

What can a DXP do for *marketers?*



CMO



Social Media Manager



Demand Gen Lead



Visual Designer



SEO Specialist

Achieve real marketing outcomes by delivering engaging digital experiences

Enterprise marketers today are tasked with continuously delivering engaging, personalized digital experiences in multiple channels. To attract, convert, and retain customers, marketers must present relevant content, in an optimized format, no matter how customers want to access information or make purchases. They must ensure that these digital experiences are consistent at each moment in the customer journey and across every digital channel. And to streamline internal processes, marketers need ways to reuse content and manage all experiences from a single place.

For many marketers, meeting those needs requires moving beyond sole reliance on existing content management systems or web experience management tools. Instead, they need a digital experience platform (DXP). **A DXP can enable you to use a full array of best-of-breed tools to produce personalized, optimized, and consistent digital experiences while avoiding management complexity.** Of course, before moving forward, you first need to understand what a DXP is, how it works, and what kinds of real-world benefits it can deliver.

What is a DXP?

Most digital marketers are familiar with content management system (CMS) solutions. CMS solutions organize content—including text and images—and provide tools for creating, editing, and publishing content as web pages, blog posts, and more. When they were first introduced, CMS solutions were a revelation, especially for organizations that did not have sufficient internal resources for building websites or managing blogs. They enabled marketers to easily produce online experiences with what-you-see-is-what-you-get (WYSIWYG) capabilities, completely avoiding coding.

The introduction of web experience management (WEM) solutions enabled marketers to deliver content to more channels, such as mobile and social channels. WEM tools also provide the capabilities for delivering personalized experiences for audiences, instead of presenting the exact same content to everyone.

As CMS and WEM solutions evolved, vendors incorporated cloud and open-source technologies to help enterprise marketers enhance collaboration among teams and streamline content management at scale. For example, headless CMS solutions separate the presentation layer from the backend, enabling marketers to efficiently deliver content to multiple channels while managing content from a single location.

A DXP is the next step in the evolution of delivering engaging digital experiences. With a DXP, you can bring together content from multiple sources and manage digital experiences from a single platform. You can reuse content across channels, creating consistent experiences while improving management efficiency. And the right DXP allows you to integrate multiple best-of-breed tools in a comprehensive marketing technology stack—one that lets you create personalized, optimized experiences across channels.

A DXP is not some future possibility: It's here, now. And adoption of DXP solutions is growing globally. According to one recent report, the DXP market is expected to grow at a compound annual growth rate of nearly 12 percent by 2027¹. A CMO survey on customer experience shows that within the next year, top priorities will include delivering real-time experiences, incorporating personalization, and providing connected physical and digital experiences². Adopting a DXP can help organizations accelerate their progress with those initiatives.

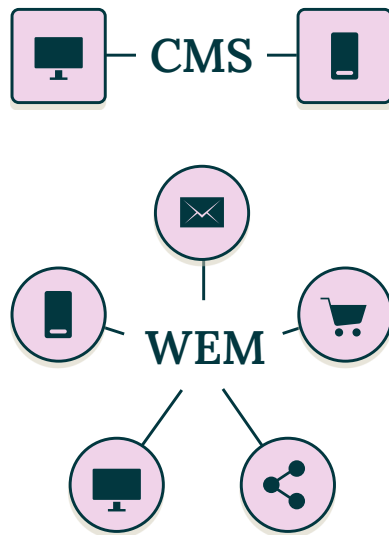
1. "Digital Experience Platform Market Global Market Report 2023," March 2023, <https://www.researchandmarkets.com/reports/5767580/digital-experience-platform-market-global-market>

2. Learning Experience Alliance and Treasure Data, "The State of CX 2022," June 2022, <https://www.martechalliance.com/hubfs/The%20State%20of%20CX%202022.pdf>

Envisioning the ideal digital experience landscape

Current landscape: CMS/WEM

- Disparate content platforms
- Duplication of content
- Context switching between tools
- Slow creation of experiences
- Slow adoption of new tools
- Clunky integrations
- Inconsistent, fragmented experiences across channels



Ideal landscape: DXP

- Single platform for managing the entire customer experience
- Enhanced marketing capabilities, such as personalization and optimization
- Content reuse
- Connected, consistent experiences across channels
- Brand consistency



A quick guide to key terms

CMS

A content management system enables you to create and manage content for a website.

Headless CMS

A headless CMS separates content presentation from backend content management, allowing you to produce content once and publish it to any device or touchpoint.

WEM

A web experience management system provides capabilities for delivering personalized digital experiences.

DXP

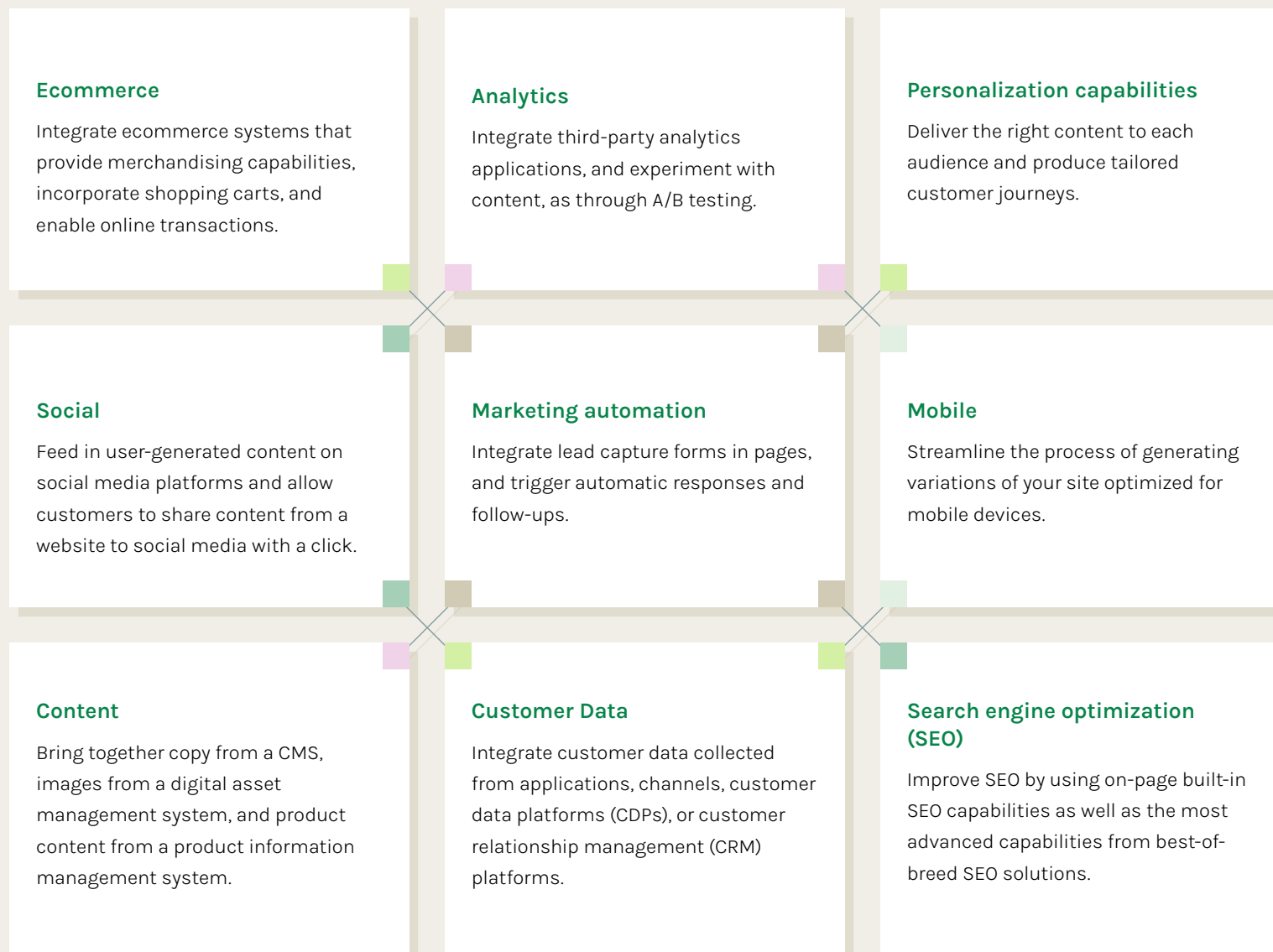
A digital experience platform brings together content from several sources and integrates multiple capabilities essential for delivering optimized, personalized, and consistent digital experiences across channels.

[See a comprehensive glossary](#)

What does a DXP look like?

A DXP brings together multiple elements and capabilities in a single, central platform. With a DXP, you can reuse content easily, so you can produce those omnichannel experiences without having to duplicate assets or scale your effort.

With the right DXP, you can mix and match these capabilities to create the optimal web pages, campaigns, and other digital experiences. You can use your preferred workflow and WYSIWYG functionality to simplify the process of creating those experiences.



What can the right DXP do for you?

By integrating a full range of systems and capabilities, the right DXP gives you a single, central platform for producing digital experiences. You can share the platform across multiple teams, giving them the power to create, manage, and orchestrate dynamic content and to generate unique experiences. Experiences can be delivered to a variety of markets, in different languages, and across multiple channels. And your teams can produce those experiences fast and cost-effectively.

Using a DXP to deliver optimized digital experiences can produce benefits at every stage of the customer journey.

Attract customers

A DXP can help you attract new customers by enabling you to produce a faster, higher-performing website with better SEO. It can help you rapidly launch new microsites, campaign pages, and other types of experiences so you can capitalize on emerging opportunities or support new business goals. The DXP can even help you quickly and efficiently scale your content, for example, with the help of integrated generative AI technologies, such as ChatGPT for copy and DALL-E for images. In addition, the DXP can help you streamline delivery of content to new and emerging platforms—such as the Metaverse, AR/VR platforms, and digital signs—by enabling you to more easily repurpose and reuse content.

Convert customers

Once you've brought people to your site or app, you need ways to convert them into customers. A DXP can help improve conversion by personalizing experiences and enabling you to optimize content through experimentation. Unification of customer data and analytics across channels makes it easier to tailor experiences for your audiences and ensure you're focusing on the most effective tactics.

Retain customers

Providing relevant, personalized content, ensuring consistent experiences across platforms, and supporting the entire, end-to-end customer journey will help increase customer loyalty. Let's say you are managing the digital experience for insurance customers: The right DXP can help you deliver a consistent, personalized experience as each customer attains a quote, subscribes to a policy, files a claim, and renews. Personalization capabilities can also help you increase the value of each customer by allowing you to deliver relevant cross- and upsell offers.

How does a DXP help marketers improve digital delivery?



A DXP can play a vital role in supporting key marketing use cases and advancing priority digital experience initiatives. In each case, adopting a DXP can help you deliver more engaging, consistent, and differentiated experiences while simplifying management.

CASE STUDY

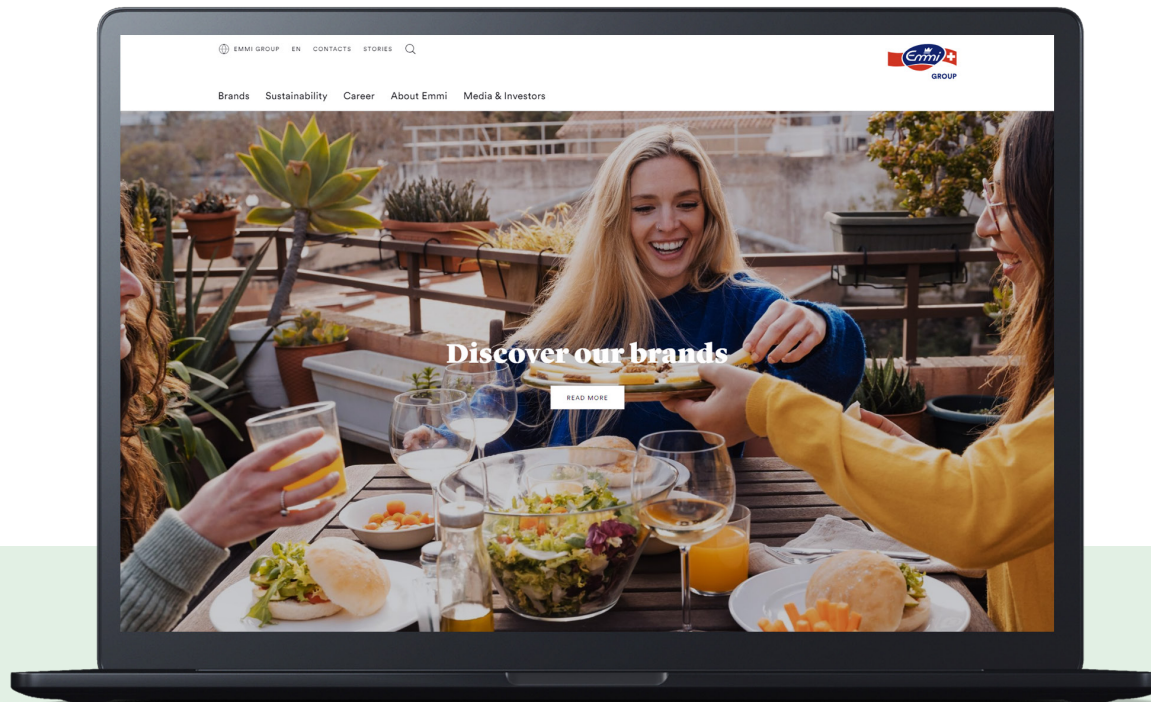
Multi-brand, multi-market, multi-channel experiences



See how Emmi, the leading Swiss manufacturer of high-quality dairy products, used the Magnolia DXP to unify multiple brand websites.

By bringing together several components in a single platform, a DXP can help you address a fragmented digital presence and create unified digital experiences across brands, markets, and channels. For example, you might have several distinct websites to support enterprise subsidiaries with unique brands in a variety of regions. A DXP provides a single, centralized platform for multi-brand communications. You can better coordinate marketing work across the enterprise and build more consistent experiences.

At the same time, implementing a consolidated platform simplifies ongoing digital experience management. You can support each brand's own identity while sharing management of digital experience components and modules. And with more integrated tools, you can avoid drastic shifts in context as you move from one tool to the next.



[Read the full case study](#)

CASE STUDY

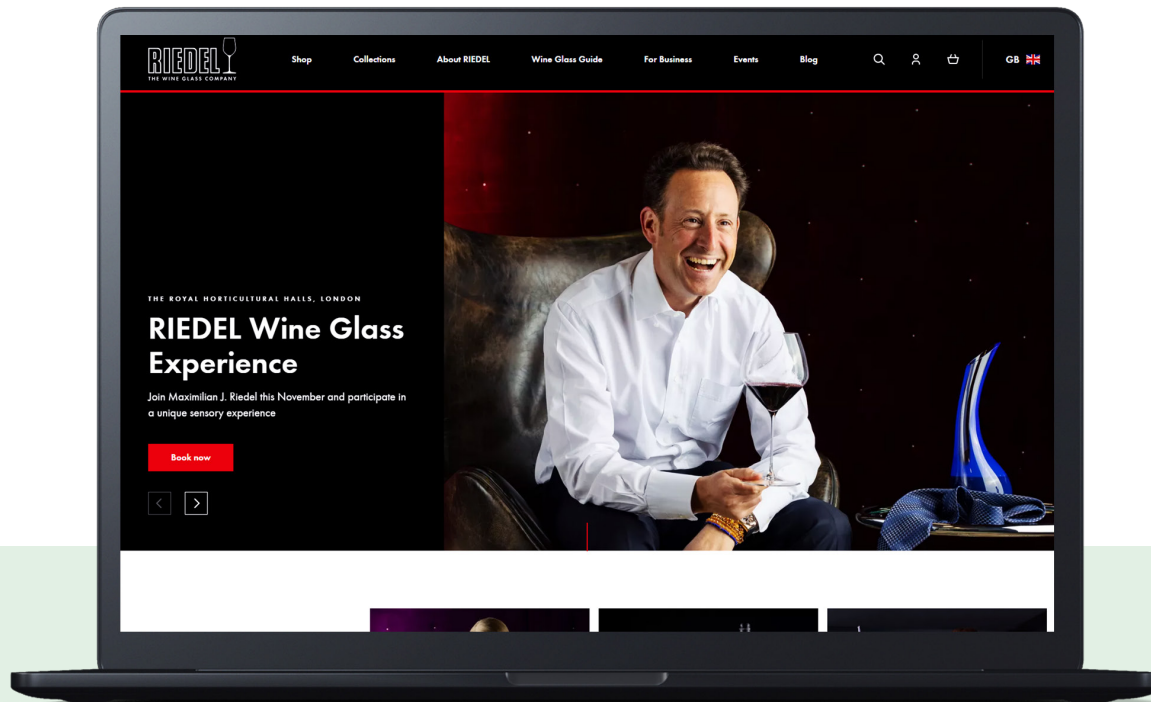
Experience-driven commerce



Learn how RIEDEL, one of the world's leading manufacturers in high-quality glasses and decanters, built a cutting-edge customer experience by combining content and commerce.

A DXP can help you create more experience-driven commerce by delivering rich, engaging content as part of an online store. You might have implemented your ecommerce solution separately from your content website, guiding customers through a distinct experience for purchasing products once they've made their selections. But what if you could offer more seamless shopping, in which the payment process continued to show engaging product content and encouraged additional shopping?

Using a DXP to integrate content and commerce can help you deliver consistent messaging throughout the customer shopping experience and augment the checkout process with engaging information. In addition, this integration can simplify management workflows and ultimately reduce costs.



30%
Faster time to market

[Read the full case study](#)

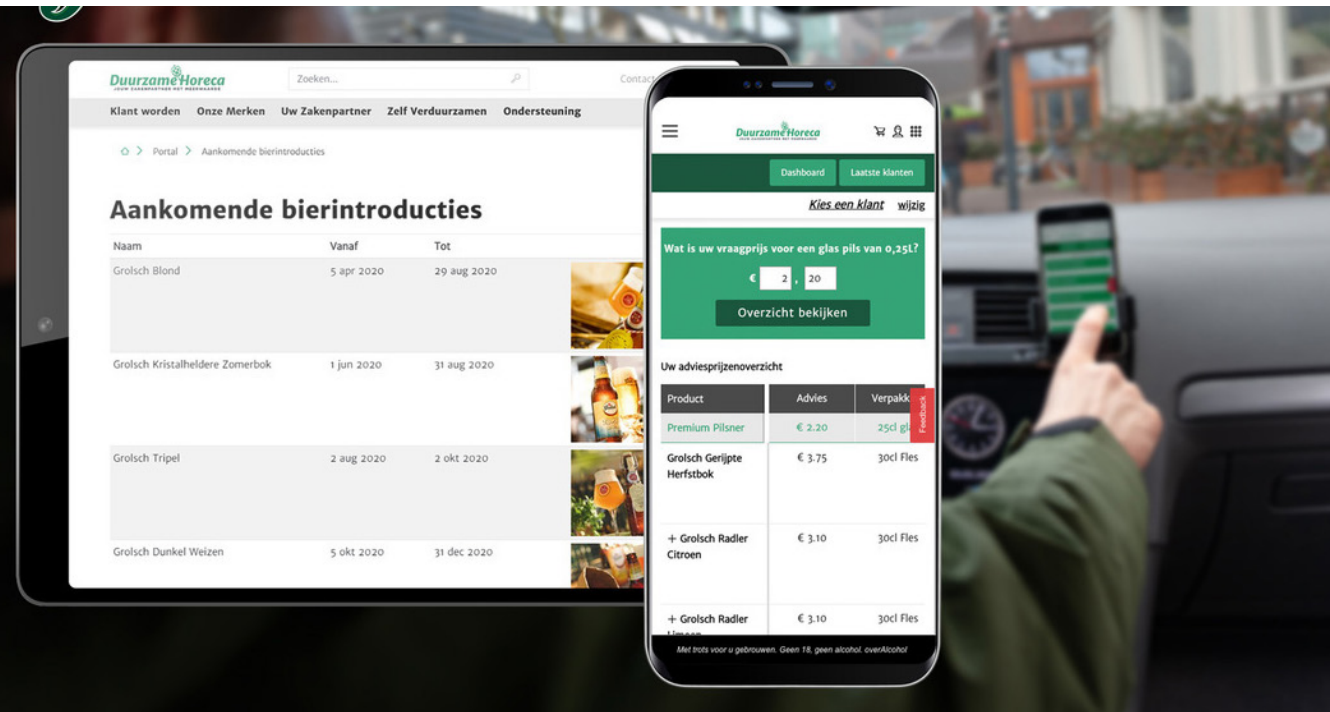
CASE STUDY

End-to-end digital business models



Read how a composable DXP helped beer supplier Grolsch create a self-service portal for catering partners while also supporting the launch of a new beer brand for a particular target audience.

A DXP can help you support end-to-end digital business models, delivering robust experiences for customers (B2C), distributors (B2B), and even employees (B2E). For example, a food or beverage company might want to provide distributors with self-service access to back-end systems while also delivering engaging mobile experiences to consumers. Implementing a composable DXP can help the company deploy a B2B portal that provides a one-stop-shop for partners and also create unique B2C experiences—all with a single platform. Digital teams can easily manage those B2B and B2C experiences without having to jump across tools or systems.



One

single access point for catering client.

Self-service portal unites all back-end systems and provides a standardized one-stop-shop.

[Read the full case study](#)

Which DXP is right for you?

Not all DXPs are the same. When you're ready to take the next step and begin exploring DXPs, start the selection process by asking three key questions.

1. What are your marketing goals?

An online retailer and a utility company might have distinct marketing objectives. Before selecting a DXP, clarify your marketing goals and ensure they align with your overall business goals. Identify any specific problems you need to solve and try to pinpoint particular opportunities that could improve your business. For example, you might want to make it easier for customers to buy products on mobile devices, simplify the process of moving customer leads into the sales pipeline, or raise awareness for your brand across social media platforms. Honing in on key objectives will help you define DXP requirements.

2. Which integrations are most important to you?

You might need to ensure that you can integrate particular capabilities or components—such as ecommerce, personalization, or SEO—along with content management. You might also want to be sure you can integrate specific solutions that you already have in place. For example, if you have an existing analytics tool, DAM, or marketing automation system that you want to keep using, you need to confirm that your new DXP will support that system.

3. Do you want a DXP suite or a composable platform?

At some point in your selection process, you might face a choice between a DXP suite and a composable platform.

DXP suite

A suite is a single, monolithic solution that presents a collection of tools all delivered by one vendor. The advantage of a suite is that you get multiple tools all at once, and they are designed to work together. Still, there are several disadvantages. For example, some tools might be more advanced than others: The vendor might specialize in providing certain capabilities while bundling in additional tools with limited functionality. Furthermore, you might not need all the tools that are provided, even though you are paying for all of them. A suite can also lock you in: You might have limited ability to customize that set of tools or integrate outside components.

Composable DXP

A composable platform provides much greater flexibility. First, you can select best-of-breed tools—not just the ones provided in a single vendor's suite. You can also add or remove components as needed: If your needs change, you can modify your architecture without starting from scratch. That flexibility also helps control costs, since you pay for only what you need. According to Forrester, more organizations are moving to composable DXPs to build unique experiences, even if that move requires some additional effort to select individual components compared with buying a suite.³

³ Joe Cicman, "The 2023 DXP Landscape: Composing Is The Biggest Trend And Also Biggest Challenge," May 15, 2023, <https://www.forrester.com/blogs/the-2023-dxp-landscape-composing-is-the-biggest-trend-and-also-biggest-challenge/>

Meeting real-world needs with Magnolia

Across industries, organizations are achieving tangible, real-world benefits with the enterprise-ready Magnolia DXP.

“We chose Magnolia because of two elements. First of all, Magnolia is compatible with a lot of systems we already have, this is a critical point. Point two was, of course, costs and time to market.”



Cedric Christmann,
CEO Primeo Energy,
Energy Division

“With Magnolia, I can focus on content creation and worry less about technology. With new content published quickly proper approval processes in place, along with older content being automatically backed up, I manage site updates with confidence.”



Celia Wang,
Public Relation Manager,
Content Strategist at Ping An

CASE STUDY

Enhancing flexibility and supporting fast growth



Food and beverage brand 4BRO rapidly expanded its business, building a broad customer base in just a few months. But the company's CMS wasn't able to scale at the same pace as the business.

CHALLENGE

Extending the existing CMS with add-ons and plugins resulted in an inefficient, siloed architecture that negatively affected the customer experience. 4BRO needed an enterprise-grade, composable architecture that could grow with the company.

SOLUTION

With help from Magnolia Gold partner dev5310, 4BRO implemented the composable Magnolia DXP, with a headless CMS at the core, which marketers now use to manage both the website and customer loyalty app.

BENEFITS

- Eliminated content silos and integrated third-party systems
- Delivered consistent experiences with shared content across the website and loyalty app
- Streamlined management and created a scalable foundation for the future



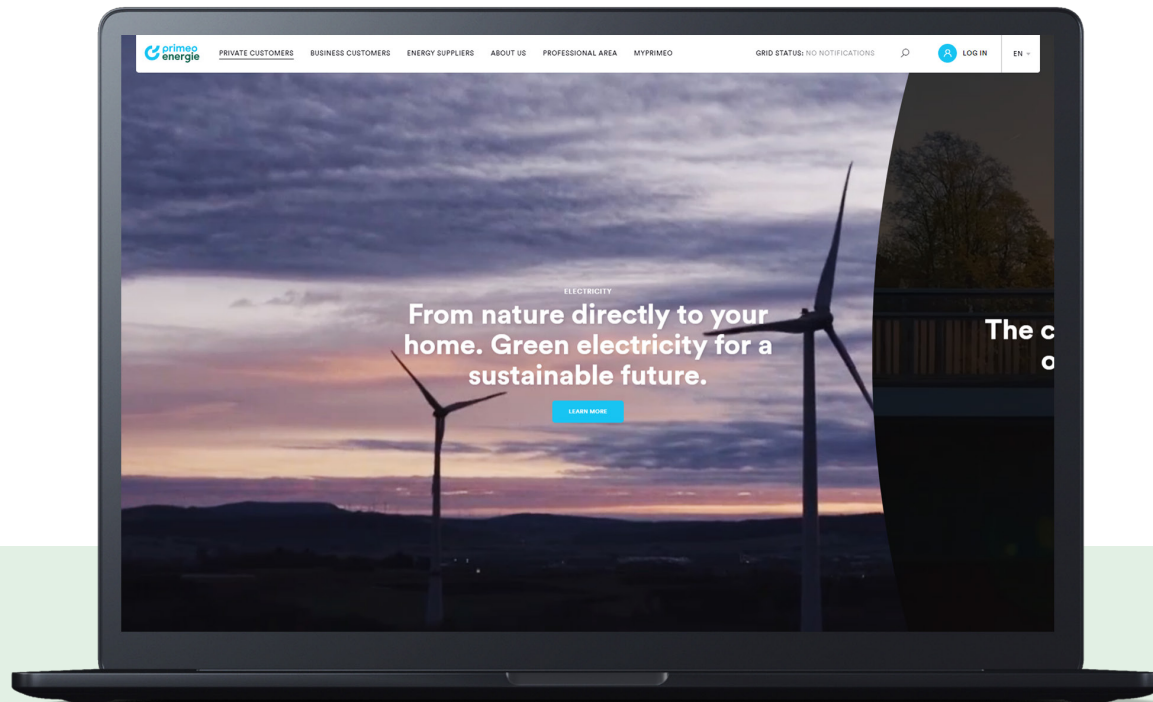
[Read the full case study](#)

CASE STUDY

Transforming digital experiences



Primeo Energie is a Swiss energy company that supplies electricity to approximately 180,000 customers in several European countries.



CHALLENGE

Primeo Energie needed a new website that would help enhance customer engagement while enabling internal teams to deliver new content quickly.

SOLUTION

The company built a new website using Magnolia's headless CMS as part of an integrated DXP. The solution made it simpler to deliver engaging content to the website today plus other digital channels in the future.

BENEFITS

- Created compelling experiences easily, using WYSIWYG authoring
- Tapped into the scalable, cost-effective advantages of the cloud
- Integrated existing systems with a single, composable platform
- Gained the flexibility to support new digital channels in the future

[Read the full case study](#)

CASE STUDY

Modernizing digital experiences and enhancing agility



Parkwood Leisure develops and operates a range of leisure facilities, visitor attraction centers, golf courses, heritage sites, and theaters on behalf of local authorities throughout England and Wales.

CHALLENGE

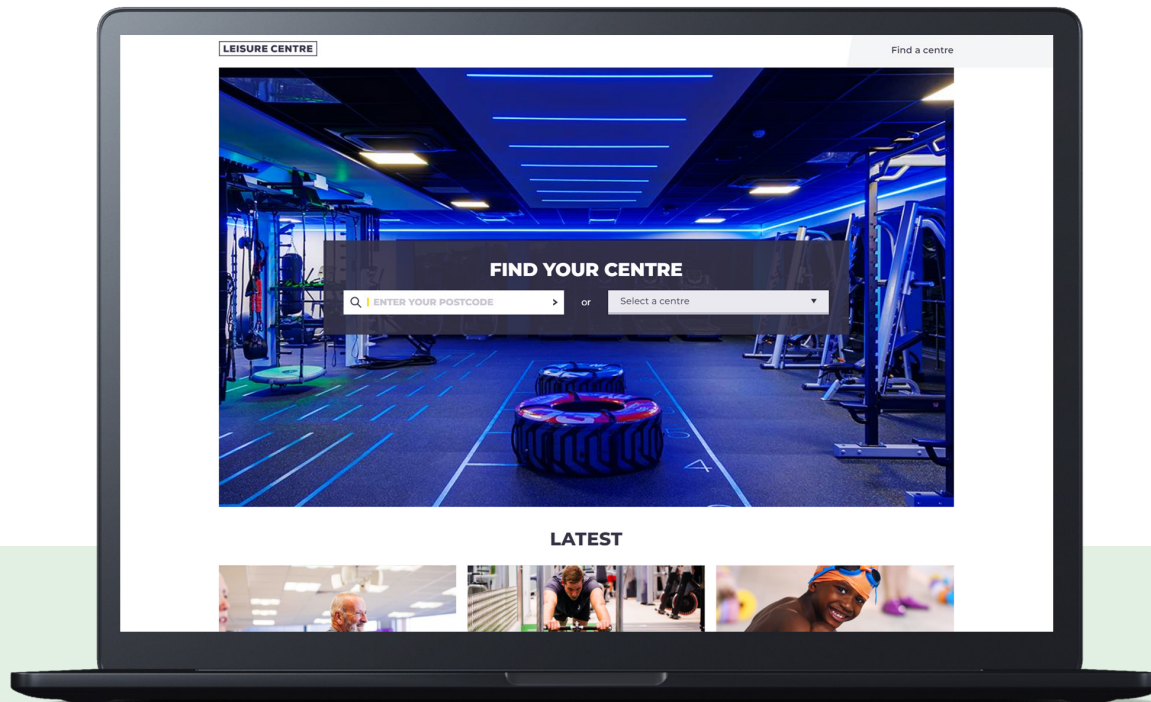
With a complex business operating model, Parkwood Leisure had a large digital footprint and complicated architecture that was difficult to manage. Creating new web pages could take weeks. The company wanted to upgrade its digital platform, but only gradually, using a phased approach.

SOLUTION

Parkwood Leisure selected the Magnolia DXP, which offered a flexible deployment approach and intuitive interface.

BENEFITS

- Achieved a smooth, phased migration to the new, scalable platform
- Accelerated creation of new pages—from weeks to minutes—with a central pool of reusable assets
- Simplified management for more than 200 users with varying levels of technical skills
- Improved site performance, delivering more engaging user experiences



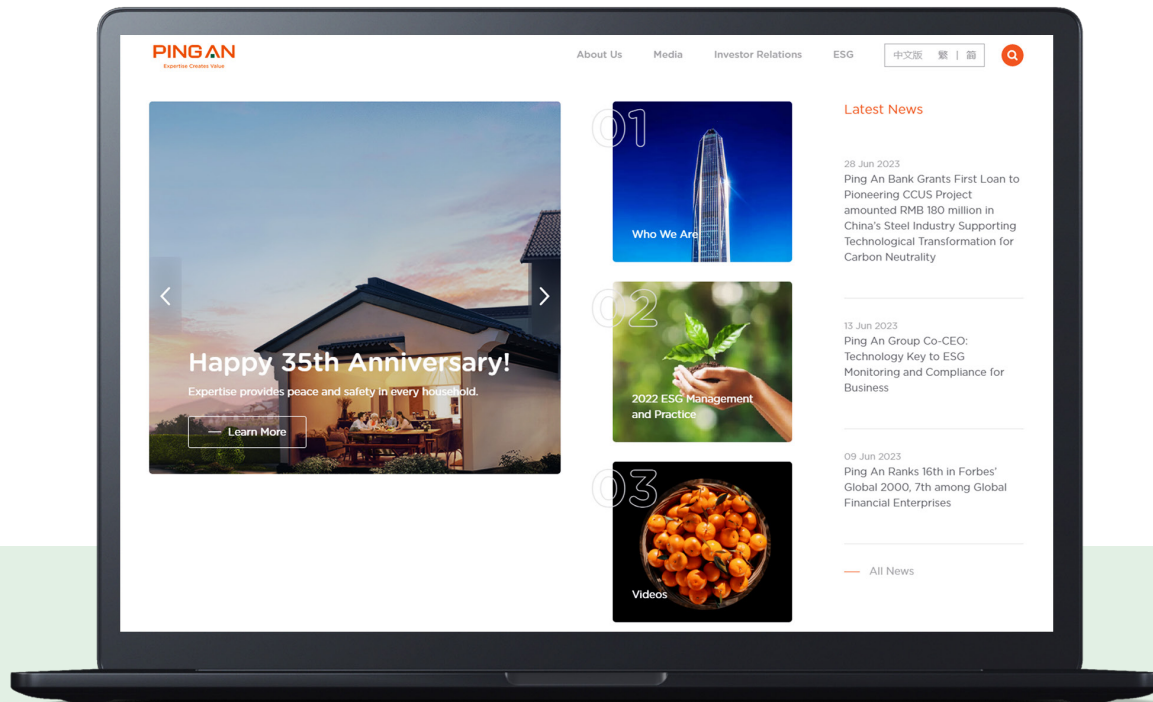
[Read the full case study](#)

CASE STUDY

Accelerating the content lifecycle



Ping An is a leading global technology-powered retail financial group. The company's innovative technologies are also used to support financial services, healthcare, and auto services organizations, as well as smart city initiatives.



CHALLENGE

The company's English-language website was powered by a custom CMS that was difficult for editors to use, resulting in inconsistent experiences. And because the Ping An website was not responsive, editors needed to create content multiple times to support distinct site layouts.

SOLUTION

Ping An implemented Magnolia to aggregate content and deliver consistent cross-channel experiences while reducing management complexity.

BENEFITS

- Aggregated content from multiple sources and enabled editors to create consistent user experiences across channels
- Revitalized the look of the corporate website, better reflecting the company's unique identity
- Accelerated delivery of a new website by reducing time for backend development
- Simplified content management, enabling editors to customize pages more easily

[Read the full case study](#)

Addressing key marketing needs with the Magnolia DXP

The enterprise-ready Magnolia DXP can help you rapidly deliver engaging digital experiences across multiple channels. How does Magnolia achieve your real-world digital marketing goals?



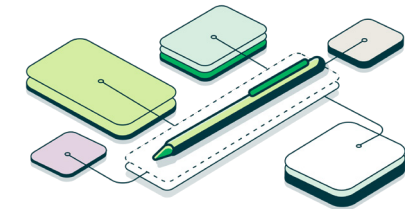
Content hub

The Magnolia DXP gives you access to all your content and data in one place, no matter where it's stored. As a result, you can easily reuse content across channels and avoid duplication.



Easy integrations

The Magnolia DXP unifies your tech stack, integrating legacy systems with the latest, best-of-breed marketing technologies to produce the optimal architecture for your specific requirements. You can access multiple capabilities without leaving the Magnolia interface or having to switch context between tools.



Unified authoring

The Magnolia DXP streamlines the creation of digital experiences, empowering you to compose experiences in one seamless workflow, regardless of content sources. You can simplify global rollouts of personalized content across multiple sites, languages, and channels.

With these key capabilities, the Magnolia DXP has been earning esteem and accolades among analysts. In fact, Magnolia has been named a Visionary in the 2024 Gartner Magic Quadrant™ for Digital Experience Platforms, marking the third year in a row of recognition from Gartner.⁴

⁴ See <https://www.magnolia-cms.com/library/analyst-reports/gartner-magic-quadrant-for-digital-experience-platforms.html>

Get started with Magnolia

Navigating the wide range of digital experience technologies available today can be difficult. Even after exploring different solution types, deployment options, editorial experiences, development approaches, and delivery methods, you need to carefully weigh the benefits and drawbacks of each choice for your marketing and technology teams.

Magnolia helps you capitalize on the best technologies for your business while overcoming key limitations. You gain a truly composable, modular platform with essential building blocks for creating a robust DXP plus the flexibility for change. Magnolia also fosters real collaboration, enabling multiple teams to work together using a single, unified interface.

Importantly, Magnolia is committed to your success. Instead of remaining invisible to a large DXP vendor or attempting to build a DXP all on your own, you can work closely with our digital experience architects to help you realize your ideal business outcomes.



Jan Schulte,
Head of Group Consulting

Ready to learn more?

[Book a demo with our services team](#)