



Kentico



93%



MILESTONE

Users Love Us



SUMMER 2026

High Performer
ENTERPRISE

SUMMER 2026

Leader

SUMMER 2026

Best Usability
MID-MARKET

Summer 2026

G2 Grid® Report for Digital Experience Platforms (DXP).

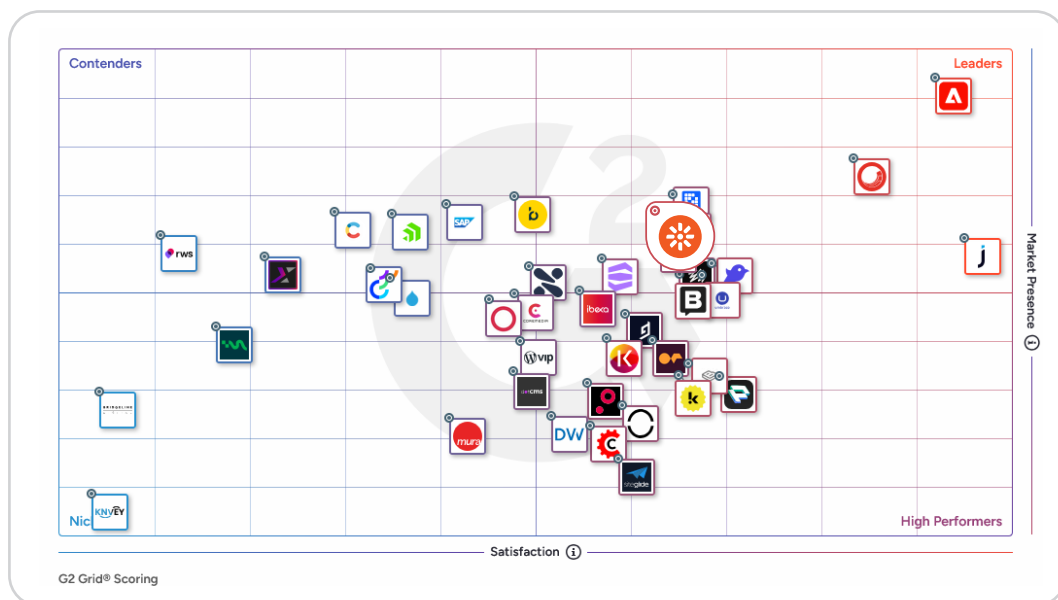
DXP reviews, ratings, and comparisons

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The G2 Grid® Report for Digital Experience Platforms (DXP).

Users rate Kentico high when compared to alternative solutions.*



[Grid® Report for Digital Experience Platforms \(DXP\) | Summer 2026](#)

We're delighted to see Kentico maintain a strong position as a Leader in the Grid® Report for Digital Experience Platforms, proving that real impact comes from delivering customer outcomes, not just features.

Customer feedback remains one of the strongest indicators of our success. We're proud to see customers share their satisfaction with Xperience by Kentico. We continue to stand out for our highly rated customer experience, driven by our focus on usability and further strengthened by AIRA, our built-in AI, and the Agentic Marketing Suite. Together, they represent the next step in our AI vision, helping teams achieve strong results with greater ease.

**Note: all numbers relate to the G2 Grid® Report for Digital Experience Platforms (DXP) Summer 2026.*



Why Users Love Kentico.

The G2 Grid® Report evaluates companies across critical business and product dimensions. Below, Kentico's performance speaks for itself; outpacing competitors across key metrics. This is why market leaders around the world choose Kentico to power their digital experiences.



Meets
requirements



Quality of
support



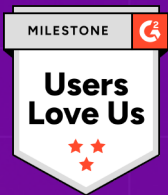
Ease
of use



Richard Dedor
VP Marketing,
Premier America Credit Union
★★★★★

PREMIER AMERICA
CREDIT UNION

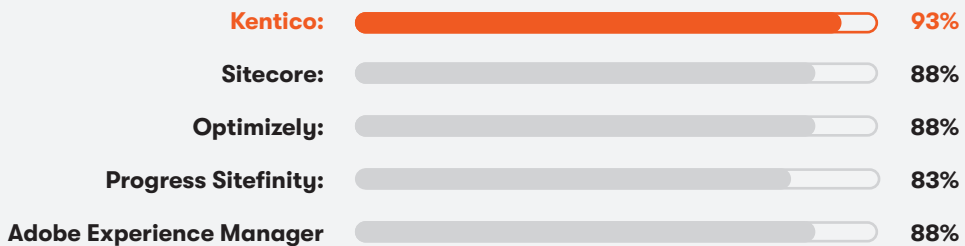
"In my career, I have launched many websites, and few have gone as smoothly as ours with Kentico. It has allowed us to reduce the time to make edits, follow compliance guidelines, and maintain consistency. We have been with Kentico for several years and are pleased with the upgrade."



1. Meets Requirements.

To get noticed in a crowded digital marketplace, businesses need to meet rising customer expectations; creating personalized, multi-channel experiences that reach every touchpoint. Built-in features like the AIRA Agentic Marketing Suite help marketers do exactly that.

From driving bookings in travel and tourism with Site of the Year winner Bob.W, to streamlining financial workflows at Oppenheimer, to boosting fan engagement at ACF Fiorentina; Xperience by Kentico helps businesses across industries get ahead and stay in the lead.



Roman Witalis
Project Manager

“Nothing but good, great experience with every application I used. It allows to build a bespoke portal that can suit client’s expectations - having a variety of features out of the box and endless possibilities with integrations and custom changes.”



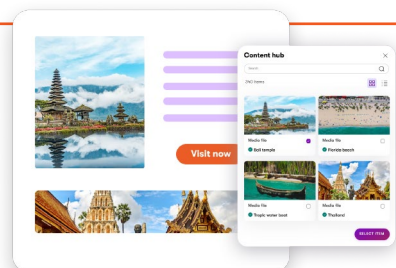
Nitesh Kumar
Software developer

“Kentico offers digital content management and marketing automation, which provide practical benefits for me and my business. My clients are also happy with the results achieved using Kentico.”



Kentico Means a Lot Less Saying No

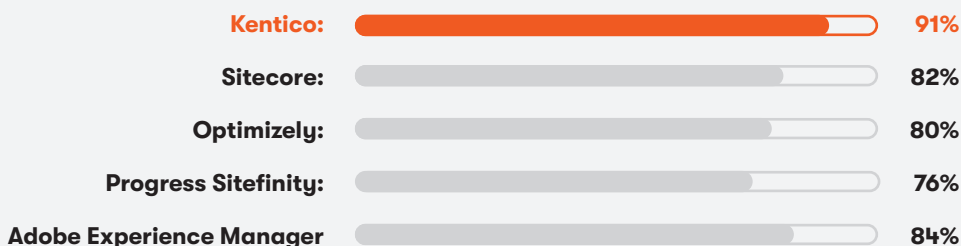
With a host of low-code/no-code digital marketing tools and native AI support within one platform, Kentico ensures you’ll always be able to launch campaigns and publish content without depending on IT. Thanks to Xperience by Kentico’s flexible and customizable design, you can start saying “yes” to a lot more.



2. Quality of Support.

To get the most out of your platform, you need access to knowledgeable support. Not every digital experience platform delivers at this level, but it's one of the areas we're proud to stand out in.

Support quality and responsiveness remain a core strength, consistently reflected in customer feedback.



Saurav Kumar
Principal Consultant

“Awesome product with good support and stable fixes. It’s easy to use, easy to manage content and always there’s room for customization.”



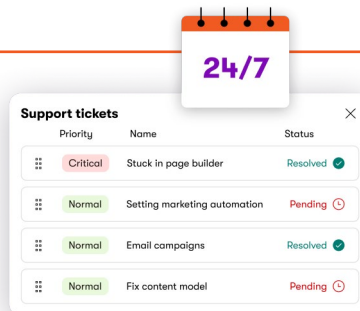
Troy Fulton
CTO, Director of
Data Engineering
& Infrastructure

“Xperience by Kentico is very flexible and easy to use. Kentico is constantly expanding the feature set and really listens to their partners for feature requests and often will incorporate them into the product roadmap. It is easy to implement and integrate with third party systems. Customer Support is readily available.”



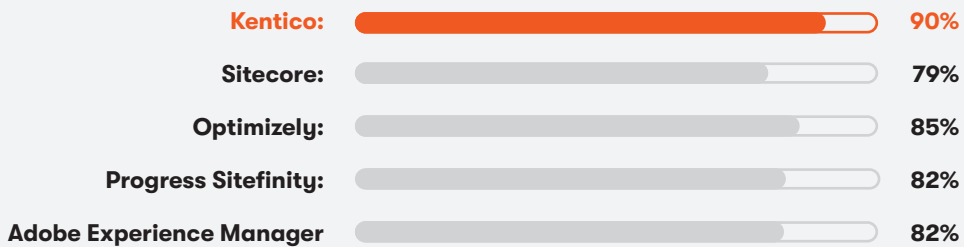
Kentico Cares About Your Success

The way we see it, our success is tied to your success. That's why we're committed to helping by offering expert guidance, comprehensive documentation, professional training, and unlimited 24/7 support via phone or email for our customers.



3. Ease of Use.

The most effective tools are the ones without a learning curve . That's why Xperience by Kentico was built with clarity in mind. We're putting more focus than ever on helpful features, like the AIRA Agentic Marketing Suite, so anyone on your team can create, build, and innovate without needing deep technical knowledge.



Justin Gray
Digital Marketing
Director

"The main problem Kentico solves is the ability for different stakeholders to publish content around the business. They can use a template to easily stand up their own landing pages and push them live with little training."



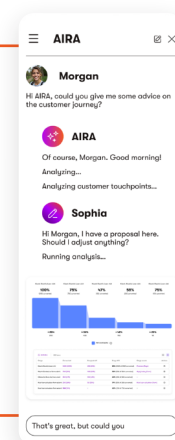
Verified user

"Fantastic product - fast, secure and a clear roadmap at a very competitive rate. Kentico assists our customers in achieving their business goals."



Xperience by Kentico is Built for How Marketers Actually Work

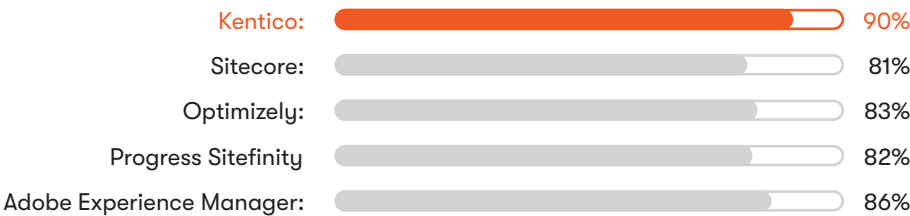
With an intuitive interface and support from AIRA Agentic Marketing Suite, marketers can create content, analyze performance, and optimize customer journeys all without heavy reliance on developers. While generative AI responds to prompts and supports individual tasks, AIRA goes further helping teams take action, not just generate outputs, enabling faster execution and more efficient workflows.



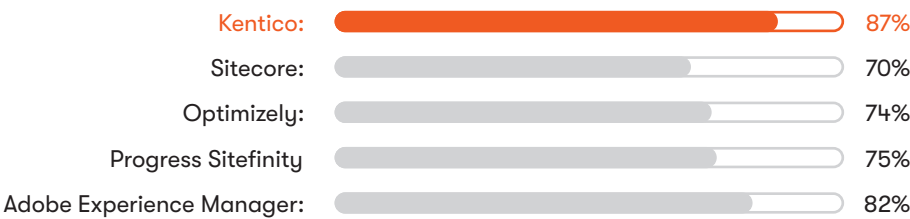
Shining Brighter Than the Alternatives.

Here are some other comparison scores from the report that warm our hearts.

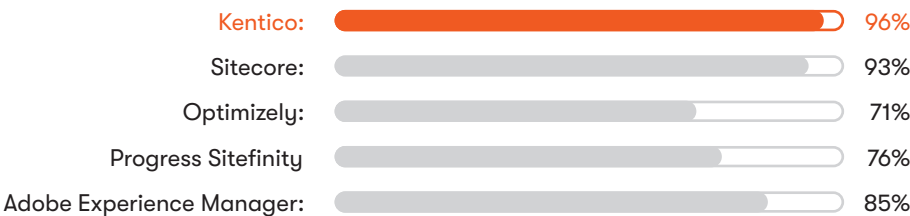
Ease of Admin



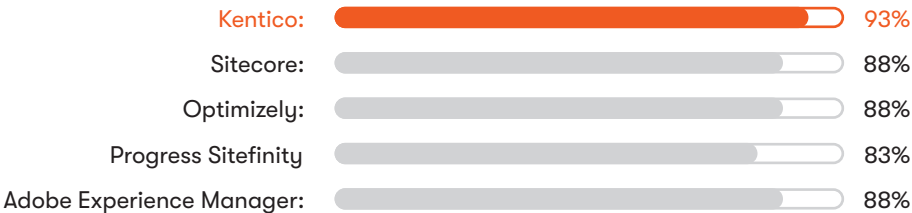
Ease of Setup



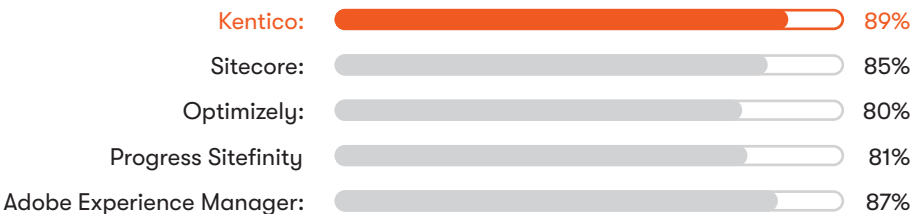
Right direction



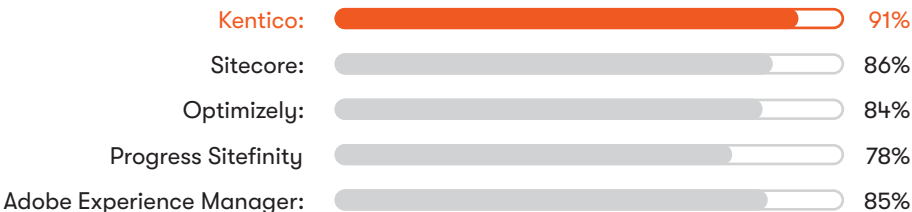
Meets requirements



Ease of Business



Likelihood to Recommend



Telma Matos
Global Digital Communications
Manager at Comet Group
★★★★★

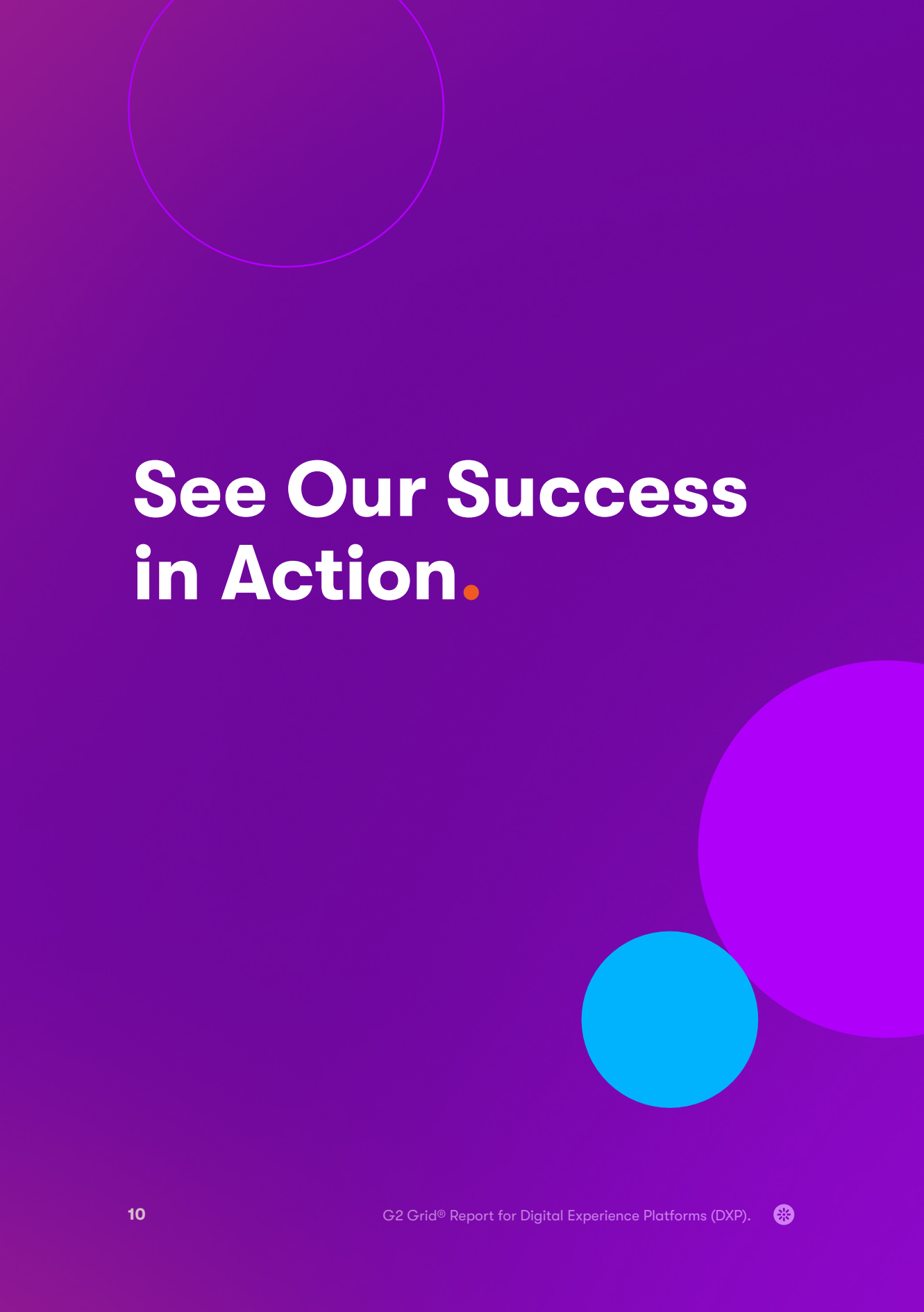


“We have been using the platform for many years. The benefit that Kentico has is that they can evolve over time. That’s why we stick with them.”

So, there you have it.

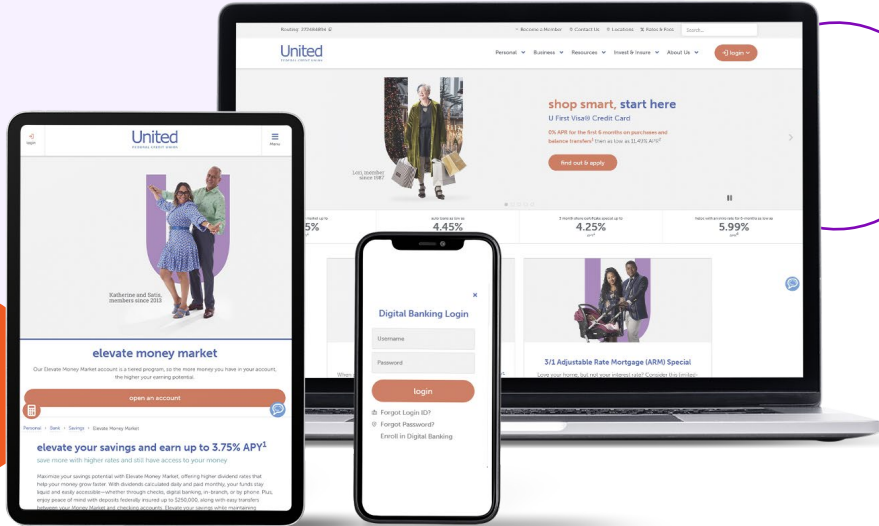
Our recognition in G2 shows what our customers already know: Xperience by Kentico’s integrated feature set (AI-powered content management, marketing automation, personalization, and more) combined with visionary product direction, enterprise-grade security, and dedicated support gives teams everything they need to win. We’re committed to maintaining our momentum and making an even greater impact alongside our customers.





See Our Success in Action.





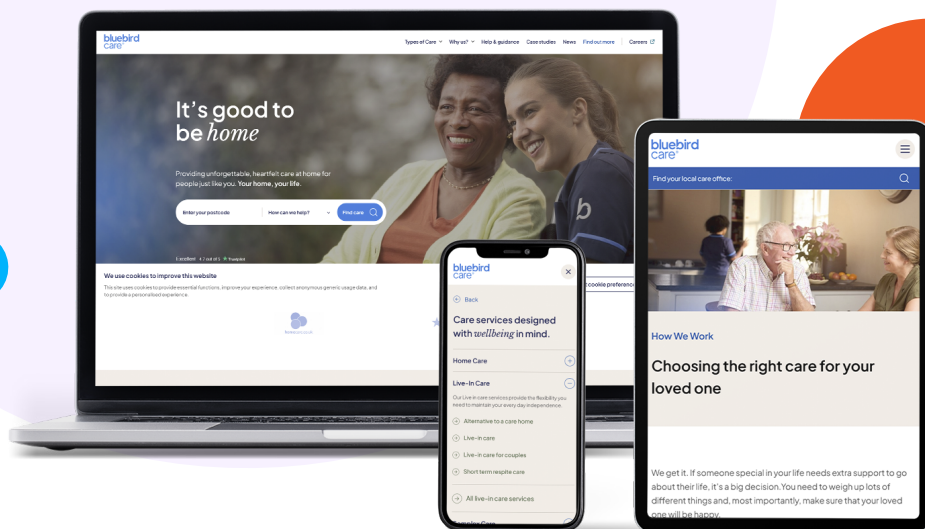
United Federal Credit Union wanted to migrate from Sitecore due to bottlenecks that made even minor adjustments time-consuming. To improve user experiences, they migrated to Xperience by Kentico and achieved a 90% reduction in rate update workflows after launching their site in just six months.

“Thank you to the SilverTech team and the United Federal digital marketing team, as well as our IT partners. I know a lot of long hours were invested, and your efforts paid off. This was a really smooth process so thank you for all your hard work.”

Kaylee Ganus

Chief Marketing Office, United Federal Credit Union





Bluebird Care needed to reimagine their CMS to support two primary corporate sites (UK and Ireland) and over 250 mobile-optimized franchise microsites. They upgraded to Xperience by Kentico to support evolving user needs and long-term growth. They successfully consolidated over 250+ separate franchise microsites, creating an optimized experience for both users and internal teams.

“We are thrilled to see the Bluebird Care website recognised as Kentico’s Site of the Year in the Healthcare category! This award highlights the incredible collaboration between Bluebird Care and Ridgeway, resulting in a platform that not only embodies our mission but also serves as a vital resource for families seeking support and care solutions. The innovative features of Xperience by Kentico and user-friendly design truly set this site apart. A heartfelt thank you to Ridgeway for their expertise and dedication in bringing our vision to life!”



Rebecca Edenborough
COO and EVP, Bluebird Care





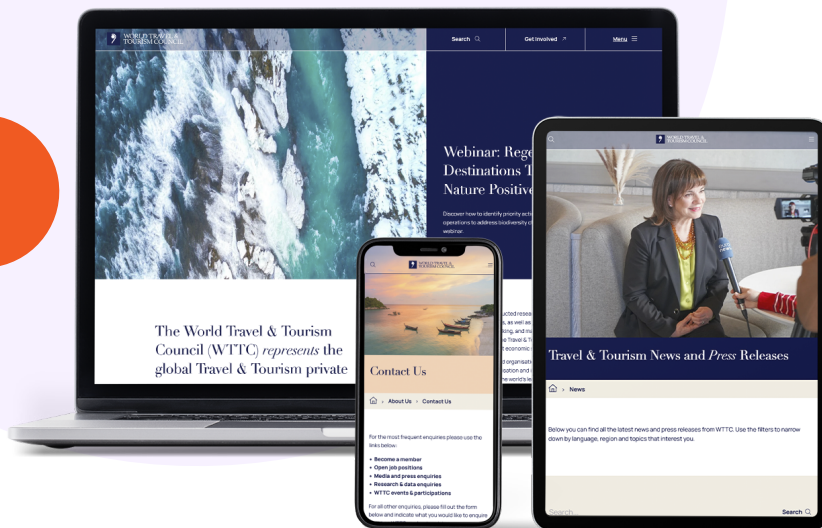
ACF Fiorentina needed a digital experience platform that could boost engagement and get their fans in on the action. With Xperience by Kentico, they recorded over 1,000 new registrations per day in the month after they went live.

“As an ICT Manager, it was essential to have a robust, secure, and easy-to-manage solution with the fewest technologies to coordinate. The platform, built on Microsoft .NET Core and integrated with Microsoft Dynamics 365 CRM, created a unified ecosystem capable of meeting the club’s current needs while preparing it for future growth.”

Andrea Ragusin

ICT Manager at ACF Fiorentina





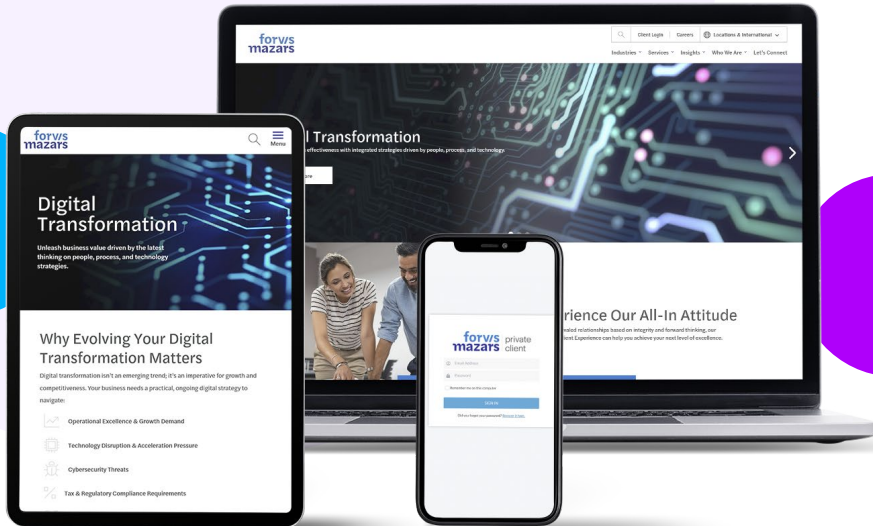
World Travel and Tourism Council's website and could no longer grow with the organization; limiting their ability to expand their reach. They migrated to Xperience by Kentico to better serve their global audience. Their migration resulted in a 11.5% increase in unique active users and a 21.4% increase in average engagement time per user, showing their new site was attracting (and keeping) attention.

"Cantarus worked closely with us to create a website that better reflects who we are. From day one, they understood our objectives and guided us through a clear, collaborative process. The result is a platform that empowers us to manage content more easily, highlights our work more effectively, and engages our global audience like never before. It's a significant leap from our legacy site, beautifully redesigned and full of potential for innovative features that will better serve both our audience and WTTC members."

Michael Clegg

Head of Web and SEO, World Travel and Tourism Council





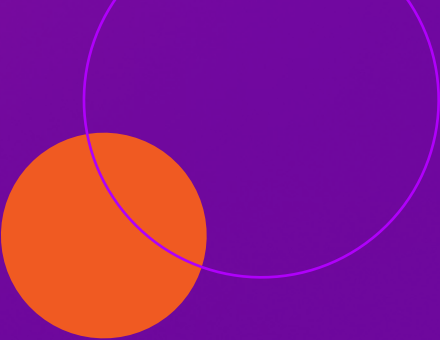
Forvis Mazars needed a future-ready site that aligned with the firm's evolving digital needs and growing reputation. After migrating from Drupal to Xperience by Kentico, they were able to create an engaging experience for their clients that boosted users by 61% and increased traffic by 100% across channels.

"We are incredibly proud to receive this recognition for our work on the Forvis website. This recognition highlights the talent and dedication of our team, as well as our commitment to delivering innovative digital solutions with real results for our clients."

Jeff McPherson

Chief Growth Officer, SilverTech





“Our focus at the moment is on helping marketers to better understand the journeys of their customers across multiple digital marketing channels and touchpoints within their marketing funnel; from websites and emails to mobile apps and beyond. We want marketers to be able to easily understand how their marketing strategy is working in practice and see where they can optimize it to get the best results.”



Debbie Tuček
VP of Product at Kentico

About Kentico.

Xperience by Kentico is a content management system and commerce platform with built-in digital marketing and AI capabilities that consolidates all the tools you need into a single-vendor 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.

Kentico's platform streamlines multichannel content management and digital marketing, replacing multiple disconnected tools with a unified solution. Its rich set of built-in capabilities helps your team achieve more with fewer processes and less complexity.

Kentico was founded in 2004 and is headquartered in the Czech Republic with offices in the US, UK, Germany, and Australia. Kentico has more than 500 digital solution partners and powers over 90,000 websites across 120 countries. Customers working with Kentico include Allergan, BDO, Ingram Micro, Konica Minolta, Land O' Lakes, PPG, Red Cross, FSV Mainz 05 or Williams F1.

About G2.

G2 is the world's largest tech marketplace where companies can explore, discover, review, and shortlist the solutions that match their precise needs and can help them reach their full potential.

With its independent user reviews on software and technology services and reputable G2 Grid reports, which are based on hundreds of authentic reviews from validated users, the G2 website is the go-to resource for businesses worldwide looking for their next step in their digital transformation journey. Ratings are never influenced by sellers' or analysts' opinions and the reports use data from other online sources and social networks to provide a holistic perspective.

MEET OUR EXPERTS

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