



INFOGRAPHIC



# Top tips for making digital your difference

Set your business apart from the competition with digital experiences

Today's businesses compete more on customer experience than products and price, and most are employing digital content to stand out. But too many face roadblocks to success.

You can differentiate your brand, create meaningful, valuable connections, and beat the competition by taking advantage of the full content lifecycle.

**66%**

of consumers care more about experience than price when making a brand decision.

– Merkle, The Experience Impact

## 1 Go big or go unnoticed

Delivering exceptional experiences requires exceptional content, both in terms of quality and quantity. Creating this content can be hard, but you can't personalize without it. Your content lets you show your customers that you understand their specific needs, by delivering the right message when and where it matters.

Start small, iterate, and then scale with the help of AI-powered content management.



By 2025  
**80%**

of marketers will abandon their personalization efforts due to either lack of ROI, or the complexities of customer data management – or both.

– Gartner, Predicts 2020: Marketers, They're Just Not That Into You, 2019

## 2 Keep up the pace with content intelligence

To continue creating effective content sustainably, be sure to capture feedback and consumption data. Content creation isn't a one-way street.

**50%**

of marketers say that their inability to connect with customers and understand what is important to them emotionally is the top factor impacting their content strategy success.

– Content Marketing Institute, 4th Annual Content Management & Strategy Survey (sponsored by Sitecore)

**42%**

of companies don't ask their customers for any feedback at all.

– HubSpot, The State of Customer Service in 2019

## 3 The future is AI

The way we consume content has changed. We expect it to come to us. AI solutions can automatically match the best content resource to individual customers and make many other processes more efficient.

Start today and get ahead of the curve.

**BY 2022**

personal devices will know an individual's emotional state better than their own family.

– Gartner, Gartner's Top Strategic Predictions for 2020 and Beyond: Technology Changes the Human Condition, 2019



## 4 Embrace the full content lifecycle

Deliver amazing digital experiences to your customers by:

**1. Building enough personalized content**

**2. Delivering it through the right channels at the right time**

**3. Capturing data to measure its effectiveness**

**4. Using this data to shape future content creation and delivery across all channels**

With Sitecore, you get the insight and intelligence needed to connect and optimize your entire content supply chain. In our approach, one stage automatically links to the next to make the process more efficient and scalable, meaning you can focus on turning human connections into loyal customers.

### Own the Experience®

Sitecore creates human connections between brands and their customers via digital experiences. We empower organizations with end-to-end content, seamless commerce, and continuous personalization to help them thrive in a world where exceptional customer experiences are the rule.

Discover how you can deliver better digital experiences with our pocket guide.



Download the pocket guide →

### XCENTIUM

An award-winning digital consultancy leveraging commerce expertise with strategic capabilities that deliver an immersive digital experience that focuses on creating value at every stage of the journey.

**Sitecore Partner of the Year - Americas  
Sitecore Experience Specialized Partner  
Sitecore Content Hub Specialized Partner**

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