



QUICK GUIDE

# Four steps to smarter digital experiences

How to drive digital experiences that create meaningful connections with customers





## Where you are. Where you wish to go.

Right now, you're facing constant budget pressures, technological integration challenges, and a need to push martech ROI. But you still need to drive experiences that create meaningful connections with your customers.

**That's not easy, and the truth is, experience counts for everything.**

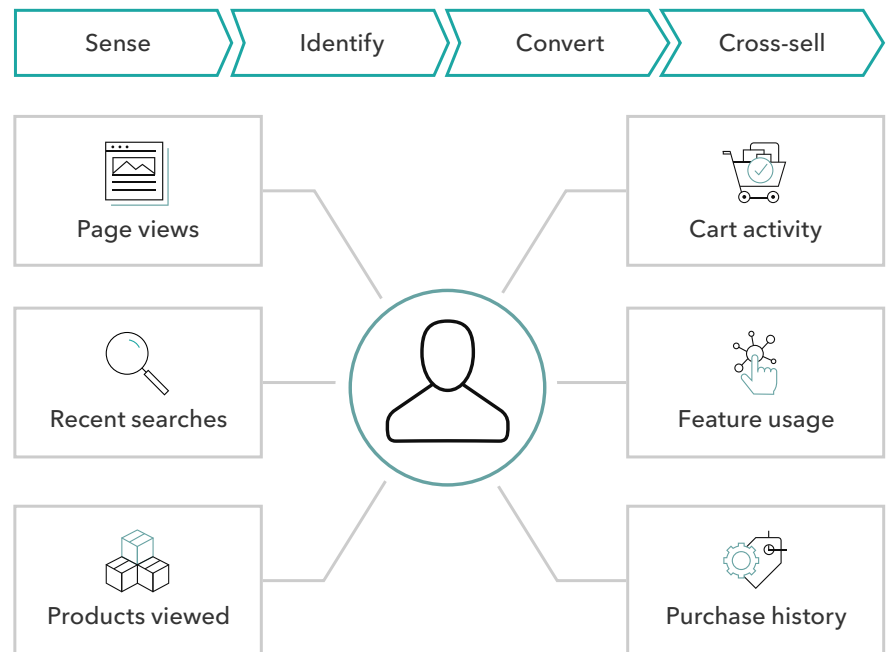
That's why, through the benefit of our experience, we have brought together four key priorities for marketers looking to transform digital experiences that deliver on any channel, across data, content, and more.



# Connect and activate all your customer data

Brilliant digital experiences start with a granular understanding of every customer.

Connect and activate all your data across your business to understand every customer in every moment.



## Idea in practice

- Bring in a CDP to connect all your customer data in one place
- Track every click, search, tap, and buying signal
- Recognize both new and existing users
- Share real-time audience data across your marketing ecosystem

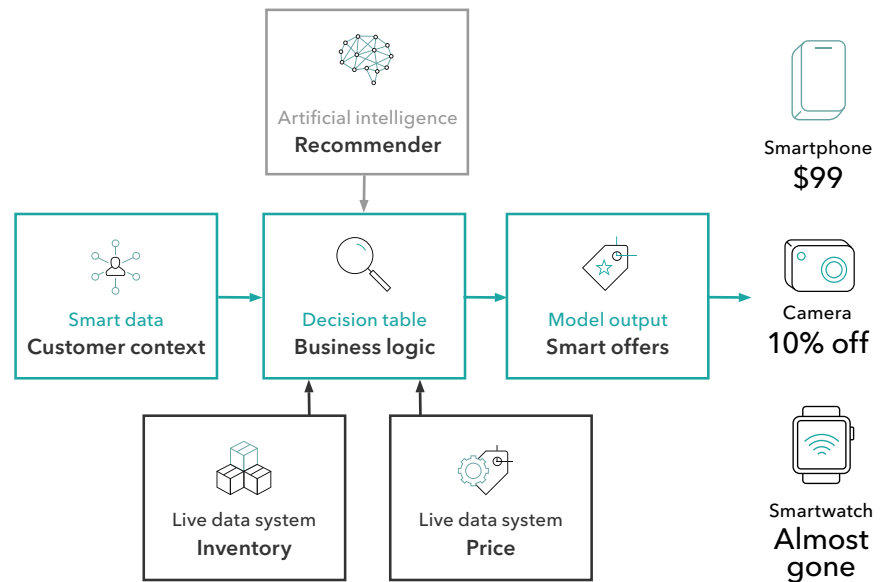




# Automate smarter digital decisions

Make every digital product, app, and channel more powerful with smarter digital decision making.

Combine customer data, business data, and real-time context to inform intelligent, data-driven decisions.

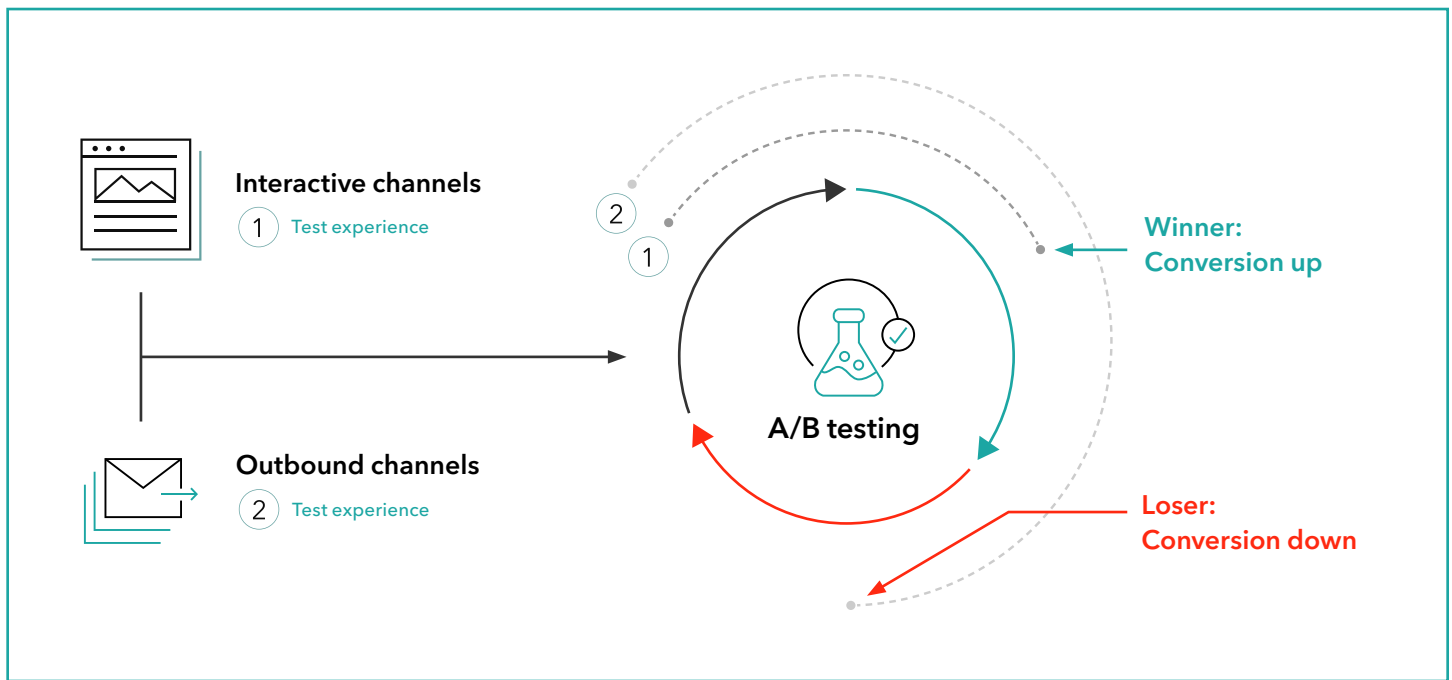


## Idea in practice

- Identify priority digital channels, platforms, or apps
- Bring in decisioning technology to make data-driven decisions
- Inform decisions with customer and business data
- Make smarter decisions in real-time based on live context

# Run real-time experiments on your digital channels

Test, learn, optimize, repeat, and experiment at the speed of your ideas. Run targeted experiments to optimize every customer touchpoint and build more valuable experiences.



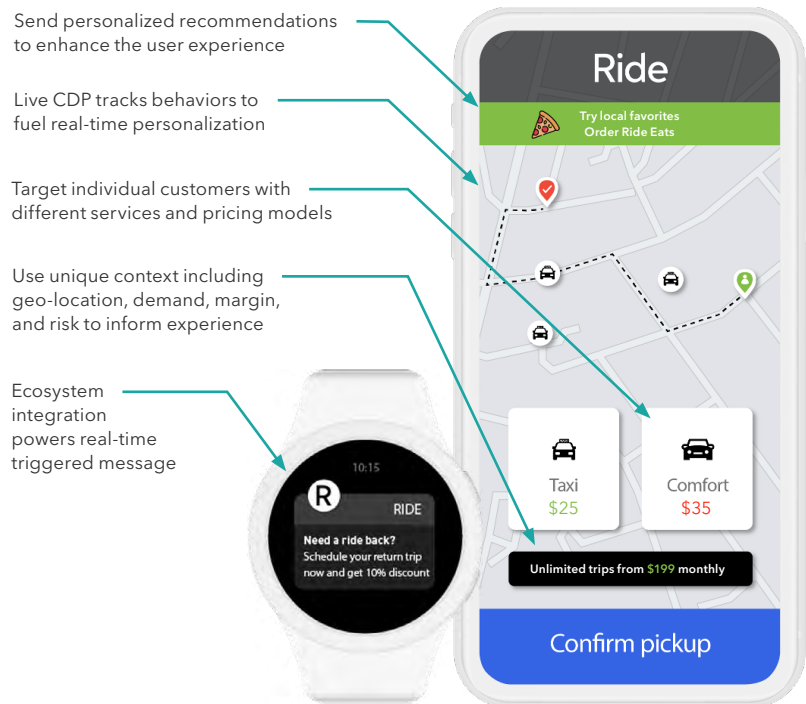
## Idea in practice

- A/B test experiences on any digital channel, platform, or app
- Test different messages, images, layouts, or CTAs
- Run multiple experiments and optimize in real-time
- Target any interaction or customer segment



# To succeed, meet your customers' needs

Create more relevant, engaging experiences and make every customer interaction smarter with real-time personalization. Deliver the right message, at the right time, in the right place with true one-to-one engagement.



## Idea in practice

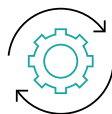
- Personalize every interaction across every marketing channel
- Build hyper-relevant experiences for every customer
- Create seamless experiences that jump from channel to channel
- Trigger personalized messages to help customers finish a task or purchase

# The four steps to success

Put together, these four steps – data management, decisioning, experimentation, and personalization – combine to deliver smarter and more valuable digital experiences for every customer.



1. Connect and activate all your customer data



2. Automate smarter digital decisions



3. Run real-time experiments on your digital channels



4. Personalize every customer interaction

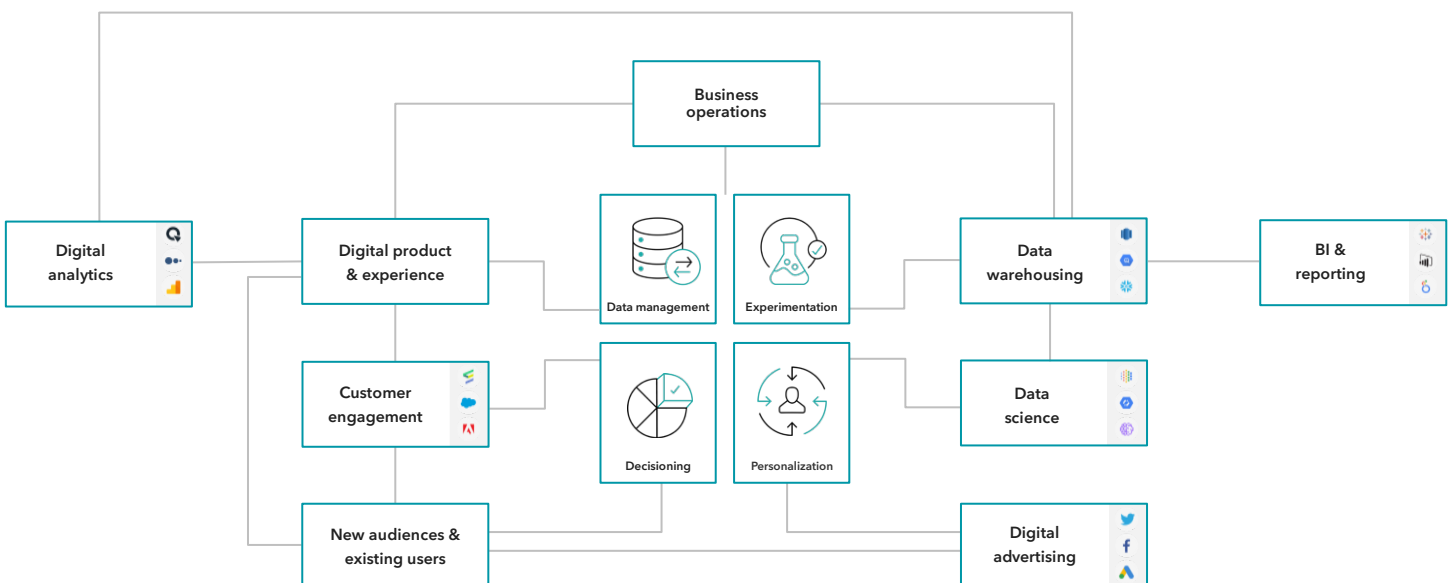




## Benefit from Sitecore's experience

It takes experience to become the digital experience platform leader. That's the added value you get from Sitecore – the ongoing advancements we make towards your digital agility.

Trust our talented people to do what's right for your business – and the reputable partners we hand pick – to deliver on that promise. Our modular, integrated solutions deliver the full experience you want to invest in now – and front-row visibility on the innovation you can benefit from in the future.







## About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day.

Leading companies including American Express, ASOS, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers.

**Learn more at [Sitecore.com](https://www.sitecore.com).**