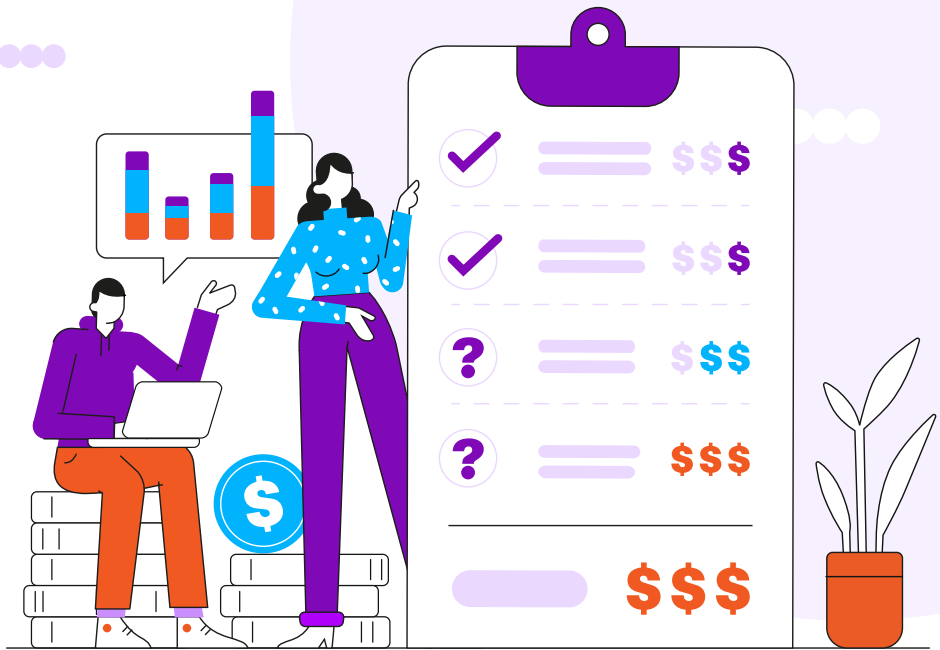




Kentico



Ebook

# 7 ways to reduce the costs of your MarTech.

[kentico.com](https://kentico.com)

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# What makes the real ROI in marketing technology.

## Initial costs

When buying something significant, like a house or a car, we mostly want the best possible value for our money. And it's the same in our professional life. If you're choosing a crucial part of your marketing stack, such as a content management system (CMS) or digital experience platform (DXP), you want it to be the best solution your company can afford. So, you sit down and count the prices:

- Software license
- Implementation
- Professional services for the implementation

The result will give you an excellent comparative overview of the initial costs, but it isn't the complete picture.

## Improved productivity

Another aspect you need to consider is the marketing team's productivity. Identify the leaks in your current processes that drain your finances to improve efficiency. It may be any of these:

- Using several marketing tools that aren't centralized or unified
- A cumbersome system that takes weeks to create, approve, and publish new content
- Content stored in multiple locations
- Spending hours searching for or duplicating existing content
- Needing developers to set up a new marketing channel or launch a landing page

A modern, multi-functional DXP will make a big difference if you struggle with efficiency. Pick one that offers a range of ready-to-use features so marketers can do all their work on one platform without developers' assistance. Check that it has publishing workflows and a central content library. The new capabilities will seal the leaks, giving you more time to polish your campaigns.



## Costs beyond functionality

Beyond shiny new features, many hard-to-count aspects of running a DXP bite into the return on investment (ROI) of your new technology. How good is your custom UX design? How well does your marketing funnel work? Does your team need more training? How much maintenance does your system require? And what are the operational costs in the long run? A new DXP enables you to do more, but if you want the best possible ROI, you need to see beyond pure functionality.

# Seven proven ways to slash the cost of your digital experience solution.

In collaboration with numerous digital agencies over many years, we have gathered the seven most reported factors that affect the expected ROI of a new digital experience platform (DXP), CMS, and other tools.



# 1. Simplify your system

The type and complexity of the CMS or DXP can significantly influence the implementation costs and ongoing expenses. Integrated and headless solutions often start with high annual costs, not including operational fees and fees for overrunning the number of users, emails or sites.

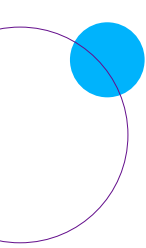
**Composable DXPs** promise flexibility, but the underlying framework often involves a complicated integration of different coding scripts, which increases development time and costs. **Headless CMS** gives you even more freedom, but you will spend additional time and money selecting and integrating necessary marketing tools into your ecosystem.

## Example of the monthly cost of a headless platform

In addition to the initial implementation cost of your project, you can see the costs associated with integrated third-party services according to publicly advertised prices on the service websites.

Best-of-breed services – composed through integrations	Cost per month
Headless content management with a templated page builder application	\$20,000
Email marketing & automation	\$3600
Customer data management	\$1500
Website analytics	\$12,500
Ecommerce	\$2,000
Digital asset management	\$2250
Service maintenance cost	\$5000
Internal/external development (2 developers)	\$20,000
<b>TOTAL</b>	<b>\$66,850 per month</b>
<b>PLUS</b> Service management hours (your time)	<b>Priceless</b>





Even a **CMS that appears to be free** can surprise you with costly complexity. To get the functionality you need, you will have to add plugins. Implementing them and synchronizing the system after multiple updates will add extra cost. Digital agencies estimate around 10-20 hours per month for plugin maintenance – that can be US\$5000 per month just to keep the system running.

**The simpler the system, the easier it is to manage the costs.** A multifunctional yet flexible and scalable DXP solution can provide you with CMS and all digital marketing tools under one roof, keeping the expenses under control with one license fee and unified code.

## 2. Pay only for what you need

You know how it goes when you buy low-cost flights. At first, the price seems OK, but then you want to add luggage, and the only option is an expensive package with priority boarding, seat reservations, and insurance. You might as well have taken a private jet!

Complex digital solutions will likely cost you three to four times more than your quoted price due to the multitude of add-ons or consumption levels. Sometimes, you get a discount at the start, and once on board, you will realize that features and functionality that should have been there now must be added at an extra monthly cost.

So, **demand a transparent and detailed price list** from your vendor before making a commitment. By distinguishing between essential functionalities and optional extras, you only pay for the features and services you genuinely need.

## 3. Plan ahead

Assess what technology you need now and what you'll need in the future. Where's your business heading? Are you planning on international expansion or want to start selling online? [Answers to these questions](#) will help you choose technology that is aligned with your current and future needs, so you won't pay for features you don't need or add extra tools paid for separately. Check especially these:

- Deployment model – from SaaS to self-managed cloud option, each has different demands on your resources and skillset.
- Technology framework – products built on non-standard or aging frameworks will prove challenging to maintain and scale into the future.



- Vendor's roadmap – Check out the vendor's longer-term product strategy and upgrade approach. If you know where they are going, you should have a better grasp on the proposed solution's longevity.
- The number of integrations needed – less is more because if one of your software pieces takes a different direction or stops being supported, you'll have a hole in your marketing toolkit.

## 4. Minimize your technology demands

Every software system requires maintenance, adjustments, and updates. The more technically complex your MarTech is, the more expensive these tasks will be. If you don't have a team of developers on hand, these DXP choices will tame your development costs:

- Simple system – headless might not be the right choice
- MVC architecture and .NET – modern technology that most developers use
- Low-code/no-code platform – enables marketers to work without coding skills
- SaaS platform – automatic updates; you just review it
- Regular bug fixes and hotfixes – keeping your system up-to-date to avoid costly data leaks.

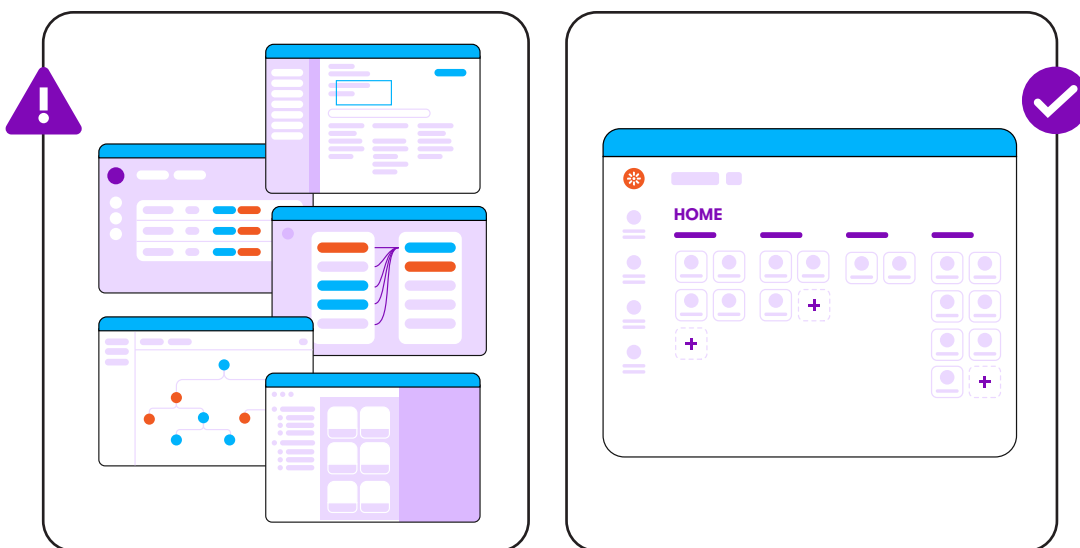
Complex systems require more resources for troubleshooting, updating, and optimizing. Especially if you have a unique, tailor-made solution, synchronizing all its parts may be expensive. So, consider carefully whether there isn't another way.

## 5. Manage everything from one place

Use technologies that can be managed from one interface. If you have a central DXP with multiple built-in capabilities, you can integrate and use the rest of your tools from the same user interface. That way, onboarding your team will be faster and cheaper.

If you have to spend a lot on customized training courses for all your staff, it may be a red flag that the system is not as intuitive and usable as you need. Especially in the case of some composable solutions, you might need training from several tech providers, which increases the cost every time you hire a new colleague.





Any buying decision that interferes with your team’s productivity simply erodes the promised ROI. Ideally, your tech providers should offer accessible support and documentation, personalized customer services, and optional certified training and professional services.

## 6. Reuse your content

Storing your content as **structured data** in predefined fields can be surprisingly cost-effective. This approach is especially beneficial if you use multiple channels or plan to upgrade your website. By organizing your content this way, you can easily reuse it across various platforms and seamlessly migrate it to a new version or a different system.

As content migration is the most expensive (and painful) part of any technical refresh, storing your data in an easy-to-migrate way will make a big difference. [Migration tools](#) can then automate the data transfer, so you won’t have to hire an intern to do it all manually. Even if you have 3000 product specification sheets stored as structured data, the migration toolkit will seamlessly move it into its new place.





## 7. Reduce paperwork

Time is precious and you should focus on your work to deliver the best outcomes for your company. Any technology that requires managing multiple financial contracts, negotiations, and legal paperwork will mean more work for you and your legal, financial, and administrative teams.

In addition to that, each service is also subject to data protection and other regulatory obligations, so minimizing the number of services will also reduce your compliance requirements. When you consolidate technologies, you reduce your paperwork and the risk of data protection failures and vulnerabilities.



By implementing these methods, you are well on your way to enhancing your technological ecosystem while keeping costs in check. Invest your resources wisely to make a significant impact. Remember, a limited budget doesn't have to be a barrier to achieving your goals!



# How you can reduce your costs with Kentico.

With Kentico, embracing the seven strategies to reduce costs is simple. Our digital experience platform helps you streamline your system, minimize technology demands, and enables marketers to work independently from a single interface. Every dollar you spend goes further, maximizing your value.



## One DXP for all you need

Ready to use features for content management (CMS) and digital marketing, one interface, low-code/no-code platform, so marketers can work without developers



## Out-of-the-box integrations

Plug-and-play integrations for the most popular technologies (CRM, search, analytics, security, etc.), robust API for custom integrations, all supported with our 7-day bug fixing policy



## Cutting-edge technology

Hybrid headless solution for quick time to market and endless scalability, SaaS or on-premises, MVC architecture, and always the latest .NET technology, all capabilities are built in-house with one code standard



## Training and documentation

Accessible training for marketers and developers, free online documentation, customer services, and consulting packages tailored to your unique project



## Clear roadmap

Small monthly updates instead of expensive upgrades and new versions, roadmap publicly available online, super-simple updating of the DXP in SaaS, free migration tools



## Transparent pricing

One DXP with all its capabilities included in one license fee, pricing tiers available online, pricing structure tailored to your needs, ensuring you receive the best value for your investment



# About Kentico.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources by delivering multichannel digital experiences using a hybrid headless approach. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Thanks to Kentico, marketers can craft consistent personalized customer journeys from awareness to advocacy using built-in low-code, no-code tools. They can experiment with new marketing channels and improve the maturity of their marketing ecosystem, while enhancing business and marketing agility. Kentico offers excellent Time-to-Market and Total Cost of Ownership (TCO), market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

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