

Tech Execs Have Spoken:

# DXPs Need to Be Less Complicated



As organizations around the world continue to operate remotely, providing an exceptional digital experience for buyers, employees and partners is a necessity to ensure business continuity and long-term success. However, many tech leaders are having trouble addressing baseline digital experience challenges, making it difficult to scale in complexity and grow towards enterprise-level competencies.

Progress and Pulse surveyed 100 IT, Marketing and Digital Experience leaders to determine how they're shifting their Digital Experience Platform (DXP) investments and the most crucial roadblocks they anticipate in being able to execute their strategy heading into 2021.

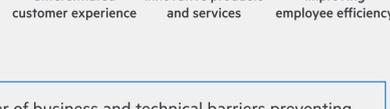
Data collected from Sept. 16 to Oct. 9, 2020

Respondents: 100 Technology and Digital Experience executives

## Digital experiences are vital to drive customer engagement and generate revenue, but there are roadblocks to implementation due to IT complexity, especially for the mid-market.

Mid-market executives agree that delivering a differentiated customer experience (63%), offering more innovative products and services (60%), and reducing costs and improving employee efficiency (60%) are their three most important goals and priorities.

### WHAT ARE THE TOP THREE OUTCOMES YOUR ORGANIZATION IS LOOKING TO ACHIEVE THROUGH THE IMPLEMENTATION OF DIGITAL EXPERIENCES?

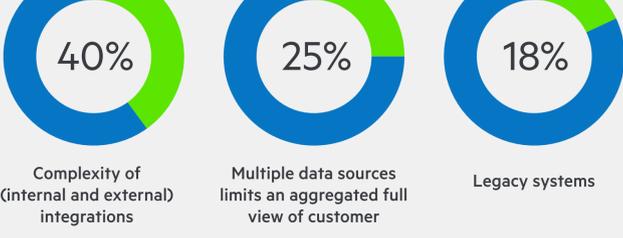


However, these organizations face a number of business and technical barriers preventing them from optimizing their digital experiences. For example, a lack of resources for implementation (33%) and lack of strategic in-house expertise (30%) are the top barriers for not only the mid-market, but for companies of all sizes, industries, and geos.

### WHAT'S THE BIGGEST BUSINESS BARRIER PREVENTING SUCCESSFUL EXECUTION OF YOUR DIGITAL EXPERIENCE INITIATIVES?



### TO THE BEST OF YOUR KNOWLEDGE, WHAT HAS BEEN THE TOP TECHNICAL BARRIERS PREVENTING SUCCESSFUL EXECUTION OF YOUR DIGITAL EXPERIENCE INITIATIVES?



To improve the digital experience, executives will have to focus on better leveraging customer data and increased connectivity to multiple data sources and existing digital channels. Being able to easily integrate siloed systems and gain insights on customer preferences, and content and campaign performance will drive more success.

The one-stop-shop DXP platforms are making it more difficult for digital teams to leverage existing tools and interfaces of increasingly diverse MarTech and IT stacks.

To overcome business and technical roadblocks—and ultimately improve the digital experience—mid-market executives admit they could still better leverage data aggregation (50%) and customer analytics (50%).

### WHAT ARE THE TOP TECH CAPABILITIES YOU BELIEVE WOULD BEST SUPPORT A SUCCESSFUL DIGITAL EXPERIENCE IMPLEMENTATION?

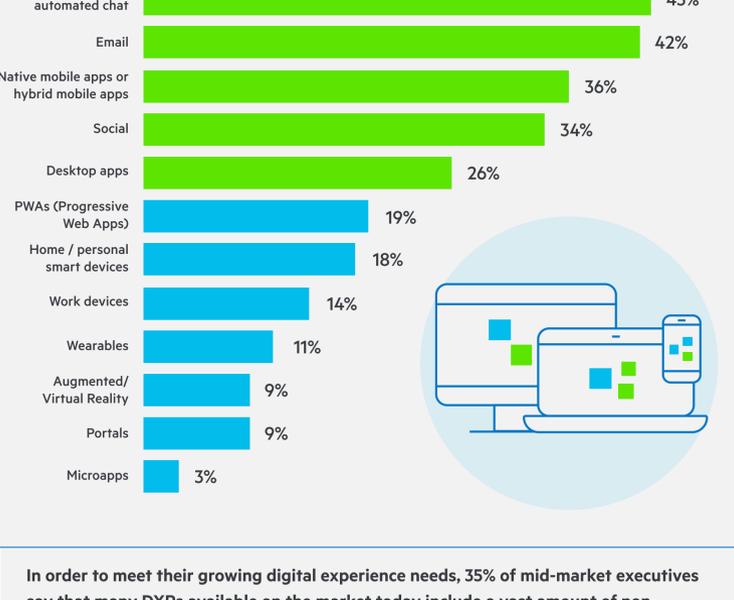


Tech leaders across all company sizes, industries, and geos are still prioritizing established digital channels, despite the rise in emerging digital channels – signifying that a majority of the market leaders and consumers still have not fully adopted emerging channels as a primary form of content delivery and interaction.

Mid-market organizations can further leverage their use of established channels to keep pace with the overall market and appeal to consumer preferences.

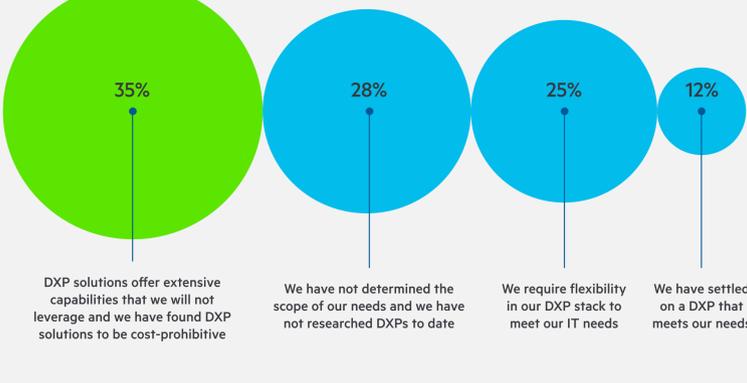
Despite their interest in improving digital experiences through the use of additional technologies, executives at all company sizes are still mainly planning to connect with customers through established channels, like smart devices (18%), and wearables (11%). Although percentages changed slightly, the top 6 selections remained the same regardless of company size, industry, or geo.

### WHICH OF THE FOLLOWING CHANNELS DO YOU PLAN TO USE TO CONNECT WITH CUSTOMERS IN THE NEXT 12-24 MONTHS?



In order to meet their growing digital experience needs, 35% of mid-market executives say that many DXPs available on the market today are not fit for purpose, exceeding complex capabilities and have a price tag to match. 28% of organizations are at the infancy of their digital experience journey and are likely seeking strategic guidance.

### HOW WOULD YOU DESCRIBE YOUR ORGANIZATION'S DXP SELECTION PROCESS AND NEEDS?



The level of complexity within DXP offerings on the market today require significant resources to be able to effectively implement and manage – including time spent strategic planning, manpower and overhead costs. These solutions cater to organizations with a high-level of digital maturity, which a majority of the market is still defining for their organization.

Mid-market businesses are looking to better serve their customer base and capture additional market share all while reducing overhead and driving ROI. They require flexibility to connect siloed platforms, integrated audience intelligence and straightforward multi-channel management in their digital experience solutions.

Moving forward, the mid-market will likely look for alternative solutions that can meet their current needs most cost-effectively and efficiently while also providing the ability to scale to meet evolving business requirements and digital strategy.

Within the new business environment, organizations need to prioritize digital transformation and optimization and will likely see better success when joining forces with trusted implementation partners for strategic direction and planning.

Take a Strategic Approach to Digital Experiences »

## Respondent Breakdown

### Location



### Company Size



Company Size Mid-Market: 500-5,000 Employees

### Title

