

The Evolution of Digital Experience Platforms

Headless content management and commerce strategies can enable enterprises to keep up with the evolution of devices, apps, and channels their customers use, but traditional content management systems make the headless approach difficult or unattainable. Many content management software vendors have transitioned from on-premises to cloud offerings and broken their application features into microservices. This has led to a wider range of choices for buyers and paved the way for API-driven headless architecture as well as hybrid and decoupled CMSs. TechTarget's Enterprise Strategy Group recently surveyed IT and business professionals responsible for digital transformation strategies, digital experience platforms (DXPs), and customer experience ecosystems to understand how DXPs are evolving.

Notable findings from this study include:



92%
of organizations take a **“digital first”**
approach to customer interactions.



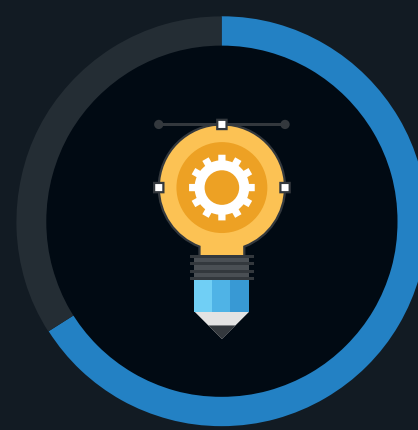
82%
of executive teams consider
digital experience programs to
be a top five business priority.



53%
of organizations identify security
as a top consideration when
selecting a digital experience
platform vendor.



67%
of organizations are using
artificial intelligence to enable
digital experience programs
and facilitate decision-making.



66%
of organizations use digital
experience platforms for
employee as well as customer
digital experience.

For more from this Enterprise Strategy Group study, read the full research report,
The Evolution of Digital Experience Platforms.

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