Digital Experience Creation

Why Hybrid CMS will Dominate experiences.

 commerce and other online dominant channel for digital

One Device is sufficient.

A high quality online experience Relevant

information if it will be good.

I’m willing to wait for my buyers’ research.

Reliance on sales people or Limited Information making.

Buying decisions were siloed, Key Individuals

and hierarchy dictated decision-

making.

New Market Reality

In the modern B2B market, customer journeys are becoming increasingly complex, with learners and buyers interacting with a variety of touchpoints across many different devices.

A hybrid CMS offers a comprehensive solution to manage these touchpoints, providing businesses with the ability to create personalized experiences for their customers.

What do Companies Need to Do in

create these customer experiences?

How can a next generation Hybrid CMS

= Omnichannel, at Scale

= No Coding for Rapid Time to Market

= Cutting edge digital experiences

= Optimize a DX ecosystem

= Scale with Ease

Power Tip:

Fragments are the building blocks of
digital experience, not websites, with
diverse sources, many variants such as language,
tonality, segments, sites, channels, etc.

Collaborative Teams

As your company grows, and
people from a wide variety of roles,
agree that their purchase involved
collaboration and workflow across
teams and locations.”

Data sources:

[1] Brent Adamson, Distinguished VP, Advisory, Gartner. [https://www.gartner.com/smarterwithgartner/what-sales-should-know-
about-b2b-buyers-in-2019/]

[2] 64% of customers have used
Many Devices

73% of customers expect
Personalized
leave a page that takes longer
Many Sources

75% of customers agree or strongly
Collaborative Teams

aren’t building as many projects.

2. AND Deep Integration: A next generation Hybrid CMS offers deep integration with applications as needed. You can centralize content management at any point in the customer journey.

3. Connect Experiences Across Touchpoints, Not Just Websites

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= Omnichannel, at Scale

Power Tip:

For a complete solution, revenue teams need
Digital Experience Creation.

The most important thing for any business is to
create meaningful experiences for their customers.

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Shoppable Videos

Understanding the Buyer’s Journey

Power Tip:

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