



BLASTX

DIGITAL EXPERIENCE OPTIMIZATION

How to Strengthen Your Brand and Customer
Relationships Through Every Interaction

WHITE PAPER

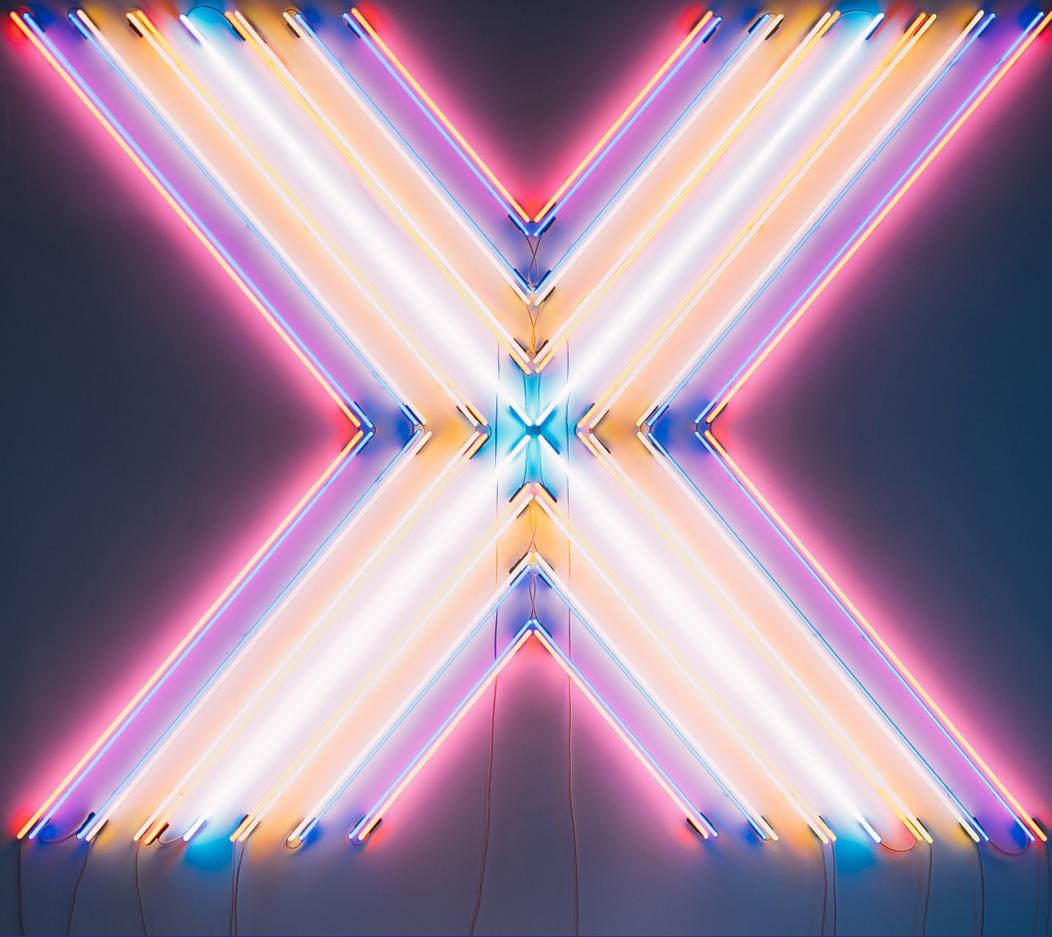


TABLE OF CONTENTS

Transform Your Digital Experience.....	03
What is DXO?.....	04
Why DXO Matters.....	04
Benefits of DXO.....	06
Key Elements of DXO.....	08
Accelerate Your Transformation.....	12
Contact.....	13

TRANSFORM YOUR DIGITAL EXPERIENCE

TODAY, EVERY SINGLE STEP OF THE CUSTOMER JOURNEY IS A POWERFUL REFLECTION FOR YOUR BRAND TO UNDERSTAND, OPTIMIZE, AND IMPACT THE DIGITAL EXPERIENCE.

Customer experience has always mattered, but never more so than in today's hyper competitive marketplace where people expect brands to meet their needs at every turn — or they'll quickly move on elsewhere.

Leading brands are taking note — and action — for good reason. The Digital Trends Report from Adobe and Econsultancy showed that enterprises with a commitment to digital experience were **three times as likely to outpace their sectors** than competitors without such a commitment.

The past year has further underscored the requirement for a customer-centric business strategy and seamless digital experience. Customers who have come to expect meaningful online interactions are not going back to their pre-pandemic behavior. That means optimizing your online experience must take priority for going forward.

Digital Experience Optimization (DXO) does exactly that, helping marketers and brands take it to the next level.

This white paper explains what Digital Experience Optimization is and how it can improve interactions between customers and the enterprises that incorporate DXO into their marketing plans. It highlights the quantifiable benefits of DXO, including its impact on return on investment (ROI) and the bottom line. Finally, it covers the key elements of DXO — including data unification, customer segmentation, personalization, marketing technology, and digital experience expertise — to measurably impact every digital customer touchpoint.

Digital Experience Optimization does exactly that, helping marketers and brands take it to the next level.

WHAT IS DXO?

DXO encapsulates the efforts made to best meet customer expectations about their online experiences with a brand. The concept speaks to the quality of interactions between brands and their customers.

Customers have made it clear that they expect online interactions with brands to be personally relevant and available on any device, at any touchpoint, and in any format. These expectations put the responsibility on companies to embrace the technology needed to meet these expectations.

For some organizations, adapting to new marketplace realities in this way is the way they do business. Other companies, however, may have to change their business strategies and models to accelerate their digital transformation and meet customer expectations.

When you commit to DXO, you're demonstrating that your customers are the top priority. DXO creates brand loyalty while helping you stand out from the crowd — with results that manifest on the bottom line.

Digital

The world we live in, where customers engage through technology.

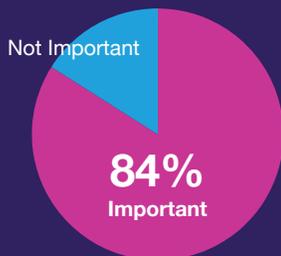
Experience

The quality of interaction between an individual and a brand.

Optimization

Improving something to better meet customer expectations.

Customer Experience



Marketing Strategies



WHY DXO MATTERS

DXO matters to enterprises because digital experiences matter to customers. As Shep Hyken, Chief Amazement Officer of Shepard Presentations, [commented in Forbes](#): “Customers don’t compare you only to your direct competition anymore. Customers now compare you to the best service they have received from anyone, regardless of the type of business or industry.”

And this is becoming increasingly important. In fact, Salesforce reports that fully [84% of customers consider experience as important](#) as the actual products and services they’re purchasing. Yet marketers are, in some cases, lagging behind customer demand, with [61% of marketers leaning on customer motivation](#) and needs as drivers for their marketing strategy, according to 2019 predictions from Forrester.

BEYOND TRANSACTIONAL

Digital experience is no longer transactional, or about the immediate conversion; **it's about the ongoing customer relationship, with loyalty being the valuable metric.**

Organizations that deliver a positive digital experience create a bond with customers, who remain highly engaged and loyal. Such customers are **six times more likely** to try a new product from your organization, four times more likely to refer your company to others, and twice as likely to purchase from you. Customers will even pay a higher price than your competitors are charging, just for the elevated experience of doing business with you.

In other words, it's not as much the product or service you provide, but the quality of the experience.

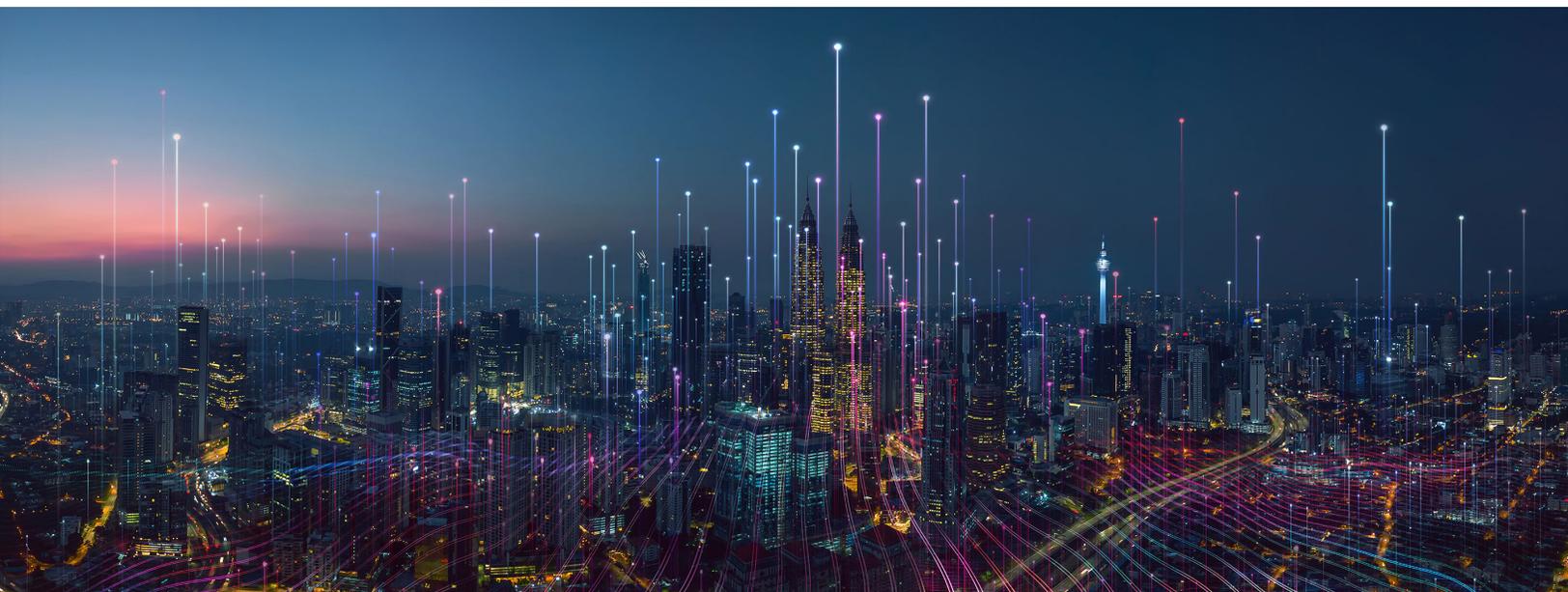
According to the **Gartner CMO Marketing Spend Survey**, customers want experiences that do the following:

- **Solve their problems** - Customers want to be able to interact with brands as easily as possible, on the device they have available at the moment. They want to save time and effort through accessing the easiest possible delivery options and through being able to continue a conversation that may have started on a different device on a different channel (such as a social media site) on a different day.
- **Display relevant options** - Customers want brands to know what they're interested in, because that enables businesses to provide information on new or relevant products, such as products that complement previous purchases.
- **Help them make smart decisions** - Customers appreciate recommendations based on their past purchases, because it simplifies their current purchasing decisions.
- **Provide great deals** - Customers are happy to let businesses know their locations if it means they can get coupons for brands or products they've purchased in the past.

Through these interactions, customers also want to feel protected, knowing that you will not misuse their personal or financial data.

The high-level personalization available through DXO makes all purchase decisions easy for customers, which then can turn those customers into brand advocates who demonstrate brand loyalty.

Smart marketers realize the value of DXO. According to Gartner's Customer Experience Survey, **81% of marketers recognize** that the real competition is in customer experience. That means your competitors are working on understanding their customers and developing strategies to optimize their online experiences.





BENEFITS OF DXO

DXO takes the guesswork out of customer experience, and the numbers point to its measurable benefits. Forrester's Total Economic Impact report indicates that DXO results in:



In addition, according to McKinsey's Global Institute, personalization at scale — which is at the heart of DXO — shows the potential to create between **\$1.7 and \$3 trillion in new value**. With these demonstrable benefits, what are the elements of DXO that can help your company take advantage of this market opportunity?

REAL-WORLD RESULTS

Seeing is believing, however. BlastX — a pioneering consultancy guiding DXO efforts for leading brands — has helped several clients improve their performance and business results:



Industrial Supplier Prioritizes Page Speed to Drive a More Profitable Experience

Goals

- Deliver an optimal digital experience that meets customers' expectations

Approach

- Provide strategic recommendations to improve the customer experience, from acquisition to on-site engagement

Results

- 21% improvement in average page load speed
- 51% increase in average revenue per user
- 50% increase in revenue
- 8.5x Return on Investment (ROI)

Optimization Drives 50% Revenue Increase

Automotive Brand Uses Personalization to Welcome Back Returning Visitors

Goals

- Meet the expectations of returning users by personalizing the digital experience

Approach

- Collaborated with the client to determine which part of the site returning users re-enter
- Leveraged Adobe Target to personalize homepage content for returning users

Results

- 254% increase in homepage engagement from returning users
- 4% increase in Build a Vehicle tool completion rate
- Additional 1,300 Build a Vehicle tool completions

Personalization Increases Visitor Conversion



Appliance Retail Closes the Empathy Gap and Increases Order Rate 16%

Goals

- Improve the user experience to reduce friction, meet customer expectations, and ultimately increase orders

Approach

- Employ Voice of Customer, including feedback polls and surveys, to gain valuable user feedback and insights on the current digital experience
- Detect and apply user location to more accurately serve up product listings and better meet customer expectations

Results

- 55% decrease in user friction
- 73% increase in pricing clarity
- 16% increase in order rate

Better Experience Helps Increase Order Rate



Transportation Company Leverages SEO and Experimentation to Boost Revenue

Goals

- Improve digital experience for customers from acquisition to on-site engagement with Adobe Target

Approach

- Analyzed customer journeys on how users are experiencing the site
- Discovered areas in the site where digital experience was not optimized
- Conducted A/B tests to redirect users to appropriate pages without affecting SEO

Results

- 13% lift in Booking Rate
- 13% increase in Revenue per Visit
- \$150,000 in Revenue

Experimentation Boosts Revenue \$150K

See Even More Examples of BlastX Client Success

KEY ELEMENTS OF DXO



DXO functions as a synthesis of several elements, all swirling around your customers, who are at the heart of every experience. DXO involves smart use of the data you collect from customers, unleashing its power to deliver real-time experiences. It builds a true relationship between your brand and your customers, always with an eye to strengthening trust. DXO then moves to creation of personalized experiences through the use of today's marketing technology. Take a look at the key elements of digital experience optimization:



DATA UNIFICATION

Customers leave data behind every time they interact with your business, whether through your website, social media platforms, email campaigns, and more. When you collect and standardize this data, you have the ability to leverage it to improve your customers' journeys.

When you unify your data in this way, you can build reliable and accurate customer profiles.

Among the data you should gather and unify are:

Demographics - Of course, you're likely to be gathering this data already: the age, gender, and income data that lets you know who your customers are.

Behavioral Data - Understanding how your customers interact with your brand at each touchpoint helps you know what to expect from them. Behavior data, which includes historical data, shows what content your consumers consume and from which platforms.

Contextual Data - On top of customers' behavior, you want to know when they interact with you and how often. You also want to know what platforms your customers are using and what devices, the better to reach them where they are.

Psychographics - By understanding what your customers value, what they care about, and what they dislike, you're able to tweak not just the language and visuals of your digital experience, but also the more emotional aspects such as tone and color.

Zero-Party Data - Information that customers intentionally and proactively share with your brand — such as preference center data, purchase intentions, personal context, and other ways the individual wants you to recognize them — is critical to incorporate into your data strategy and DXO initiatives.

Your data unification should be comprehensive, encompassing data from ad impressions, point-of-sale information, social platforms, product usage information, customer relationship management systems, and campaigns.

With the looming deprecation of third-party cookies (tracking), however, **first- and zero-party data will be the new data foundation for marketers**. When all this data is integrated and unified, you're able to glean the insights you need for accurate personalization and measure the outcomes to know whether your DXO is fully successful.



CUSTOMER SEGMENTATION

Granular analysis of your unified customer data opens the door for insights that blend functionality with emotional smarts. As you drill down toward micro data, you can develop one-on-one personalization that speaks to each customer uniquely in the ultimate customer segmentation. And when your customers realize that you understand them that well, you open the door to trust.

Increasingly, customers are expecting this kind of emotional connection and understanding from brands. According to HubSpot, 76% of customers expect brands to know what they need. They are cautious about and aware of the data they are giving up, but they're willing to give up their sense of self-protection if they feel your brand respects their privacy.

DXO enables you to walk the careful line between privacy concerns and understanding your customers' deep needs, true joys, and pain points where your brand is concerned. When you're able to know your customers so well that you can create excellent customer segmentation and profiles in real time, your customers respond with trust and loyalty.



PERSONALIZED EXPERIENCES

Knowing your customer well and tailoring unique experiences for them is at the heart of DXO. Based on the data collected from your customer base and finely tuned segmentation that lets you reach out to individual customers, DXO positions you to design seamless customer journeys that deliver true personalization.

Mapping the customer journey is a good place to start on the DXO path to personalization. As Econsultancy points out, **85% of businesses that employ customer mapping** consider that it gives them a competitive advantage. The customer journey map should include customer expectations and emotions as well as the actions they take. It should highlight all channels and touchpoints that customers interact with, as well as noting points of friction and siloing that can detract from the ideal customer experience.

Personalized experiences help your customers feel seen and understood. By creating and optimizing digital experiences, you bring your vision and strategy together in a way that builds long-term relationships with customers. You differentiate your brand from your competitors so that customers want to stay loyal.





MARKETING TECHNOLOGY

The combination of robust customer database technology, mobile apps, web apps, and Software as a Service apps makes it possible for you to gather customer data at all touchpoints, providing you with a complete understanding of your customers that wasn't possible only a few years ago. Today's marketing technology (martech) enables a deep level of personalization.

With DXO, you can harness the power of your martech to understand your customers and to deliver high-end digital experiences when you do the following:

Meet Customer Expectations In Real Time -

Companies such as Amazon have set customer expectations high by delivering a highly personalized experience. Fortunately, tools now exist to let your business use data in real time to deliver a similar digital experience before your customer moves on to a competitor.

Use Analytics Smartly - The ability to evaluate what's working and what needs revision makes it possible to pivot when needed and provide an excellent digital experience at every touchpoint. Your analytics are also likely to reveal customer preferences and needs that you might not have pinpointed in any other way. You to recognize them -- is critical to incorporate into your data strategy and DXO initiatives.

Create a Cross-Channel Experience - Even when you know what channels your customers use to interact with your brand, you can't always predict their path. That means it's vital to have the same conversation and tell a consistent story across all channels — and digital tools now make that not only possible, but seamless.

Use AI and ML to Automate Personalization - Artificial intelligence and machine learning deepen your ability to use predictive analytics, which in turn make it possible to automate personalization without having to waste your team's valuable time.

Streamline Your Workflow - Digital tools, including AI, provide real-time DXO so your customers see the content you want them to see on every channel. The ability to deliver new, unique content and experiences rapidly is vital to meet customers' heightened expectations.

Free Your Marketing Department From Dependence On Your IT Crew - Today's digital marketing tools also speed the workflow, because they make it possible for your marketing team to create content, publish it, and make changes to it quickly without having to wait for IT to find time to handle requests. Now marketing and IT can work along parallel paths to create innovative digital experiences without having to wait for the other team to catch up. You also want to know what platforms your customers are using and what devices, the better to reach them where they are.



DIGITAL EXPERIENCE EXPERTISE

When you're ready to take your digital experience to the next level, you need to work with a team with the experience and data-driven knowhow to deliver true DXO. Enthusiasm is important, but expertise matters even more. Among the challenges your team should be prepared to face:

Ensuring your experiences are authentic and that customers feel safe requires you to balance personalization with growing data privacy requirements.

A well-defined, data-driven strategy at the onset is essential to ensure you meet your customer and business goals.

DXO harnesses the power of data to create and repurpose winning content that keeps your channels fresh and customers engaged.

It's critical to identify and unify your valuable customer data — including first- and zero-party data — to truly understand what they want.

Knowing how to glean insights from your data will enable you to act swiftly and in real time to deliver optimal experiences.

Your DXO efforts require cross-channel expertise to create seamless experiences across the customer journey and adapt along the way.

You must have accurate, trustworthy analysis to deliver on customer expectations, know what's working (and what's not), and ensure ROI.

DXO is not a one-time effort and demands scalable technology and marketing to remain competitive across channels.



ACCELERATE YOUR TRANSFORMATION

With DXO, you can ensure that customers don't become lost, with a smooth, seamless digital experience that's best-in-class. DXO solutions improve ROI as they build transformative journeys for customers. By having a strategic roadmap for that journey and a way to measure your progress along the way, you can ensure your digital experience is meeting customer expectations — and outpacing your competition.

DXO harnesses state-of-the-art expertise in data science, strategy, implementation, marketing, and analytics, as well as in compliance and privacy, to deliver unparalleled digital experiences for customers. Through unifying customer data, fine-tuning customer segmentation to a granular level, and leveraging the capabilities of up-to-the-minute marketing tech for greater personalization, DXO delivers results at every touchpoint.

To learn more about DXO, or to discuss how you can employ digital experience optimization to EVOLVE your business, [contact BlastX today](#).

MEET A FEW OF YOUR GUIDES

Collectively, we enjoy learning, being challenged, solving problems, building relationships, and achieving results.



ROOPA CARPENTER

VP, DIGITAL EXPERIENCE

Roopa drives digital experience optimization (DXO) strategy, implementation, and results for various BlastX clients. With a strong background in testing and personalization, she helps brands identify optimization opportunities, develop roadmaps, and implement data-driven solutions to impact customer conversion, brand loyalty, and bottom-line metrics.



NATHAN POORBAUGH

PRINCIPAL SOLUTIONS ARCHITECT

Nathan Poorbaugh is a Principal Solutions Architect at BlastX. He is a seasoned analytics professional with extensive experience in implementing, modeling, and operationalizing of enterprise data and analytics solutions for numerous Fortune 500 clients.



MATTHEW CARMEAN

SENIOR BUSINESS INSIGHTS ANALYST

Matthew helps business teams better analyze and communicate insights to leaders and stakeholders through the power of data storytelling. Matthew has worked in a variety of digital enterprise roles, including e-commerce category management, and digital experience management at companies such as Microsoft and T-Mobile. Matthew has owned and delivered multiple major digital initiatives across teams using data to inform and inspire business opportunities.



CHARLES DAVIS

VP, SOLUTIONS

Charles works to understand organizations' most important business challenges and opportunities, and how BlastX can address them through proven DXO solutions. He combines his background in technology, sales and marketing, and management to establish long-term, strategic, value-based partnerships with great companies.

CONTACT US

Let's begin this journey together

 evolve@blastx.com

 (888) 966-6703

 blastx.com

