

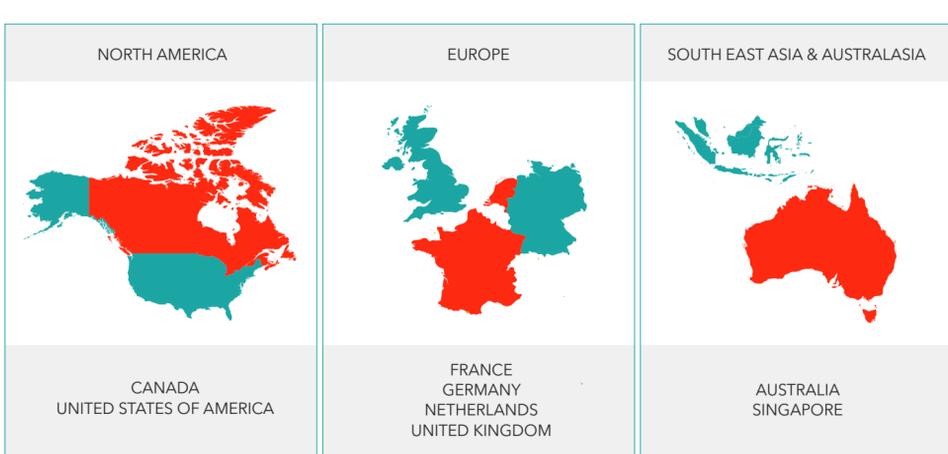
FORRESTER® CONSULTING AND SITECORE RESEARCH REPORT

Make or break: Content strategy vs. content reality

Key findings from our global research

In early 2021, Sitecore commissioned Forrester to discover whether content execution is helping or hindering digital strategy.

431 digital experience decision makers surveyed



The truth?

Content execution is sabotaging digital strategies, resulting in subpar customer experience.

Marketers are stuck ticking boxes and replicating efforts

Only **28%** of decision makers strongly agree that their teams are empowered to deliver good content without encountering hurdles

Nearly **40%** spend too much time managing existing versus producing new content



Don't let content execution sabotage digital strategy

The red flags of poor content execution:



42%

create content in an ad hoc manner



73%

create channel-specific content on a traditional web CMS



↑↓

Increased hours wasted and poor customer experience



of all content is created for one channel alone



make personalization fundamental



believe their content is always consistent with brand and values

The solution?



2 in 3 marketers agree content technology decisions will make or break their CX efforts in the next five to ten years



of decision-makers plan to invest in a comprehensive solution for content planning, creation, management, and delivery by 2022

Want to find out more?

[Get the full report](#)