Aragon Research

The Rise of Content Experience Platforms—And Why Your Website And Digital Experiences Will Never Be the Same

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Topics: Content experience platform, content management, customer experience

Issue: What is a content experience platform and how will the market evolve?

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SUMMARY

We are leaving the era of web content management, which offered a fixed web experience. Users need a better experience that is tied to a dynamic content experience. Content experience platforms are the new way forward to offer users a more dynamic and personalized way to interact not just with websites, but with any digital touchpoint. This market is poised to revolutionize how enterprises market to buyers.

INTRODUCTION

The new battle cry is customer experience, and yet, for so many firms, the experience is the same as it was 10 years ago. Buyers' needs and expectations are changing, and they want more information at their fingertips to help them find the information they need to make buying decisions.

Key Findings:

Market Forecast: Aragon forecasts that the content experience platform market will grow from 11 billion in 2019, to 28.8 billion by 2025, with a cumulative average growth rate (CAGR) of 17.4%.

Prediction: By YE 2022, 50% of large enterprises will shift to a content experience platform (CXP) (70% probability).

Prediction: By YE 2022, 40% of enterprises will offer an AI-based digital assistant to enable a better customer experience on their website (70% probability).

Prediction: By YE 2021, a unified buyer profile will become a must-have part of a forward-looking customer experience initiative (50% probability).

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Introduction:

The new battle cry for the digitally-enabled enterprise is content experience. This new market for content management solutions has gone beyond the web and digital experience approaches of the past to produce buyer journeys that are interactive, individualized, connected, dynamic, and rich. The aim of this new approach is to drive customer loyalty and retention with a solution that supports speed and flexibility and is personalized to buyer demands and behaviors. Leveraging artificial intelligence, rich content like video, and integrations across channels, the next generation of content management technology will deliver immersive, omnichannel content experiences, moving us beyond the static webpages of the past.

What Are Content Experience Platforms?

Content experience platforms are the next generation offering to address the age-old enterprise need for creating and delivering dynamic experiences to users on any device. Historically, this need has been met by web content management systems (WCM), which have undergone numerous transformations as they have evolved to address the shifting needs of the modern enterprise content pipeline, which needs to move beyond the static website model of the past.

Now, Aragon believes it is time to define the category of content experience. New platforms and services are emerging to address enterprise content management needs in a more dynamic and agile manner. What makes content experience different from the approaches of the past?

Simply put, new offerings are harnessing content to provide integrated user experiences, moving beyond isolated content creation and delivery towards a comprehensive content development lifecycle that enables the construction of customized buyer journeys that meet the needs of users at their specific contextual perspective. Transcending the limitations of a traditional "pu(bli)sh" model, modern technology makes content more impactful and enables organizations to reap superior returns on their investments through digital content experiences. Given COVID-19 and the rush to become a complete digital business, Aragon feels that CXPs are one of the key priorities for a digital enterprise.

Prediction: *By YE 2022, 50% of large enterprises will shift to a content experience platform (CXP) (70% probability).*

How large is the CXP market?

The CXP market is a continuation of the original web content management market that incorporates aspects of related markets, such as app development, as well. Aragon has

the CXP market growing from $11 billion in 2019 to $28.8 billion by 2025, with a cumulative average growth rate (CAGR) of 17.4%.

The rationale tied to this growth is the extreme pressure enterprises will be under to remake online experiences, to drive a complete customer experience from awareness, education, and conversion to a sale via eCommerce and delivery of the experience. The need to remake websites into experiences is nontrivial. Many sites were just not designed to meet the needs of a digital world.

2019

2025

Content Experience Platforms $11 B

Digital Commerce $2.3 T

Content Experience Platforms $ 28.8 B

Digital Commerce $4.5 T
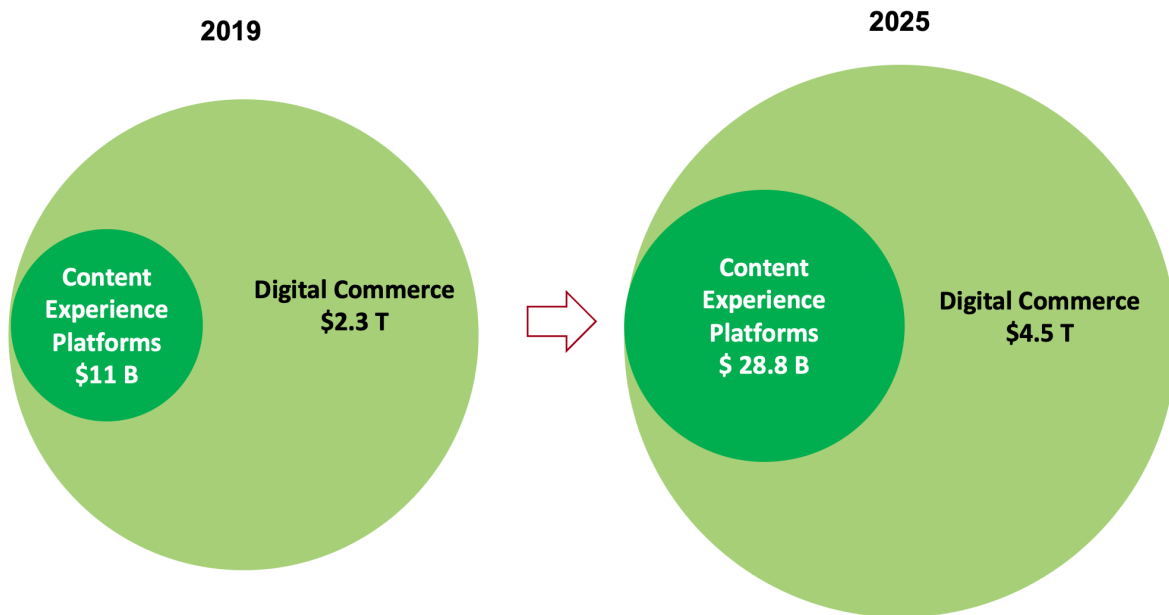
Figure 1: Content experience platform growth over six years as contrasted to the rise in digital commerce spending.

The Key Components of a Content Experience Platform

The key components that make up content experience platforms include (see Figure 2):

- Content Generation
- APIs and Integrations
- Content Management and Delivery
- Search and Predictive Analytics
- Cloud-Native
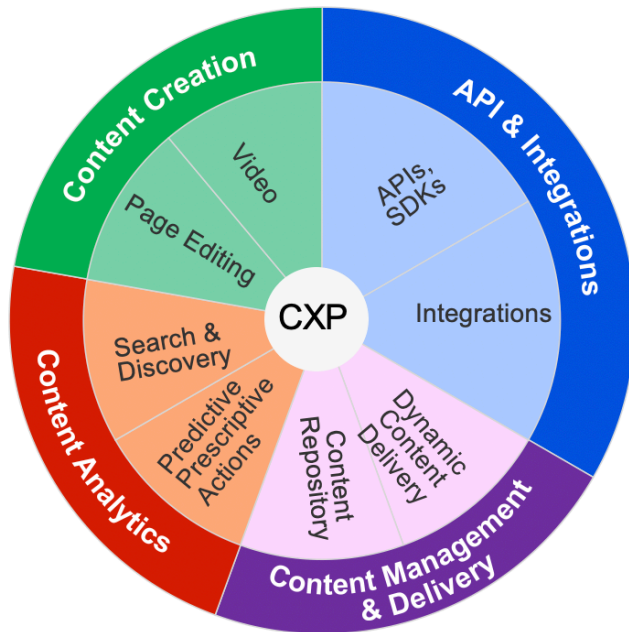
Figure 2: The architecture of a content experience platform CXP.

Content Generation

Before content is published, it has to be created. Today's content generation spans a plethora of systems—Word documents, Google documents, translation software, digital asset managers, SEO tools, etc. CXPs are increasingly becoming the center of gravity for content generation by providing single-pane visibility and control over diverse systems and tools essential for content creation.

Increasingly, CXPs are making it easier to generate content both in traditional text form as well as integrating rich content, including video and many more rapidly growing content types like AR, VR, and voice. Many CXP providers still partner for a digital asset management offering but many are opening up their architectures, so video objects are part of the native content repository.

One of the holdovers from web content management is templates. For CXPs, templates help to ensure for content producers that they include all of the elements that will be published. This includes title, date, author, topic, and the actual content. Instead of the traditional view that templates are primarily useful for consistent visual representation of content across devices and browsers, CXPs extend the definition and application of templates to content structure and content modeling itself, lending a powerful upgrade to a dated concept and an essential advantage in a true omni-channel environment.

APIs, SDKs, and Integrations

The power of CXPs is their flexibility due to the foundationally open nature of the platform. The need for flexibility in the experience means that integrations will be key. Decoupled, composable, API-enabled CXPs will be integral to delivering content experience. APIs will enable more integrations and more flexibility when it comes to delivery of the content. For management, API-driven CXPs enable interoperability and integration with other systems ranging from governance systems, to CMS repositories can be a decisive gamechanger.

One of the significant benefits of API connectivity is the ability to have automatic connections to mission-critical applications that make a CXP more automated and more integrated with the business process. Examples include:

- Creative editing applications—images and documents can be updated
- IP and governance systems
- Other content management repositories
- More seamless digital commerce integration

Additionally, an API-based CXP is perfectly positioned to use microservices as a way to build and maintain different modules in a large application. It also implies the ability to connect with other services, such as communicating with a customer data platform (buyer profile), analytics tools that can inform content creation, or IoT devices that can provide real-time input, which allows for the experience to be dynamically changed.

This then means that content experiences can be tied to a larger digital business initiative. Not all CXP providers use microservices, but the idea is that services can be segmented into smaller chunks. In a cloud-based architecture it is also easier to containerize apps based on this.

The other large benefit is platform independence. With an open approach, providers are not stuck with a Windows, Mac, JavaScript, .NET, or PHP framework limiting them. This has been a big issue in the past. Many legacy WCM providers have limitations on deployment based on the code architecture of their back-end service architecture.

Content Management and Delivery

All CXPs need to store and manage content—that is a given. However, the thing that is different in a CXP is that content is often assembled and adapted on the fly for the targeted delivery platform. This is a fundamental difference in how CXPs are designed and marketers need to be keenly aware of this.

The key element that will help to justify the investment in a CXP is the ability to deliver content experiences to a variety of devices—not just PCs, laptops, and mobile devices. Even today, many firms have had to race to make their websites mobile responsive. This is due to the fixed content delivery aspect of many web content management services.

With new devices coming online at a growing frequency rate, the need to support kiosks in malls and airports and hotels, watches, cars, and other IoT-enabled devices is being felt. CXPs make it relatively easy to add new digital touchpoints to the platform. No major changes are needed to any of the existing content. What is more, a CXP acts as a hub and single source of truth for content across channels and devices, incorporating relevant content into the experiential context, i.e. in a physical store, purchase history, AI-deduced preferences, and location trigger custom, multi-sensory information on the show floor.

Note 1: Contentstack at a Glance

Contentstack is a content experience solution provider with an integrated offering. It helped to pioneer the concept of what a modern CMS needs to be and it has seen strong adoption of the Contentstack offering across multiple industries.

In its first two years as a standalone vendor, Contentstack has already powered content experiences for many enterprises.

Locations: San Francisco, CA and Virar, India

CEO: Neha Sampat

Key Offerings: Contentstack

Availability: Available now

Website: https://www.contentstack.com/

Search and Predictive Content Analytics

In any experience, users will often have the desire to look for something they saw or were presented in the recent past. Search is still vital to content experience platforms. The bigger focus that will help to improve overall customer experiences is the understanding of what content is making a difference.

Content analytics refers to the use of analytics to derive insights from content where the text or a higher-level abstraction of meaning—called a concept—has been organized in a model that can be mechanically processed. Content analytics generally includes, but provides more value than, simple text analytics, because content analytics can help with predictions and analysis based on these higher-level concepts (see Figure 3).
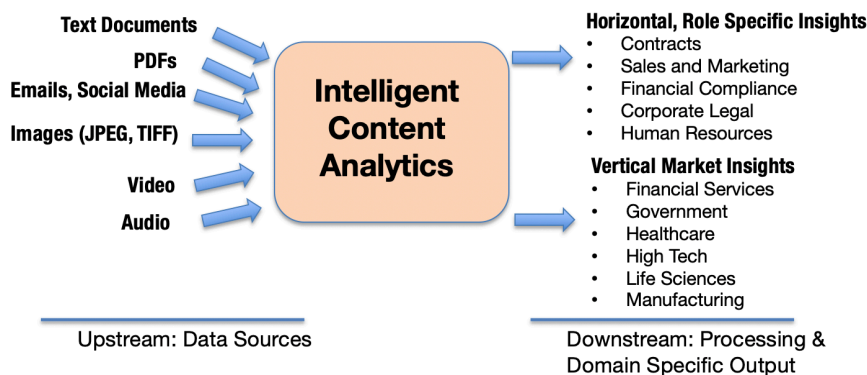
Figure 3: Intelligent content analytics will be a game changer for enterprises.

In CXPs, being able to understand what the user is looking at can help to adjust or improve the experience dynamically. Today, this is already at work with basic concepts such as similar or related items. The market for content AI—text, image, voice, and video—is fractured and each segment is developing independently. Aragon feels that text and image analytics is intertwined but today the algorithms that have been developed are for each content type. There are similarities in image and video analytics due to the need to recognize objects. Today, most providers are partnering for their artificial intelligence capabilities.

Image Analytics Goes Mainstream

With the advance of image analytics algorithms, the content management market is undergoing change, and this means that enterprises will be able to process very large volumes of images today and videos tomorrow to help them understand what is actually inside of an image or a scene. For CXP, the more that image analytics can be understood, the faster that better buyer experiences can be delivered.

This level of intelligence is a game-changer for the enterprise. By understanding and being able to process images on the fly, it saves hours and hours of human intervention, and it can

open new areas of revenue for the enterprise. For example, being able to tell what image is being looked at, such as a blue sweater, and being able to automatically adjust and serve up services related to that image. Being able to verify someone's identity using a picture can also speed up customer onboarding.

We are still in the early innings of understanding all that is inside of an image. Today we have general pattern recognition, but over time image analytics will go much further and be able to disseminate similar images for small differences that humans might not detect. Machine Learning and Artificial Intelligence will drive improvements in image analytics, unlocking use cases tied to retail, insurance and healthcare.

The Need for Video and Rich Media in CXM

Video is quickly becoming the *sine qua non* of brand marketing and digital content for the enterprise. With the proliferation of video-forward platforms like TikTok, the next generation of consumers is being raised to expect video as the primary mechanism of communication for businesses. This trend will only heighten as 5G infrastructure enables the lightweight delivery of video across networks, and as new visual fidelity standards like 4K are generalized across devices.

Video is an essential part of the new content experience. New platforms will possess on-the-fly rendering capabilities to resize and re-transcode videos for different formats. The same capacities have already been in practice for responsive image delivery for some time now, but their extension to video will power a new generation of immersive experiences across devices.

How AI Will Power New Customer Experiences

The need to understand buyer behavior increases as competitive pressures increase on enterprises. Content analytics will be one critical area of investment that emerging providers are already demonstrating innovation in. Intelligent content analytics encompasses voice analytics, document analytics, and video and image analytics. As data delivery becomes smoother and the volume of data passing through networks grows in the years to come, the precision and utility of these recognition algorithms will grow in turn.

Across the board, enterprises are leaning on artificial intelligence to drive growth and augment existing business processes—content management is no different. Applications will be able to deliver content that is filtered through an AI layer, which performs on-the-fly analytics to enable a more precise and actionable understanding of the way that users are engaging with content and how that engagement might translate into conversions down the line.

The Rise of Customer Data Platforms

Customer data platforms (CDPs) will be a vital part of the shift towards intelligent customer retention. Because the buyer journey must be personalized and configured to user needs if it is to be a full-fledged content experience, enterprises must collect and organize identifying data about customers that can be stored in a unified and accessible fashion. CDPs can create a master index from multiple data sources that help establish a record of individual behaviors, buyer preferences, and patterns of action based on concrete metrics. As enterprises look to optimize their content experience for users, offerings that provide customer data support will be invaluable. CDPs leverage machine learning-based analytics systems and other data-driven insights to help provide a clear and instructive picture of customer activity. The goal of a CDP-enhanced marketing platform is to understand buyer journeys to enable the right offer to be made at the right time.

Going forward, CXPs and the marketing platforms that connect to them will become intelligent with the ability to adjust campaigns and offers on the fly. A key outcome of a CDP is a unified profile. Aragon has written about user profiles for years, but it is only now that the unified customer profile is fully coming into its own.

Prediction: *By YE 2021, a unified buyer profile will become a must-have part of a forward-looking customer experience initiative (50% probability).*

The Need for Multi-Channel Delivery

While a few years ago, the battle cry was for the modern enterprise to adapt to the rise of mobile by finding ways to harness its core value proposition in a responsive way that was easy to use across devices, this no longer enough. Cloud and mobile enablement are now table-stakes and tomorrow's leaders are looking beyond these core infrastructure concerns to assess how they can leverage content in a way that drives customer loyalty, engagement, and conversions.
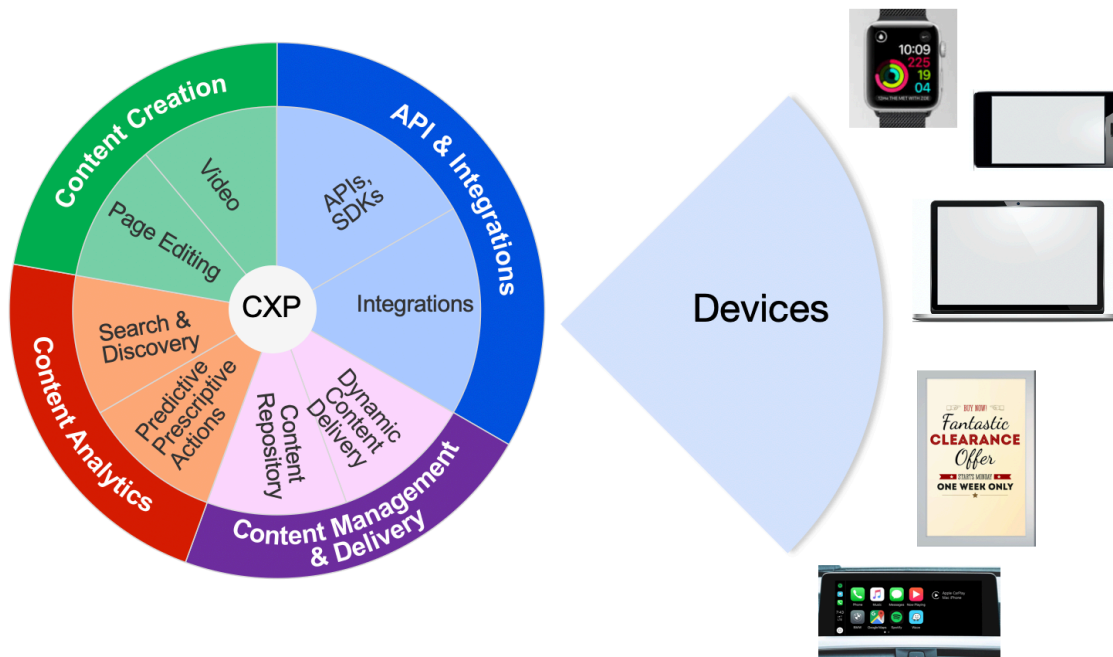
Figure 4: By default, CXPs need to support a variety of devices and endpoints for content delivery.

A critical area of concern is multi-channel delivery of content. Increasingly, organizational assets are spread thin across a series of different social/advertising channels. Content experience platforms are meeting these needs by leveraging APIs and other integrations to make extensible, connectible content infrastructures.

CXM Is About Dynamic Customer Journeys

In recent years there has been considerable new emphasis placed on the idea of dynamic customer journeys. Customer experience management (CXM) is fundamentally about delivering on this promise of a personalized customer experience that is interactive and consistently engaging. Entertainment services were some of the early trailblazers in this approach. For years now, services like Hulu and Netflix have disrupted the television market by delivering customized consumer recommendations through user profiles. These large players often rely on artificial intelligence to anticipate the desires of users and keep them returning to the platform by consistently delivering new, valuable content that is suited to their specific needs.

This CXM-based approach has been shown to drive revenue by cultivating a unique connection between users and platforms, which feel less like indifferent storefronts, and more like carefully curated selections. With this kind of UX, a little can go a long way—when customers feel like their needs are being anticipated, they will come to understand their relationship to their services as an ongoing part of their life, rather than a one-and-done purchase. This is the model that has proven so successful in the entertainment and

social media contexts, and there is no reason it cannot be extended across enterprise use cases.

It is essential to make the entire customer journey feel unified and integrated. Enterprise services must be clearly communicated as components of a holistic experience, not as disparate features. It will be critical for enterprises to find ways to unify their commerce, service, and customer engagement into a single unbroken journey for the potential buyer.

Enterprises need to remember that customers are won and lost at the margins of the digital experience. Now, more than ever, the cost of switching providers or going with a different product is insignificant for the consumer—a different vendor is always just a click away. The old adage 'if you build it, they will come,' sadly no longer holds true. While having an excellent product will always be integral to success, it is now vital for enterprises to learn how to communicate the value of their product in a dynamic way that will keep users interested when so many other products are vying for their attention.

Key Benefits of CXPs

This new approach is a sea-change in the sense that it prioritizes the totality of enterprise content as an interconnected experience, rather than a set of isolated assets. To this end, new approaches to content management do not merely provide enterprises with tools to produce, sort, and deliver their business-critical digital assets. They strive to provide a framework that draws these assets together into a dynamic, immersive, and rich journey that touches the user in a deeper way.

Content experience platforms don't just solve the same problems as yesterday's CMS, instead they do so in a way that is designed to drive return on investments by prioritizing user experience. Content experience platforms achieve this goal by streamlined content authoring and publishing workflows, emphasizing omnichannel content delivery, integrations driven by APIs, scalability, and quick deployment through low-code solutions. New platforms are built to accelerate enterprise go-to-market viability by cutting out the content management busywork that holds back product deployment.

Deliver Content to Multiple Devices at the Same Time

The ability to author and structure content for publishing to any device is part of what makes CXPs unique. Multiple devices should be considered as an out-of-the box set of capabilities. This has been discussed above, but this along with dynamic personalization should be considered as one of the critical needs of a modern website. It needs to act natively no matter what the viewing device is.

Personalization: Dynamically Render Content Based on User Profiles

The ability of a CXP to recognize user profiles and behaviors will allow for a customized dynamic experience. Aragon expects more enterprises to adapt customer data platforms and enable direct connections to the CDP to leverage the enhanced user profile.

CXPs when leveraging CDP-based profiles will enable the enterprise to shift from a one-size-fits-all approach to a more personalized experience based on the above.

Speed of Deployments and Updates

While CXPs may have deployment times based on site migration and content development, the new normal is very fast deployments once the core design is done. The long-term play is that CXPs are much easier to update and adapt to changing business conditions. This has become more apparent than ever during COVID, when enterprises that had a CXP were able to offer new services in a very short amount of time. Previously, upgrades used to take months and cost 5-6 figures; multi-tenant CXPs are upgraded hundreds of times a year without the time, cost, and disruption inherent to the legacy suites.

On top of that, CXP providers that use a modern software architecture, which includes microservices, can also innovate faster. This new model of content experience has been enabled by highly responsive front-end frameworks like React and Vue, which utilize asynchronous threading to support numerous parallel scripts that produce a dynamic and reactive application. With the bar constantly being raised by dynamic personalized consumer experiences (such as Airbnb), even enterprise customers have come to a seamless interface and a contextual experience.

Robust Third-Party Integrations

The need for integrations goes without saying. APIs help to power the integrations and with them open up new possibilities for an even more contextual experience. Enterprises need to look carefully at this area and look at the possibilities of third-party integrations.

Some of the key integrations that should not be overlooked:

- Digital Asset Management (DAM)
- Blogging and Community tools
- Conversational AI (Chatbots)
- Digital Commerce
- eCDN
- Customer Data Platform (CDP)
- Customer Relationship Management (CRM)
- Marketing Automation Platform

- Web Analytics, such as Google Analytics

Why Web Content Management (WCM) Is Failing to Deliver

Enterprises leaders are discovering the need to move away from the static website models they have used in the past to pursue a more dynamic experience. Still, many enterprises are caught within an early 2000s approach to web development, which aims simply to reproduce the core brand and business offering online. Where this approach fails is in its ability to drive customer retention, loyalty, and conversion. Often, enterprises feel that it is enough to describe their brand and offer their product, but what is missing from this approach is a deeper understanding of what keeps customers coming back to businesses in 2020 and the agility to rapidly adapt and respond to such insights.

In the past decade, enterprises have responded to this need by pursuing responsive development. The proliferation of new mobile devices with different form factors and viewports resulted in a rush to optimize websites for mobile users. Now, customers expect responsive design as a baseline.

As the ascent of the remote work era continues, many enterprises will come to realize that digital experiences—including the web, apps and integrated solutions—are becoming the primary medium for their conversions, and the value of digital content is only going to increase. As more enterprises migrate their basic business model to be digital first or digital only, it will become increasingly difficult to vie for user attention, and the significance of delivering content in a consistent and engaging way will grow.

Chatbots Are Ready to Go to Work—The Rise of Digital Labor

Chatbots, which need to mature to become full digital assistants, are becoming more of the norm. Today, major providers are adding either their own native bot development tools or partnering with other conversational AI providers to provide a growing marketplace for bots. Today, more and more website providers desire an integrated chatbot or virtual assistant to enhance the customer experience.

Many early attempts with chatbots were rudimentary and often poorly received. By contrast, more modern approaches incorporating better planning and superior technology are being received very well. AI chatbots will be able to accomplish more tasks for people in the quest to make the customer experience more seamless.

Prediction: By YE 2022, 40% of enterprises will offer an AI-based digital assistant to enable a better customer experience on their website (70% probability).

Chatbots help to shape and define the customer/user experience (CX/UX) or the employee experience and are often the first interface a customer or employee may

encounter. AI-based chatbots can be retrofitted to an existing application to improve its performance and extend its life without requiring a complete re-write. Adding conversational AI is simpler, quicker, and more economical than many enterprises realize. Aragon feels that pilots should be done for CXP bases sites to gauge the receptivity. Realize that a chatbot is a project in itself.

Key Industries for CXM

The shift to more online transactions is driving the shift to CXM. Nearly every B2C facing market needs to adapt to an immersive and dynamic customer experience. It may start with an engaging website that can adjust on the fly and can be tuned to buyer preferences—but the list of suggested digital touchpoints certainly does not end there anymore. Below are some of the key markets to target with a CXP.

Retail

Today, retail is often tied to eCommerce which focuses on the delivery of physical or digital goods. There's fierce competition in online, consumer-focused retail, and to compete with large providers enterprises need to have an automated approach that allows for seamless commerce, but has protections built-in when it comes to returns.

The growth of Amazon and Alibaba are proof of the growth of digital commerce, but now every enterprise is becoming a digital business and offering services online—Aragon is predicting that CXPs will become a new way of developing experiences faster to enable more effective activation and better conversions of shoppers.

Fashion and Apparel

This includes clothing, shoes and accessories and it has seen a large spike in demand since the beginning of COVID-19. The need for a dynamic shopping experience will separate retailers from each other.

The competition here is intense. We'd note that many fashion and apparel retailers have filed for bankruptcy since the beginning of the pandemic (see Note 2). This stands in contrast to others, like Chico's, who have rapidly pivoted to an immersive digital strategy.

Banking, Insurance, and Financial Services

In financial services, there is a rush to offer more products and services to clients in a digital manner. The need to be able to offer a core set of offerings not only locally but in multiple countries is no easy feat. CXPs offer the ability to save time and money by being able to produce new sites in multiple languages much faster than traditional approaches.

The competition for customers in all parts of financial services is intense. The speed that CXPs offer to deploy new experiences or microsites cannot be overlooked. In many cases, the experience will reflect on the brand, and an old, legacy experience can drive customers to a new more modern type of experience. These platforms can also assist in streamlining agent/staff enablement in financial services.

Electronics

While Apple pioneered its stores to sell phones and computers, it has successfully also transitioned to a high-volume online business that enables delivery and pick-up. A key part of Apple's growth was enabling their website to be fully capable of selling Apple products online.

Many other retailers such as Target, Walmart, and others have successfully enabled this approach. Some digital-first mid-market businesses have seen success as well. However, large enterprises have lots of resources to throw at this problem.

Note 2: List of retailers who have filed for bankruptcy since the COVID-19 lockdown.

Retailer	Date of Bankruptcy
Brooks Brothers	July 8
GNC Holdings	June 24
J Crew	May 4
J. Hilburn Inc.	May 4
JC Penney	May 15
Le Tote	August 2
Lucky Brand	July 3
Neiman Marcus	May 7

Gaming

Gaming is all about experience, and digital marketing channels need to convey the realism and the immersion of the game, which means they need to deliver a very robust and rich content experience. Gamers now come from almost every age group and demographic, and that means often tailoring the experience based on the user's profile. It is true that sales of a particular game can go up or down based on perceptions that people get from their online review of a new game title. Gaming companies are looking to harmonize the game narrative across digital channels and to more seamlessly connect, say, the marketing site to the in-game experience. CXPs offer an elegant path to bridging these often historically separate environments.

Manufacturing

It is often hard to tell the story behind the scenes of what it takes to make a product. Bringing the story to life is one of the challenges for manufacturers, and that's why they're turning to a richer and more dynamic content experience to tell the whole story that goes into the making of a product. In many cases, video snippets and high-end images help to bring a complex manufacturing story to life. This can attract new customers to lean in and have a conversation. Taking this a step further, manufacturers are looking to enable content for increasingly smart products themselves, be it for a more engaging user interaction or for more efficient service enablement.

Media/Entertainment

Media and entertainment is all about experience, and that means that the website needs to reflect the content that is part of the offering. The experiences need to include a plethora of videos and images that appeal to the users and change frequently, often tied to new content, a new movie, or a new event. It should also include a dynamic experience that's tied to each user are just some of the things that can make the content experience attractive enough to get people to either sign up, register, or attend an event.

Getting Started with CXM & CXP

There is no better time than now to look to plan to shift to CXP. Mapping out the requirements that are needed, including understanding how much rich media is needed

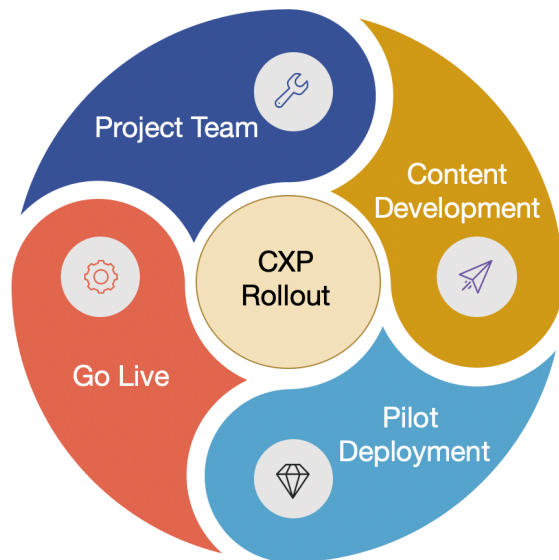is often the first step. It is important to do careful planning and to follow four key steps (see Figure 5).

Figure 5: The four phases of implementing a content experience platform.

Program Team vs. Committee

In some cases, a program committee is needed and in others it is not. In many enterprises, there is already a digital team that represents marketing and the business units. It is important to have a set of requirements that reflect what has been outlined in this research note or otherwise you might not end up with a modern CXP.

Content Development

Content development and migration. Often the experience is tied to the content and, often to deliver a new experience, more rich content, including video and immersive experiences need to be developed. Enterprises often underestimate how much work is involved with content development.

Pilot and Sandbox

Leading CXP efforts with a pilot is highly advised—to see how the initial experience looks and feels and to make refinements. If done as a sandbox—a test environment, it should not be too hard to convert the sandbox into a production environment.

Often overlooked is the importance of involving business teams and non-technical stakeholders early on in the pilot. Technical feasibility is important but upon proving the concept, user adoption becomes critical. By aligning business and technical teams early

on, they can work together to build the business case, harmonize requirements, and ensure a smooth rollout of a content experience.

Migration to Production Site

When everything has been tested and things appear ready to go, a target date should be set for the Go Live date. A set of Go and No Go criteria should be established to make sure that the Go Live is successful. If there are No Go items that crop up, that may cause the Go Live date to be delayed.

Aragon Advisory

- Content experience platforms are the new way to deliver a modern customer experience.
- Enterprises, including marketing and digital transformation teams, need look at updating static web experiences to omni-channel, dynamic ones powered by content experience.
- Besides CXP, enterprises should explore the need for a customer data platform to help power a more personalized experience.
- Enterprises should ask providers for product roadmaps for the next 24 months and those roadmaps need to embrace modern technology concepts such as MACH (microservices, APIs, cloud, headless).

Bottom Line

Content experience is the new modern way to deliver web, mobile, and other forms of customer experience. Static websites will no longer stand the test of time. For many industries, it isn't optional to ignore this shift. The promise of more loyal customers powered by CXP is one of many reasons to plan to migrate old websites to a new modern and dynamic experience.