



# 2020 Digital Priorities Report

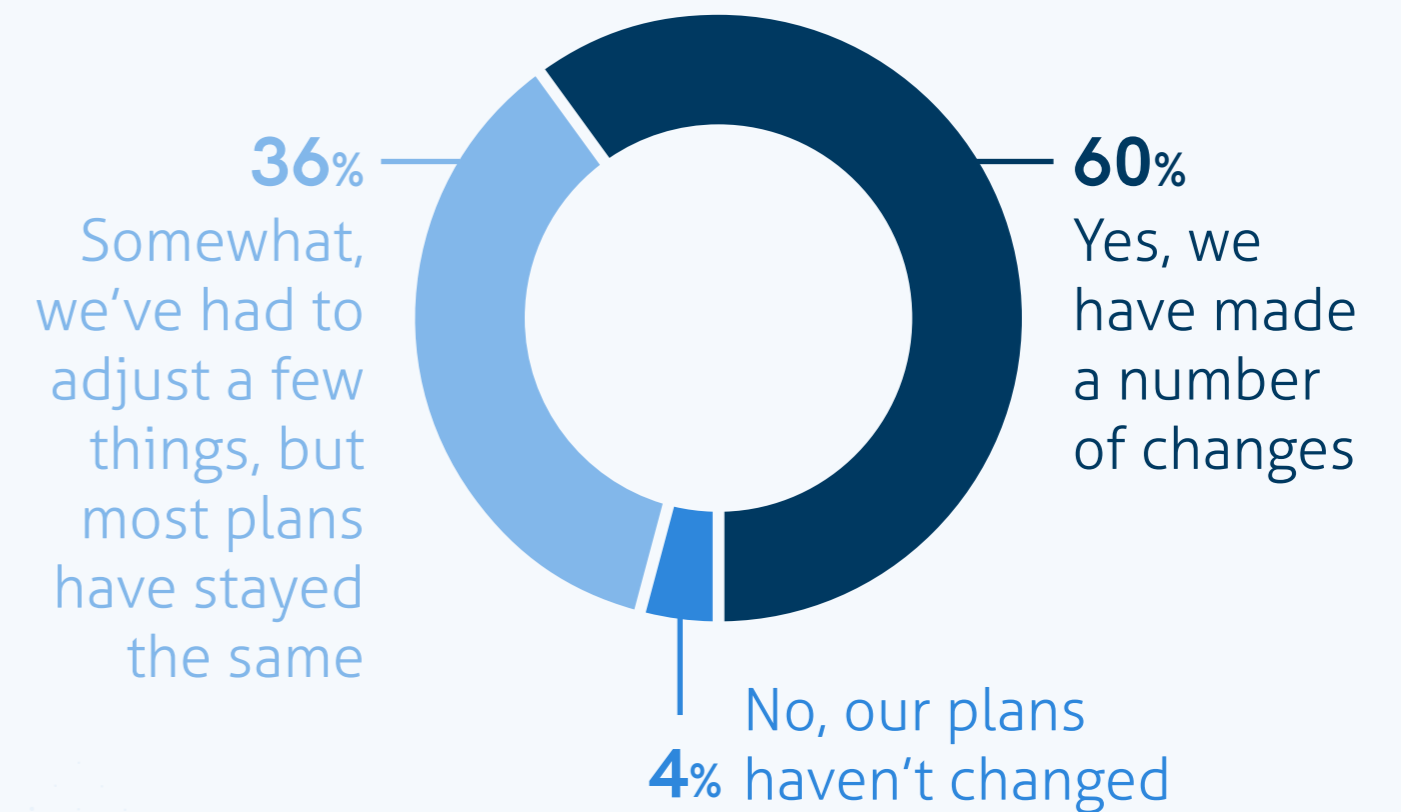
The Shifting Landscape of Content Management and Digital Experience

Our third annual digital priorities report is coming out late this year, but with good reason. Every year we survey companies across a range of industries on their digital experience priorities for the coming year. This year we conducted our survey early, and then it hit: COVID-19.

The pandemic gave us all reason to pause and reflect. For some companies, priorities were reassessed, and plans had to change. For others, it was business as usual. We decided that instead of telling you what the original plans were, we would re-survey our respondents to understand what had changed thanks to COVID. The digital channel became more of a priority for some, while others saw their budgets cut.

**What was apparent was that COVID did have an impact on digital priorities – but not always for the worst.**

## Has COVID-19 impacted your digital road map?



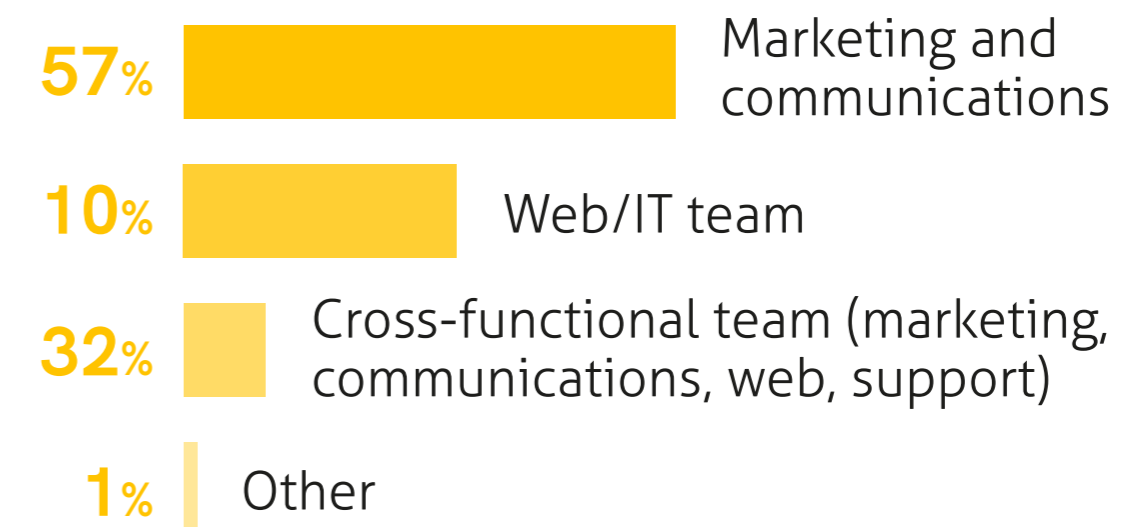
# Content Management & The Importance of the Website

## Content Management Responsibilities

Ownership and management of the brand website have evolved over the years. It's no longer the role of a webmaster to update and maintain it, and it's rarely owned by a purely technical team of developers.

Marketing and communications have the primary responsibility for website and web content management according to our survey at a little over 57%, followed by a cross-functional team typically comprised of marketing, communications, web, and support at 31%. These numbers align with the responses from last year, showing the vital role that content management plays in marketing and communications strategies.

Who is responsible for content management in your organization?

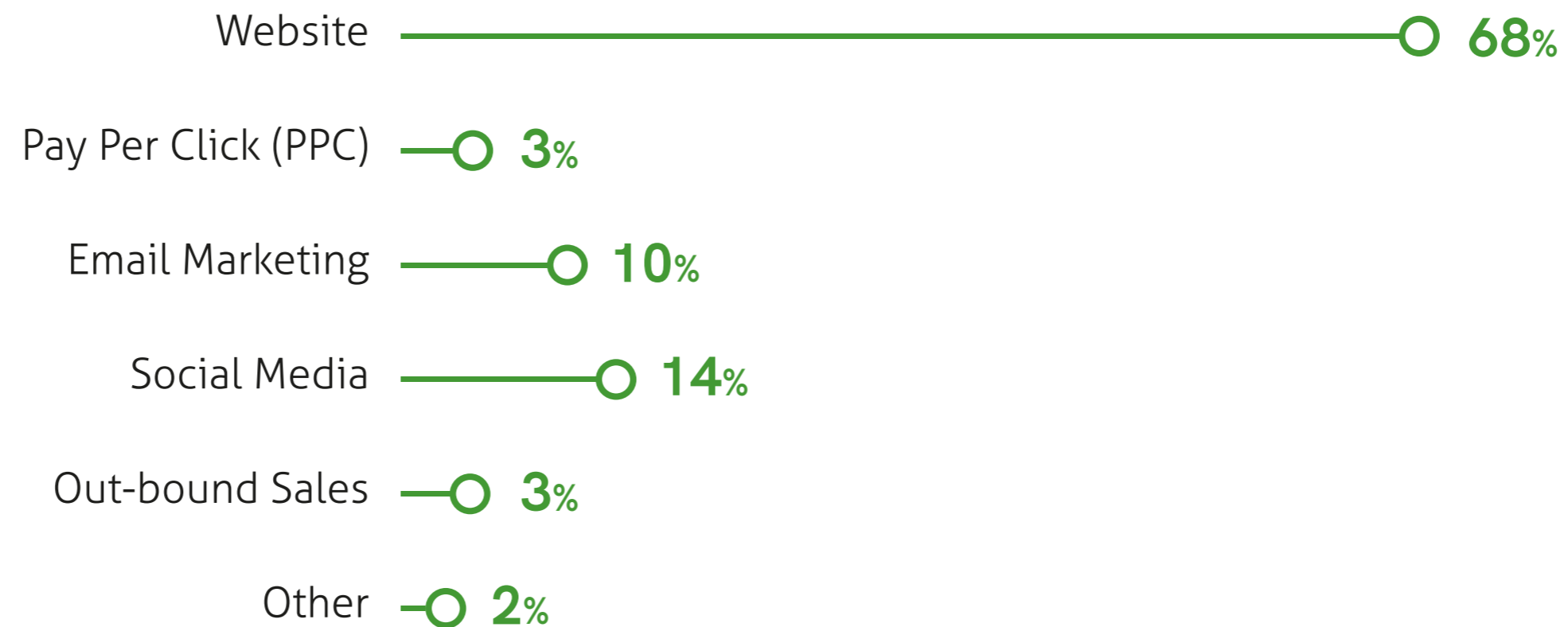


## The Most Important Channel is the Website

Marketing and sales teams have many options for reaching out and engaging with customers and prospects. Still, of all the options available, the website continues to be the most critical channel.

**“75%** of consumers admit that they judge a business’ credibility based on their website design.”

Maricel Rivera [\[source\]](#)

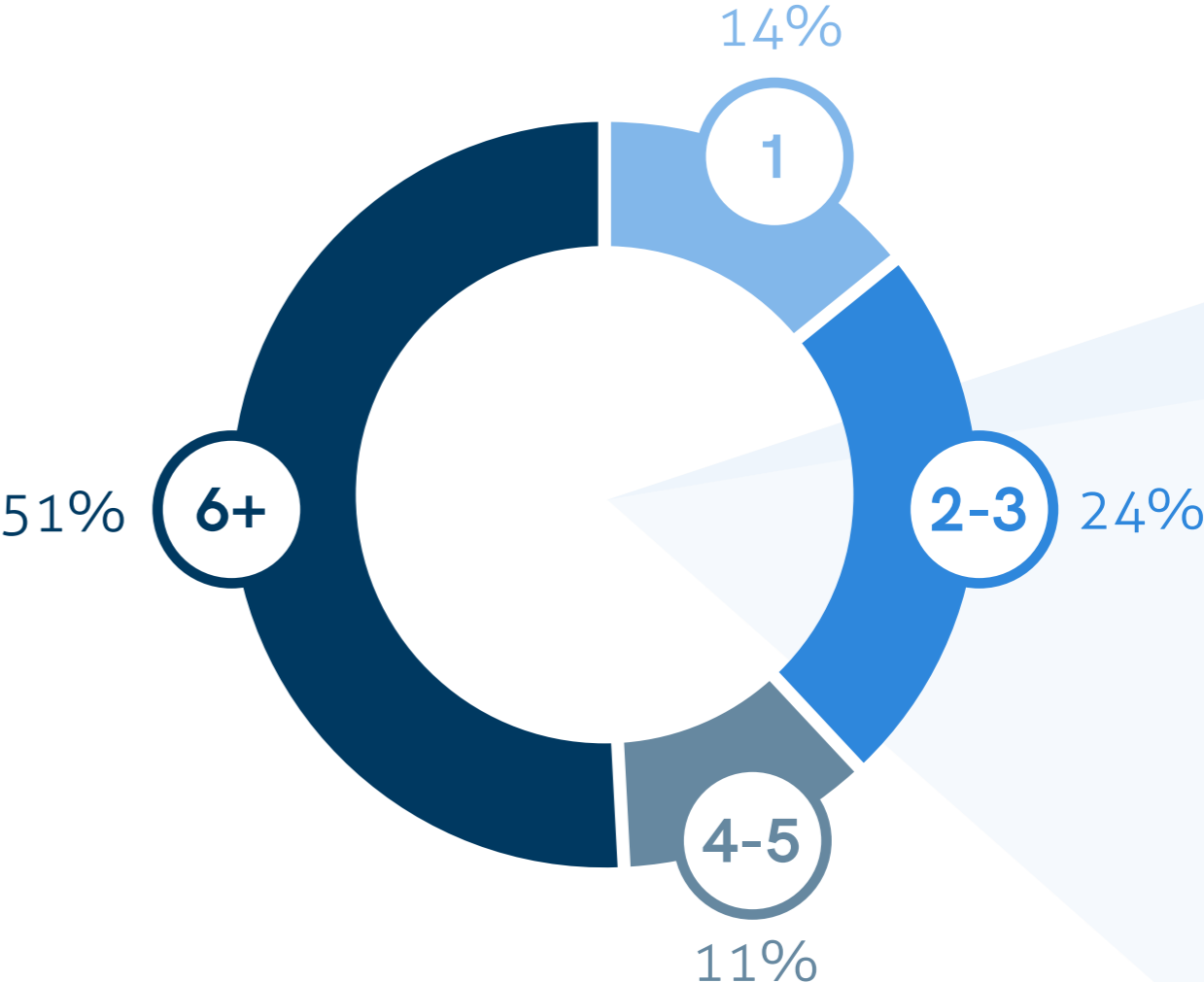


# How many websites does your organization manage?

Although there is usually only one brand website, it's not unusual for a company to manage multiple websites for different purposes. Our survey respondents indicated that over 50% manage six or more websites. Examples of other websites include microsites for marketing, country or regional websites, or ecommerce sites.

What's clear is that many companies have more than one website to manage content for, and these websites are not identical in terms of layout or content.

# How many websites does your organization manage?

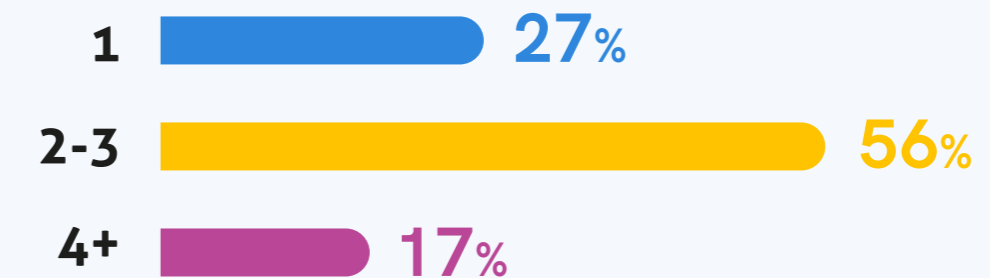


# Web CMS in Use Today

## Multiple CMS Dominate Organizations

With multiple websites to manage, the question then becomes, how many web content management systems do these companies use to manage them? Fifty-five percent use 2-3 Web CMS to manage all their websites and content. Another 17% use four or more.

How many different web CMS' does your organization use?



We asked the same question last year with slightly different results. There were still more companies using two to three Web CMS - 51%, but another 40% had one CMS, while only 8% used four or more.

Why is this interesting? **It shows that companies are struggling with supporting their digital channel requirements using only one CMS.** This is likely a result of having a traditional, older CMS that doesn't support multiple channels easily, especially those channels that aren't served through a CMS deliver tier.

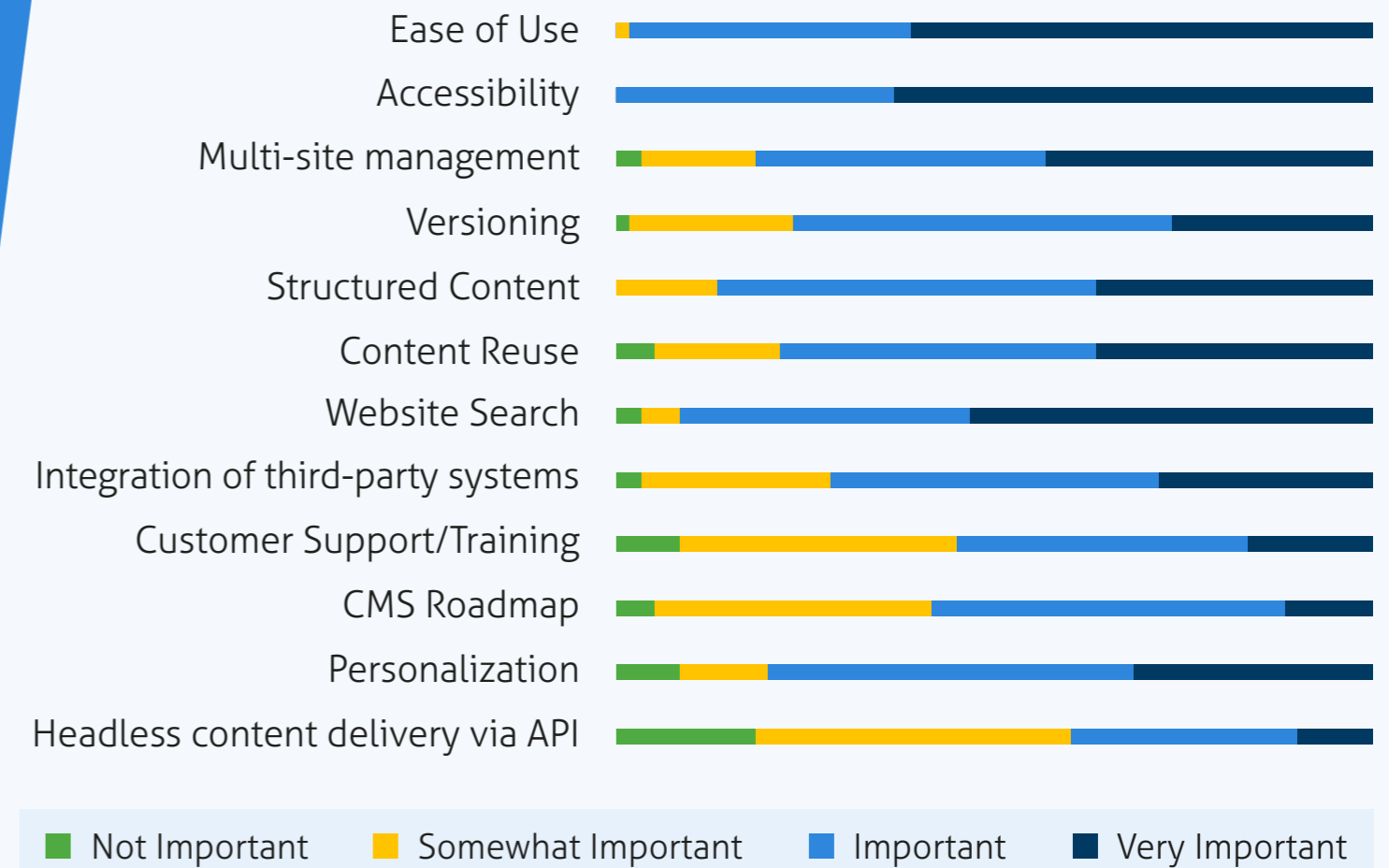
## Key CMS Features

Web content management systems provide a range of features and functionality. We wanted to understand what features were the most important for delivering great digital content experiences today.

The three top features in this survey that were considered Very Important included accessibility (63%), ease of use (61%), and a good website search (53%). Versioning, structured content, and personalization were the top three Important features, followed closely by a strong CMS roadmap and the ability to integrate third-party applications.

Speaking of integrating third-party applications, CRM and marketing automation were the most important solutions that a CMS needs to integrate with, according to our respondents.

## How important are the following features and services for your CMS?



“Doing a project to make something accessible is a good start. What it really takes to succeed with accessibility in the long run is **making accessibility and inclusion part of the culture of an organization**. If accessibility doesn't get built into everything, then an organization is likely to find themselves in exactly the same position down the road: all kinds of accessibility issues that could have been prevented.”

Derek Featherstone, team leader at *Simply Accessible* [\[source\]](#)

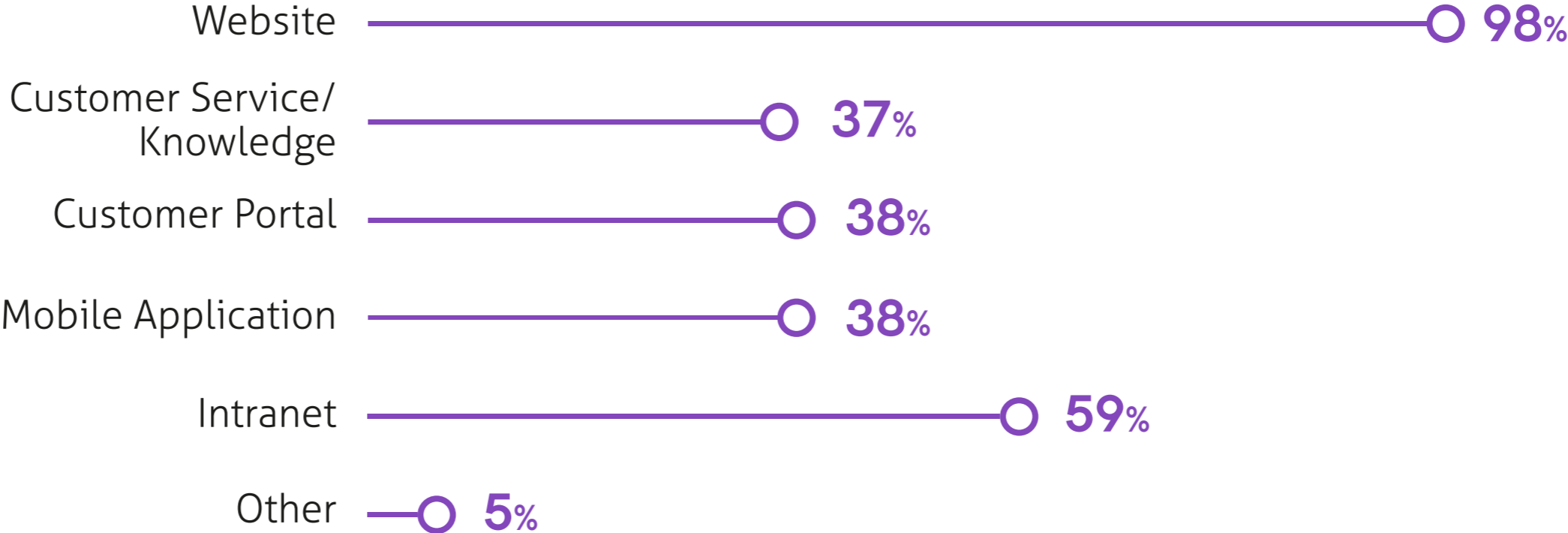
# A CMS Supports More Than the Website

When we talk about web content management systems, we talk in terms of managing the brand website. But a CMS can support other digital channels if you have the right CMS.

We asked respondents what solutions their current CMS supports. Although the top response was the website at 98%, other channels were also mentioned, including the Intranet, customer portal, mobile application, and customer service/knowledge portal.

It's important to point out that all these digital channels are not necessarily built within the Web CMS but **leverage the content management capabilities to manage content**. The content is then published to these channels through some publishing mechanism, like a headless API.

## What solutions does your CMS support?



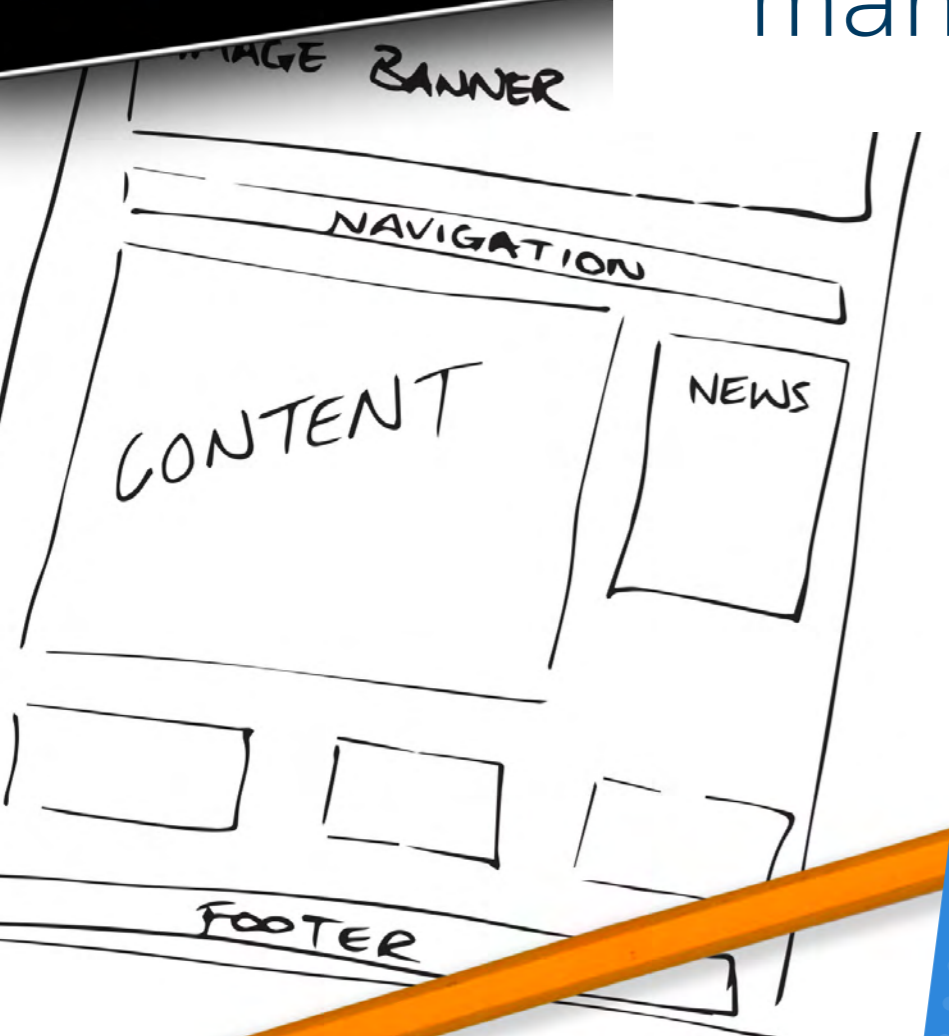
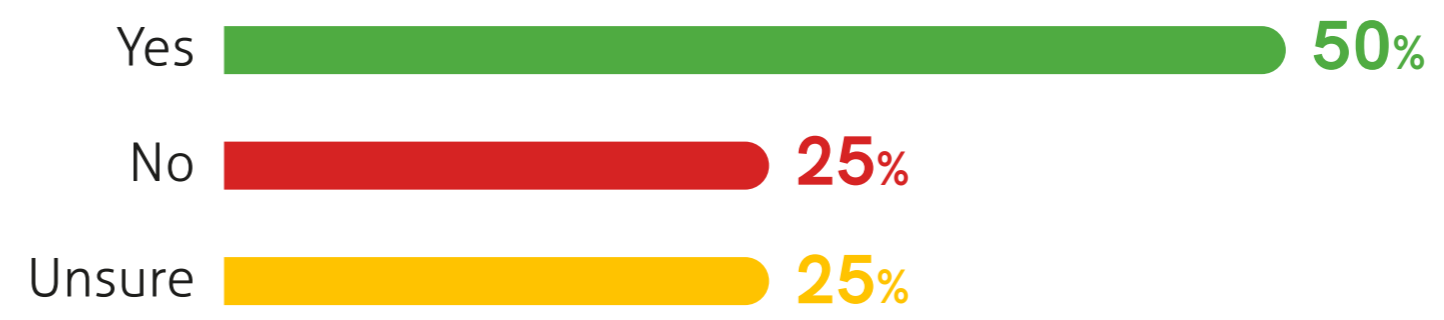


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start header
class="header_bg"
class="wrap">
div id="content">
header id="topnav">
nav
ul
li class="active">a class="scroll" href="#home">
Home
li>a class="scroll" href="#service">
Service
li>a class="scroll" href="#product">
Products
li>a class="scroll" href="#portfolio">
Portfolio
li>a class="scroll" href="#team">
Team
li>a class="scroll" href="#contact">
Contact
div class="clear"></div>
</ul>
</nav>
div class="logo">
a href=".">
img src="web/images/logo3.png" id="logo_large" width="300">
img src="web/images/logo.png" id="logo_small">
</a>
</div>
a href="#" id="navbtn">Nav Menu</a>
div class="clear"></div>
</header>!-- @end #topnav -->
<script type="text/javascript" src="
</div>
</div>
<!--start-slider-->
div class="slider" id="home">
</div>
```

# The Growth of SaaS-based Content Management

One of the most popular architectures for web content management is SaaS – Software as a service. In our survey, over 50% were using a SaaS-based CMS solution. **When asked if they prefer SaaS to a traditional on-premises CMS solution, over 41% agreed.**

## Do you have a SaaS (hosted) web content management system?



The benefits of software-as-a-service are clear: **SaaS provides the security, operations, and availability that IT requires all through a hosted environment that the vendor takes care of.** At the same time, it ensures the performance that marketing demands to meet the needs of customers.

**A SaaS-based CMS lets the business focus on supporting customers and driving the business.**

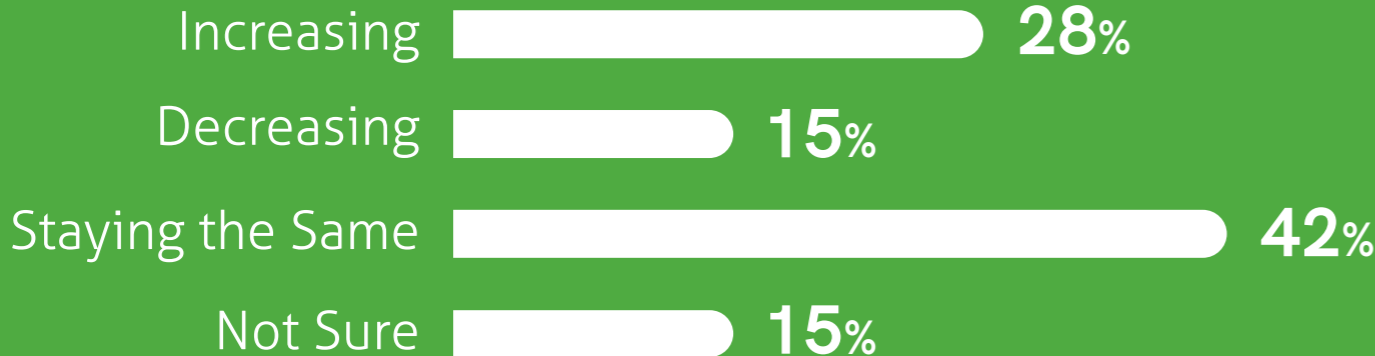
# Changes Happening Due to COVID-19

## Budgets

When we first asked how budgets for digital experiences were changing in 2020, 28% said they were increasing, while 41% said the budget was staying the same. Another 15% indicated their budget was decreasing.

These numbers were different from the prior year, where 56% saw budgets increasing, 23% said they were staying the same, and only 3% said they were decreasing.

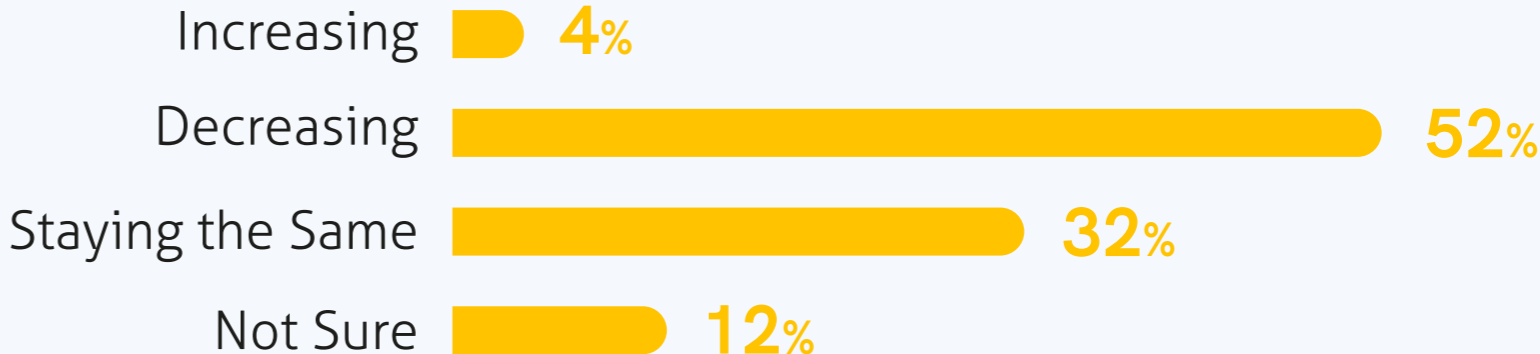
Is your annual budget for digital experience initiatives...?



## The Impact COVID-19:

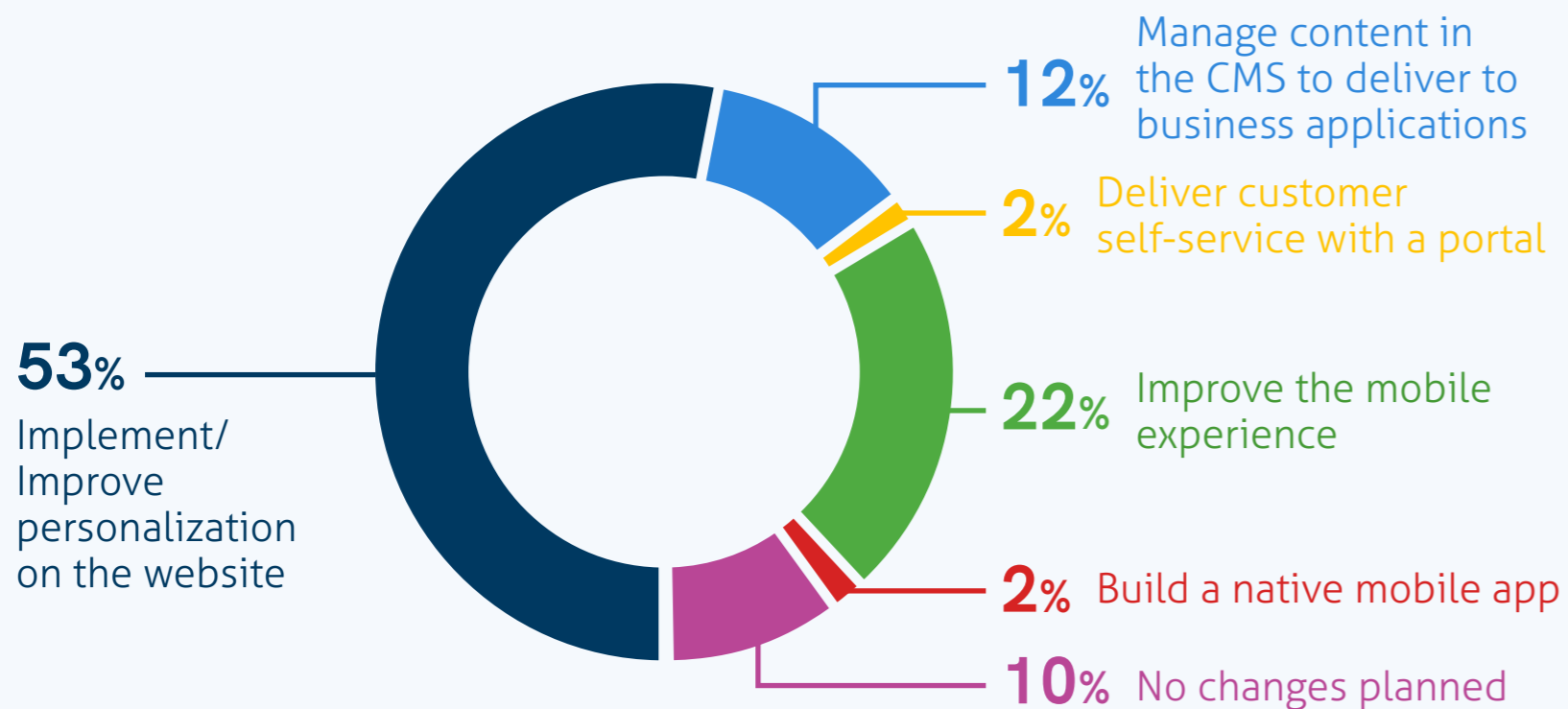
Flash forward to mid-year, and the impact of COVID-19 is being felt everywhere. We went back and asked respondents if budgets had changed due to the pandemic, and sure enough, 52% indicated that their budgets decreased.

Follow up survey question:  
Has your 2020 budget changed?



## Projects Put on Hold

Pre-COVID, there were lots of projects in the works. Website personalization and improving the mobile experience topped the list of projects, followed by managing content in the CMS to support business application content requirements.

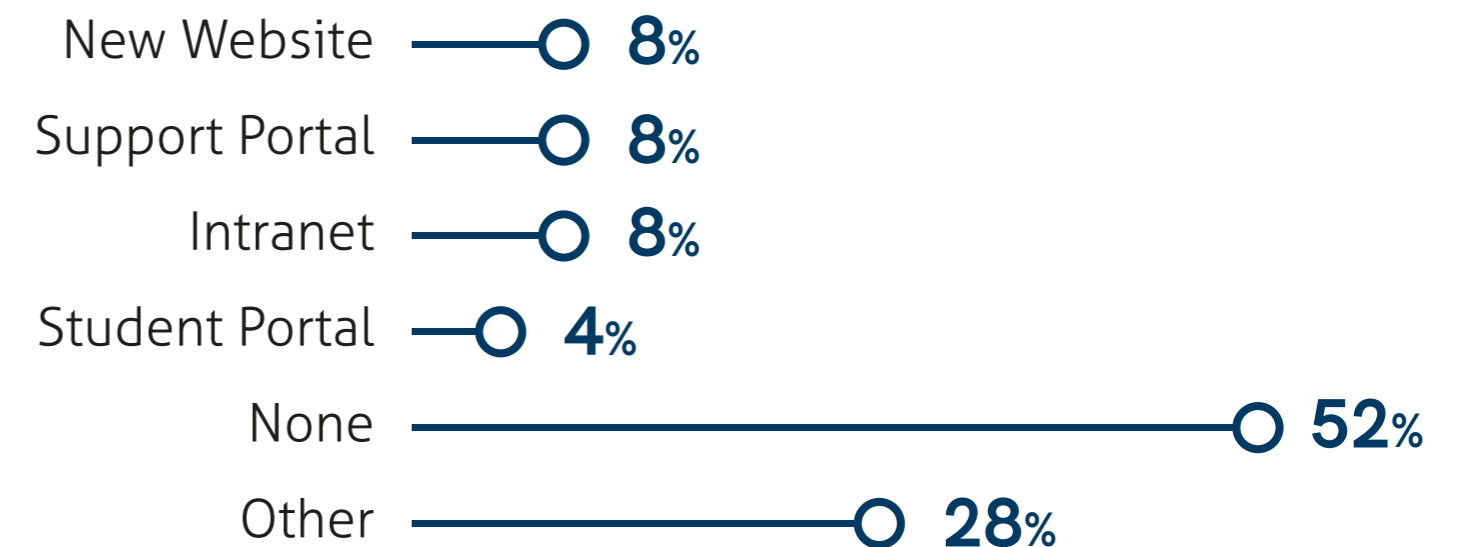


**Note:** Last year, personalization was the second most important project behind customer self-service/portal experience. This year, customer self-service barely made the list at a little over 1%.

“ Research shows that **52%** of all internet traffic comes from mobile devices while desktop traffic has been declining over the past few years. And, **50%** of customers will stop visiting your website if they think it’s not mobile-friendly.”

HubSpot CX Trends [\[source\]](#)

## What project have you had to put on hold due to the pandemic?



## Technology Purchases Then and Now

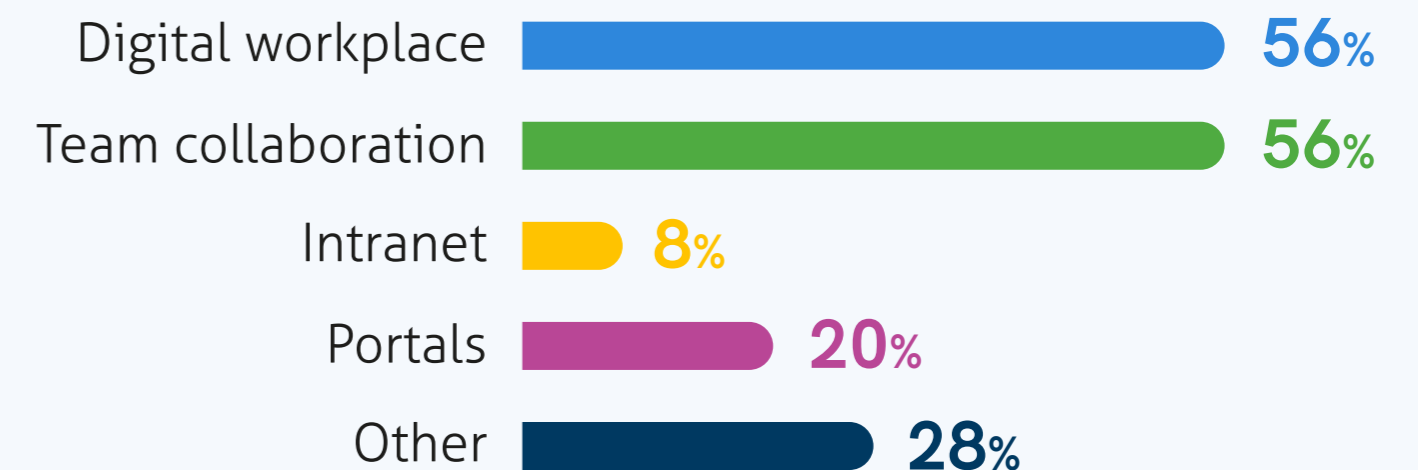
If projects were put on hold, then the type of new technologies planned likely changes as well. Pre-COVID, the following 2020 technology investments were planned:

- Personalization (33%)
- AB Testing and Optimization (33%)
- Web CMS (23%)
- Digital Governance (16%)
- Headless CMS (8%)
- Portal (8%)

While we understand that some of these technologies were still in the works, there were also changes. **Even with budgets decreasing, money still had to be spent in some critical areas like the digital workplace and team collaboration.**

“The pandemic has proven to be a catalyst for the adoption of collaboration platforms. With the abrupt move to a remote-work model, employees everywhere were forced to become intimately familiar — in some cases overnight — with UC and collaboration technology.” [\[source\]](#)

### Have you had to invest in new technology or increase investments to support any of the following?



With so many employees working from home, these technologies were critical to get up and running and likely took much of the budget from customer-based digital experience projects.

**Note:** The “Other” category was mostly video conferencing technology like Zoom and virtual event technology.

“ *The Internet is built on content. And content on the Internet is built-in content management systems. Right now, the content management system as we know it is changing. The underlying technology that powers many of the leading websites and online services no longer fits how developers build websites and digital experiences; and the nature of the experiences have themselves advanced beyond the traditional architecture that has defined the past two decades of web development and delivery. For anyone whose job or business is dependent on delivering content on the Internet, you need to plan for change.*”

David Hillis, VP Business Development, *Ingeniux* [\[source\]](#)

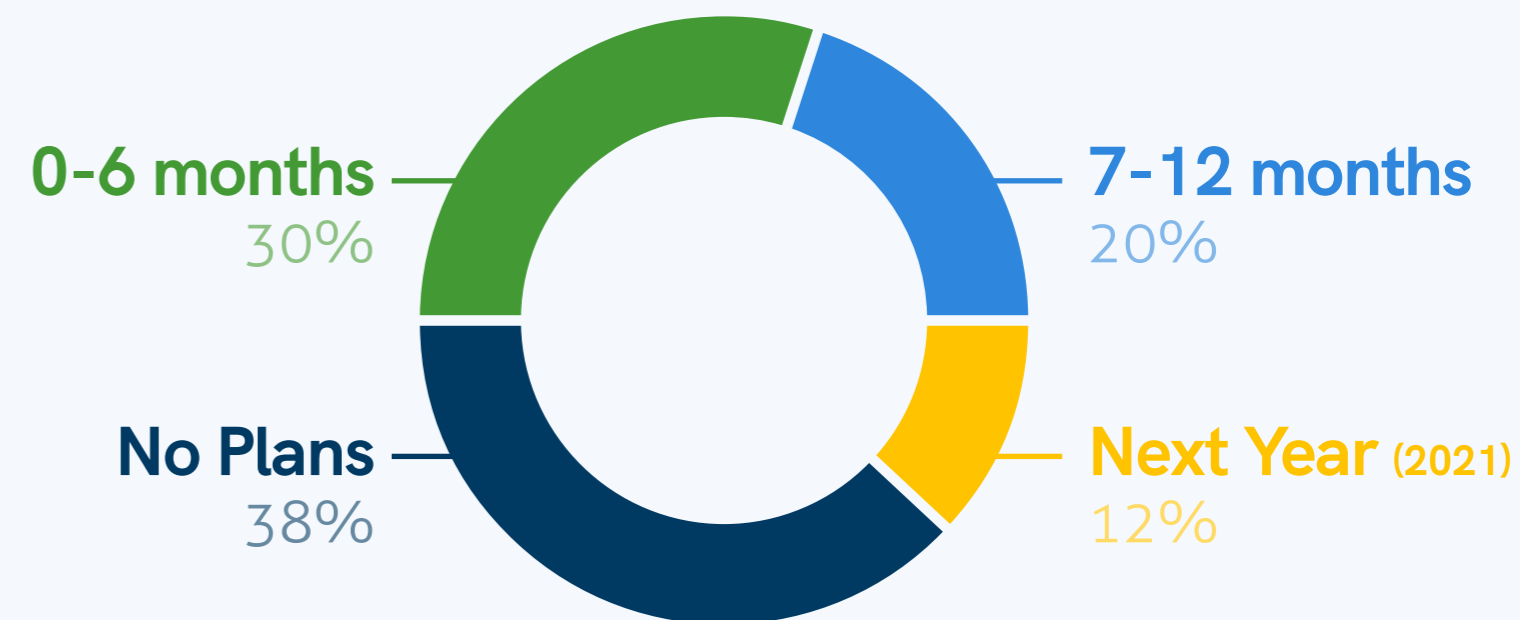


# Website Redesign Plans & CMS Updates

## Website Redesign Plans

Over 60% of those surveyed have plans to redesign their website in the next two years. Of those, 50% planned to do it in one year. We now know that some of these redesigns were likely paused until things have settled down, but most are still likely on-going. Customer experience is even more critical than ever, with almost all interactions moving online. Even as people start to get out, the digital experience remains the most important channel for many brands.

When is your next planned website redesign project?



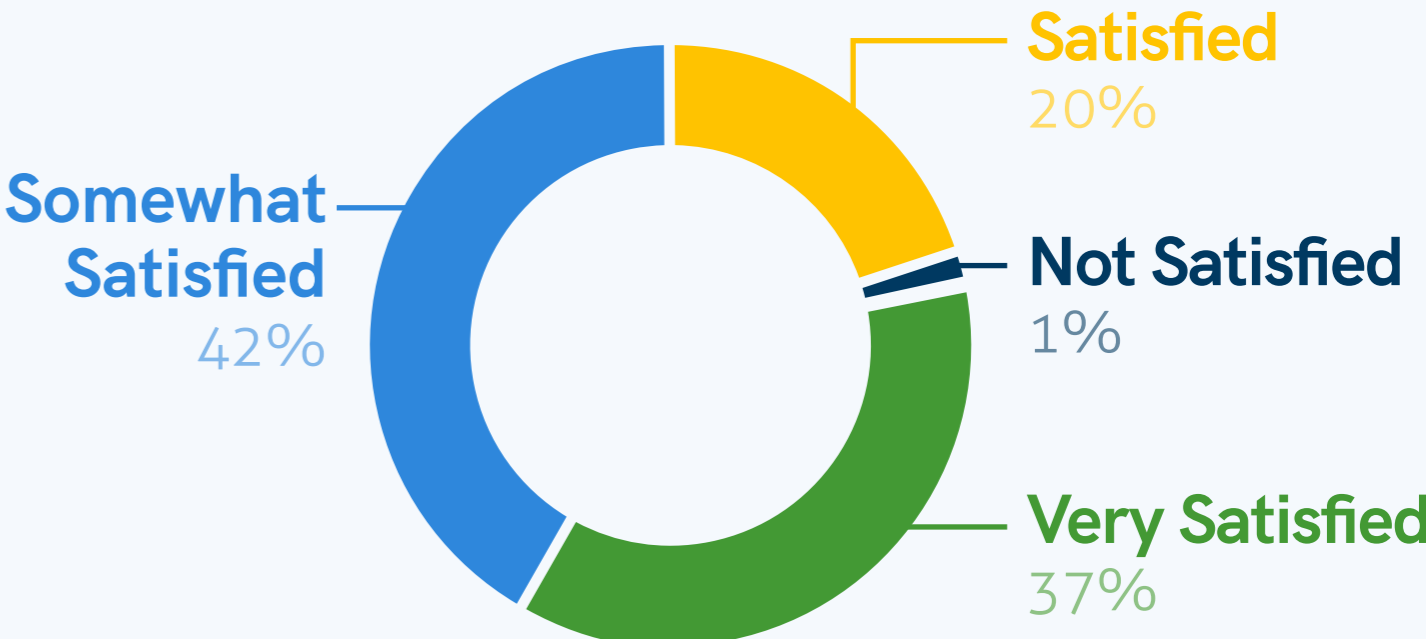
The need to continually evolve and improve the website is due to its importance in the customer experience. **In our survey, 68% selected the website as the most important marketing channel.**

# Does New Website Also Mean a New Web CMS?

A website redesign does not necessarily mean a new Web CMS as well. But in many cases, when a company decides it's time to refresh the website, the CMS is evaluated to ensure it can support the new design and strategy. In cases where it doesn't, then the process of selecting a new CMS is included as part of the redesign strategy.

We asked respondents how satisfied they were with their current CMS. Thirty-six percent were Very Satisfied, but the rest fell under Somewhat Satisfied to Satisfied.

# How satisfied are you with your current web CMS?



When we look at those respondents who were planning a redesign in the next year, **over 70% were Somewhat Satisfied or Satisfied with their current Web CMS**, leaving the potential need for a new CMS once the redesign requirements have been identified.

## Best of Breed CMS Debate

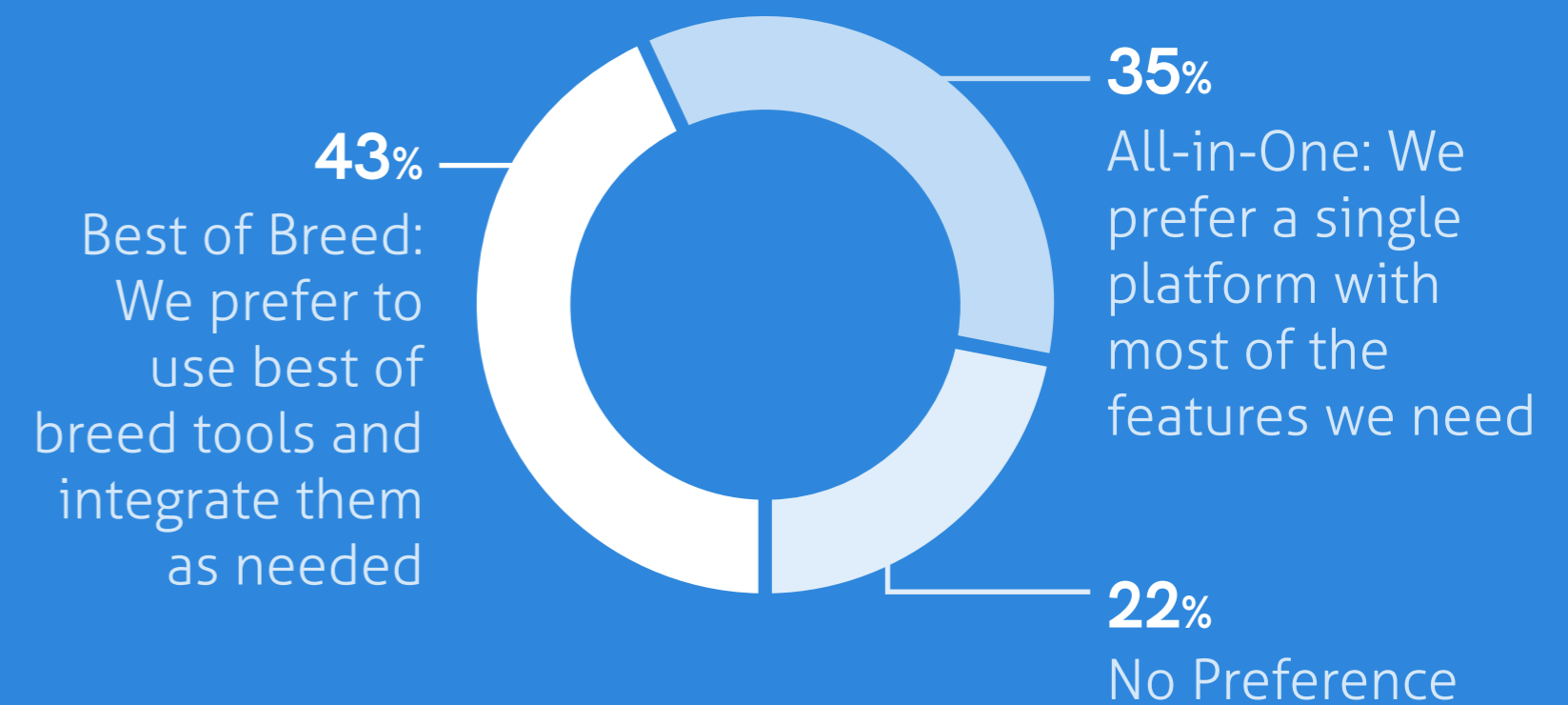
Selecting a new CMS is no small project. It takes a lot of planning. From identifying your requirements to designing the information architecture, design, and content, there's a lot of review, evaluation, discussions, and testing that need to happen to ensure you make the right choice.

There are many types of content management systems available today, and they typically fall into one of two categories:

- All in One: Along with web content management capabilities, you get many additional capabilities like marketing automation, journey orchestration, AB testing, etc.
- Best of Breed: These are content management systems focused on the critical content management capabilities you need to manage and distribute content successfully.

We asked respondents what type of solution they would like to have in their company. Although the results were close, **43% would prefer a best of breed solution they can integrate with other best of breed tools to create the optimal tech stack for their needs.**

# Which would you prefer: A best-of-breed technology stack, or an all-in-one web experience solution?





# The Digital Content Imperative

One of the most telling questions in our survey is the importance of digital content in marketing strategy. The overwhelming response was that it was more important than ever.

## Is digital content becoming more or less important to your marketing strategy?

Less Important  0%

**More Important**  100%

This is not a surprise, and it's not due to COVID-19. We were heading in the direction of digital being the primary experience for most brands long before the pandemic hit. But it has accelerated the need to get your digital channels up and running and delivering great customer experiences (or employee or student experiences).

**Whether your budget has changed or not, there is still work you can do to ensure your website, your customer portal, and your Intranet are delivering the right information to the right people. Some of that relates to how you work with your web CMS; much is strategy and planning. The important thing is that you continue pushing forward.**

# ABOUT INGENIUX

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent “structured” content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at [www.ingeniux.com](http://www.ingeniux.com).

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