



A SITECORE EBOOK

5 hard truths for marketers driving digital experience

—○ **Your digital-first
vision isn't a
guaranteed reality**

CMOs need to take control

Today, senior marketers are expected to drive their organization's digital experience and steer its digital-first vision. Making this transformation is critical for success, but martech stacks have never been more complicated. And many marketers just don't have the defined strategy, budget, understanding or buy-in from the rest of the organization to make change happen.

This puts you in a difficult position. There's no point trying to leverage technology if there's no plan, process or budget. Or expecting support and investment from the boardroom when you can't effectively measure the impact of digital experiences. Even if you're working towards resolving these issues, data and content challenges are still holding you back and significantly impacting customer experience and revenue.

If you're going to make your digital-first vision a reality, you need to face the truth. With 5 hard truths for marketers driving digital experience, this eBook will help you understand what's holding you back and how to move past it to own the experience.

Your daily digital struggles



say their CX is in critical need of improvement¹



either have a short-term or no digital marcoms strategy²



lose revenue due to a disconnected martech stack¹



— The truth will set you free



**of CEOs don't
trust or are
unimpressed
with their CMOs³**

Truth #1

The C-Suite is just not that into you

CMOs are taking the lead on business-critical objectives for their organization, but not always with the full support of the leadership team. Most C-level executives don't really understand the technology, processes or outcomes, so they completely underestimate the effort it takes to deliver highly effective digital experiences.

Yet the C-Suite still needs to approve the investment, which isn't going to take priority if you can't measure the impact on ROI. And most senior marketers are limited by their ability to do this. You need to get buy-in from your executive team, but if you're speaking completely different languages, this misalignment could seriously impact your ability to execute effectively.

Face the truth



of CMOs are primarily responsible for creating the business case for CX investments²



of companies make CX technology decisions based on an aligned strategy²



of executives see a lack of collaboration between the CIO and CMO¹



First steps:

Coordinate the right conversations

- Get to know your executive team and speak their language – develop an alliance strategy that focuses on driving efficiencies through your people and processes
- Articulate what digital-first looks like for your business and decide where to invest for greater impact
- If you can measure your ROI, you can manage it – and secure further investment for your customer experience initiatives



See alignment in action - Volvo

Since 1927, Volvo has been one of the best known and most respected automotive manufacturers in the world, selling 571,577 cars in over 100 countries in 2017, with global sales rising by 7% from 2016.

Volvo is currently going through a digital-first transformation: The Digital Experience Initiative. The goal is to deliver 20% of sales from online channels, in order to support the company's wider mission to simplify and improve the consumer's

life. It also ties in with Volvo's broader goal of becoming a globally recognized, luxury brand.

Delivering an agile, innovative, and efficient digital experience at the global scale has already begun to pay off. In 2017, Volvo's total web traffic increased by 31%, with 48% more consumers using the car configurator online tool. What's more, their mobile site was named "best-in-class" by the L2 2018 Automotive Digital IQ Index report.

— Personalization has to be personal to your business



84% of senior marketers rate personalization as a major competitive advantage⁴

Truth #2

Personalization is not one-size-fits-all

It's no secret that personalization is essential to delivering excellent customer experiences. And 67% of senior marketers claim to be experts at achieving this.⁴ Yet almost half of businesses (49%) don't personalize the experience across channels⁵ and only 30% of organizations think personalization is a high priority.²

The fact is, it's very easy to overthink personalization, which can lead to standardized practices that don't suit your business. If you feel like you're squeezing a square peg into a round hole, then you're probably not taking the best approach. And even if you're collecting volumes of data at every touchpoint, do you really trust it and know how to get the best out of it?

Face the truth



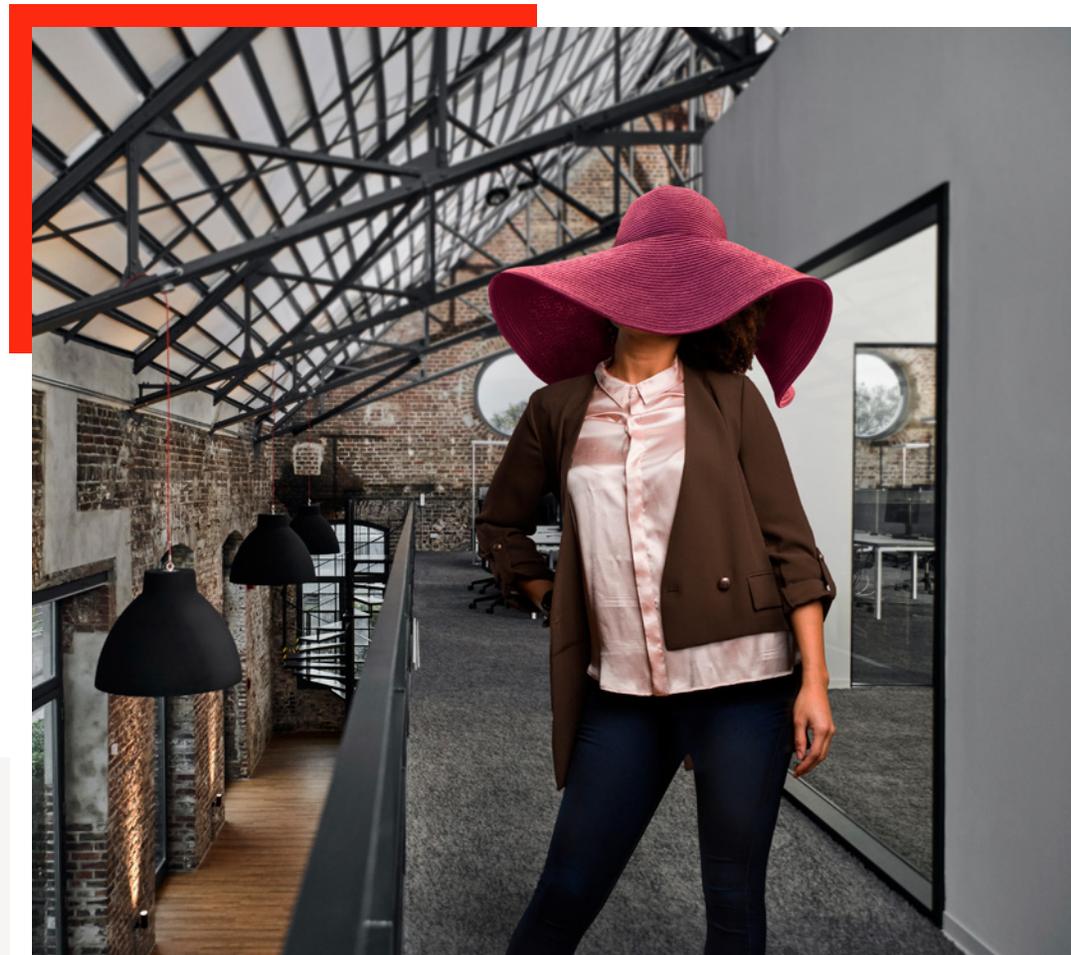
of senior marketers say testing and measuring the impact of personalized digital content and experiences is a priority⁴



of senior marketers have no plan for personalization or a plan lacking specificity and budget⁴



of businesses are not currently personalizing⁵



First steps:

Get past personalization paralysis

- ❑ Start small with simple personalization and scale up over time
- ❑ Put together a framework based on your business KPIs and test creative ideas that talk to your audiences
- ❑ Be smart and measure your resource usage
- ❑ Personalization requires cross-departmental input, so get buy-in on your clear vision
- ❑ Continually review and adjust tactics to get personalization just right



— AI is not your lifeline



**of executives
believe that AI and
machine learning are
necessities¹**

Truth #3

AI alone won't save you

Artificial intelligence has long been pitched as a marketing silver bullet for automating repetitive tasks and improving customer service. Just to be clear, pinning all of your hopes and dreams on AI won't automatically make your customer experience better.

Algorithmic insights will undoubtedly have a tremendous impact on the world, but we're not there yet. Yes, AI can augment and empower your human intelligence. It has the potential to facilitate your personalization, identify patterns in user journeys, and automate manual tasks. But your business will only benefit once you have a clear plan for how you're going to drive business value through the application of AI.

Face the truth



of senior marketers are already leveraging AI or machine learning to help facilitate personalization⁴



of senior marketers are now using AI or machine learning for predictive analysis and scenario planning⁴



of senior marketers have chosen AI or machine learning for quicker responsiveness to customer actions⁴



First steps:

Make AI more accessible

- Machine learning can help you apply data to create meaningful customer connections – leading to more transparent insights and accurate personalization initiatives
- Having a strategy allows you to use marketing intelligence to make smarter decisions, drive more efficient data analysis, deliver personalization and increase efficiencies
- Make sure you also have a team in place that allows you to focus on your objectives and review any technology gaps you may have



See AI as amplification - Carter Jonas

A leading UK property consultancy and estate agent with a broad customer base across the residential, commercial and land markets, Carter Jonas relies on personal attention and highly customized digital engagement to capture and keep prospective customers' attention across channels.

Working with Delete, Carter Jonas implemented a Sitecore digital engagement platform that not only creates a single customer view, but records and

evaluates every customer interaction. The company's new website integrates and personalizes a previously fragmented customer experience through targeted content, automated responses, and tailored conversion funnels.

Since the launch, Carter Jonas has seen significant growth in website traffic, on-site engagement, conversion rates and lead-based inquiries.

—○ **Doing nothing is not an option**



of senior marketers say they can't produce content fast enough to power personalization⁴

Truth #4

Your content crisis won't solve itself

It's hard to produce enough tailored content when customers are demanding a more personal experience and channels are continually evolving. With the added pressure to be first to market with high quality, engaging narratives, your content crisis is a constant source of stress. One that isn't going away.

You aren't creating content fast enough because you don't have the people or budget to make it happen. And you can't even begin to round up enough resources to produce the high volumes of content needed to power authentic personalization. Yet, quality content remains the foundation that good customer experiences are built on. You need to know where to invest your time and effort if you're going to solve this problem.

Face the truth



of senior marketers say producing and publishing personalized digital content more quickly is a priority⁴



of senior marketers are struggling to scale to meet multi-channel content needs⁴



of senior marketers say they don't have enough people to meet their content needs⁴



First steps:

Control your content

- ❑ Small wins with smart technology can have a huge impact on your output
- ❑ Identify your greatest strengths and weaknesses within the four phases of the content lifecycle – planning, collaborative creation, delivery and optimization
- ❑ Prioritize your strengths, strategic needs and ideal business outcomes, so you can bridge the gaps
- ❑ Automate certain tasks to improve the efficiency and productivity of your content production team and scale up to meet your multi-channel content needs



—○ Your biggest weakness could be your greatest strength



of executives could do much more with their data to drive impact for the organization¹

Truth #5

Customer data is your kryptonite

Strong business decisions are rooted in good data - you need it to validate your position to the C-Suite, hyper-personalize your content, and fuel AI models. But before you can make data your competitive advantage, you need to know what to do with it.

You probably have plenty of the raw stuff, but not enough of the insights needed to build better customer experiences. And if you don't trust the data you have, it's going to pollute your personalization initiatives and affect data privacy. The cost of not taking this seriously is too great - particularly when navigating regulations such as GDPR.

Every company will need to be able to capture, combine and secure data, while improving accuracy and trust in the data's validity. Yet, so much data is sitting in inefficient silos, making it very difficult to access and action the information. And if you're using the wrong technology, you can't make any of this right.

Face the truth



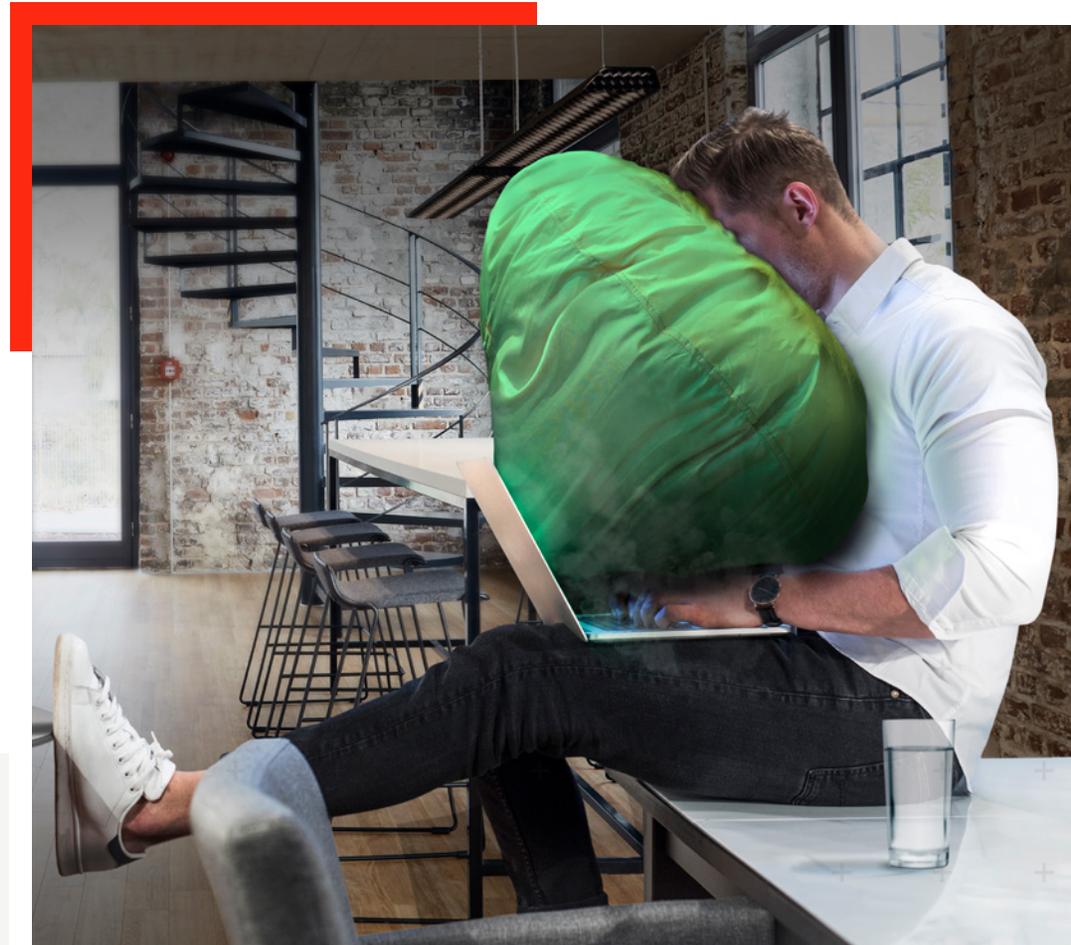
of businesses are collecting data about how customers interact with their digital touch points - but only for a few channels⁵



of senior marketers cite lack of trust in data as the biggest challenge to personalization⁴



of senior marketers don't know how to make the right decisions with their data⁴



First steps:

Make your data more actionable

- Start by applying your existing knowledge to the data you're collecting and create a process that uncovers valuable insights
- If you can connect customer needs to a structured plan from the outset, you can untangle your data disaster and move forward
- The ideal next step is to store your customer data in one accessible and secure system so it's actionable across all of your marketing programs



See data as differentiating - British Red Cross

Two weeks after launching a new Sitecore-powered donations platform, designed to scale rapidly for peak demand, the British Red Cross put it to the ultimate stress test; taking on 100% of online traffic generated by the One Love Manchester charity concert. Technology partner Friday had just three days to test and harden the platform before the event, which was broadcast to 22.6 million people in 43 countries worldwide.

Over the weekend of the event, traffic was 7,400% higher than the previous weekend. During the three-

hour concert itself, nearly 700,000 users visited the donation site, with peak traffic of more than 33,000 simultaneous users and up to 823 donations a minute. The platform handled an average of 398,000 requests a minute at a blazingly fast response time of just 0.1 seconds. Conversion rates increased by 9% overall and by 15% for mobile.

Since its launch, the platform has processed more than £6m in online donations. For the One Love Manchester campaign alone, it enabled the British Red Cross to raise over £800k.

Conclusion:

The facts speak for themselves

1. See where the C-Suite disconnect lies and bridge the gap

A seat at the executive table doesn't guarantee understanding or support for your digital and customer responsibilities. Work with the C-Suite to develop an alliance strategy that prioritizes investment in the right areas.

2. Get the personalization pay-off you're looking for

It's easy to overthink it, but by its very definition, personalization is personal. Devise a fit-for-purpose strategy and start small to make personalization your superpower.

3. Augment and empower human intelligence through people, processes and data

AI is not a silver bullet, but if you're clear on how you want to drive business value through marketing intelligence, machine learning can help you on your way.

4. Scale up to meet your growing content needs

Producing enough of the right content is a daily battle, but the only way to get past it is to scale your output using smart technology, based on the strategic focus of your organization.

5. Turn raw data into pure insights

With the right technology platform, you take control and gather, manage, secure, trust and act on your customer data – making valuable insights your competitive advantage.

The Sitecore difference

Sitecore simplifies your challenges by helping you define your plan, establish your objectives and measure your outcomes. Our market-leading digital experience platform is underpinned by customer data collected at virtually every brand touchpoint. Shaping this data into rewarding, individually-relevant customer experiences leads to better engagement, stronger connections, increased revenue and higher loyalty.



Own the Experience[®]

Contact

For more information,
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or visit [sitecore.com](https://www.sitecore.com)

Research sources

- 1 Avanade Sitecore Martech Research Report
- 2 The Business Case for Digital Investment, Econsultancy report for Sitecore
- 3 Harvard Business Review: The Trouble with CMOs
- 4 SoDA research
- 5 Sitecore Customer Experience Maturity Assessment