Digital Experience (DX) Platforms
Systems that combine customer communication, content management and site management to deliver personalized customer experiences

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

About Constellation Research
As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation.

Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

About This Constellation ShortList™
Digital experience (DX) platforms are intended to coordinate the volume and complexity of customer interactions across marketing, service and commerce. They provide a means of managing web properties, mobile app interactions and digital content; evaluating customer behaviors; and tailoring content and communications based on those behaviors in context as well as other characteristics.

The true value of a DXP is often in how effectively and efficiently the solution can bridge consistency gaps across the totality of digital touchpoints across the customer experience front lines. DX platforms facilitate tailored experiences, regardless of organizational function or team, that are consistent across all digital points in the customer journey. Some also provide capabilities to support in-store or offline elements of customer experience as well.

These systems typically combine content management, web and mobile experience, and commerce management. They make it possible to create personalized customer journeys across marketing communications and commerce sites. They analyze customer behaviors and identify important or distinct patterns, often using
Threshold Criteria
Constellation considers the following criteria for these solutions:

- AI and machine learning capabilities
- API availability, microservices architecture
- Campaign to commerce
- Content management
- Data management
- Developer resources
- Digital asset management
- Digital feedback loops
- Display management
- Testing and optimization
- Mobile app platform
- Journey orchestration
- Personalization and targeting
- Reporting and analytics

artificial intelligence (AI). AI may also be applied to dynamically serving content to customers.

Frequency of Evaluation
Each Constellation ShortList will be updated at least once per year. There could be an update after six months, should the analyst deem it necessary.

Evaluation Services
Constellation clients may work with the analyst and research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Business Themes

- Matrix Commerce
- Marketing Transformation
- Next-Generation Customer Experience

The Constellation ShortList™
Constellation evaluates more than 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- Acquia
- Adobe
- Bloomreach
- HCL Digital Experience
- Liferay
- Oracle CX
- Optimizely
- Salesforce Digital Experience
- SAP Customer Experience
- Sitecore

To learn more:
Visit www.constellationsr.com/ShortList or email shortlist@constellationsr.com

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Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.