



**Kentico**



**Ebook**

# **Simplify your life.**

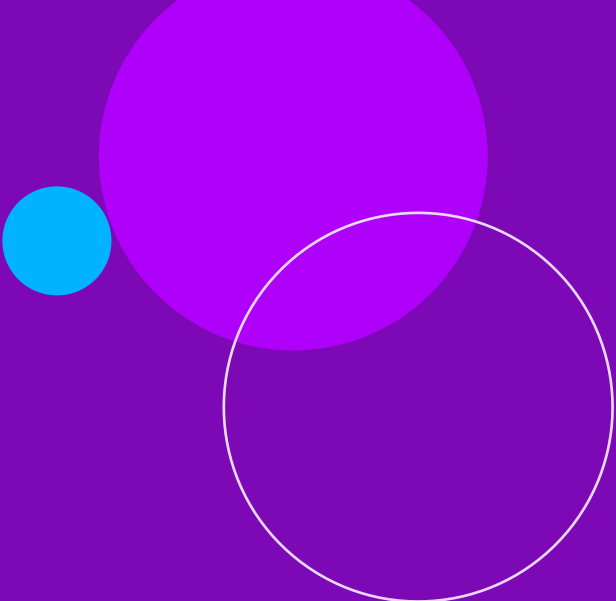
**How Xperience by Kentico  
transforms marketer efficiency**

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

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Marketing today is a maze of tools, channels, and endless demands. Juggling campaigns, content, and compliance feels like spinning plates while the ground shifts beneath your feet. This ebook reveals how the right tools can cut through the complexity, streamline your workflows, and free you to focus on what truly matters.

# Meet Stressed-out Sarah.

When Sarah stepped in to cover a maternity leave at a mid-sized travel company, she was excited yet overwhelmed. Her task? Launch a global campaign to promote the company's new eco-tourism packages in Iceland. It was a prime opportunity, but with little onboarding and even less support, Sarah quickly realized how complex her new role would be.



The campaign demanded a seamless presence across multiple channels: the website, app, and emails. But with the website's outdated CMS, even updating itineraries meant waiting on IT. Consistency became a daily battle as she juggled messaging between platforms. By the time she corrected one mismatch, another cropped up, leaving her team scrambling to keep up.

Things escalated when customers started noticing discrepancies. Email information didn't match the website. Customers who had already paid full price were being offered newly discounted trips and were asking for refunds. And the itineraries promoted on the app were already out of stock.



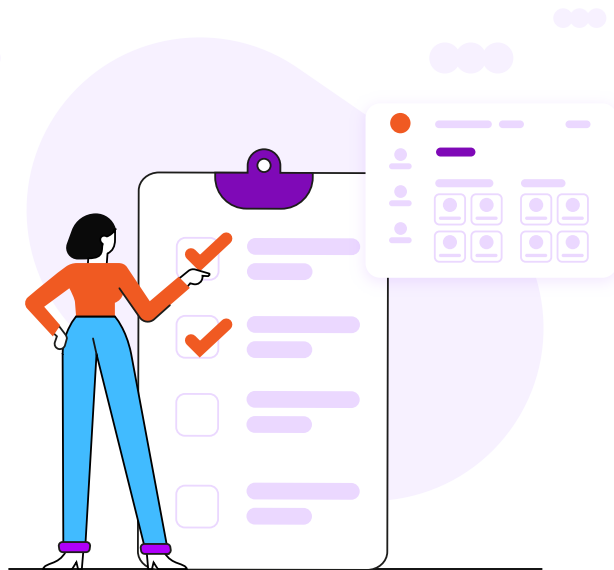
Then came compliance headaches. Halfway through, Sarah realized their lead capture forms lacked GDPR-compliant opt-in fields for European customers. Fixing this oversight derailed other tasks, and she knew it jeopardized the trust her brand worked so hard to build.

As the launch date closed in, Sarah burned late-night hours troubleshooting instead of focusing on what she did best—crafting compelling messages. She couldn't help but feel that the tools meant to support her were slowing her down.

Amidst the chaos, Sarah began researching new solutions that could help streamline her work. She discovered [Xperience by Kentico](#), a unified platform combining CMS and digital marketing tools. Ranked highly by industry sources like Gartner and G2, and widely recommended on social media, it promised to simplify her life.

Intrigued by its potential to cut through the noise and help her regain control, Sarah decided to dive deeper into what the platform could offer—and whether it might be the key to simplifying her marketing efforts once and for all.

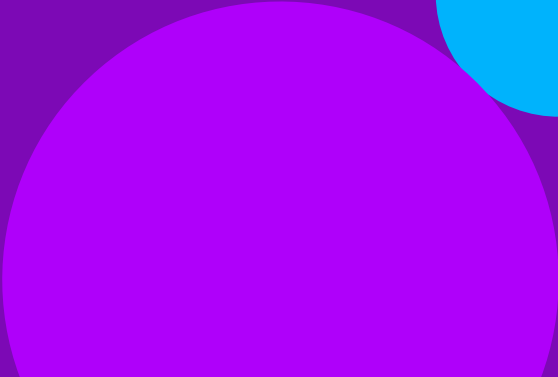

She made a list of her top challenges and began researching how Xperience by Kentico might solve them.





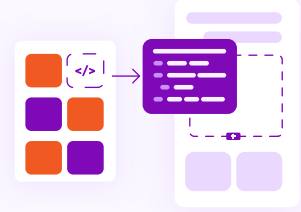
# Top complexity challenges for marketers.

As Sarah began exploring Xperience by Kentico, she quickly realized that her challenges were shared by marketers everywhere. The increasing demands of their roles—juggling fragmented tools, managing campaigns across multiple channels, and personalizing at scale—were taking a toll. These hurdles weren't just technical in nature; they were deeply organizational, strategic, and often emotional.



## 1. Lack of autonomy

Sarah often found herself waiting for IT to create new pages or launch updates for campaigns—each delay adding pressure to an already tight timeline. With Xperience by Kentico, that all would change. With easy-to-use page, email, and forms builders, Sarah would be able to create new web pages, campaign-specific landing pages, on-brand emails, and lead-capture forms without relying on developers. She could easily use templates and widgets to design beautiful, functional pages that support her campaigns, instantly bringing her ideas to life.



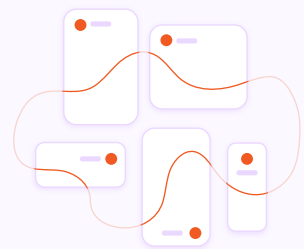
## 2. Multichannel complexity

Sarah often found herself jumping between different tools for her websites, campaign microsites, app, and email campaigns, struggling to maintain consistent messaging across the board. With Xperience by Kentico, which combines CMS and digital marketing into a single, unified solution, Sarah would no longer need to juggle so many external tools. Everything she'd need would be in one place—most of the tools she uses daily are already built in, and those that aren't could be seamlessly integrated. Her day-to-day operations would become far simpler and more streamlined.



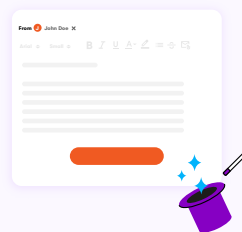
## 3. Consistency across channels

Managing a consistent brand voice across multiple channels doesn't have to be overwhelming. With Xperience by Kentico, Sarah could streamline her efforts. [The Content Hub](#) would allow her to store all her content—from articles to tour details, videos to testimonials—all in one place and reuse it seamlessly across her websites, email campaigns, and app. This would not only ensure consistency in messaging but also save valuable time.



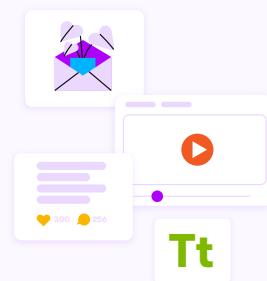
## 4. Too little time

Time is always tight for Sarah, but with Xperience by Kentico's [AI-driven assistant, AIRA](#), she could work much more efficiently. AIRA would not only quickly draft personalized, engaging emails, but also optimize images, generate metadata, and auto-tag content for easy tracking. Sarah could also use these time-saving features away from the desk with the AIRA companion app on her mobile device. She would be able to focus on strategy while AIRA handles the routine tasks.



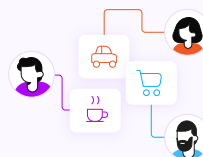
## 5. Large-scale campaigns

Managing large-scale campaigns across multiple regions or brands can quickly become overwhelming, but with Xperience by Kentico, Sarah could streamline the entire process. From coordinating geographies and languages to managing varied local campaigns, everything would happen within a single, unified platform. Collaboration tools—like publishing workflows, content workspaces and usage tracking, smart folders, and content version control—would ensure smooth teamwork and alignment across her team. Granular access controls would let her safeguard sensitive information while ensuring everyone had the materials they needed to keep moving.



## 6. Personalization at scale

Personalizing interactions at scale can be daunting, but with Xperience by Kentico, Sarah could easily target her audience and provide tailored experiences. Behavioral targeting would automatically identify and organize visitors into custom segments based on actions, interests, or demographics. Native marketing automation would nurture these groups with personalized emails and offers triggered by user behavior, ensuring every message felt timely and intentional.





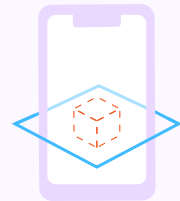
## 7. Security and compliance

For Sarah, ensuring data security and compliance is a top priority, and Xperience by Kentico would make it effortless. The platform's consent management tools would automatically collect and store user consent, ensuring GDPR, CCPA, and other privacy laws were met—no manual tracking needed. Built-in security features, like secure data storage and role-based access, would protect sensitive information. Plus, flexible settings would allow her to adjust campaigns to comply with local privacy laws, simplifying global operations.



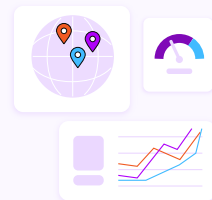
## 8. Adopting new channels

The digital landscape is constantly evolving, and with Xperience by Kentico, Sarah would have the flexibility to stay ahead. Not only would it seamlessly integrate with her existing third-party platforms (like CRM, ecommerce, and specialist tools), but it would allow Sarah to [experiment with emerging technologies](#) (like voice search, AR, and new social channels), without heavy technical investment. Plus, with the ability to build custom extensions, she could adapt Xperience by Kentico to her company's unique needs, ensuring she was always ready for the next innovation.



## 9. Analysis paralysis

Sarah's insights were scattered across various tools, making it hard to see the bigger picture. With Xperience by Kentico, data from built-in tools would be automatically aggregated, and intuitive dashboards would highlight key metrics. Sarah could spot trends, identify opportunities, and make informed decisions with ease. Behavioral analysis and audience segmentation would show exactly how customers are engaging and what's driving results. With this streamlined data, Sarah could focus on smarter campaigns, turning overwhelming information into a powerful advantage.



## 10. Measuring ROI

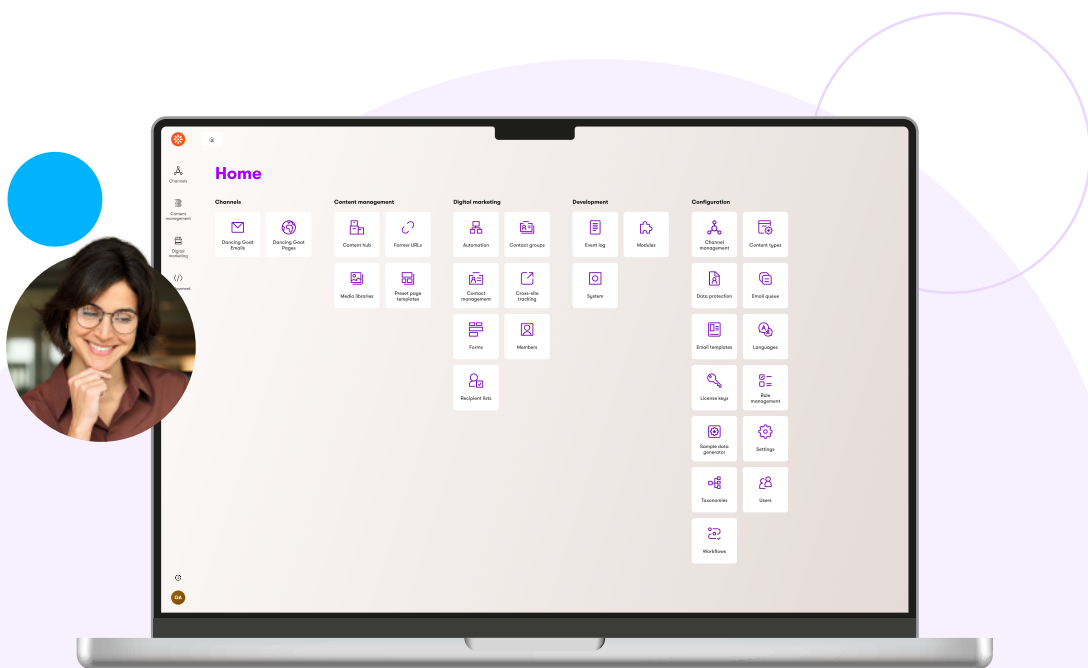
For Sarah, tracking ROI meant juggling multiple tools and data points. But with Xperience by Kentico, everything she needed would be in one place. Reporting would provide clear insights into KPIs like engagement, leads, and revenue, while personalization insights would show the impact of tailored content\*. Customer journey tracking would help Sarah see engagement touchpoints and optimize campaigns. With all this data easily accessible, Sarah could quickly demonstrate the success of her efforts.



# Xperience by Kentico simplifies your life.

As Sarah researched Xperience by Kentico, she discovered a unified solution that tackled many of the challenges she'd been facing. With both CMS and digital marketing tools in one platform, everything became more streamlined. Sarah no longer needed to rely on IT; with intuitive page, email, and form builders, she could manage campaigns autonomously, ensuring consistency across all touchpoints.

The centralized content hub allowed for easy content reuse and updates, while collaboration tools and automated workflows kept her team aligned. AI-assisted features, like SEO tools, improved efficiency, and customer journey tracking provided powerful insights. Personalized experiences at scale became possible, and compliance with GDPR and CCPA was handled effortlessly.



Sarah was also impressed by the seamless integration with existing and third-party tools, as well as the AI-assisted insights that gave her clearer ROI\*. With built-in security and a future-proof design, Sarah realized Xperience by Kentico would not only simplify her tasks but set her up for success long into the future.

Your CMS and digital marketing tools in one solution.

One intuitive user interface for everything.

Personalized customer experiences at scale.

Centralized content hub for consistency across touchpoints.

Reusable content: centrally managed, delivered everywhere.

Page, email, and form builders for marketer autonomy.

Smart folders for automatically organizing and delivering your messaging.

Collaboration tools and automated workflows.

Built-in data security and role-based access permissions.

Multilingual and localized content for greater reach.

Consent management, with GDPR and CCPA compliance.

Integration with existing tools, like CRM, analytics, ecommerce.

AI-assisted SEO power tools.

Customer journey tracking for powerful insights.

Your message delivered across your web, email, and headless channels.

Future-proof and evergreen product, ready for emerging channels.

\* coming 2025

## How is Sarah getting on now?

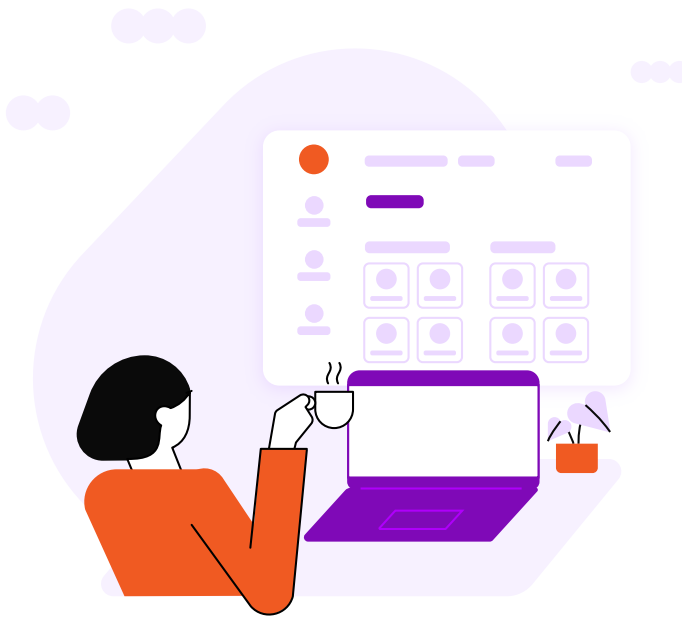
After just a few weeks of using Xperience by Kentico, Sarah's world looked entirely different. What once felt like an insurmountable challenge—managing Icelandic Adventures' biggest campaign to date—was now streamlined and under control.

Instead of juggling a dozen different tools, Sarah had one platform to manage everything. Using the drag-and-drop page builder, she quickly created a stunning landing page for the campaign, complete with integrated forms that automatically funneled leads into the CRM. Her content hub became a lifesaver, letting her easily reuse itineraries across the websites, emails, and app, and make changes to all instances at once, ensuring brand-wide consistency.



The personalization tools and AI email writer helped her quickly create tailored email campaigns for adventure-seekers, budget travelers, and repeat customers, while marketing automation handled the nurturing process, sending the right content at just the right time. With AIRA's AI-enhanced features suggesting imagery for her website and optimized SEO for her landing pages, Sarah saved hours every week. On top of which, Sarah no longer had to worry about privacy audits or missteps; the system automatically tracked and managed consent, ensuring her campaigns aligned with GDPR and CCPA regulations.

And instead of navigating spreadsheets and disconnected analytics tools, Sarah could finally see how her campaign was performing. For the first time, she could confidently prove the ROI of her efforts to her boss and the board.



Perhaps the biggest change? Sarah had her evenings back. With Xperience by Kentico handling the complexity, she could step away from her desk knowing everything was under control.

By the end of the campaign, bookings had skyrocketed, and Sarah had earned the respect of her team and leadership. What began as a daunting temporary role had transformed into an opportunity to thrive—and Sarah knew that Xperience by Kentico had been the key to unlocking her potential.





# From chaos to control.

Marketing in today's world can be overwhelming. From managing countless channels to maintaining consistency across campaigns, it's no wonder that so many marketers feel weighed down by the complexity of their roles. But it doesn't have to be this way.

With Xperience by Kentico, marketing teams can break free from the chaos. From creating personalized, data-driven campaigns at scale to ensuring compliance, Xperience by Kentico simplifies every aspect of marketing so you can focus on what truly matters—engaging customers, driving conversions, and building your brand.

It's time to move from complexity to clarity. Discover how Xperience by Kentico can help you simplify your marketing, amplify your efforts, and achieve results that matter.

Kick chaos to the curb and [try Xperience by Kentico today](#)



# 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.

**MEET OUR EXPERTS**

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