



How to Choose the Right DXP:

Priorities, Trends, & Key Considerations

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Introduction

Introduction

In today's digital-first landscape, choosing the right digital experience platform (DXP) isn't just another IT decision—it's a strategic imperative that can make or break your organization's digital transformation efforts.

As a digital leader, you're grappling with fragmented customer data, disconnected systems, and the constant pressure to deliver personalized experiences across an ever-expanding array of touchpoints. The stakes are high, and the technology landscape is complex.

You need a flexible, scalable tech stack that can adapt to your evolving needs and seamlessly integrate new capabilities as

your digital maturity grows. But with so many options on the market, how do you choose the best fit for your organization?

We're here to help. Get exclusive insights on DXP investment priorities, common investment barriers, and DXP optimization opportunities for the next 12 months. Learn about the key attributes to consider when evaluating platforms so you can make the most informed decision possible.

Data & methodology

Data & methodology

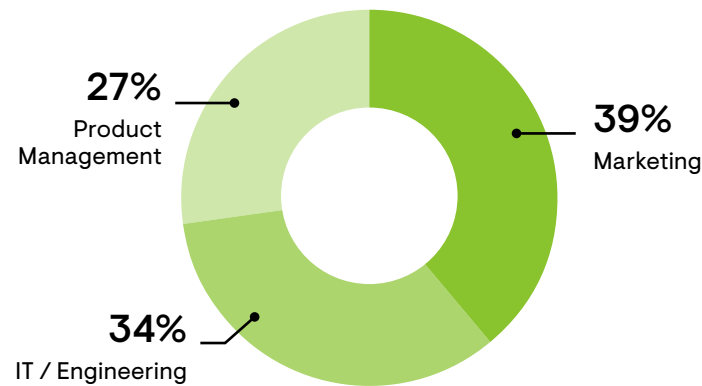
This guide is informed by interviews with leading industry experts and top vendors, the latest market research, and our first-party survey data.

To ensure the accuracy of our data, takeaways, and recommendations, all respondents to **Conductor's DXP Adoption & Priorities Survey** serve a primary function related to managing, contributing to, or optimizing their organization's website.

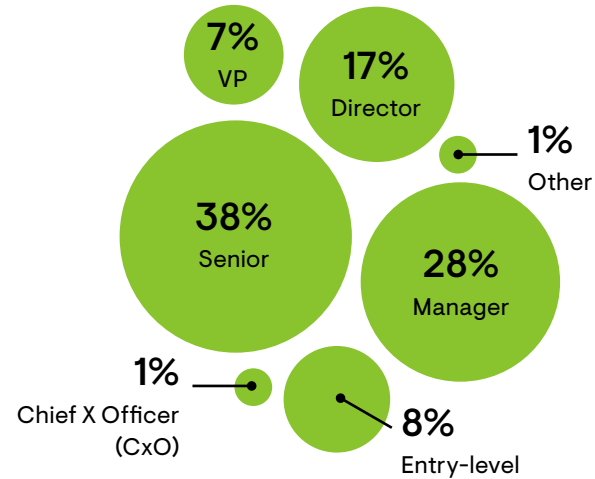
Respondents were sourced from B2B and B2C companies ranging from mid-market (150–999 employees) to enterprise (1,000+ employees) across diverse industries and verticals. The data represents the perspectives of **over 200 digital stakeholders across all role levels**—from practitioners to C-level execs—within marketing, IT, engineering, and product departments.

The DXP Adoption & Priorities Survey: Respondent Demographics

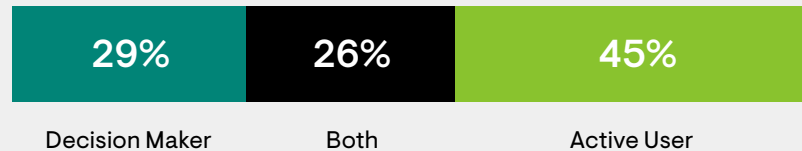
Department Functions



Role Levels



Decision Maker vs. User



The current DXP landscape

The current DXP landscape

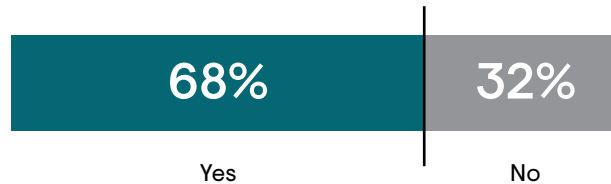
Before diving into the most important attributes to consider when selecting a DXP, it's crucial to understand the current landscape of DXP investments. In the following section, we'll explore three key aspects of the DXP investment landscape.

- **First**, we'll examine the **investment forecast** for the next 12 months to see how organizations plan to allocate resources and budget towards DXP initiatives.
- **Next**, we'll review the top DXP **investment priorities**, highlighting the capabilities and features driving the most demand.
- **Finally**, we'll discuss the most common DXP **investment barriers** organizations face, which can hinder the successful adoption and implementation of a DXP.

The DXP investment forecast

Over two-thirds of respondents recognize the value of investing in the right DXP and plan to do so, meaning those who don't risk falling behind competitors who are making these strategic investments over the next year.

Is your organization planning to invest more in its DXP in the next 12 months?



68% of digital leaders reported plans to increase investments in their DXP in the next 12 months.

Based on respondents' open-ended responses, **the top reasons for planning further investment around DXPs** were:

- 1 To enhance existing tools and/or current functionalities
- 2 Strategic growth (e.g., scaling digital efforts, planning future expansions)
- 3 Keeping up with trends (e.g., AI) and staying ahead of competitors

Top DXP investment priorities

Regarding specific capabilities and technology, **AI and machine learning (ML) tools were mentioned most frequently** among those who confirmed plans to increase DXP investments in the next 12 months.

While there has been an influx of new AI tools beyond the initial core consumer LLMs (ChatGPT, Claude, Gemini), they are often focused on a singular, specific use case. These tools also tend to be adopted into company processes through the efforts of individual employees on an ad hoc basis.

Our data shows organizations are shifting into more standardized AI processes that are natively integrated into their existing platforms.

Respondents also indicated an array of diverse use cases for these tools based on organizational needs, including:

- Expanded personalization capabilities and analytics
- Content recommendations
- Enhanced consumer targeting
- Chatbot for resolving user issues rapidly
- Brand safety tools
- Content management at scale

This list speaks to the sheer number of use cases for AI within a DXP and the importance of identifying an offering that best aligns with your digital strategy roadmap.

Rounding out the list of top three DXP investment priorities were content management systems (CMS) and analytics and insights.

What types of tools or platforms are you looking to add or grow in your DXP in the next 12 months?

- 1 *AI & machine learning tools*
- 2 *Analytics and insights*
- 3 *Content management systems (CMS)*
- 4 *Customer relationship management (CRM)*
- 5 *Search engine optimization (SEO)*

Those looking to invest in analytics and insights cited the growing need for more A/B testing tools, enhanced SEO, UX, and website analytics, site performance monitoring, and user experience enhancements.

Respondents indicated prioritizing investments in more CMS capabilities, in general, along with citing specific attributes like SEO, content, and accessibility tools.

Top DXP investment barriers

What is the primary barrier preventing DXP investments in the next 12 months?

- 1 *Strategy or decision pending*
- 2 *Budget constraints*
- 3 *Recent/current investments*

Among those who reported no plans to increase DXP investments in the next 12 months, the most common barrier was pending budget or strategy decisions.

**Important
DXP attributes
to consider**

Important DXP attributes to consider

Drawing from an extensive analysis of the latest market research and our exclusive survey data, we've identified the **eleven most differentiating attributes** that separate market-leading DXPs from the rest of the pack.

These capabilities can play an essential role in determining your platform's ability to drive digital transformation and deliver measurable business value. Whether evaluating your first DXP investment or considering a platform switch, certain attributes can serve as your strategic north star for assessing which solution will best position your enterprise for digital success.

1. **Advanced Personalization**
2. **Pre-built integrations and low-code interfaces**
3. **Harmonized platform UX**
4. **AI workflow management**
5. **Personalized GenAI content capabilities**
6. **Website optimization & intelligence capabilities**
7. **Omnichannel publishing**
8. **Comprehensive governance**
9. **Extensive app marketplace**
10. **Headless and composable architecture**
11. **Industry-specific components**

Advanced personalization

In today's digital landscape, generic, one-size-fits-all experiences no longer meet customer expectations—making advanced personalization capabilities a must-have DXP attribute.

The most powerful platforms leverage AI and real-time behavioral data to automatically deliver tailored experiences at scale, transforming raw customer data into actionable insights that drive engagement.

Advanced personalization ranked highest among these 11 attributes with over half of respondents (52%) identifying it as a vital DXP attribute.

This sophisticated approach to personalization doesn't just enhance the customer experience—it directly impacts business growth by increasing conversion rates, strengthening loyalty, and enabling marketing teams to efficiently deliver relevant content to each user without time-consuming manual intervention.

Pre-built integrations and low-code interfaces

While the promise of composable architecture is compelling, the reality often involves complex integration challenges that can drain IT resources and slow down digital initiatives.

This is why pre-built integrations and robust low-code interfaces that “just work” or require minimal coding for quick assembly have emerged as critical differentiators in modern DXPs. They enable users to quickly assemble and modify digital experiences without constant technical support.

By empowering non-technical digital teams to configure and optimize experiences through intuitive interfaces, organizations can dramatically accelerate their time-to-market while reducing the traditional friction between digital and IT teams—ultimately delivering the agility that today’s digital landscape demands.

Harmonized platform UX

A harmonized platform UX is crucial when evaluating DXPs because it ensures a seamless, consistent, and user-friendly experience across all integrated applications. In a DXP ecosystem, multiple apps, tools, and services work together to deliver a cohesive digital experience. Without a harmonized UX, users may encounter disparate interfaces, inconsistent navigation, and disjointed workflows, leading to confusion, frustration, and reduced productivity.

Effective DXP UX should integrate across apps with high-scale data, shared profiles, consistent security, and seamless user experiences. This means that users can navigate between different applications within the DXP without feeling like they are switching contexts or relearning interfaces. Shared profiles and consistent security measures ensure that users have access to the right information and features based on their roles and permissions, regardless of which application they are using.

A harmonized UX also enables better data flow and information sharing between applications, allowing users to access relevant insights and make informed decisions more efficiently. This is particularly important for organizations that rely on data-driven decision-making and require a holistic view of their customers and operations.

AI workflow management

Modern DXPs are evolving beyond basic AI capabilities to deliver intelligent workflow management that acts as a unifying force across your entire digital ecosystem.

The most advanced platforms leverage AI to seamlessly connect tools, documentation, and analytics, creating a cohesive system where insights flow naturally into action—imagine an AI assistant that can pull relevant documentation, analyze performance data, and guide decision-making across your digital operations.

This integrated approach transforms AI from a mere feature into a strategic advantage, enabling teams to make faster, more informed decisions while significantly reducing the operational friction that typically slows digital initiatives.

“AI is being thrown at the DXP in a lot of vanity ways, but we’re thinking of AI as something that links across all your tools and projects. A customer that buys a DXP expects all the tools to know each other, where a single assistant can manage documentation, support, and actions between tools.

The true DXP benefit speaks to operational efficiencies. It’s a little bit of content creation but it’s more about workflow management and access to analytical data, making it possible to ask a question that helps me make the next decision rather than just a data point.”



Jeffrey Cheal

VP of Global Strategic & Technology Partnerships,
Optimizely

Personalized GenAI content capabilities

These capabilities enable users to create and optimize content with AI that aligns with your brand and customer data.

45% *of marketers reported generative AI as one of the top technologies having a positive impact on CX, according to Acquia's Customer Experience Trends Report.*

Look to develop a strategy for harnessing the full power of generative AI to inform which DXP offering best aligns with your needs. Prioritize capabilities that incorporate your proprietary brand voice and differentiated expertise informed by your customer data.

Website optimization & intelligence capabilities

Ultimately, content is the foundation of your website, but it requires ongoing evolution as things change—new competitors emerge, new products are developed, and target audiences expand. Bringing website optimization and intelligence into the DXP, where your content is hosted and created, enables teams to maximize content workflow efficiency and ROI.

For example, platforms that leverage first-party data and embed SEO analysis and insights within the CMS are best equipped to help organizations increase search engine visibility and deliver increased, qualified organic traffic.

By empowering content, digital, and technical teams to optimize content to increase performance across the three core pillars of website optimization—organic traffic, UX, and conversions—these capabilities directly impact core business goals and fuel long-term growth, which is why they earned a spot on this list.

Omnichannel publishing

Modern customers expect seamless experiences across every touchpoint—from websites and mobile apps to social media—making robust omnichannel publishing capabilities essential in any enterprise DXP.

The most effective platforms streamline this complexity through centralized content management and scheduling tools, enabling teams to create and manage content for multiple channels while maintaining consistent brand experiences.

Beyond just content distribution, advanced omnichannel capabilities reduce operational costs and eliminate silos by providing a unified calendar and workflow system that ensures coordinated messaging across all digital channels.

Comprehensive governance

In an era of increasing regulatory scrutiny and complex organizational structures, comprehensive governance capabilities have become a non-negotiable attribute for enterprise DXPs.

The best platforms provide centralized control over user permissions, content workflows, and compliance requirements across all digital touchpoints, eliminating the security risks and inefficiencies of fragmented governance systems. These governance features not only protect your organization but also accelerate digital initiatives by ensuring teams can move quickly while staying within established guardrails.

Extensive app marketplace

A robust app marketplace has become a crucial differentiator in the DXP landscape, enabling organizations to easily extend their platform's capabilities with best-in-class solutions from third-party vendors and partners.

The most effective DXPs don't just offer a wide array of integrations—they provide a harmonious framework where these components work seamlessly together, allowing organizations to build a truly best-of-breed technology stack that can evolve with their needs. This flexibility to quickly plug in specialized capabilities while maintaining system cohesion is essential for organizations looking to stay competitive without getting locked into a single vendor's ecosystem.

“DXP vendors now have to earn the right for their customers to buy their complete tech stack—it can be interchanged for parts at all times. They need to either build or partner with the best in the world and make that available, moving away from a composable part to a best-of-breed, flexible DXP solution.”



Jeffrey Cheal

VP of Global Strategic & Technology Partnerships,
Optimizely

Headless and composable architecture

Headless, composable architecture is critical to ensure the flexibility to add best-in-class tech components to align with your digital strategy, even as it grows.

As the demand for headless publishing and composable architecture hits a fever pitch amongst digital leaders, DXP providers—even those that were previously monolithic—are racing to reposition themselves as headless, hybrid headless, or composable.

Providers have also recognized the importance of making individual services across the platform available as independent, cloud-native products and the need to invest in the corresponding APIs that can help organizations integrate these services into a best-of-breed ecosystem.

Industry-specific components

While standard DXP components form the foundation of digital experiences, your industry's unique requirements demand specialized functionality beyond basic features.

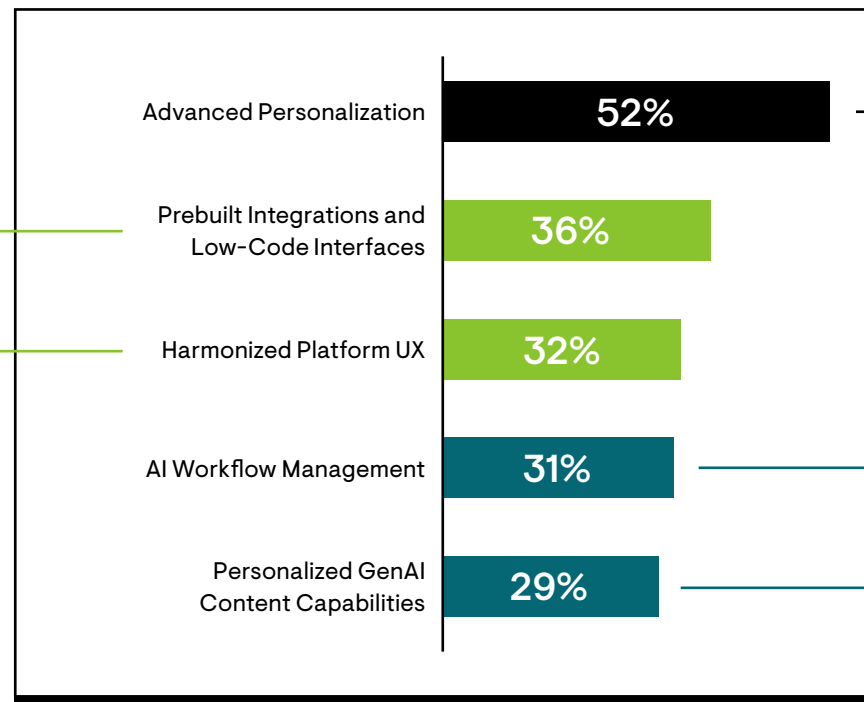
Some DXPs offer industry-specific components—like travel booking engines, electronic medical records, or interactive conference platforms—purpose-built to address your sector's distinct challenges and user expectations. This industry-focused approach accelerates implementation and ensures your digital experience aligns perfectly with how your customers actually engage with businesses in your space.

Highest-ranked DXP attributes

Highest-ranked DXP attributes

We asked digital experts to identify which DXP attributes would be the highest priority when evaluating a new DXP. Here are their top five priority attributes:

While composable architecture and app marketplaces provide valuable flexibility, it may be overwhelming for most, which is why the **ease of setup and usability of DXP interfaces** ranked as higher priorities for most respondents.



• **Advanced personalization** ranked highest, with **over half of respondents (52%) identifying it as a vital DXP attribute**. Given that personalization is difficult to do at scale, this is a significant differentiator when evaluating DXP vendors.

• **AI is a top priority** for analysis, personalization, and content.

Digital experience platform options

Digital experience platform options

While the DXP landscape includes numerous vendors, each brings distinct strengths and specializations that align with different enterprise needs and digital maturity levels.

Here is a look at a few well-known digital experience platforms to consider:

- [Acquia](#)
- [Adobe Experience Manager](#)
- [Amplience](#)
- [ArcXP](#)
- [Bloomreach](#)
- [Contentful](#)
- [Contentstack](#)
- [Crownpeak](#)
- [Liferay](#)
- [Magnolia](#)
- [Optimizely](#)
- [Oracle](#)
- [Salesforce Experience Cloud](#)
- [SAP](#)
- [Sitecore](#)

ACQUIA

Acquia provides digital marketing solutions that drive productive customer journeys and improve ROI. Their DXP solution has a strong foundation in

open-source technology—utilizing the extensive Drupal community to offer unmatched customization and innovation—and its extensive partner ecosystem distinguishes it from other offerings.

Through its composable architecture, the platform caters effectively to both marketers and developers. Focusing on AI-driven automation, Acquia enhances efficient content lifecycle management and personalization.



Adobe
Experience
Manager

Adobe Experience Manager is a comprehensive DXP within the Adobe Experience Cloud. It functions as a one-stop shop for digital experience

management, from analytics and content management to eCommerce and video collaboration.

A key differentiator is its advanced AI capabilities powered by Adobe Sensei, which enhance personalization and automation. The unified Experience Data Model (XDM) facilitates customer data management, improving data interoperability and real-time analytics. Its API-first architecture and Adobe Exchange Marketplace support seamless customization and integration.



Amplience's cloud-native, headless CMS architecture is designed to support digital teams at consumer apparel brands. In line with a recent

strategic shift, Amplience is developing a generative AI platform to enhance shopping experiences, with capabilities for generating product descriptions, images, and campaigns, along with a product roadmap that includes foundation models tailored to various product categories.

Participation in the MACH Alliance bolsters Amplience's partner ecosystem, which features ISVs and SI partners.



Arc XP was built for news publishers and broadcasters. It provides a robust content and application architecture supported by AWS, enabling

streamlined publishing processes and scalability in the fast-paced news industry.

Arc XP offers flexibility and transparency in pricing, optimized for media-specific needs. Its development plan includes enhancing paywall capabilities with personalized, experiment-driven features suitable for subscription management across multiple sites.



Bloomreach focuses on eCommerce with specialized features for product search, recommendations, and

merchandising. It provides a robust experience layer that is compatible with platforms like Shopify and Salesforce. Its API-first, headless architecture ensures flexibility and scalability, facilitating seamless integration with existing systems. Bloomreach Engagement integration adds a CDP and marketing automation features, powering sophisticated engagement and personalization strategies.

The platform supports customization through Open UI and no-code/low-code tools, enabling non-technical users to innovate quickly.



Contentstack offers a headless, API-first architecture, ensuring flexibility and modularity that align with

microservices and MACH principles. Its strategic roadmap includes plans for layered generative AI, a personalization engine, and a visual builder.

The platform stands out in AI/ML and content support but relies on partners for customer data and journey orchestration. It enhances collaboration through detailed workflows and the Venus Design System, with its Integration Marketplace offering various extensions to broaden platform capabilities.



Contentful is recognized for its developer-centric, cloud-native headless content platform. The

platform empowers marketers with a unified content graph and a no-code layout editor, complemented by native personalization using multiple large language models.

It offers robust content support with AI/ML features while relying on partners for comprehensive digital experience components like digital commerce and customer analytics. Aligned with MACH principles, Contentful focuses on its core strengths, leveraging third-party expertise for extended functionalities.



Crownpeak is currently working to unify acquired applications like

Attraqt, particularly in commerce search. Though AI capabilities are compartmentalized, Crownpeak is developing a foundational generative AI layer for its suite of applications.

The platform supports experimentation through a partnership with Dynamic Yield but faces challenges in unified customer data and analytics, with these abilities isolated to individual applications.



Liferay Digital Experience Platform,

known for its Java portal server roots, is progressively adopting cloud-native

architectures. Supported by a strong community and an open-source foundation, Liferay is focused on its new SaaS extensibility model and “solution concierge” service end-users.

While robust in content and customer analytics, capabilities in experience experimentation, customer data management, and AI/ML are still developing. A new design system decouples content from presentation, allowing customization to fit brand aesthetics and unify application offerings.



Optimizely stands out because it focuses on advanced experimentation and optimization, providing market-

leading A/B and multivariate testing capabilities that enhance data-driven user experience improvements. Its Optimization-as-a-Service model prioritizes ongoing enhancements and actionable recommendations, setting it apart from traditional DXPs.

The fully composable architecture attracts organizations seeking flexibility and scalability. It emphasizes strong commerce capabilities and smooth content delivery for B2C/B2B environments, with enhanced personalization through a unified data layer.



Magnolia composes enterprise digital experience platforms via its core framework and influential systems

integrator partner ecosystem. It excels with content support, extensibility, and integration but heavily depends on partners to provide supplementary DXP components such as customer data management and digital commerce.

The platform lacks several advanced capabilities, like experience experimentation and journey orchestration, and does not offer visual tools for designing multichannel interactions.



Oracle is renowned for its comprehensive set of enterprise cloud applications, extending from cloud

infrastructure to industry-specific applications.

The platform excels in customer data management, analytics, and developer tools. Its Fusion application suite provides a scalable, cloud-native platform for partners to build upon. Oracle emphasizes its status as a unified, end-to-end application suite, although its differentiation in the digital experience platform market remains limited.



Salesforce Experience Cloud, built on Customer 360, is distinguished by its comprehensive generative AI integration

throughout its entire portfolio. Known for its human-centric approach to customer relationship management, Salesforce enables customers to harness their vast CRM data for secure and personalized brand interactions.

While heavily reliant on its robust partner ecosystem to fill gaps, particularly in enterprise content management, it leverages best-in-class add-ons through the AppExchange.



SAP supports end-to-end workflows across customer engagement, operations, and fulfillment.

While SAP excels in journey orchestration and campaign management, it lags in practitioner tools and the front-end experience. The varied cloud maturity of its acquired technologies also contributes to a lack of harmonization across offerings.



Sitecore distinguishes itself with advanced personalization and analytics capabilities, leveraging the Experience

Database (xDB) and Cortex AI for real-time automation.

With flexible deployment options, including headless, hybrid headless, and traditional CMS setups, it's more adaptable than DXPs with a singular architectural focus. However, the platform is still transitioning to a composable portfolio following recent acquisitions.

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Digital experience platform options

The right choice ultimately depends on your organization's specific requirements—whether that's Adobe's deep marketing capabilities, Sitecore's robust personalization engine, Optimizely's experimentation-first approach, Acquia's sophisticated content intelligence and optimization tools, or Contentful's API-first architecture.

Some platforms excel at serving specific industries or use cases, while others offer more generalized solutions that can be tailored to various needs. Consider the current feature set and each vendor's vision and investment in emerging technologies like AI and automation, as these will significantly impact your platform's long-term value.

Helpful resources

Helpful Resources

To help you make the right choice, here are some helpful resources that provide ranked options based on customer reviews and head-to-head comparisons so you can dive deeper when evaluating two specific DXPs.



G2's list of the Best Digital

Experience Platforms: With strict inclusion criteria, G2's list is great for a quick summary of the platform overview, pros and cons, and user satisfaction of 89 DXPs in total.

FORRESTER®

The Forrester Wave: Digital Experience Platforms, Q4 2023:

The latest Forrester report used a 24-criterion evaluation of 15 DXP providers to see how they compare.

Summary

In today's complex digital landscape, selecting the right DXP is a critical decision that can significantly impact your organization's ability to deliver (and scale) seamless, personalized experiences across every touchpoint.

By understanding the key attributes that differentiate top platforms—from AI-powered workflow management and harmonized UX to advanced personalization and SEO and content optimization intelligence—you'll be better equipped to navigate the DXP market and find the solution that aligns with your unique needs.

While this guide provides a strategic framework for evaluating DXPs, diving deeper into the platforms that best match your requirements is an essential step. Carefully assessing each platform's strengths against your priority attributes and use cases will equip you to select a DXP that doesn't just meet your current needs but scales with your organization's digital strategy.