B2B MARKETING

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B2B Marketing Vendor Spotlight Report

Digital Experience Management

A detailed guide to vendors providing specialist B2B digital content and customer experience platforms – including personalization, campaign integration and ecommerce capabilities

19 vendors profiled & rated!

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Introduction:
What defines digital experience management?



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Digital experience management (DXM) is the composition, management, delivery, and optimization of contextualized experiences offered on digital presentation platforms like websites, smartphones, or other gadgets. The concept of "experience" covers all interactions that buyers have with vendors; on the digital platforms themselves or even when consuming "documents" provided by the vendor. Contextualized refers to the expectation that buyers now have, that all information shown to them is related to their industry, businesses, business problem or even specific needs such as their role in the buying process. This is often called personalization, even if the buyer is not addressed by their name.

DXM processes play a leading role in eCommerce projects because the buyer experience across a myriad of channels is a critical success factor. The increasing importance of eCommerce in B2B is often a trigger for a new DXM project in those companies, though the decision-making may not be in, or even involve, the marketing organization.

The vendor landscape listed here in the context of B2B DXM is a broad mix of vendors with a wide variety of claims: web content management, content management systems, and personalization tools. Most of the major enterprise application software vendors also offer their own DXM platform and often, marketing organizations are under pressure (from management and/or IT) to adopt those solutions as they are considered "good enough". We have not included them here though.

Most digital experience vendors now offer their software as "headless", which means the content files are separated from the presentation layer, allowing other applications to request content from the DXM system using APIs; applications such emails, SMS messages, video screens, augmented or virtual reality, or Internet-of-Things (IoT) devices like wearables. Leading platforms also include other important components such as analytics, social capabilities, and online forms.

The suitability of a DXM platform varies according to whether you are a medium-sized company or a large international enterprise. Many DXM offerings are extensive but often not the right answer for a company that already has other systems in place. So, a solution providing fewer capabilities is often selected instead, which tends to mystify the losing vendor(s) but is understandable; buyers will not pay for features they do not need.

A digital experience solution can cover one or more of these functional elements, though many companies leverage more than one software product to ensure coverage of all four:

1. Using customer data to personalize
2. Creating the experience with digital content
3. Tailoring the experience within marketing campaigns
4. Delivering value within eCommerce transactions

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How to engage with your customers effectively to create exceptional digital experiences

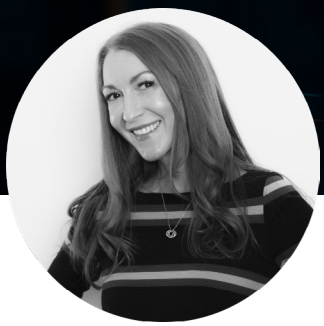
Creating brilliant digital customer experiences is no easy feat. There have been several changes over the past four years, and as a result, vendors have had to roll with the punches. So what's happening in the market today and what does this mean for how you engage with customers?

Kavita Singh, Senior Content Editor, B2B Marketing spoke with some martech leaders to find out.



Kavita Singh
Senior Content Editor
B2B Marketing

Martech Leaders



Kirsty Dawe
CEO
Webeo



Sean Wright
Lead Product Evangelist
Kentico



Simon Lord
VP Marketing
Turtl



Nick Condon
Managing Director
Squiz

The past: Digital changed buyer behaviors

Before we talk about the present and future, let's take a look back. Obviously, over the past few years, we saw a shift in digital buying behaviors (we touched upon that in our **Lead Generation Spotlight report**). However, this wasn't just due to the pandemic as some marketing leaders might suggest.

Kirsty Dawe, CEO, Webeo cited The Zero Moment of Truth, by Google, which first identified that 88% of consumers do research before buying - this was back in 2011. The study revealed that consumers used an average of 10.4 new media or traditional sources before purchasing.

She said: "A buyer doesn't start their journey by looking at three vendors. They start their journey by looking outside the space and saying, 'What is the problem I have and what should I do?' And they're looking for businesses who are an authority on that problem first, and then they'll think about the right business that's going to help solve that problem."

And this changed the game for sure - now, there is much more of an emphasis on getting quality content, making sure websites are up to date and creating seamless experiences across channels - these are the things that buyers are going to be looking at instead of booking in a demo or meeting with sales. So while Covid-19 didn't

cause this shift, it certainly could have accelerated this behavior to the point where the buying journey now sits largely with marketing.

Kirsty added: "It does open up our ability to reach buyers that we couldn't before. 50% of our client base is in the US, and that whole relationship is done and managed digitally, and it works. So I suppose that's been a benefit. We don't necessarily have a US office and the majority of our people are in the UK, but we can be a global business because of that digital move."

And after purchasing? Well, that also needed to be ironed out

So what happened after the purchase? After all, retaining customers is equally as important if not - more.

Pre-pandemic, marketing leaders relied on traditional channels for their workflows, and once that physical day-to-day engagement with customers ceased, marketing had to pivot. And thus, DXM platforms became the center point for a lot of marketer's work. The budget that might've been reserved for events was now being redistributed into DXPs. This meant there was no room for error.

Sean Wright, Lead Product Evangelist, Kentico said: "For a marketing team to work with a DXM platform that kind of works for them, or their strategy only partly aligns with the platform, or there's some major pain points, during a pandemic, this was not acceptable. They needed to be able to execute and work seamlessly with the technology stack they rely on."

Looking forward, Sean said: "And now [marketing leaders] are looking at how can that product can not only serve them with the approaches that they needed to take during the pandemic, but also how can it work in a broader sense now that marketing teams can go back to those traditional approaches that they had as a full strategy before."

The present: So what are marketers looking for in a DXM platform?

Nick Condon, Managing Director at Squiz, agreed with this sentiment saying 2020 was a very unique marketing moment when there was an accelerated need to prioritize digital experiences and there was a budget available to invest in DXM platforms. As a result, marketers might have signed up to agreements with big, all-in-one vendors that locked them into multi-year deals. These are now coming up for renewal, surfacing an opportunity to consider better alternatives.

He explained: "The push to rapidly adopt new technology to meet evolving digital demands in a challenging economic environment has led to an increase in duplicated systems and monolithic platforms. Many organizations are paying for extensive features but only utilize a fraction of those capabilities. Consequently, buyers are questioning the value they receive: 'What's the return on this investment?' Marketers are now rightly prioritizing the creation of a martech ecosystem that enables their teams to operate more efficiently, quickly, and with less dependency on developers, ultimately driving the desired business outcomes."

And that criteria?

Something Kirsty advised marketing leaders do is evaluate the vendor to see if it's been built with B2C in mind. She said: "Quite often, it's like 'using a sledgehammer to crack a walnut'. Half of that functionality is never going to be applicable to B2B marketers, and there may be some key functionality that's completely missing that we would find really valuable - for example, gathering business insights over demographics."

Another aspect marketers should be considering is how much investment that vendor needs from the team in order to deliver the success. If there is little to no bandwidth from the stakeholders who need to learn how to use the product, then it will ultimately be a premature purchase.

> "No platform on its own is going to plug in and start to work perfectly without a significant investment in time from that marketing team. And if investing in the digital experience space is something that's new, it can be quite a culture change. The biggest reason for churn is not that these tools don't work - they're just not being used."
>
> Kirsty Dawe, *CEO*, **Webeo**

Personalization is expected by customers

Salesforce's State of the Connected Customer report found that 81% of customers expect faster service as technology advances, and 73% expect better personalization. Simon Lord, VP Marketing, Turtl, said there is a vapid interest in personalization - specifically what Turtl calls deep personalization.

He said: "So we're not talking about just a name, address or logo, but actually modular content that allows you to craft deeply personalized experiences, because that's how you're going to get cut through and build relevance. So that's kind of one aspect of cutting through the noise. And understanding 'are we presenting the right form of content, the right type of topics in the right format to best

drive engagement?' And what we're trying to do is give access to marketeers who are doing content marketing to those analytical capabilities."

To add to this, Nick said: "The barrier to entry for a DXM platform vendor is getting higher and higher. A DXM platform isn't just a CMS or a CMS plus search; it needs to offer a range of advanced features like CDP personalization. It should also include AI enhancements in its roadmap to support automation, content creation, and workflow acceleration directly within the platform. No single provider will offer everything a marketer needs. Therefore, selecting a DXM platform with a robust and securely managed integration platform is crucial. This allows for easy connection of existing technology, along with making them work as one platform. Expect the list of DXM platform capabilities and needs to grow too."

The future? Gen AI will definitely make a splash to DXM platforms

So what lies ahead? According to research from Salesforce, employees see the transformational potential of GenAI, with 68% reporting that it "will help them better serve their customers".

Simon agreed saying: "I think the Gen AI movement is just going to increase the game volume. And that will mean it's more important for marketers to focus on quality and relevance and trying to get people's attention. So I think that's kind of been the shift over the last few years."

And while he does think it's going to be the future for DXM platforms, there still needs to be the human touch. Turtl currently uses elements of Gen AI for importing PDFs into its software, as well as extracting text imagery and creating automated layouts. And while the vendor can do 80% of the work, they have a lot of customers who want to design the layout themselves.

In addition, Sean said that Gen AI can certainly present itself as an opportunity to accelerate growth. If marketing needs to integrate a Gen AI feature or use a Gen AI tool, this can obviously speed up the process to do more with less time.

He said: "But people are so focused on what it enables them that they aren't paying attention to the challenges that could appear. The types of things that we are trying to make sure that our customers have clarity on with the product are things like accuracy, predictability, data sovereignty, compliance, customer data and PII. And if Gen AI helps you move faster and incorporates data or information from your DXM platform to generate, it will accelerate all those. And if PII and inaccurate data are part of that, it's just going to accelerate and amplify those negative things as well."

So while there seems to be a positive sentiment from marketing leaders around Gen AI, there also seems to be a caution, as well as an awareness around the importance of the human touch.

Sean concluded: "So I think marketing teams will be the most effective with Gen AI when they feel confident and understand how it works in their workflow, what data it's working with, what it's generating, what their expectations are with it, how the DXM platform basically makes it visible to them. So you want it to be seamless to give them the best workflow experience."



Digital experience management:
Platform functionality comparison

This report is deliberately focused on vendor attributes rather than platform functionality, but given the relative breadth even within this defined category, the following table is designed to provide an overview of core platform functional competencies, to enable comparison.

	Personalization Data	Digital Content Management	Campaign Integration	eCommerce Support
Uberflip	✓	✓	✓	✗
Foleon	✓	✓	✓	✗
Acquia	✓	✓	✓	✓
Relayto	✓	✓	✗	✗
Optimizely	✓	✓	✓	✓
Ibexa	✓	✓	✓	✓
Liferay	✓	✓	✓	✓
Magnolia	✓	✓	✓	✓
Kentico	✓	✓	✓	✓
Folloze	✓	✓	✓	✗
PathFactory	✓	✓	✓	✗
Bloomreach	✓	✓	✓	✓
Sitecore	✓	✓	✓	✗
Adobe	✓	✓	✓	✓
OpenText	✓	✓	✗	✗
Turtl	✓	✓	✗	✗
Webeo	✓	✓	✗	✗
Crownpeak	✓	✓	✓	✓
Squiz	✓	✓	✓	✗

Assessment Criteria:
How are we rating each vendor?

In addition to providing useful information about the vendors in this spotlight, this report will also include an analysis and assessment of each vendor based upon four important criteria. These criteria are critically important to potential buyer teams when evaluating and shortlisting vendors. The stress being on CUSTOMER SUCCESS more than individual product features. These are the criteria:

Market Momentum

Here, we have assessed how well a vendor helps prospective buyers to understand the solution offering and how it fits into their environment. Vendors scoring highly in this category will have an extensive team, or a network of business partners, of knowledgeable pre-sales consultants or advisors.

Customer Focus

Almost all software solutions are now delivered as-a-service and the most successful SaaS vendors are those who help their clients on an ongoing basis, not just in response to support calls. They invest heavily in customer success resources including dedicated staffing and management attention as well as information and training around the solution.

Price vs Value

As with any business investment, marketing executives need to be assured that the investments they make in technology are providing an appropriate payback. At the minimum, vendors can help their clients calculate the ROI after a period. More mature SaaS vendors are now providing value management consulting and processes for a more continuous evaluation.

Project Success

The true test of a business partnership is the commitment from a vendor to supporting the integration of their system with whatever the client has in place already. This attention to integration detail results not only in a smoother overall system, with no media breaks, but also ideal user adoption and application longevity.

Our scoring is based upon general desk research, background interviews with B2B marketers and a website review by an experienced industry analyst. We have also surveyed the vendors in this report and, if there was a response, the information provided better-informed the scores we allocate in the vendor profile. We score each criterion on a five-star rating scale.

A-Z vendor profiles

1. Acquia
2. Adobe
3. Bloomreach
4. Crownpeak
5. Foleon
6. Folloze
7. Ibexa
8. Kentico
9. Liferay
10. Magnolia
11. OpenText
12. Optimizely
13. PathFactory
14. Relayto
15. Sitecore
16. Squiz
17. Turtl
18. Uberflip
19. Webeo

1. Vendor: Acquia

Founded in 2007, Acquia is the pioneering leader in Open-Source based digital experiences. After a majority investment from Vista Equity Partners in 2019, it has accelerated its growth including acquiring a series of software vendors to build out a solid solutions portfolio under Open DXP, consisting of a broad feature set that encapsulates and extends the capabilities of the open-source Drupal CMS. Open DXP enables marketers, developers, and IT operations teams in thousands of global organizations to compose and deploy digital products and services that engage customers, enhance conversions, and improve digital and offline customer experiences. This includes its highly scalable Drupal web hosting, hybrid/headless CMS, CDP, with identity resolution engine, personalization, distributed / channel marketing automation and DAM and PIM capabilities.

Open-Source software is now an established alternative for many businesses, small or large, particularly those with enough IT developer resources to optimize software for their purpose. Acquia has now become an established portfolio vendor for both DXM, marketing automation and even full digital commerce.

Its innovative product structure and composable architecture effectively delivers a "freedom from software monoliths". It has clear business-benefit oriented messaging for both the CIO and CMO and is probably one of the fastest growing vendors in this market.

When clients sign up, Acquia customer teams, including both marketing and IT experts, help to ensure a successful implementation. All customers receive multiple following assist services including best practice advice, Acquia has offices and resources to help customers around the world. Over half of the vendor's business goes through and with business partners including the largest global SIs in the market.

Market Momentum	★★★★★	**Price vs Value**	★★★★★
Customer Focus	★★★★★	**Project Success**	★★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

2. Vendor: Adobe

Adobe is the world's largest vendor focused on marketing software, with HQ in California. Its DXM functions are offered within the Adobe Experience Cloud solution family including Adobe Experience Manager (AEM) for assembling and delivering personalized content-led experiences, and Adobe Experience Platform, which provides a centralized and connected data foundation and unified profiles. The unified profiles can even update in real time and use AI-driven insights to help deliver the right experiences across every channel. Adobe has made significant investments in headless CMS capabilities in the last couple of years, most recently introducing a universal visual editor for headless sites authoring.

Adobe is already the preferred vendor for content creation for most B2C companies and many B2B organizations and has the resources and strategy to build out this position in all areas of marketing process automation. Marketers seeking a DXM solution should consider Adobe if they are using the vendor's products in other areas. If further Adobe systems are installed, the advantages of using AEM are much more significant, as it is available as an embedded system to many other users in the marketing community. The native integration with Creative Cloud enables creatives to complete their work much faster and more efficiently. Through integration with Adobe Journey Optimizer, marketers can quickly and easily find the assets they need to create rich customer experiences.

Market Momentum	★★★★★	**Price vs Value**	★★★★
Customer Focus	★★★★★	**Project Success**	★★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

3. Vendor: Bloomreach

Founded in 2009, Bloomreach is based in California, USA, has over 900 employees and powers more than 1400 brands. Its flagship product, Commerce Experience Cloud, combines AI-driven search, merchandising and SEO tools with a next-generation Content Management System and omnichannel marketing platform. The vendor has introduced the concept of "conversational commerce" to emphasize its strength in enabling personalization across every marketing channel. The solution is available as a hybrid Cloud offering (some elements as SaaS, others as PaaS) and is most often used for B2B and B2C use cases.

Bloomreach positions its DXM platform as a front end for digital commerce scenarios, offering an open, microservices-based platform which is Cloud-agnostic being container-based. It also offers a marketplace of packaged connectors and pre-built modules. With a global network of certified partners, Bloomreach serves large and medium enterprise customers in retail, distribution, CPMG andmanufacturing, running awareness programs and global PR to take advantage of the desire in many companies to add dynamic content to eCommerce sites with the interesting thesis that: "The future core of commerce will not be a commerce platform; it'll be an experience platform".

Market Momentum	★★★★★	**Price vs Value**	★★★★★
Customer Focus	★★★★★	**Project Success**	★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

4. Vendor: Crownpeak

Headquartered in Denver, CO, Crownpeak's Cloud-first DXM provides content management, personalization, search and hosting. In 2021, it acquired the DXM vendor E-Spirit in Germany. This merger combined the strengths of two long-established DXM vendors, with a total of over 250 employees and a truly global footprint of offices in North America, Europe (London and Dortmund, Germany) plus Singapore to cover the APAC region. The product sets also combined well; Crownpeak was strong at B2C use cases, while E-Spirit was strong in B2B.

The new Crownpeak DXM Platform is hybrid, headless, and composable and the FirstSpirit Content Management solution is fully integrated into the product suite. The vendor's emphasis is on eCommerce success and it is helping many B2B organizations in their journey into that, for them, new sales channel.

Market Momentum	★★★	**Price vs Value**	★★★★
Customer Focus	★★★★	**Project Success**	★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

5. Vendor: Foleon

In 2013, Foleon was headquartered in Amsterdam with further offices in the US and Europe and supports over 1,400 brands across a range of industries and around the world in their content creation projects. Foleon enables businesses to create engaging, interactive, and measurable digital content experiences such as digital magazines, white papers, reports, brochures, ebooks, newsletters, microsites, and more. This helps marketing teams produce high-impact content that drives results. It also helps sales teams to create effective sales collateral like pitch decks, proposals, and case studies that captivate and convert prospects. The platform's analytics also provide insights to optimize sales content.

Foleon's platform is fast, easy to use, and scalable, empowering teams across an organization to create on-brand, secure, and transparent content. It provides robust analytics and integrates seamlessly with existing marketing technology stacks. It is recognized as a category leader by G2, with high customer satisfaction and recommendation rates.

Customers praise Foleon for its intuitive platform, quality of support, ease of setup and use, and the ability to create engaging, measurable content experiences that drive results.

Market Momentum ★★★	**Price vs Value** ★★★★
Customer Focus ★★★★★	**Project Success** ★★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

6. Vendor: Folloze

Founded in 2004, Folloze is a software vendor that provides a personalized buyer experience platform for B2B marketing and sales teams. The company was founded and is headquartered in California, USA. Folloze serves B2B marketers across the Enterprise and Midmarket in technology, healthcare, financial services, professional services, and manufacturing industries.

Folloze enables B2B marketers and sellers to exceed performance targets through highly engaging, personalized experiences across the entire go-to-market motion. The company's AI-driven, no-code B2B Buyer Experience Platform (BX 3.0) empowers marketers to scale personalization with rapid execution and full-funnel orchestration, deliver high-value, engaging, connected content experiences, and optimize plays, driving the next best action.

The platform offers features for account-based marketing (ABM) campaigns, demand generation, website personalization, sales orchestration, and events. Folloze also provides professional services and consulting to help customers optimize and implement their account-based go-to-market strategies. Top B2B brands, including ServiceNow, Google Cloud, Cisco, Autodesk, Gigamon, and UL trust Folloze to deliver growth and set up sales success. Folloze integrates seamlessly with 6sense, Demandbase, Outreach, Martech, Eloqua, and Hubspot.

Market Momentum	★★★	**Price vs Value**	★★★
Customer Focus	★★★★	**Project Success**	★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

7. Vendor: Ibexa

Originally founded in 1999, this Norwegian vendor has offices around Europe and in the USA with a total of over 100 employees. Ibexa is a pioneering leader in Open-Source based digital experience software with around 250,000 installations in 160 countries. Its primary target business market is mid-sized B2B enterprises, and it supports some 400 enterprise customers with 65% of its revenue in France and Germany combined, and approaching 25% in the US, and growing. The Ibexa Digital Experience Platform solution includes three main modules: Ibexa Content, Ibexa Experience and Ibexa Commerce.

Ibexa addresses the specific needs of B2B-focused enterprises, which is quite unique among the DXM vendor landscape. That means that it may not have the same range of features as some alternatives, but that is good for B2B enterprises that do not want to pay for capabilities that they will never use.

Market Momentum ★★★	**Price vs Value** ★★★
Customer Focus ★★★★	**Project Success** ★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

8. Vendor: Kentico

Kentico is a provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources using a hybrid headless approach for multichannel digital experiences. 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, Ingram Micro, Konica Minolta, Land O' Lakes, PPG, Red Cross, FSV Mainz 05 and Williams F1.

Kentico's main product is the Kentico Xperience platform, which provides content management, e-commerce, marketing automation, and personalization capabilities. The platform allows customers to track user engagement, create targeted content and experiences, and make data-driven decisions. Kentico also offers professional services and support to help customers implement and optimize their digital experience platforms, emphasizing the importance of user personas, segmentation, and personalization to deliver relevant and memorable experiences for customers. Kentico supports the business growth of over 1,700 organizations worldwide.

Market Momentum ★★★★★

Kentico has over 1000 customers worldwide and Kentico associates are able to work in the local language of their customers. The vendor also has an extension network of local implementation partners. The vendor had a revenue growth of some 20% in the last year.

Price vs Value ★★★

Xperience by Kentico empowers teams to deliver better customer experiences through multiple digital channels with fewer resources. The vendor has collected some ROI data but does not do this on a regular basis. The standard time-to-production is three to six months while the average payback period reported by some customers is 14 months

Customer Focus ★★★★★

The vendor has a Customer Success team responsible for optimizing the customer lifetime value for their investments. The team works with customer success playbooks to ensure a consistent methodology and leverage across their client base. There are two C-Level executives dedicated to customer success and the vendor's annual customer retention rate is over 100% measured in revenues.

Project Success ★★★★

In addition to the over 300-person vendor and partner consultants, Kentico supports several programs to help customer success such as community management, customer/partner enablement, annual conferences, in-person workshops, and webinars.

9. Vendor: Liferay

Liferay is a software company that specializes in developing DXPs and other enterprise software solutions. It was founded in 2004 by a small team of software engineers, a stay-at-home mom, and a future attorney, but has since grown to have some 19 offices across the globe and over 1,000 employees. The company has also grown to become one of the most successful open-source software companies. Open-Source software is now an established alternative for many businesses, small or large, particularly those with enough IT developer resources to optimize software for their purpose.

Liferay's main product is the Liferay DXP, a feature-rich and highly flexible DXM that can be deployed on-premises or as a cloud-based SaaS solution. The platform includes website and content management systems, search and personalization capabilities, enterprise forms, and integration capabilities with various back-end systems and APIs. A Liferay license includes a full package of support, maintenance, and legal assurance services.

The vendor offers consulting services, offers to embed a Liferay expert into a team for technical help, and has a dedicated team of customer success managers.

Market Momentum	★★★★	**Price vs Value**	★★★
Customer Focus	★★★★★	**Project Success**	★★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

10. Vendor: Magnolia

Magnolia, founded 1997, is a privately held company headquartered in Basel, Switzerland. It has a global reach, with 13 offices around the world and some 200 employees from over 30 nationalities serving around 450 customers in over 100 countries. The Magnolia Digital Experience Platform powers the digital presence of some of the largest companies in the world with capabilities that include content management, personalization and search. It is deployed by midsize and large organizations in a broad range of verticals, with some focus on banking, travel and hospitality, and media and communications. The headless concept of the Magnolia solution allows customers to use the best tool for each of their tasks in DXM.

As a robust content hub, Magnolia is most suitable for companies with multiple channels for engaging with customers; requiring multiple data sources and services to unify and personalize the channel experience; and having advanced editorial needs (multiple content types, languages, scheduling, workflows and personalization).

It is particularly interesting for international enterprises with distributed teams and multiple markets as Magnolia's multilingual capabilities provide benefits for editors and not just consumers or end-users: Allowing every business user to see the interface in their language to prevent misunderstandings.

Market Momentum ★★★★	**Price vs Value** ★★★
Customer Focus ★★★★	**Project Success** ★★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

11. Vendor: OpenText

OpenText is headquartered in Canada and has a global presence. Its DXM solution is OpenText Experience Platform, including analytics, content management, DAM, personalization, and optimization. It is available on-premises or can be hosted on a public cloud (Microsoft Azure, Amazon Web Services or Google Cloud), or on a private cloud through OpenText Private Cloud Services. Some legacy clients operate it as a fully managed service. OpenText software is used in a variety of sectors, including government, FSI, manufacturing, and retail.

OpenText messaging is primarily focused on the concept of Information Management, a very IT-centric view of the world. However, there is a large population of experienced, and satisfied, OpenText customers and partners incumbent in many enterprise IT organizations which will ensure that the vendor continues to be a leader in its market. OpenText's expertise in serving organizations in highly regulated industries makes it a good choice for buyers needing governance, security, account management and auditability in authenticated experiences.

Market Momentum ★★★	**Price vs Value** ★★★
Customer Focus ★★★★	**Project Success** ★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

12. Vendor: Optimizely

The vendor Episerver was founded in 1994 in Sweden and, in late 2021, it rebranded to Optimizely, a vendor it had acquired in 2020. Now headquartered in New York City, it has offices across the globe. Over 300,000 marketers, web editors and merchandisers use Optimizely's solutions to create, deliver and optimize web and commerce sites. The Digital Experience Cloud platform includes solutions for managing content, campaigns, experiments, and digital commerce. It is available as PaaS and SaaS.

Originally in the mid-market, Optimizely now promotes directly to marketers in large companies and enterprises who want to reduce their reliance on IT. The solution is packaged well for marketers and editors, who can create and manage all of their content and campaigns on one screen. It is also strong for multi-region, multi-site and multi-language customers.

The vendor is one of Microsoft's leading Azure ISVs and the e-Commerce solution is tightly integrated with Microsoft Dynamics. Its experimentation solutions run on the Google Cloud Platform, and it has a co-innovation relationship with Google. Based on a microservices architecture, supporting coupled, decoupled, and hybrid scenarios, it is most successful with customers needing strong personalization and commerce in their websites.

Market Momentum ★★★★★

The vendor is cleverly marketing its Optimizely One solution as "the world's first operating system for marketing and digital teams, connecting everything from planning/content creation to layout and publishing, to testing, personalization, and analysis. It has over 5000 customers (or over 10,000 brands) worldwide and its associates or one of the over 700 business partners are able to work in the local language of their customers.

Price vs Value ★★★★★

Optimizely helps its customers to measure the ROI routinely and has Value Management experts both in the sales and consulting organizations. A 2022 commissioned study by Forrester Research shows an average return-on-investment of 370% with a payback period of eight months.

Customer Focus ★★★★★

The vendor has a customer success team of over 120 associates responsible for optimizing the customer lifetime value for their investments. The team works with customer success playbooks and deploys Gainsight to record and optimize success, and there is a C-Level executive dedicated to customer success. The vendor's annual customer retention rate is some 99% measured in revenues.

Project Success ★★★★★

In addition to the extensive vendor and partner consulting resources, the vendor supports several initiatives with dedicated specialists for adoption, onboarding, and education. It also has an Academy, the Opticon conference and regular roadshows.

13. Vendor: PathFactory

PathFactory is a private, venture-backed company founded in 2012 and headquartered in Toronto, Canada with an additional office in Washington, USA. It has over 100 employees and many enterprise customers across various industries, including Cisco, Nokia, and Siemens. The vendor offers a content insight and activation platform to help B2B marketers understand the role of content in the buyer's journey and optimize content delivery across channels.

PathFactory's platform uses data and insights to personalize content experiences for buyers, connect them with the most relevant information, and provide visibility into content performance and its impact on the sales funnel. Usually integrated with the customers' marketing automation platform, PathFactory engagement data is fed back into the MAP to better segment, nurture, and identify sales-ready leads based on their content consumption. In the context of DXM, PathFactory provides a comprehensive video hub and landing page builder that allows companies to create immersive, long-lasting, and engaging video experiences for their audience.

The platform supports bundling video content with related assets like slides, case studies, and other content to create an interactive experience.

Market Momentum ★★★	**Price vs Value** ★★★★
Customer Focus ★★★★	**Project Success** ★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

14. Vendor: Relayto

Founded in 2017, Relayto offers a content experience platform that can transform business content into engaging, interactive experiences. The vendor is headquartered in London, UK with a further office in San Francisco, USA. Relayto's platform is used by scale-ups and enterprises, as well as marketing agencies. Its Fortune 500 clients include Salesforce, Accenture, Omnicom Group, KPMG, and Westinghouse Nuclear.

Relayto's content experience platform is an Interactive Experience platform that transforms more static content (PDFs, MP4s, images) into engaging interactive experiences, enabling viewers to interact with it in new ways. Over the last years, the vendor has introduced industry-first innovations such as AI content chat, interactive PDF editor, PDF auto-animations, and PDF background videos. Still a small technology-driven and small organization, the vendor offers a generous list of pricing options and an extensive online library of educational documents including a fascinating "Buying Experience Hub".

Market Momentum	★★★	**Price vs Value**	★★★★
Customer Focus	★★★★	**Project Success**	★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

15. Vendor: Sitecore

Founded in 2001 in Denmark, Sitecore is well-established as the leader for enterprise-wide, multi-site, multi-language digital marketing. Now headquartered in San Francisco, it has over 1,900 employees serving thousands of B2C and B2B organizations at the high end of the mid-market and enterprise segments, including many of the largest brands in healthcare, financial services, retail, automotive, manufacturing, and more. As Sitecore's technology expanded, so did its global presence. The company now has operations spanning more than 32 offices across North America, EMEA, and APAC to serve customers managing some 3,000 brands.

Sitecore's DXM solution is Experience Platform (XP) and most customers use XP together with Sitecore Content Hub as content creation and updating in an era of granular, composable content that requires effective DAM and CMP capabilities to address content planning/strategy, creation, collaboration, management, and re-use. Sitecore has a global direct sales team and goes to market through indirect sales channels via a strong partner ecosystem.

Sitecore is now able to offer solutions for content management, production and delivery across the whole content lifecycle, from creation to commerce.

Market Momentum	★★★	**Price vs Value**	★★★
Customer Focus	★★★★	**Project Success**	★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

16. Vendor: Squiz

Squiz is a global digital experience company that has been helping mid-to-large organizations in enterprise, government and higher education sectors since 1998. Its mission is to create services online that improve lives offline. Squiz specializes in enabling marketers and digital leaders to deliver complex, enterprise-scale websites, portals, app experiences without an overreliance on developers.

The SaaS DXM platform is designed with the flexibility to use tools of choice from any vendor, and the governance offered by a platform that makes it work like one solution. It connects web experiences with other digital channels like social media, email, chat, and forms, empowering customers to create unified, omnichannel experiences quickly and efficiently. Marketing teams use Squiz to easily create high-performing web experiences rapidly, continually innovate without rebuilding existing sites, govern brand consistency at scale and ensure security of customer data. The Squiz DXP is used mainly for B2C and B2E use cases, and to a lesser extent for B2B. The vendor is based in Australia, and has offices in USA, the UK, Europe and New Zealand.

The vendor's focus is on the customer experience and content discovery. Associated concepts also include digital government, student and employee experiences. The decision makers they engage most regularly sit in marketing, communications, CX and IT/digital leadership roles. Squiz provides digital consulting, creative, and solution development professional services. It also works with partner agencies.

Market Momentum ★★★★

Squiz has over 500 customers around the world. Squiz associates and/or business partners are able to work in the local language of their customers. The vendor had strong double-digit revenue growth over the last year. Its global partner network has grown over 100% in the past 12 months.

Price vs Value ★★★★

Squiz has Value Management experts in the Consulting/Service organization to help customers. The typical "time-to-production" for its solution is between three to six months and the vendor helps to measure the ROI if asked.

Customer Focus ★★★★★

The vendor has a Customer Success team responsible for optimizing the customer lifetime value for their investments. It supports strategic customer engagements by developing success plans for each customer. The success plan is based upon a deep dive analysis, aligning that customer's goals with the capabilities and deliverables required.

Project Success ★★★★

In addition to the global consulting/service organization, customers are supported with a Learning Academy, instructor-led training on demand, regular customer success check-ins, customer/partner enablement, webinars, drop-in demos, user lunch-and-learns, product roadmap customer updates and an online user community. Further, we can run a co-build process to upskill customers to be confidently self-sufficient.

17. Vendor: Turtl

Turtl is headquartered in London, UK with an additional office in Boston, USA, and has more than 300 customers around the world. Turtl offers a content automation platform that helps businesses create personalized and visually appealing digital content to build deeper relationships with customers and prospects at scale. The software aims to transform how businesses create, deliver and measure the impact of their content by leveraging psychology, design and data-driven insights to drive better engagement and outcomes. It is particularly useful for B2B companies looking to improve lead generation and nurture prospects through the sales pipeline. Reading documents is now also a digital experience and Turtl helps marketers make this transition.

Turtl's content platform stands out from other content creation tools in several ways. Its content format is rooted in psychology principles designed to keep readers engaged and attentive for longer periods. Unlike many design-focused tools, Turtl allows anyone to create visually appealing and interactive content without needing professional design skills, including templates, brand themes, and data-driven recommendations to ensure on-brand and engaging content. Turtl offers deeper analytics insights than typical web analytics. Plus, it enables personalization of content at scale through forms or API integration.

Market Momentum	★★★★★	**Price vs Value**	★★★★
Customer Focus	★★★★	**Project Success**	★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

18. Vendor: Uberflip

Founded in 2012, Uberflip has its headquarters in Toronto, Canada with offices in Boston, USA and London, UK. Uberflip offers a cloud-based content experience platform that enables B2B marketing and sales teams to create personalized, engaging content experiences at scale. The platform includes a content planning and curation hub to organize goals, audience segments, content, and channels, an intuitive content-tagging system to boost discoverability and performance analysis, and easy-to-use design tools to create visually appealing landing pages without extensive design skills. Uberflip provides a comprehensive site management system with social sharing and campaign deployment tools as well as performance monitoring with customizable dashboards, benchmarking, and data-driven insights.

Uberflip focuses on scale personalization by integrations with industry leading B2B data providers like Demandbase, 6sense, Clearbit, and Bombora, as well as third-party content platforms such as RSS, PDFs, YouTube, Wistia. Users can quickly organize content into campaign destinations and microsites designed for the unique visitor experiences of individual buyer personas, target accounts, industry, or stages of the buyer journey. The vendor's focus on customer success includes specialized groups for processes such as onboarding, coaching (CSMs), technical support, and services.

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Market Momentum	★★★★★	**Price vs Value**	★★★
Customer Focus	★★★★★	**Project Success**	★★★★

The vendor declined, or was not able, to provide additional information to enhance this profile.

19. Vendor: Webeo

Founded in 2008 and headquartered in Portsmouth, UK, Webeo has some 50 employees and is a B2B website personalization software company that helps organizations create customized website experiences for their customers. The stated Webeo mission is to "solve the website conversion problem in B2B by enabling businesses to serve every visitor with the most relevant content and experiences".

Webeo's technology uses reverse IP tracking to identify a visitor's company and then personalizes the website accordingly, adjusting elements like language, imagery, and messaging to match the user's industry, company size, and stage in the buyer journey. This helps businesses increase website conversion rates and drive more revenue from their B2B websites.

Webeo is trusted by leading B2B brands and is continuously developing new features to boost conversion rates and deliver quantifiable results for its customers.

Market Momentum ★★★★

Webeo has over 120 customers, 35 of whom signed up in 2023, demonstrating that its offering around B2B personalization has strong market momentum currently. The vendor is enjoying an annual growth rate of over 20%.

Price vs Value ★★★★

Webeo helps its customers to measure the ROI routinely and has Value Management experts in the Sales organization. The vendor reports that its customers achieve an average return-on-investment of 180% with a payback period of 12 months.

Customer Focus ★★★★★

The vendor has a dedicated Customer Success team, a team equal in size to its sales team even and supported by a C-level executive dedicated to customer success. The team leverages playbooks and deploys tools to optimize the lifetime customer value.

Project Success ★★★★

In addition to the customer success teams, the vendor also has a consulting team that supports clients for onboarding, and education. Webeo's credo is that "the average conversion rate for B2B websites is just 2%, so by serving every B2B visitor with the most relevant content, at the right time and as soon as they hit a website, conversion rates and ROI will increase."

Digital experience management:
Vendor rating comparison and ranking

This table consolidates vendor ratings against all specified criteria to better facilitate comparison, and provides a total aggregate score, enabling ranking. The scoring criteria equates one star to one ranking point out of a maximum of 20.

	Market Momentum	Customer Focus	Price vs Value	Project Success	Vendor aggregate rating (Stars)	Vendor aggregate rating (Numerical)	Total Score
Acquia	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	5	20
Optimizely	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	5	20
Bloomreach	★★★★★	★★★★★	★★★★★	★★★★	★★★★½	4.75	19
Adobe	★★★★★	★★★★★	★★★★	★★★★★	★★★★½	4.75	19
Uberflip	★★★★★	★★★★★	★★★	★★★★★	★★★★½	4.5	18
Kentico	★★★★★	★★★★★	★★★	★★★★★	★★★★½	4.5	18
Foleon	★★★	★★★★★	★★★★	★★★★★	★★★★¼	4.25	17
Liferay	★★★★	★★★★★	★★★	★★★★★	★★★★¼	4.25	17
Turtl	★★★★★	★★★★	★★★★	★★★★	★★★★¼	4.25	17
Webeo	★★★★	★★★★★	★★★★	★★★★	★★★★¼	4.25	17
Squiz	★★★★	★★★★★	★★★★	★★★★	★★★★¼	4.25	17
Magnolia	★★★★	★★★★	★★★	★★★★★	★★★★	4	16
Relayto	★★★	★★★★	★★★★	★★★★	★★★½	3.75	15
PathFactory	★★★	★★★★	★★★★	★★★★	★★★½	3.75	15
Folloze	★★★	★★★★	★★★	★★★★	★★★½	3.5	14
Sitecore	★★★	★★★★	★★★	★★★★	★★★¼	3.5	14
Crownpeak	★★★	★★★★	★★★★	★★★	★★★¼	3.5	14
Ibexa	★★★	★★★★	★★★	★★★	★★★★	3.25	13
OpenText	★★★	★★★★	★★★	★★★	★★★★	3.25	13

Analyst Bio



Peter O'Neill
Lead Analyst
B2B Marketing Propolis

Peter O'Neill is a marketing and IT industry veteran with over 40 years of experience in advising vendor and end-user clients and performing research-based consulting, combining strong research capabilities with comparative vendor assessments and actionable advice. He is most known for his 12 years of service at Forrester Research as industry analyst, leading up to 2017 where, most recently, he managed Forrester's research on B2B Marketing organization, process and automation topics as research director. Prior to joining Forrester, he worked at META Group and Gartner Group. Since 2018, he continues to work as an industry analyst, collaborating with Research In Action GmbH, and with the B2B Marketing organization in London. He also writes and curates marketing content on an ongoing basis for several marketing automation software clients. With Research In Action, he runs global surveys of 1500 marketing practitioners to get their assessments of vendors in various marketing process automation areas, adds his assessment and then publishes Vendor Selection Matrix reports based on the users' ratings. Topics like lead management, band content management, web experience management, sales engagement, channel enablement, ABM, and CDP are covered in the Vendor Selection Matrix reports. With B2B Marketing, he contributes "Premium Research" reports throughout the year which focus on organization and process more than technology.

This includes topics like marketing operations, ABM, brand and content management, execution and campaigns, data strategy and insights, customer experience and strategy and evolution. Prior to his time as industry analyst, Peter had worked for 20 years at Hewlett- Packard in Germany and the USA. He worked in product marketing, field marketing, sales, and corporate marketing. Peter is a frequent speaker at major industry events and regularly quoted in key press publications about marketing. He lives in Germany but works worldwide.


Other reports in MVS series:
ABM
Lead Generation

About B2B Marketing

Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe.

Right from the start, we had a clear mission: to provide marketers at business brands with the intelligence, tools and inspiration they need to grow and succeed – as both individuals and businesses.

Unlike B2C, we focus on building relationships between businesses, strengthening connections within the B2B marketing community and putting marketers at the centre of the businesses they work for. We believe that every company has a unique story to tell, and we are committed to helping them communicate that story in the most impactful way possible.

Ultimately, we exist as a partner to a business, leveragingour community intelligence to help marketers make informed decisions and achieve their marketing goals.

We are committed to providing the B2B community with the tools and resources they need to succeed in today's competitive marketplace, and to fostering a culture of learning and innovation that drives long-term success for everyone involved.

We're proud to serve as the focus point for the B2B marketing sector, enabling marketers and eaders to transform their marketing.

Our products:

PROPOLIS
FROM B2B MARKETING

PROPOLIS COMMUNITY INDEX
FROM B2B MARKETING

PROPOLIS TRAINING
FROM B2B MARKETING

B2B IGNITE
FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE
FROM B2B MARKETING

ELEVATION AWARDS
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B2B MARKETING AWARDS
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MARTECHOPIA
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B2B GROWTH SOLUTIONS
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For further information on how to partner on the Digital Experience Report, contact: B2B Marketing UK

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