

## Finding the Tools You Need to Create a Powerful Customer Experience

The success of a business is no longer simply dependent on the products and services it offers. Customers expect more – they're looking for a connection, an experience.

Companies considered to be leaders of customer experience saw an ROI of

on the S&P 500, while those who lagged in customer

The average enterprise organization manages different customer-facing web and mobile sites2.

> By 2016 Q of companies expect to compete mostly on the basis of customer experience<sup>3</sup>.

Web Content Management is now even more essential to the customer journey – enabling you to boost customer engagement by the consistent delivery of relevant and targeted content across a variety of channels. That's why choosing the right solution is crucial to creating a meaningful customer experience while saving both time and money.

When searching for the right Web Content Management solution to manage your digital experience, these are the **top 5** features you should consider: —



Easy and Seamless Integration With Other Marketing Platforms

A WCM should provide a streamlined approach to integrating and managing all your digital requirements from one platform— so you can connect and leverage vour existing marketing technology investments to produce more powerful campaigns.





Mobile-Ready, Responsive Pages

Work more efficiently with an authoring tool that not only generates pages designed to look great on every device, but allows you to preview them instantly across multiple devices.





Optimization and **Advanced Analytics** 

The power to easily test different versions of content and creative, and discover behavioral patterns and preferences through customer interactions can identify what's working and what isn't, so you can optimize your marketing efforts.

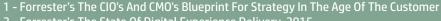
## Simplified Content Updates

An intuitive, user-friendly interface saves time and resources by empowering marketers to quickly create personalized and consistent customer experiences without relying on developers.

## Powerful, Natively-Integrated Search

Drive ROI with out-of-the-box search solutions that help your customers find relevant content more quickly and helps marketers automatically promote the best content.





- 2 Forrester's The State Of Digital Experience Delivery, 2015
- 3 Gartner Survey Finds Importance of Customer Experience on the Rise Marketing Is on the Hook