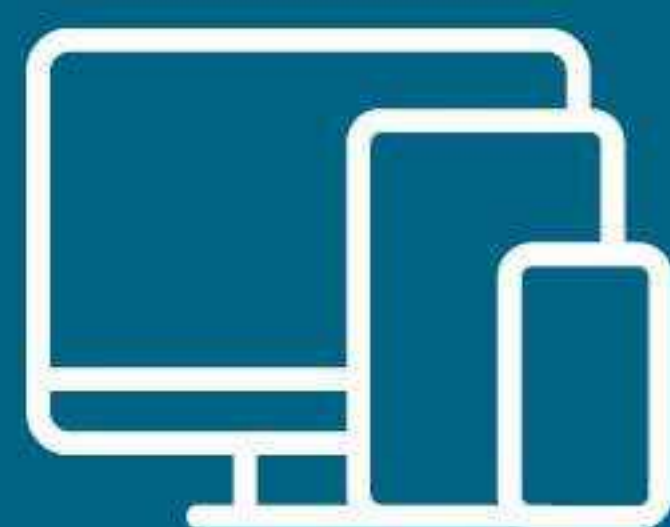


## DXP Deconstructed

The term "DXP" is still a misnomer in the martech space. So let's break it down and see what makes a DXP...well, a DXP!



### What Is A DXP?

A Digital Experience Platform (or "DXP") is a collection of technologies through which you deliver personalized brand interactions, or experiences, to your customers.

**79%**

Of customers polled are more likely to engage with personalized content \*

#### A True DXP



- Integrations
- Personalization Capabilities
- Customer Data Management
- Content Management

### What Does Each Part Of A DXP Do?



#### Content Management

Whether you have a website, a mobile site, or any sort of digital presence, you have content. A DXP helps you create, manage, and publish that content.

##### Types of Content Management

- Headless**  
You create content, then consume it across any digital channel via APIs
- Traditional**  
You create content specifically for your website
- Hybrid**  
You can do both



#### Customer Data Management

Every time your customers interact with you, they do something. This information is collected as customer data by your DXP to give you greater insights into who is interacting with you online. Then, manage, segment, and target them with personalized experiences.

##### Samples of Customer Data

- Forms & Login
- Behavioral Tracking
- Context-Based (Location, Device)



#### Personalization Capabilities

Through combined content & data management, a DXP can enrich your content with customer data insights, allowing you to tailor every interaction directly to a customer's interests.

##### How Do You Identify Interests?

- Build a Customer Profile
- Segment based on given info
- Score and Track their activity



#### Integrations

The world of marketing technology is wide. DXPs connect out to these other technologies to share data and further expand their capabilities.

##### Sample Integrations

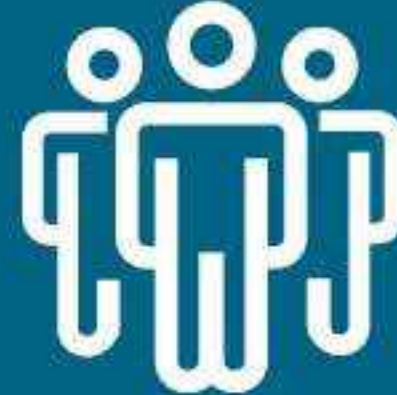
- Sales Tools (like CRMs)
- Marketing Automation
- Digital Asset Management (DAM) Tools
- Customer Support Tools

Together, you can deliver personalized and engaging experiences, faster!

Automated, Personalized Content



More Efficient and Autonomous Marketers



Happier, More Satisfied Customers



## Fun Facts

### DXP

**2014** — The year "DXP" first entered the popular lexicon

**+50** — "DXP" companies worldwide (as of 2020)

**>10%** — Of organizations deploy systematic personalization\*\*

**19%** — Average increase in sales due to personalization

### Customer Experience

**10 Seconds**  
Average time spent on a webpage<sup>†</sup>

**74%**  
Of organizations struggle to deliver personalized content<sup>‡</sup>

**57%**  
Customers okay with providing personal data, given proper security

Want to learn more about the power of a true DXP?

Visit [www.jahia.com](http://www.jahia.com)

\* Wunderman 2017 Survey on "Wantedness"  
\*\* McKinsey 2019 "The Future of Personalization"  
† Nielsen Norman Group 2011 Analysis of Web Page Usability  
‡ Gartner 2019 Survey