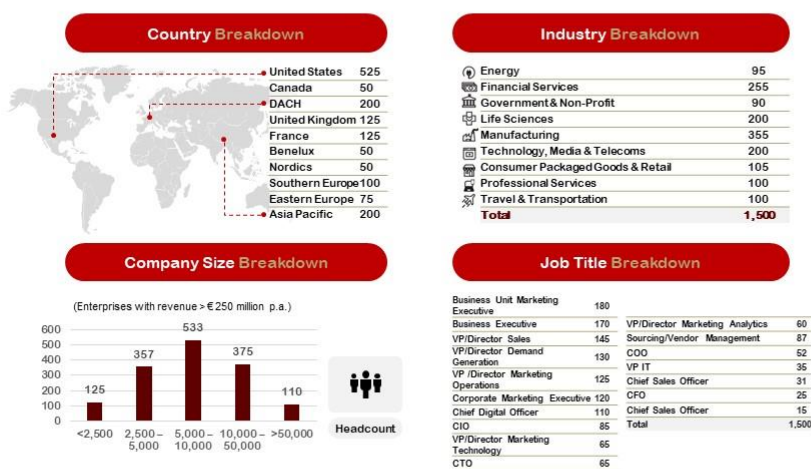## New Research In Action Vendor Selection Matrix™ Report –

Digital Experience Management: The Top Global Vendors 2023.

Germany – May 24th 2023: Investments in Digital Experience Management software have accelerated due to the recent surge in digital interactions.

The last years has seen businesses in every sector accelerating their digital transformation plans in response to a customer base that clearly prefers to interact and buy digitally. This increased investment in digital transformation projects invariably results in a Digital Experience Management (DXM) project; either to replace the existing DXM or Web Content Management platform, or to consolidate the same across the company. Modern DXM systems must support the delivery of compelling experiences across the whole customer journey, with real-time retrieval even needed for resource-intense media assets like video, even virtual reality (VR), and augmented reality (AR) images. The global market for DXM software is therefore very healthy as companies replace their current older systems to ensure success in their digital marketing and digital selling. The vendor landscape is stable with several well-established independent DXM vendors now being challenged by the expanded sales efforts of enterprise software vendors like Salesforce, SAP, and Oracle who sell larger digital marketing software portfolios including a DXM solution. We estimate that 45% - 50% of companies have automated, or will be automating, parts of the DXM process in 2023.

A new Research In Action GmbH global survey of 1,500 business decision-makers examined their DAM experiences and plans for 2023, as well as asking about which software vendors are the most known and what do the businesspeople think about those vendor's products and services.

OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

Country Breakdown

United States	525
Canada	50
DACH	200
United Kingdom	125
France	125
Benelux	50
Nordics	50
Southern Europe	100
Eastern Europe	75
Asia Pacific	200

Industry Breakdown

Energy	95
Financial Services	255
Government & Non-Profit	90
Life Sciences	200
Manufacturing	355
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	**1,500**

Company Size Breakdown

(Enterprises with revenue > € 250 million p.a.)

Headcount	Value
<2,500	125
2,500 – 5,000	357
5,000 – 10,000	533
10,000 – 50,000	375
>50,000	110

Job Title Breakdown

Business Unit Marketing Executive	180
Business Executive	170
VP/Director Sales	145
VP/Director Demand Generation	130
VP /Director Marketing Operations	125
Corporate Marketing Executive	120
Chief Digital Officer	110
CIO	85
VP/Director Marketing Technology	65
CTO	65
VP/Director Marketing Analytics	60
Sourcing/Vendor Management	87
COO	52
VP IT	35
Chief Sales Officer	31
CFO	25
Chief Sales Officer	15
Total	1,500

All Research In Action surveys are gender neutral and 100% confidential

100,000+	Data Points
1,500	Marketing and Business Managers
37%	Analyst's Opinion
63%	Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.
We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.
The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

RESEARCH IN ACTION
vendor selection matrix®

The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 63% of the evaluation is based on a survey of enterprise, marketing, or business decision makers and 37% on the analyst's opinion. The analyst's input is fed by a combination of intensive interviews with software or services vendors and their clients, plus their informed, independent point-of-view as an analyst. All of this combines to make Research in Action Vendor Selection Matrix™ reports so unique. This approach is one of the key differentiators of Research In Action in market research. For this report we interviewed 1,500 marketing and business managers with budget responsibility in enterprises globally. We selected those vendors who achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

Report details can be [viewed here](#).

VENDOR SELECTION MATRIX™
DIGITAL EXPERIENCE MANAGEMENT SOLUTIONS

Vendor Quick Facts

VENDOR NAME	Market Presence	Growth Rate	Customer Traction	GOOD TO KNOW
ACQUIA	Very Big	Very High	Strong	Providing freedom from the software monoliths
ADOBE	Very Big	High	Strong	Helping customers to achieve personalization at scale
BLOOMREACH	Medium	Medium	Medium	Powering connected digital experiences for people and business.
CONTENTFUL	Small	Medium	Medium	A next-generation content platform powering great digital experiences.
COREMEDIA	Big	Medium	Medium	Enabling teams to create powerful digital experiences.
CROWNPEAK	Big	High	Good	Delivering stunning digital experiences on any channel with a cloud-native platform.
IBEXA	Medium	High	Good	Helping B2B firms to transform traditional sales strategies into frictionless buying experiences.
KENTICO	Small	Medium	Medium	Minimizing overhead and maximize ROI with a hybrid headless digital experience platform.
LIFERAY	Small	Medium	Medium	Creating custom digital experiences without sacrificing speed, flexibility, or cost.
MAGNOLIA	Big	Very High	Strong	Simplifying the managment of digital experiences across brands, markets, and channels.
OPENTEXT	Big	Medium	Medium	Creating customers for life by delivering intelligent, relevant and efficient omnichannel experiences.
OPTIMIZELY	Medium	High	Good	Helping digital teams to create & optimize exceptional customer experiences.
ORACLE	Very Big	Medium	Medium	Personalized experiences with a unified, cloud-based CMS.
SITECORE	Big	Medium	Medium	Nurturing customers through their journey with personalized content in real-time.
SQUIZ	Medium	Medium	Medium	Open, fast and flexible technologies that build digital services and define your customer experience.

MARKET PRESENCE	GROWTH RATE	CUSTOMER TRACTION
Very Big	Very High	Strong
Big	High	Good
Medium	Medium	Medium
Small	Low	Low

NOTES:
- Market Presence combines the market share and perceived Mindshare (or Share of Mind).
- Growth Rate is the anticipated growth rate for this year where Medium is the average growth for this market.
- Customer Traction combines the vendor's customer retention rate and the Research In Action Recommendation Index (RI). The RI is collected and calculated by asking the survey participants: "Would you recommend this vendor in this market to your peers - Yes or No?".

RESEARCH IN ACTION
vendor selection matrix®

Peter O'Neill, Research Director for Marketing Automation at Research In Action GmbH, comments:

- **Digital Experience Management is a must-do not a nice-to-do.** In both B2B and B2C, interactions of all kinds have gone digital to an extent that will probably no longer recede. Whereas a great website was a lower priority in most companies a few years ago, the overall quality across all digital Marketing and Sales channels, plus eCommerce offerings, has now become business critical.

- **DXM priorities are performance and customer experience.** The survey respondents named several priorities for DXM projects with #1 being system performance (meaning responsiveness) followed by customer experience. A new priority this year was advanced analytics and recommendation engines. On a global basis, 76% of the respondents told us they were consolidating numerous and

disparate DXM systems; two years ago, this share was 68%. 49% of those respondents cite "Achieving a 360-degree view of the customer" as their top reason for the consolidation.

- **DXM projects enable more business control of the customer experience.** Traditional web content management had required extensive professional services, often doubling the overall cost of a project. We observe that modern DXM platforms are lighter and easier to use, and many can be used by specialists in the marketing department instead of requiring IT resources.

- **Artificial Intelligence (AI) and Machine Learning (ML) is DXM table stakes**. Many DXM vendors have embedded AI and ML functionality to improve the effectiveness of customer engagements and assist administrators and marketers to create, import, and use content and digital assets. We expect the use of AI and ML to further increase and continue to enhance the ability of marketers to deliver highly relevant personalized content.

- **Different approaches to DXM automation adoption exist.** The greater interest in DXM is reflected in an increasing number of vendors offering solutions, especially as other technology areas are consolidating. Even the large enterprise application vendors have DXM claims but the market response to vendors like SALESFORCE, SAP, and ORACLE in this survey was not appreciative.

- **Who came out on top?** Almost every marketing software vendor will claim some element of DXM, so there are potentially thousands of vendors with DXM solutions. These are the Top 15 vendors as selected by 1,500 users surveyed based upon their rating of product, company, and service quality (listed alphabetically): *ACQUIA, ADOBE, BLOOMREACH, CONTENTFUL, COREMEDIA, CROWNPEAK, IBEXA, KENTICO, LIFERAY, MAGNOLIA, OPENTEXT, OPTIMIZELY, ORACLE, SITECORE, and SQUIZ.*
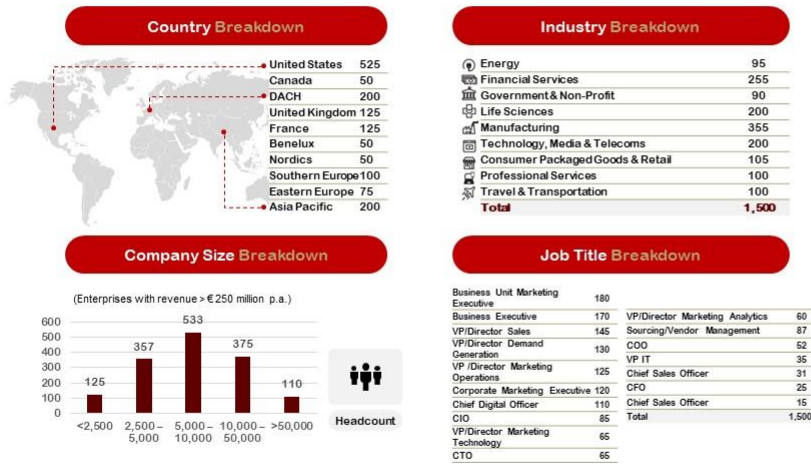
Vendor Selection Matrix™ Disclaimer:

The Vendor Selection Matrix™ is a primarily survey-based methodology for comparative vendor evaluation. Research In Action GmbH does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings. The information contained in this research has been obtained from both enterprise as well as vendor sources believed to be reliable. Research In Action GmbH's research publications consist of the analysts' opinions and should not be considered as statements of fact. The opinions expressed are subject to change without further notice. Research In Action GmbH disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. All trademarks are recognized as the property of the respective companies.

About Research In Action:

Research In Action GmbH is a leading independent information and communications technology research and consulting company. The company provides both forward-looking as well as practical advice to enterprise as well as vendor clients.

OUR SURVEY DEMOGRAPHICS: MARKETING AUTOMATION

Country Breakdown

United States	525
Canada	50
DACH	200
United Kingdom	125
France	125
Benelux	50
Nordics	50
Southern Europe	100
Eastern Europe	75
Asia Pacific	200

Industry Breakdown

Energy	95
Financial Services	255
Government & Non-Profit	90
Life Sciences	200
Manufacturing	355
Technology, Media & Telecoms	200
Consumer Packaged Goods & Retail	105
Professional Services	100
Travel & Transportation	100
Total	**1,500**

Company Size Breakdown

(Enterprises with revenue > € 250 million p.a.)

<2,500	2,500 – 5,000	5,000 – 10,000	10,000 – 50,000	>50,000
125	357	533	375	110

Headcount

Job Title Breakdown

Business Unit Marketing Executive	180		
Business Executive	170	VP/Director Marketing Analytics	60
VP/Director Sales	145	Sourcing/Vendor Management	87
VP/Director Demand Generation	130	COO	52
VP /Director Marketing Operations	125	VP IT	35
		Chief Sales Officer	31
Corporate Marketing Executive	120	CFO	25
Chief Digital Officer	110	Chief Sales Officer	15
CIO	85	Total	1,500
VP/Director Marketing Technology	65		
CTO	65		

All Research In Action surveys are gender neutral and 100% confidential.

100,000+	Data Points
1,500	Marketing and Business Managers
37%	Analyst's Opinion
63%	Survey Results

The Vendor Selection Matrix™ Evaluation Methodology:

The basis of our competitive vendor evaluation reports is always an extensive buyer survey.
We then select those vendors which achieved the best evaluations scores from the buyers but disregard those with fewer than 15 evaluations.
The final matrix scores are a combination of the survey results, vendor input and analyst's opinion.

RESEARCH IN ACTION
vendor selection matrix®

Press Contact:

Research In Action GmbH

Peter O'Neill

Research Director

Alte Schule

56244 Hartenfels

Germany

Telephone: +49 174 3210020

E-Mail: poneill@researchinaction.eu

Internet: www.researchinaction.eu