Kentico

Early Stage | **Making Progress** | **Advancing**

Digital experience maturity and why it matters.

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The digital age has completely changed how companies reach and engage with customers. Today, customers expect fast, seamless, and personalized digital experiences across all platforms.

To meet these expectations, businesses need more than traditional marketing; they need to fully integrate digital tools and strategies. This shift has made digital experience maturity—a measure of how well a company uses digital channels to create meaningful customer interactions—essential to success in modern marketing.

Without a clear understanding of their digital experience maturity (DEM), companies risk missing out on growth, customer engagement, and a strong return on their marketing investments.

This ebook dives into digital experience maturity, highlighting the importance of cross-channel integration and introducing the Digital growth guide—a tool to help you assess your organization's current maturity level and develop tailored strategies for improvement.
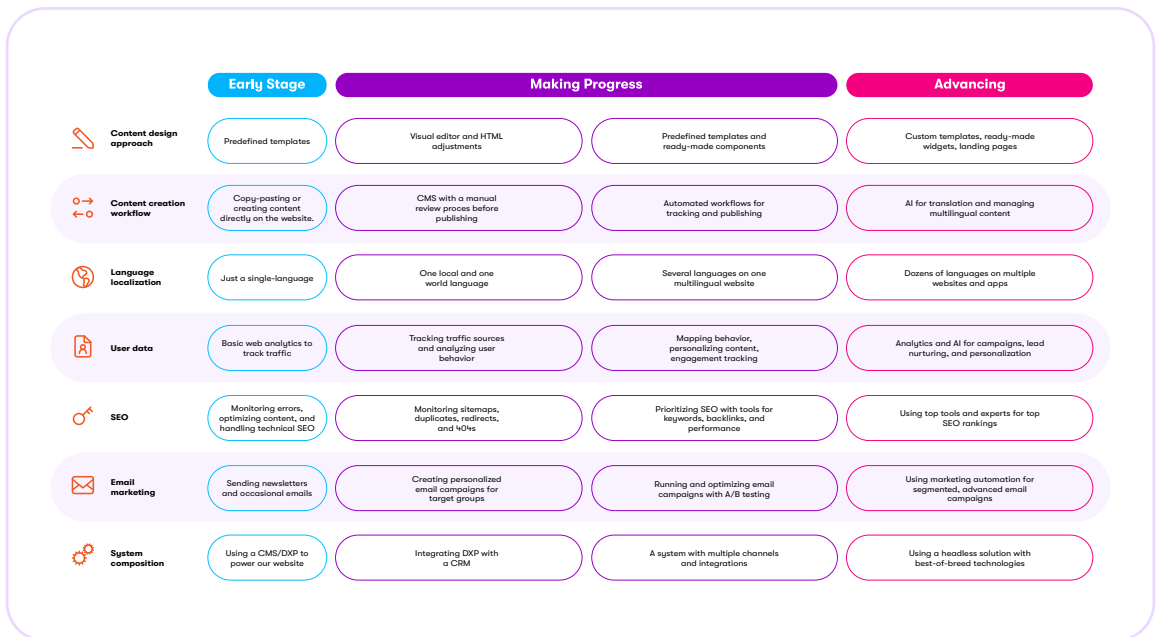
Discover how to strengthen your digital capabilities, deepen customer connections, and set a clear path toward lasting success in an ever-evolving digital world.

What is digital experience maturity**?**

In today's fast-paced digital landscape, customer expectations are higher than ever. They demand seamless, personalized experiences across all touchpoints—from websites and apps to social media and email. To meet these expectations, businesses need to evolve their approach to customer engagement.

This is where **digital experience maturity** (DEM) comes in. DEM measures how effectively a business uses its digital channels to deliver meaningful, cohesive interactions that align with customer needs and preferences. It is a crucial component of digital maturity—the broader process of integrating digital tools and strategies into business operations to drive efficiency and growth.

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Content design approach	Predefined templates	Visual editor and HTML adjustments	Predefined templates and ready-made components	Custom templates, ready-made widgets, landing pages
Content creation workflow	Copy-pasting or creating content directly on the website.	CMS with a manual review proces before publishing	Automated workflows for tracking and publishing	AI for translation and managing multilingual content
Language localization	Just a single-language	One local and one world language	Several languages on one multilingual website	Dozens of languages on multiple websites and apps
User data	Basic web analytics to track traffic	Tracking traffic sources and analyzing user behavior	Mapping behavior, personalizing content, engagement tracking	Analytics and AI for campaigns, lead nurturing, and personalization
SEO	Monitoring errors, optimizing content, and handling technical SEO	Monitoring sitemaps, duplicates, redirects, and 404s	Prioritizing SEO with tools for keywords, backlinks, and performance	Using top tools and experts for top SEO rankings
Email marketing	Sending newsletters and occasional emails	Creating personalized email campaigns for target groups	Running and optimizing email campaigns with A/B testing	Using marketing automation for segmented, advanced email campaigns
System composition	Using a CMS/DXP to power our website	Integrating DXP with a CRM	A system with multiple channels and integrations	Using a headless solution with best-of-breed technologies

Achieving high DEM goes beyond adopting new tools. It involves creating a unified strategy for managing the customer journey across every digital touchpoint, underpinned by strong data utilization, personalization, and technology integration.

By focusing on DEM, companies can not only enhance the customer experience but also achieve sustainable growth in an increasingly competitive digital landscape.

Here are the key components of digital experience maturity:

Customer journey alignment:	This is about making sure that the digital experience aligns with the customer's needs at every stage of their journey—from first learning about your brand to making a purchase and beyond.
Content strategy	A good content strategy makes sure that a company's digital messages (like blog posts, emails, social media posts, etc.) are valuable, consistent, and relevant to customers, helping build trust and loyalty.
Data utilization	Using data effectively helps businesses understand what customers want, which products they like, and how they behave online. The better a company is at using this data, the more personalized and relevant the customer experience becomes.
Personalization	Personalization means tailoring the digital experience to individual customers, whether that's through product recommendations, targeted offers, or content that speaks directly to their needs.
Technology	The right technology helps companies deliver these experiences efficiently. This includes tools for content management, digital marketing, marketing automation, data analysis, customer relationship management (CRM), and more.

The crucial role of cross-channel integration in DEM.

Cross-channel integration is essential for delivering the seamless experience that customers expect. It involves connecting and synchronizing various marketing channels—such as email, social media, websites, and mobile apps—to create a cohesive experience for both customers and marketers. This process includes sharing data, insights, and content across multiple platforms to ensure that all customer touchpoints work together, providing a personalized and consistent journey.
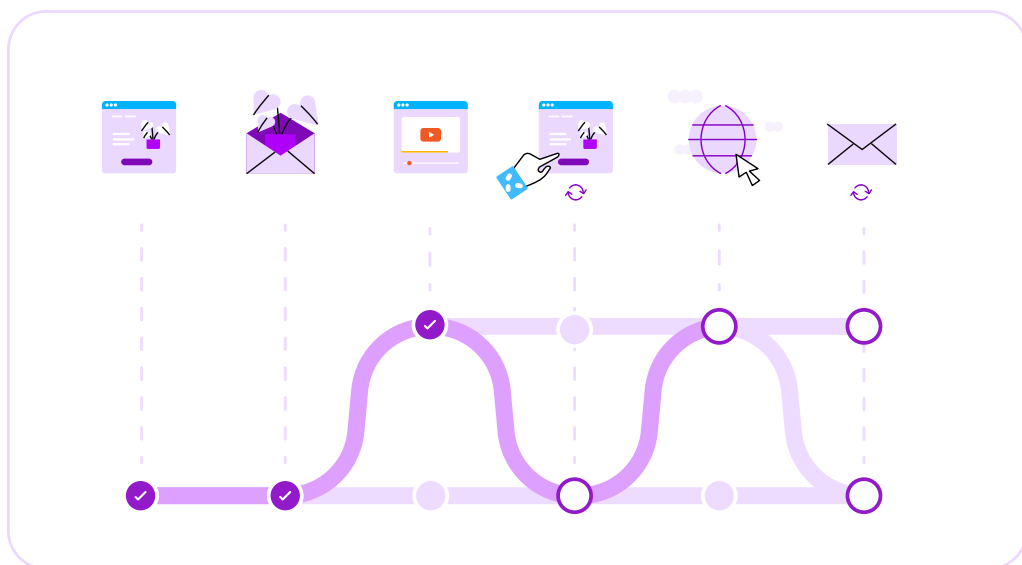
Marketers can track customers' progress across channels, optimizing engagement at each touchpoint to maintain consistent messaging without conflicting or redundant communications. For example, if a customer has already engaged with an email offer, they shouldn't be targeted with the same promotion on social media. Instead, they should receive content relevant to their next step in the journey.

By connecting digital touchpoints, you create a seamless flow of information and interactions. Whether a customer starts on your website, moves to your app, or visits your social media page, they should experience consistency and personalization at every touchpoint.

To achieve this level of cross-channel cohesion, businesses need a robust technology ecosystem that seamlessly connects their tools and platforms. This can be achieved through integrations that enable bilateral data flow or through consolidation, where multiple tools are unified within a single system. When tools such as content management (CMS), Customer Relationship Management (CRM), marketing automation, personalization, analytics, and customer support work together seamlessly, they create efficient workflows, unlock valuable customer insights, and drive impactful experiences.

Here's how:

- **Data flow and interoperability:** A connected ecosystem ensures that data flows freely between systems, eliminating silos and enabling marketers to access insights from a single source of truth. Syncing CRM data with email marketing platforms allows for highly targeted campaigns based on customer history and preferences.

- **Scalability and efficiency:** When systems are integrated, teams can automate repetitive tasks, reduce manual effort, and focus on strategic initiatives. Additionally, a scalable ecosystem can grow with your business, accommodating new tools and channels as they emerge.

- **Enhanced decision-making:** Integration enables advanced analytics by pulling data from multiple sources into a unified dashboard. This empowers marketers to analyze performance holistically and make data-driven decisions that optimize the customer experience.

Why does your DEM matter?

Customers demand fast, relevant, and consistent experiences across every touchpoint, whether it's browsing a website, interacting on social media, or receiving a promotional email.

Companies with higher DEM are better at using data to target the right customers with personalized, timely messaging. This ability to align marketing with customer needs leads to higher engagement, better conversion rates, and a greater return on investment. In short, the more mature a company is in its digital strategy, the more efficient and impactful its marketing becomes.
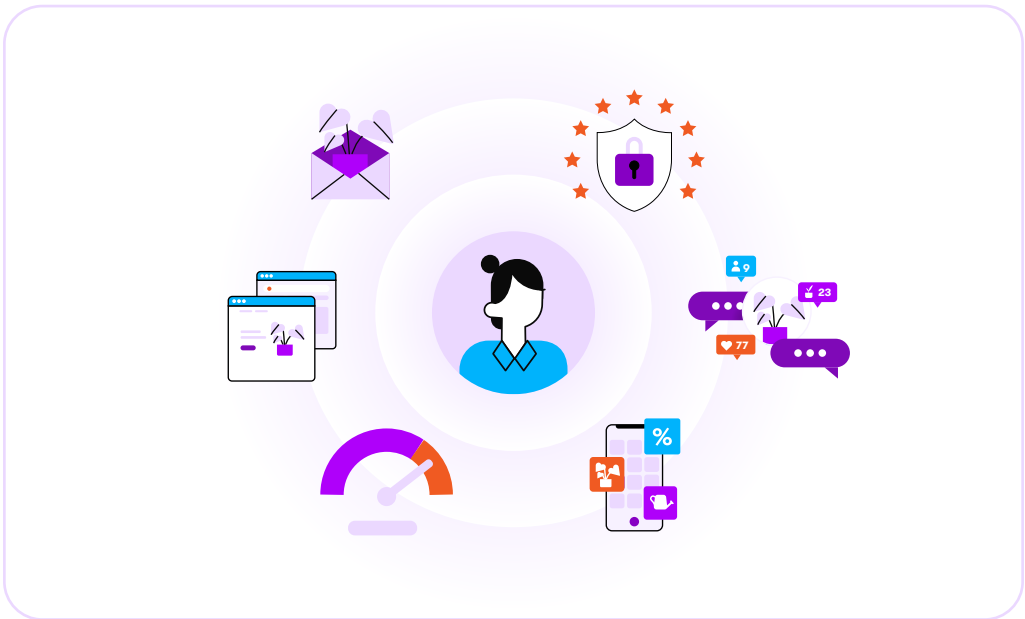
On the other hand, companies that neglect to develop their digital experience maturity face significant risks. Without a clear strategy, digital marketing can become disjointed, leading to inconsistent customer experiences. This can result in frustrated customers who feel misunderstood or ignored, causing lower engagement and weakened brand loyalty.

Understanding your digital experience maturity provides a clear, objective view of your performance in customer engagement, technology use, and marketing. It helps pinpoint gaps and opportunities, ensuring smarter resource allocation for meaningful improvements.

Here are eight compelling reasons to assess your digital experience maturity today.

- **Optimized strategy:** Provides insights into strengths and weaknesses, enabling data-driven decisions to improve marketing strategies.

- **Smarter technology investment:** Ensures you invest in technologies that align with your current maturity level and avoid wasting resources on tools you're not yet ready to fully utilize.

- **Enhances competitive edge:** Allows for seamless, personalized customer interactions that differentiate you from competitors.

- **Improves efficiency:** Identifies areas for process improvement, reducing inefficiencies and manual work.

- **Boosts ROI:** Increases marketing effectiveness by focusing on areas that drive the most value, improving targeting, engagement, and conversion rates.

- **Drives innovation:** Encourages continuous improvement and adoption of new tools, technologies, and practices to stay ahead in the digital landscape.

- **Supports long-term growth:** Strengthens your foundation for scalable growth, ensuring your digital systems, content, and processes can adapt as your business evolves.

- **Reduces risks:** Minimizes the chances of poor customer experiences, data silos, and outdated technology, leading to higher customer loyalty and trust.

DEM maturity stages.

Digital experience maturity is measured in stages, each showing how well a company is doing in managing its digital experiences:

Early stage

Companies at this stage have little or no strategy for delivering digital experiences. They may have a website or social media presence, but these channels are disconnected and not optimized for customers. Marketing is basic and not very personalized.

Making progress

Companies in this stage have started to use digital tools, but they're not fully integrated. There may be some personalization and data usage, but it's still limited. Digital channels are improving, but they're not yet fully aligned or optimized.

Advancing

At this stage, companies have well-integrated digital channels that work together to create a seamless, personalized experience. They use data and technology to make decisions and improve the customer experience across all touchpoints.

Leading

These companies are leaders in digital experience maturity. They innovate consistently, using advanced tools and data to stay ahead of customer expectations. Their digital experiences are highly personalized, and they're always looking for ways to improve.

amazon vs **yahoo!**

Amazon is leading the way in digital experience maturity. From tailored product recommendations based on past purchases to a highly intuitive website and app interface, Amazon uses sophisticated algorithms and data to continuously optimize the customer journey. Their use of AI and machine learning to predict customer needs, suggest relevant products, and personalize email and website content is unparalleled in the ecommerce industry.

Despite being an early internet pioneer, Yahoo failed to innovate and meet the growing customer demand for personalized, seamless digital experiences. While competitors like Google and Facebook leveraged data for tailored services and created cohesive, user-friendly platforms, Yahoo's offerings were fragmented and outdated. As a result, Yahoo lost market share and relevance, eventually being acquired by Verizon in 2017.

LEADING THE MARKET

FAILED TO INNOVATE

Assessing your digital experience maturity.

Understanding your current digital experience maturity level provides valuable insights into how well your marketing efforts align with customer expectations and where improvements can be made. This data-driven approach ensures that any changes you make are based on facts, not assumptions, leading to more effective strategies and better customer outcomes.
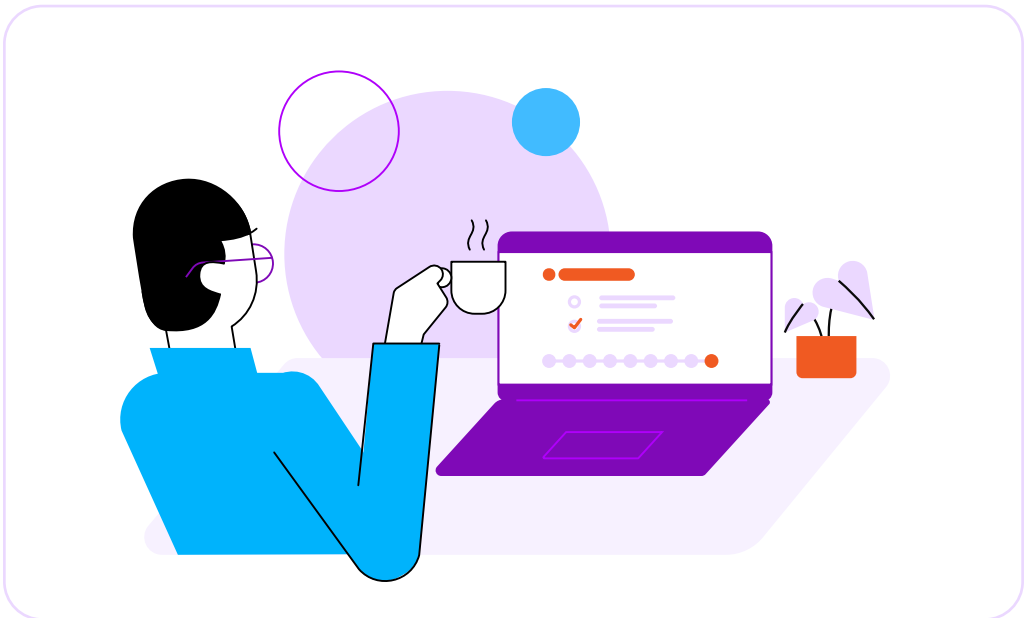
Our **Digital growth guide** is specifically designed to assess the key areas that drive marketing effectiveness and customer engagement. Unlike general digital maturity assessments that cover a broad range of digital operations, our tool focuses on the aspects of your digital experience that most directly impact customer interactions and overall marketing performance and provides clear, actionable insights to guide you in strengthening your digital marketing strategy.

The guide evaluates your maturity across the following critical areas:

- **Content design:** How effectively you use templates, visual editors, and design components to create consistent, engaging, customer-centric content.

- **Publishing workflow:** The efficiency and consistency of your content creation and publishing processes.

- **Multilingual capabilities:** Your ability to cater to global audiences by offering content in multiple languages and regions.

- **User data:** How well you collect, manage, and utilize customer data to personalize experiences and nurture leads.

- **SEO:** Your strategy for optimizing content to improve search engine rankings and visibility.

- **Email marketing:** The sophistication and effectiveness of your email campaigns in engaging customers, delivering relevant content, and driving conversions.

- **Solution composition:** The composition of your digital ecosystem and how well your tools and platforms integrate with each other to create a seamless, scalable solution.

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Content creation workflow

Define a content strategy for your marketing communication

1. Introduce an approval process and a quality check to prevent content publishing issues.

2. Define your content strategy and how you'll measure results so all your editors are aligned.

3. Leverage automated publishing features to schedule your posts on socials.

Next steps in your digital experience maturity journey.

After completing the assessment, the **Digital Growth Guide** doesn't just tell you which phase of maturity your company is in; it also offers clear, actionable next steps in each of the critical areas above. Whether you're in the early stages of your digital journey or already in an advanced phase, the next steps are designed to help you address key gaps and prioritize the right actions for your maturity level.

Use these next steps to define clear, actionable goals for your digital experience strategy, including specific, measurable milestones and actionable steps. Digital experience maturity isn't a one-time milestone but an ongoing journey. The digital landscape is constantly evolving, and so should your company's approach to marketing.

1. **Define your goals** and break them down into manageable, time-bound tasks to ensure that your path forward is clear, focused, and achievable.

2. **Set clear benchmarks** for key performance areas—such as engagement rates, personalization effectiveness, or ROI—and periodically assess your results against these standards to keep your efforts aligned with current and future business goals.

3. **Embrace the idea of making incremental improvements** over time, continuously enhancing the customer experience and maximizing business outcomes.

4. **Treat digital maturity as a continuous process** to stay agile and responsive to changing customer needs, emerging technologies, and new industry standards.

Change management: The backbone of digital maturity.

Organizational change is often the most challenging aspect of achieving DEM, but it's also the most critical. Success depends on securing stakeholder buy-in, managing resistance, and fostering collaboration across teams.

Here are some strategies for effective change management:

- **Secure buy-in at all levels:** Change takes root when leadership champions the initiative with a clear vision of how higher DEM benefits both the business and its customers. Simultaneously, engaging frontline employees—those who will use new tools and processes—ensures they feel empowered and invested in the transformation.

- **Communicate the vision:** Be transparent about why change is necessary, its expected benefits, and the steps involved. Highlight quick wins to demonstrate value early on. Support teams with hands-on training, clear documentation, and ongoing resources to build confidence.

- **Facilitate cross-functional collaboration:** Align marketing, IT, customer service, and sales around shared goals that link departmental contributions to the broader DEM vision. Promote teamwork by tapping into diverse expertise to design solutions that address both operational needs and customer expectations.

- **Cultivate adaptability and innovation:** Foster a culture of continuous learning and experimentation. Recognize and reward employees who embrace change and achieve milestones. Position digital tools as integral to decision-making across the organization.

By embedding these strategies, businesses can overcome resistance, unite teams, and sustain long-term improvements in digital maturity.

Your path to lasting growth.

Take the next step in your digital maturity journey with our free Digital Growth Guide. You'll gain an in-depth understanding of your current maturity level, uncover actionable insights, and receive customized recommendations to elevate your digital experience strategy.

ASSESS YOUR DIGITAL EXPERIENCE MATURITY NOW

Start today and position your organization to meet evolving customer expectations, stay ahead of competitors, and achieve lasting growth in the digital era.

About Kentico.

Reduce the complexity of your marketing technologies and take control of your content across your websites, microsites, emails, and other digital channels through a single solution. Empower your team to create personalized, engaging customer experiences while eliminating time-consuming tasks with a comprehensive content management system that is easy to learn and use.

Tailor content and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints and reach your customers on their favorite channels—any time, anywhere. No need to worry about surprise expenses thanks to transparent, predictable pricing and low ownership costs. Kentico's platform consolidates all the tools you need for successful multichannel content management and digital marketing in a single solution. It offers a rich set of built-in capabilities to help your team achieve more with fewer processes and less technology. With transparent pricing and flexible licensing, you will improve productivity while accelerating business outcomes.

Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

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