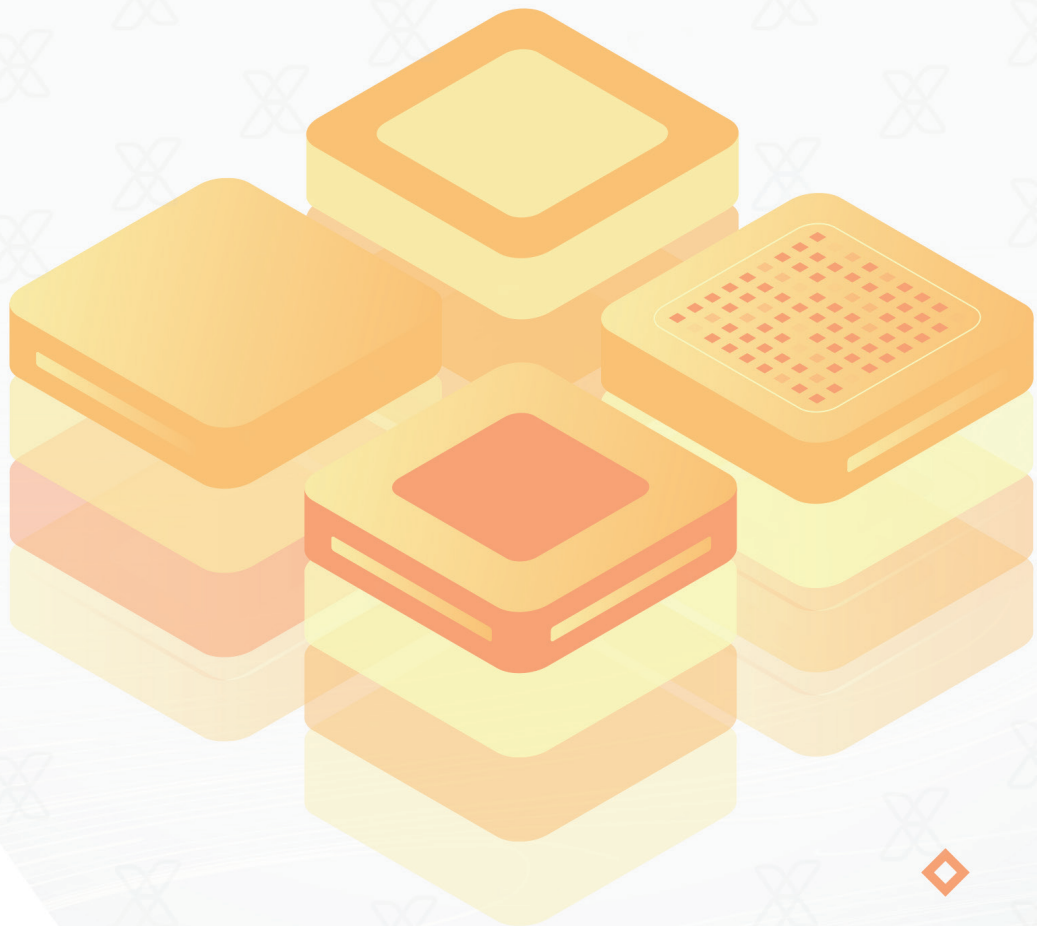


YOUR DIGITAL EXPERIENCE PLATFORM CHECKLIST: 5 THINGS TO CONSIDER



FROM A CMS TO DXP—DO YOU NEED A DXP? WHEN DO YOU NEED A DXP?

According to Gartner, a Digital Experience Platform is “an integrated and cohesive piece of technology designed to enable the composition, management, delivery and optimization of contextualized digital experiences across multi-experience customer journeys.”

The use of digital experience platforms becomes more and more viable when considering factors, such as team size, eCommerce revenue, and customer experience goals. Your company is on a spectrum of content and commerce maturity. Your position dictates the utility of a digital experience platform.

Is your company at the basic stage with a small digital marketing team, low eCommerce value, and still trying to expand to new markets and channels? Or are you a cutting-edge company with a large market share, high eCommerce value, with various commerce capabilities and governance needs?

The latter company, the cutting-edge one, will need to move to a DXP to become a market leader. While a company operating at a low level of content and commerce maturity might delay this move. Either way, consumer behaviour is pushing for a more comprehensive take on the customer experience which the DXP offers.

CONTENT & COMMERCE MATURITY PROGRESSION

The 5 key dimensions that impact an optimal commerce solution.

	NASCENT	BASIC	EMERGING	ADVANCED	CUTTING EDGE
Ecommerce Revenue	Low	Low	Medium	High	High
Go to Market Strategy	Establish Site	Expand Channels	Optimize Focus	Growth Focus	Market Share Focus
Commerce Capabilities	Basic	Core capabilities	Digital Maturity	Differentiating capabilities	Differentiating capabilities
Content Complexity	Single Channel	Create, adding sites/languages, SEO, Campaign analytics	CX Focus, Workflows, Relevancy, Data Driven, Digital Assets	CX Obsession, Analytics, Omni-Channel, Distribution	Governance, Approvals, Security
Digital Team Size	≤3	3-5	5-15	15-30	+30

CONTENT & COMMERCE MATURITY: 5 KEY DIMENSIONS TO CONSIDER



Do you know the impact of eCommerce on your overall business revenue (Size & Traffic)?

You will need to consider your level of eCommerce value. Is it a mainstay of your business, and will it be in the future? Companies with medium to high levels of eCommerce value will want to consider using a DXP.



Have you developed a go-to-market strategy (Channels & Languages)?

How many languages are you conducting business in, and what channels are you using? Do you need to make centralised decisions, and are your local teams struggling to find and select the right content for them? Exploring new channels, optimising them, and trying to become a market leader will inevitably lead you online where your growth could require using a DXP.



Have you ensured that your commerce capabilities fit your business goals?

Digital commerce brings together people, technology, and processes. There is a point where all three parts reach a tipping point where your team hits digital maturity and has trouble optimising your digital commerce.



Have you analysed the level of content complexity within your organisation?

After adding sites and languages, SEO, and campaign analytics, content and commerce maturity progresses into a focus on customer experience and eventually an obsession with it. Whether setting up workflows, maintaining relevant content, analysing data, and digital assets across an omnichannel solution network, you've got to start moving toward a better system. Can you govern this large system of accesses and approvals?



Is your marketing team operating across countries, markets, and channels?

The size of your team also increases with your company's growth. A small team might not need to juggle various resources across languages, campaigns, while also sorting out strategy and analytics. On the other hand, an advanced or cutting edge company will need to find a better way of managing their content and commerce needs.

FINAL TAKEAWAY

Customers desire a unified experience across channels, and marketing teams must respond accordingly. When considering a DXP, teams should focus on their commerce and content maturity. However, it requires a balance: avoiding adopting a DXP now could mean prolonging the inevitable. After all, digital experiences aren't going away. For a seamless digital experience, you can rely on a DXP to help your team collaborate, manage assets, forms, and the like, to meet customer expectations.

At Vaimo, we're here to help you manage your content and commerce needs. We're working across 15+ countries and have completed over 400 eCommerce installations with clients across the globe.