Digital Experience (DX) Platforms

Systems that combine customer communication, content management and site management to deliver personalized customer experiences

Q3 2023 CONSTELLATION SHORTLIST

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 THIS SHORTLIST

Digital experience (DX) platforms are intended to develop, coordinate, manage and optimize the volume and complexity of customer interactions across digital touchpoints. They provide a means of managing web, mobile and digital content, can evaluate customer behaviors, predict customer journeys, and can personalize and contextualize content and communications. Adding to the complexity of this category is the ever-evolving toolset and very definition of a DXP. In reality, no single uniform and universally accepted definition exists. But for Constellation, the true value of a DXP lies in how effectively and efficiently the solution can bridge consistency gaps across the totality of digital touchpoints.

Modern DXPs are increasingly focused on optimizing digital experiences across the totality of the customer experience ecosystem including marketing, customer service, commerce, and sales engagement. They analyze customer behaviors and identify important or distinct patterns, often using artificial intelligence (AI). AI may also be applied to dynamically serve content to customers.

Increasingly, DXPs are splitting into two similar, but crucially different camps: composable best-of-breed tools that together function as a platform or platforms that collectivize headless delivery tools atop a composable architecture, typically via a single vendor. For this list, only solutions delivered via a single vendor as a comprehensive toolset or platform have been considered. However, Constellation Research notes that in the very near future, contenders to digital experience solutions will emerge from adjacent categories including Web Operations that will pack just as much content management and asset firepower, but come coupled with critical operational tools including content delivery networks, load balance and optimization tools and critical reporting and uptime measures that turn the focus on uptime, speed and availability.

9 SOLUTIONS TO KNOW

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 DX
- KENTICO XPERIENCE
- OPTIMIZELY
- PANTHEON
- SALESFORCE DIGITAL EXPERIENCE
- SITECORE

LIKE WHAT YOU SEE?

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To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

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

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.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

BUSINESS THEMES

Marketing Transformation

Matrix Commerce

Next-Generation Customer Experience

EVALUATION SERVICES

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

Liz Miller
VP & Principal Analyst

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.