



# Top 5 Ways to Improve Your Customer's Digital Experience



## Talk TO Your Customers, Not AT Them

Organizations often try to use one-size-fits-all content to speak to all of their customers. But according to a 2017 study, 79% of consumers are more likely to engage with organizations that personalize their messaging specifically to them\*.

This degree of personalization can be accomplished in a few different ways. There's the simple – using the customer's name in targeted communications or content that is triggered by activity on your website. But where you really make a difference is when you get more complex.

Recommendation engines, segment-based content, predictive content sequencing -these all rely on you having technology that enables quick and decisive digital experience management, as well as comprehensive data capturing tools. Speaking of which...



## ABT – Always Be Testing

Where there's personalization, there's iteration. Customers change over time, as does the data they provide you, so it's important to know how your content is performing and if it's effective. A/B Testing, analytics, and campaign reporting are just a few of the tools that are essential to ensuring that you are constantly optimizing your customer's digital experience.

A/B Testing, in particular, can often prove a difference maker in helping you refine your messaging and the scope of your content by letting you take two different options and examining engagement levels accordingly. You can expand this out even more with multivariate testing, which as the name implies tests more than two variations, usually across a large piece of content (think a webpage).



## Bring All Your Technologies Together

Are you using a third-party tool to enhance your SEO? Or maybe one that improves how you manage your online media content? Integrating your marketing technologies is one of the most important ways to build a cohesive digital experience. This ensures that each piece of tech is funneled through the same system, and the data that it is using and feeding back into are all hooked into a single interface, eliminating or greatly reducing the data silos your organization has to manage.

This makes a huge difference in a number of areas. For one, you'll be able to better govern your customer's engagement with your brand, ensuring they're getting a consistent experience no matter where they go. Additionally, by having your technologies all in one place, you'll have greater control over the end result. Which – if you're a marketer – can mean the difference between success and failure.



## Start Capturing Customer Data

Personalization is important, but it's impossible to do correctly if you can't identify your customers. Real-time profiling, based on consent-driven data collection, is a great first step. Remember that idea of content triggered by website activity? Well, real-time profiling captures, compiles, and reports on that user data in real-time, allowing you to quickly build a profile based on who they are and what they're looking for, which you can then in-turn use to help make their experience better and more focused on their individual needs.

If you don't have the capabilities to do this in-house, look for technology that is designed to integrate your online presence with a strong data management tool (such as a CDP). These are often sold as standalone platforms, though there are some vendors (like Jahia) that offer it natively built in.



## Be A Multi-Platform Star

Your website might look and run great on a desktop, but how's the mobile experience? What about via app or smart device? Customers expect a consistent digital experience no matter how they're engaging with you. This can often be difficult with a traditional content delivery system, as the frameworks are usually built to optimize one specific digital channel rather than all of them.

Not all is lost, however. Headless content delivery, which has become more widespread in recent years, removes the need for a single framework for your content and instead allows you to deliver across every channel you can think of. The benefits are great – better scalability, ease-of-use, the ability to focus solely on content – but the downsides can often be just as stark depending on your organization's needs. There's a reason why we offer both options to our customers!



**That's the "Top 5," but there's so much more!**

Jahia's mission is to help organizations just like yours leverage their content and customer data to fully engage with their customers with our industry leading Jahia platform.

**Want to learn more? Join us at [www.jahia.com](http://www.jahia.com)**

\*Wunderman