

DXP CHECKLIST

SELECT THE RIGHT DXP

WHAT YOU NEED IN A DXP

To create and deliver consistent, personalized, engaging digital experiences wherever customers encounter your brand, you need a digital experience platform (DXP). This checklist will help you evaluate DXPs by highlighting the critical capabilities you should look for.

CRITICAL CAPABILITIES

	YES	NO
▶ Integrated approach to data and content Because they are the twin pillars of digital experience	<input type="checkbox"/>	<input type="checkbox"/>
▶ Easy-to-use content creation method So marketers can quickly add new content without involving IT	<input type="checkbox"/>	<input type="checkbox"/>
▶ Best-in-class tooling for development So developers can quickly stand up sites and apps and continuously deliver new digital experiences to market	<input type="checkbox"/>	<input type="checkbox"/>
▶ Governance that scales To mitigate risk, protecting customer privacy and brand standards as your digital footprint grows	<input type="checkbox"/>	<input type="checkbox"/>
▶ An open architecture For the easy adoption and faster integration of new cutting edge digital tools	<input type="checkbox"/>	<input type="checkbox"/>
▶ 360° view of the customer With identity resolution to effectively cleanse, manage and operationalize online and offline data	<input type="checkbox"/>	<input type="checkbox"/>
▶ Machine learning framework With out-of-the-box models to instantly deliver predictive messages and the flexibility to customize models to your unique business requirements	<input type="checkbox"/>	<input type="checkbox"/>
▶ Personalization To tailor digital experiences to your customers on any channel based on what you know about them	<input type="checkbox"/>	<input type="checkbox"/>

DELIVER GREAT DIGITAL EXPERIENCES

If you would like to learn more about what you should look for in a DXP, please check out our e-book, *The Ultimate Guide to DXP*.

GET THE E-BOOK