

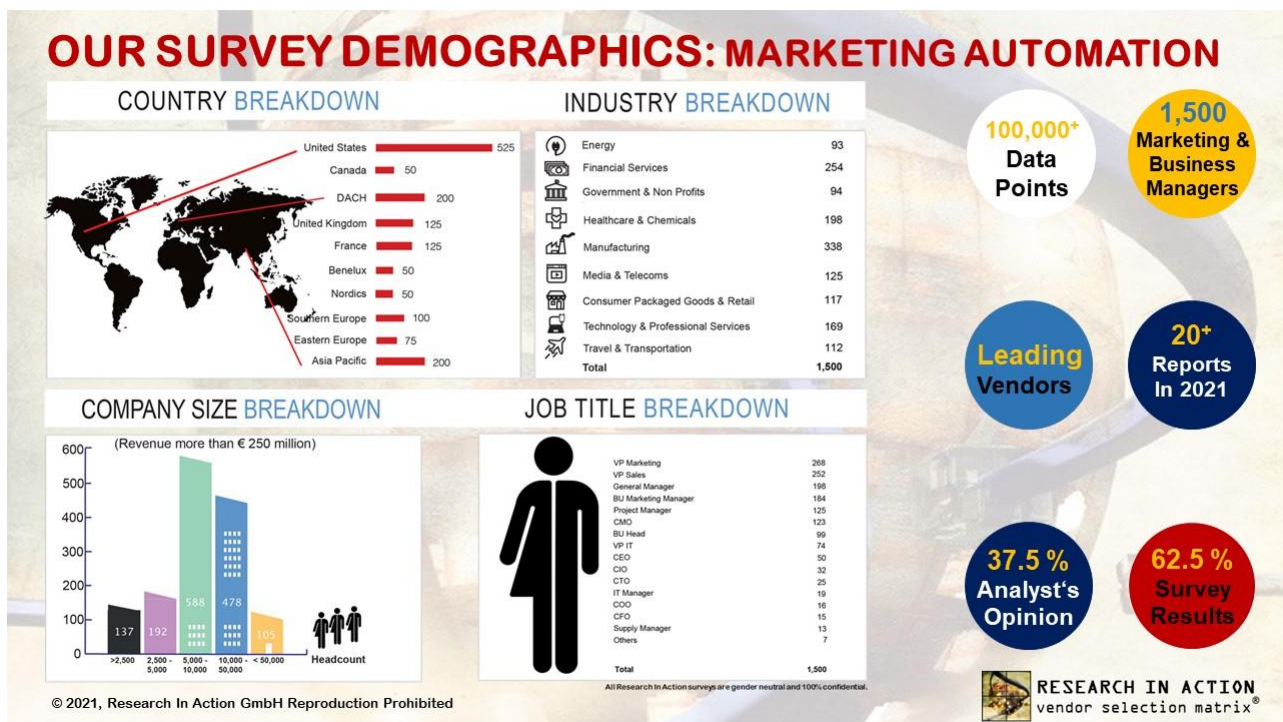


## New Research In Action Vendor Selection Matrix™ Report – Digital Experience Management: The Top Global Vendors 2021.

**Germany – February 15<sup>th</sup> 2021: Investments in Digital Experience Management software have accelerated due to the recent surge in digital interactions.**

The COVID-19 crisis has forced businesses in every sector to re-evaluate their digital transformation plans and to adjust urgently to a customer base that 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.

A new Research In Action GmbH global survey of 1,500 business decision-makers about their DXM projects discovers not only why they are doing these projects but also which software vendors are the most known and what do the business people think about those vendor’s products and services.



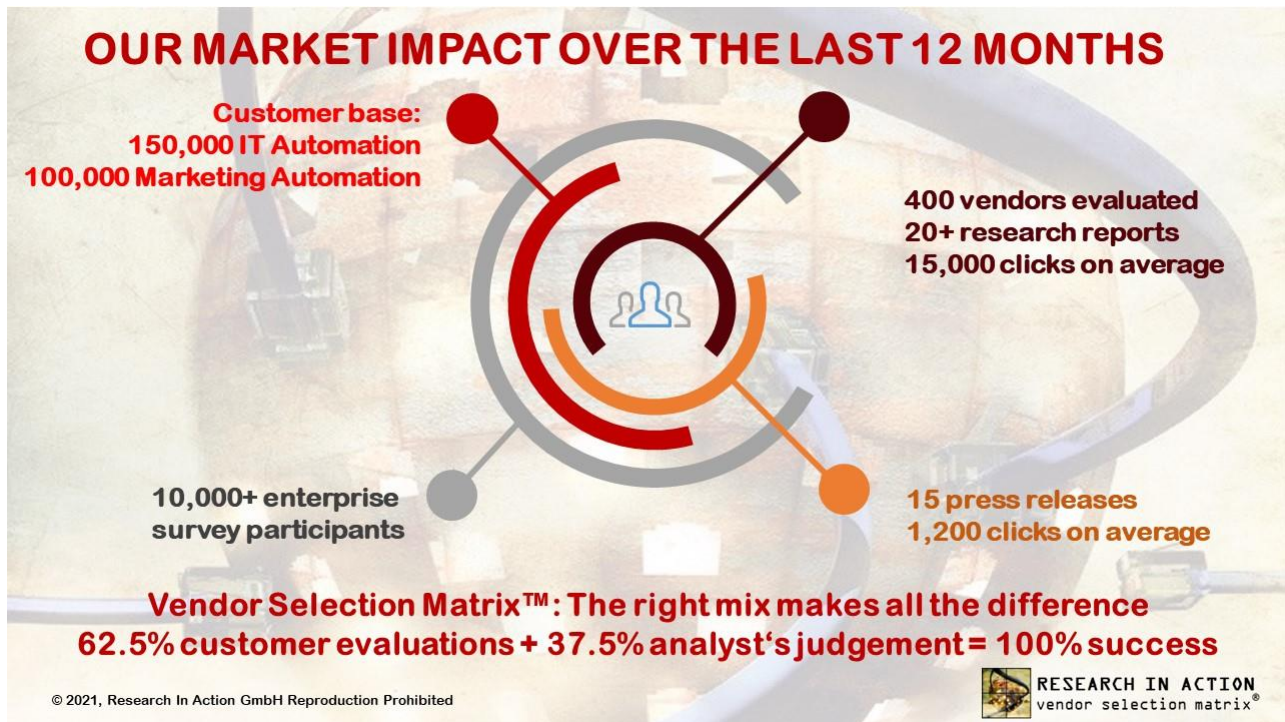
The Vendor Selection Matrix™ is a primarily survey-based methodology for vendor evaluation where 62.5 % of the evaluation is based on a survey of enterprise, marketing or business decision makers and 37.5 % on the analyst’s opinion. The analyst’s input is fed by a combination of intensive interviews 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 which achieved the best evaluations scores from the buyers but disregarded those with fewer than 15 evaluations.

Report details can be viewed here:

<http://researchinaction.de/wp-content/uploads/VSM-DXM-2021-WWW.pdf>



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 kind have gone digital to an extent that will probably no longer recede. Whereas a great website was a lower priority in most companies a year ago, the overall quality across all digital Marketing and Sales channels, plus eCommerce offerings, has now become business critical.
- **DXM priorities are performance and consolidation.** The survey respondents named several priorities for DXM projects with #1 being system performance (meaning responsiveness) followed by customer satisfaction and experience. On a global basis, 68% of the respondents told us they were consolidating numerous and disparate DXM systems; in Europe this share was even 76%, with 90% of those respondents citing cost reduction 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?** Here are the top five vendors of the Vendor Selection Matrix™ – Digital Experience Management 2021 as scored by the survey respondents and the analyst’s judgement (listed alphabetically):
  - ACQUIA
  - BLOOMREACH
  - CROWNPEAK
  - E-SPIRIT
  - OPTIMIZE (previously called EPISERVER)

The other Market Leaders in the survey were (also listed alphabetically):

- ADOBE
- CONTENTFUL
- COREMEDIA
- IBEXA
- MAGNOLIA
- OPENTEXT
- SITECORE
- SQUIZ
- BLOOMREACH

The vendors SALESFORCE, SAP, and ORACLE were rated as Challengers.

**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.



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**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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