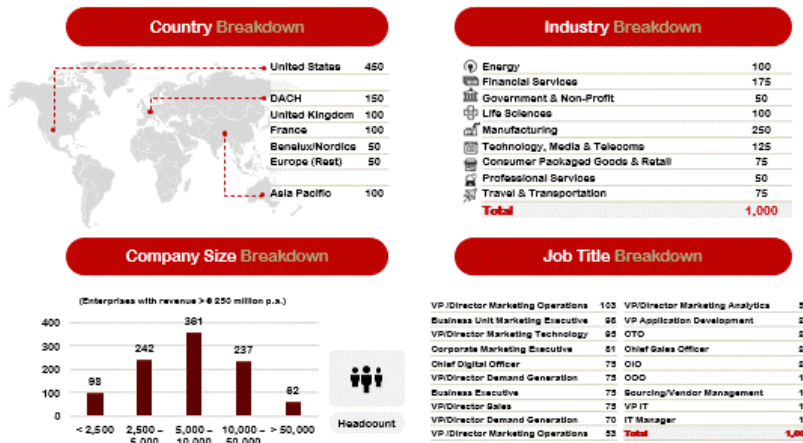




New Research In Action Vendor Selection Matrix™ Report – Digital Experience Analytics Platforms: The Top Global Vendors 2024.

Germany – June 26th, 2024: The Digital Experience Analytics Platforms (DXA) practice has evolved beyond traditional teams, with product, operational, and technical teams now spearheading DXA platform investments, outpacing their marketing and e-commerce counterparts. Vendors are aligning themselves with these market trends. Multiple sub-categories of DXA solutions have emerged, each focusing on different organizational initiatives. Enterprise DXA platforms are designed to support all teams, including sales, marketing, operations, and engineering, while vertically focused solutions specialize in supporting one or more teams and often embed DXA capabilities within specific marketing, product, e-commerce, or operational offerings. Looking ahead, investment in DXA platforms will accelerate, driven by the widespread appreciation of the value these technologies bring and the power and ease of use provided by newly embedded Artificial Intelligence (AI) capabilities.

SURVEY DEMOGRAPHICS: MARKETING AUTOMATION IN ENTERPRISES



75,000+
Data Points

1,000
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 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.

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A new Research In Action GmbH global survey of 1,000 business managers with budget responsibility in enterprises globally examined their DXA experiences and plans for 2024, as well as asking about which software vendors are the most known and what do the business people think about those vendor's products and services.

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 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 1,000 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: Report details can be [viewed here](#).

James McCormick, Research Director for Marketing Automation at Research In Action GmbH, comments:

- **DXA technology solutions support a range of organizational initiatives.** Multiple sub-categories of DXA offerings have emerged which focus on supporting different organizational initiatives. Enterprise DXA platforms support all teams including sales, marketing, operation and engineering. Vertically focused solutions support one or more teams by embedding DXA capabilities within specific marketing, product, ecommerce or operational offerings.
- **Embedded AI democratizes DXA and makes it more powerful.** Artificial intelligence (AI) is being built into DXA platforms at an accelerated rate. It is initially being used to democratize sophisticated DXA capabilities to a broader user base, and quickly provide powerful insight.
- **DXA practice now extends beyond its traditional teams.** Product, operational and technical teams have overtaken their marketing and ecommerce colleagues with regards to DXA technology investments. The practice now extends beyond campaign optimization and supports to also supporting product enhancement; issue resolution; and customer support use cases.
- **The DXA market is starting to mature.** A significant portion (22%) of organizations have fully optimized and integrated their DXA practices into business operations. This demonstrates a widespread appreciation of the strategic value of DXA, and prerequisite for the rapid maturation of the rest of the market. Expect the DXA market to reach peak maturity within the next 2 to 3 years.
- **Over half of organizations will grow DXA investment in the year ahead.** Thirty percent of organizations intend to significantly grow their investment; while a further 28% will grow their investment at a more moderate rate.
- **AI will boost DXA efficiency and effectiveness in multiple ways.** Leaders prioritize AI's contribution to DXA practice efficiency through: executing repetitive tasks (19%); decreasing time to act on insights (14%); or accelerating impactful insights (12%) Few prioritize AI to transform roles (4%) or reduce staff numbers (1%).
- **Who came out on top?** Research In Action's "Vendor Selection Matrix™ Report – DXA Platforms: The Top Global Vendors 2024" compares the product, company, and service quality of 20 DXA



vendors. Five market leaders are identified including (in alphabetical order): CONTENTSQUARE, GLASSBOX, LOGROCKET, QUANTUM METRIC and VWO. Two strategy leaders are identified including (in alphabetical order): DYNATRACE and PENDO. Also featured in the report are (in alphabetical order): ACOUSTIC, AMPLITUDE, CISCO, CRAZY EGG, FULLSTORY, HEAP, HOTJAR, LUCKY ORANGE, MEDALLIA, MICROSOFT, MOUSEFLOW, QUALTRICS and WALKME.

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.

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