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.

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

79%

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

- Customer Data Management
  - Every time your customers interact with you, they do something. This information is collected and customer data by your DXP to give you greater insights into who is engaging with you online.
  - Then, manage, segment, and target them with personalized experiences.
- "Samples of Customer Data"
  - Forms & Login
  - Behavioral Tracking
  - Content-Based Location, Device

Personalization Capabilities

- Personalization Capabilities
  - Through combined content and 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 data
  - Score and track their activity

Integrations

- Integrations
  - Sample Integrations
    - Sales Integrations
    - 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
  - "The new "DXP" first entered the popular lexicon in 1984.
  - "DXP" companies reportable as "dotcoms".

- Customer Experience
  - 10 Seconds
    - Average time spent on a webpage.
  - 74%
    - Average increase in sales due to personalization.
  - 57%
    - Customer experience with providing personal data, given proper security.

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

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