and technology flexibility.

Traditional	Composable
 <p>Focused DXP: A single system/interface means web, content, and marketing teams get a holistic view of digital experiences and the ability to manage them centrally.</p>	 <p>Brand agility: Anticipate changing technology requirements or customer expectations and easily add-on to your platform rather than try to re-platform it (i.e. adding/swapping/integrating a single solution instead of having to re-evaluate full DXP).</p>
 <p>Broad deployment choice: You can host your digital experience platform yourself or take the first steps towards SaaS by leveraging a managed cloud experience.</p>	 <p>"Best for me": Get up and running quickly with connected content, experience, and commerce within a single platform with pre-defined templates, frameworks, languages, and reporting. All based on your needs, tech requirements, and team skills without sacrificing the ability to deliver the best digital experience possible.</p>
 <p>Marketing control: High-powered software with user-friendly tools allows your marketing team to be in control of the experiences delivered and the data collected through digital touchpoints.</p>	 <p>Sustainable value: A SaaS-based, composable DXP ensures you receive continuous innovation and new capabilities automatically. This in turn lowers the fixed costs associated with martech investments. The API first implementation also leads to increased implementation and deployments, giving you a faster time to value.</p>

Customer experience (CX) is king

CX should be your number one priority. And that means delivering a truly connected customer journey across all channels and touchpoints. Brands that embrace a DXP, offering unparalleled personalization and meaningful interactions, will win the competitive edge and unlock the perfect path to their customer. Those that don't, will fall far behind.





How to choose the right DXP for you

If you're not sure which DXP is best for you and your business, we'd be happy to help. You can learn about the most important factors to consider, key features to compare, and steps to follow when selecting a DXP [here](#). Or you can **get in touch** with us directly and we'd be happy to talk you through your options.

[Discover the best DXP for me.](#)

