



A Fresh Approach to Digital Experience Optimization (DXO)

Maximize ROI for digital marketing spend with a holistic approach to SEO, accessibility, testing, and measurement.



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Content drives the digital customer experience: it is how we reach, engage with, convert, retain, and ultimately drive loyalty in the market.

This strategic importance is why, according to the Content Marketing Institute, [24% of B2B marketers](#) say content marketing takes up one-fourth or more of the total marketing budget, while [31% of B2C marketers](#) say their organization spends at least half of its total marketing budget on content marketing.

Yet, despite the scale of investment, many organizations struggle to produce the right content, tailor it to audience segments, and orchestrate its

delivery across the customer journey to drive maximum impact.

To deliver high-performing digital experiences — right audience, right content, right place, and right time — that build real ROI for the business, organizations need to master content visibility, accessibility, and relevance.

That is:

- Websites must rank prominently in relevant search engine results to gain organic visibility and drive traffic;
- Those sites must be accessible to the widest possible audience and alleviate barriers that prevent users from accessing the information they need;

- Teams need to constantly test and experiment with content to increase the likelihood that users will take desired actions; and
- Teams must be able to gain insight on how content is performing, on which channels, and for which audiences.

Executing these strategies to achieve their full potential requires a cohesive optimization strategy that underpins the entire content lifecycle. Moreover, bringing together the traditionally separate domains of digital experience optimization (DXO) into a holistic solution such as Acquia DXO is not only more cost-effective, but it enables you

to see the digital journey as a whole so you can build better digital experiences that focus on what really matters: the customer.





Common challenges



According to Gartner's 2024 CMO Spend Survey¹, marketing budgets have dropped from an average of 10.5% of company revenue in 2019 (before the pandemic) to 7.7% in 2024. Meanwhile, Gartner's 2024 CEO and Senior Business Executive Survey highlights that CEO priorities are focused on growth in either revenue or profitability (or both). In short, CMOs are being asked to do more with less. That means productivity is paramount, and marketing teams need to show a higher return on marketing spend.

Take a moment and ask yourself the following questions:

- ◆ Is it difficult to measure the impact of your content spend within your current budgets?
- ◆ Are you confident your brand experiences are accessible to the widest possible audience and are in-line with changing regulations?
- ◆ Are users dropping out of your digital experiences, making it difficult to increase on-site conversions?

- ◆ Is your branded content helping targeted customers find you through organic search, or are you overly dependent on paid media?
- ◆ Are you confident that your team has the knowledge and expertise to build personalized customer experiences?

These are some of the common challenges faced by marketing teams, and it's important to note that different roles experience and work to overcome these challenges in different ways.

Gartner, "Insights From the 2024 CMO Spend Survey," Ewan McIntyre, Alex De Fursac Gash, Rachel Smith, Karen Carter, Shaurya Singh; 13 May 2024



CMO

The CMO needs to deliver on growing revenue and ROI targets by addressing customer needs at every stage of their journey to drive business value through improvements in customer acquisition, loyalty, and lifetime value.



Performance Marketing

The performance marketing professional's goal is to boost ROI through a better understanding of digital channel performance, enabling them to tailor campaigns across channels to increase awareness and engagement while reducing cost per lead (CPL).



Digital Marketing / Website Owner

Digital marketing managers value the ability to quickly build, test, and deliver the most relevant and accessible digital experiences to customers and improve performance by providing the next best experience, product, offer, or recommendation for different audiences/segments.



Content Creators

Content creators strive to quickly produce channel-agnostic, search-optimized content that corresponds to always evolving consumer preferences, market trends, and customer segments, while providing a consistent brand experience.





The 4 pillars of digital experience optimization driving ROI



By taking a holistic approach to DXO, your team will have the ability to tackle the aforementioned challenges and achieve your desired outcomes while remaining cost-efficient. Following are four pillars of a comprehensive optimization strategy to help your marketing organization improve efficiency, productivity, and performance.

1. Optimize SEO and keyword relevancy

Search engine optimization (SEO) is a key performance marketing capability that increases your website's visibility in organic search results – driving increased traffic – and also improves the overall user experience, ultimately leading to an improvement in conversion rates. In addition to these earnings, SEO programs can create efficiencies in other parts of your business, particularly with regard to paid media efforts and content creation.

Citibank reports customers who find Citi through optimized organic search are

15% more likely to convert than any other online channel.



2. Optimize conversion potential

Adopting a disciplined test-and-learn approach to digital experience management and delivery is a crucial pathway to driving both incremental and transformational improvements in the customer experience. A/B and multivariate testing gives web development teams the ability to quickly experiment with iterative changes to digital experiences and capture immediate feedback based on customer engagement.

For marketing teams, testing and experimentation directly boosts ROI by supporting data-driven decisions about high-performing elements that are worthy of greater investment or low-performing aspects that should

be discontinued. Additionally, testing and experimentation helps to fine-tune customer understanding, aiding in targeted marketing and personalization that further enhance customer acquisition and conversion rates without increasing paid ad spend, thus stretching each marketing dollar further.

With heat map analysis and A/B testing on pricing and registration pages, conversion rate optimization agency [CodaLift LLC](#) helped its client Planoly increase the number of paid clients by 17%, leading to a projected 15% revenue increase.

Testing even small changes on your website can have a dramatic impact on conversions. [Morningstar Properties](#) experimented with two variations of an existing CTA, which said simply, “Contact Us.” The subsequent change led to a 44.11% increase in clicks on the CTA and a 15.4% uplift in form submissions.





3. Optimize accessibility

Digital accessibility has evolved from a nice-to-have to a digital necessity. Not only do organizations face increasing regulatory requirements, but there are substantial hidden costs of digital experiences that aren't accessible — including impacts to customer growth, brand reputation, and loyalty. Indeed, the business case for digital accessibility couldn't be clearer: [McKinsey](#) highlights that, in the U.S. alone, brands are losing up to \$6.9 billion annually to their competitors who prioritize accessibility.

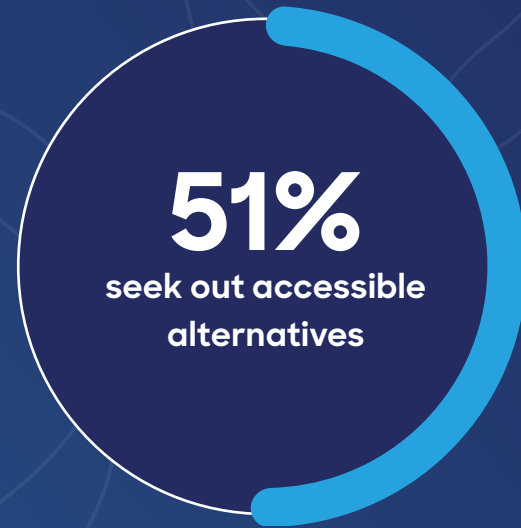
Identifying and addressing accessibility hurdles, such as alt text on images, proper heading structures, color contrast, and more, opens your digital experiences to the widest possible audience. ([Research from KPMG](#) suggests that companies who ignore accessibility are excluding nearly 20% of their total addressable market.) In addition, the site navigation, content quality, and readability improvements that come through digital accessibility improves the overall user experience, which indirectly supports SEO performance.





A survey conducted by the **American Foundation for the Blind (AFB)** of U.S. adults who are blind, have low vision, or are deaf-blind found that 44% of website users and 41% of mobile app users said they will switch to a different business for service if they encounter access barriers from a business’s website or mobile app.

Acquia’s survey of website users with disabilities found 93% of respondents say that it is important that the brands they engage with prioritize accessibility in their digital experiences. Unfortunately, 89% also said that they encounter accessibility issues that make it hard to interact with websites. And that has a big impact on brands, because users say that when they encounter accessibility issues:



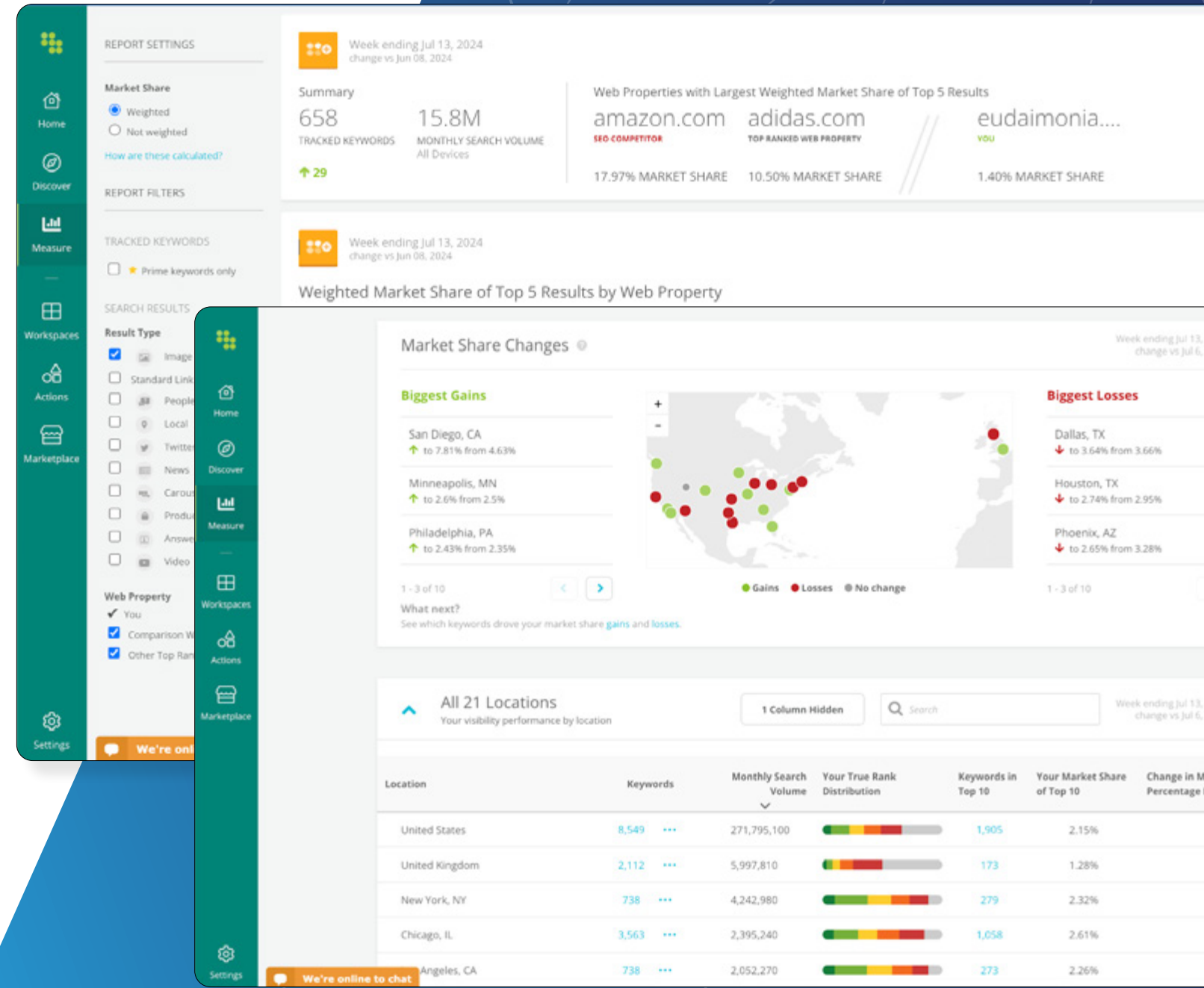


4. Optimize content performance measurement

Understanding content performance is critical for efficiently allocating marketing campaign budgets. In an era where marketing departments are expected to achieve more results with less funding, the ability to accurately measure how content influences key performance indicators (KPIs) becomes a linchpin for fiscal responsibility and strategic planning.

Measuring content performance is essential for identifying effective campaigns that boost engagement, conversions, and retention, guiding marketers to invest in successful content. Advanced analytics reveal

deeper insights into user behavior and influence on critical business outcomes like revenue and loyalty. This informed approach directs limited budgets to the most impactful content and campaigns, enhancing the efficiency and agility of marketing efforts. Consequently, data-driven decisions around budget allocation result in greater campaign effectiveness and ensure that spending contributes to tangible business growth, aligning with ROI goals.





The importance of a strategic content lifecycle solution

Create and manage **content** more efficiently. **Optimize** content and channels for better performance. Use **insights** to **drive greater focus and ROI.**

A comprehensive content strategy supported by Acquia DXO can improve the performance of your digital experiences, particularly when it's aligned with other key technologies to execute campaigns that move your customers along the path from awareness to purchase. Those include a digital asset management (DAM) system to effectively plan, create, and maintain content; a content management system (CMS) to deliver content to the variety of channels where you engage with customers; and a customer data platform (CDP) to track user behavior and engagement. Collectively, these form a strategic content lifecycle solution that profoundly impacts a content marketing campaign's efficiency and effectiveness.



To understand how such a solution impacts your team and budget, let's explore the primary phases of a typical content campaign:

Planning: A key focus in the early stages of ideation and planning is understanding what topics your ideal customers and prospects want to learn about, then aligning those with your business objectives and key messages. Before you begin producing any content, a unified optimization approach helps marketing teams develop a concerted campaign strategy based on keyword and audience research, as well as past campaign performance. In addition, building new campaigns upon proven, consistent, and brand-aligned messaging (honed through A/B testing) offers guidance on which channels will be most effective to reach your audience, helping to maximize performance without unnecessary spend.

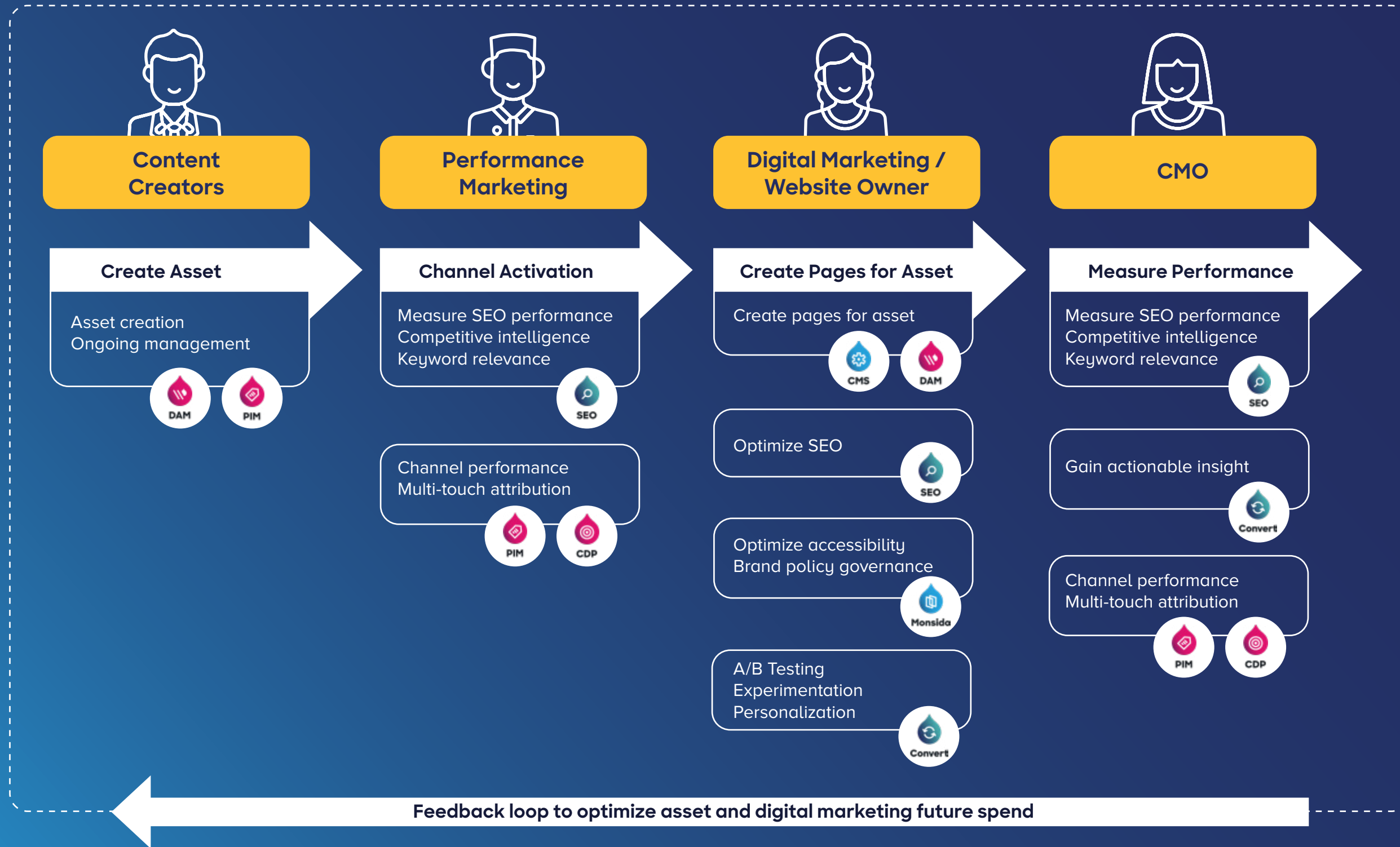
Creation: While creating the necessary content assets, such as copy, images, videos, and landing pages, content creators are empowered to develop content that ranks well organically, thanks to embedded SEO guidance. This significantly lowers the need for a separate SEO budget and helps drive organic traffic, effectively reducing the cost of customer acquisition. Teams can also integrate accessibility and brand compliance checks into the content creation process, eliminating the need to develop separate, accessible versions of content after the fact.

Activation: As you engage your target audience through the web, mobile, email, social media, and other channels, proper web governance and accessibility ensures that your content is accessible to all users, helping broaden your reach to all of your addressable market. Further, by continuously monitoring user behavior and engagement with in-flight campaigns, you can identify opportunities to continuously optimize the campaign based on performance data and feedback. This includes the ability to conduct A/B testing to make adjustments to different elements of the campaign, such as headlines, images, or calls to action, making positive, in-the-moment impacts on conversion. Or, if necessary, you can adjust broader elements of the campaign strategy according to changing market conditions or audience preferences.

Measurement: As the campaign comes to an end, you're able to analyze the campaign's results and compare them against the initial objectives. A holistic content lifecycle solution allows the team to measure whether budget spend was optimized throughout each phase of the campaign, as well as identify the highest performing channels and content per audience segment. These insights allow for more informed decisions that maximize budget efficiency for future campaigns. And, for a CMO, they demonstrate marketing's impact to the CEO and/or board, which promotes the recognition of marketing as a business driver instead of a cost center.



Campaign lifecycle of an asset



Value prop
Product or service creator





Summary and takeaways



Across markets, geographies, and industries, business success is now determined largely by the quality of the digital experiences an organization provides. And those experiences are continuously judged against ever-increasing customer expectations that they are frictionless, relevant, and accessible.

Content is the foundation that drives digital experience but, despite significant investment, many efforts fall short of achieving desired business outcomes. And now marketers face a two-pronged challenge: achieving revenue and profitability growth with less budget.

To succeed, marketing organizations must squeeze

every dollar of ROI out of their marketing spend – and that requires a comprehensive digital experience optimization strategy that supports continuous improvement at every step of the customer journey to maximize awareness, engagement, conversion, and retention.

Focusing on the elements of SEO, testing and experimentation, accessibility, and content performance measurement enables the marketing organization to address many of its most pressing challenges, from ensuring that branded content is findable and accessible to the widest possible audience, to increasing engagement and conversion, to measuring content performance across channels and customer segments.

Acquia's comprehensive set of digital experience optimization capabilities include content SEO, accessibility, testing and experimentation, and performance management to help organizations create and manage content more efficiently, optimize content and channels for better performance, and use insights to drive greater focus and ROI.

If you're serious about maximizing ROI for marketing content spend with a holistic approach to SEO, accessibility, testing, and measurement, sign up to talk to one of our DXO experts today.

[Talk to a DXO expert](#)



Acquia

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About Acquia

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter.

With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions and help businesses stand out.

