

INFOGRAPHIC

For businesses around the world, one of today's toughest challenges is providing personalized digital experiences while protecting consumer privacy.



88%

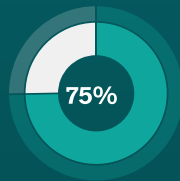
of business leaders say that remaining compliant is important in collecting data.



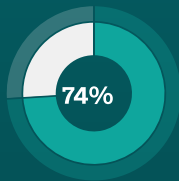
54%

of DX leaders say their organization lacks the tools to calculate and manage advanced metrics from its DX data.

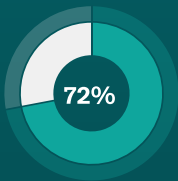
The majority of organizations currently using digital experience solutions say their tool has considerable or transformational value across areas like customer satisfaction, speed to data analysis, and conversion rates.



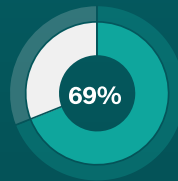
Increasing customer satisfaction



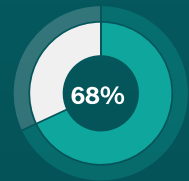
Increasing speed to data analysis



Selling more to customers



Improving cross-functional collaboration capabilities



Getting to the market faster



53%

of business leaders say privacy concerns are their biggest challenge in utilizing DX data.



8/10

business leaders plan to focus more on DX in the next year—investments in digital experience are on the rise.

Study conducted by
FORRESTER

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