



SPEED AND SIMPLICITY

CMOs GET BACK TO BASICS WITH
THEIR DIGITAL PLATFORMS

For the modern CMO, an effective, integrated and measurable digital marketing strategy is critical for delivering relevant and seamless customer experiences that extend from brand promise through to brand delivery. Underpinning this strategy is digital platforms. According to WP Engine's latest CMO survey, 89% of senior marketing decision makers in the UK agree that secure, scalable digital platforms are critical in achieving marketing and business objectives in 2016. Not surprising, more than a third of CMOs say digital marketing will account for 75% or more of their spending within the next five years.¹

A failure to create these unified experiences and the inability to measure them with real-time analytics means a brand's corporate website, marketing campaign and transactional site will not perform to their potential and business goals will be missed.

New research indicates senior UK marketers are clear where their priorities lie when it comes to choosing the right digital platform for their business. Whilst the marketing department is becoming increasingly complex and marketers are inundated with exciting new technologies and the boundless potential for big data, they want to get back to basics.

Platforms need simple integration, simple management and the ability to measure performance impact to the business in the shortest possible time.

89%

of UK senior marketing decision makers say secure, scalable, digital platforms are necessary to achieve marketing and business objectives this year





DIGITAL AND
TRADITIONAL
MARKETING
INTERTWINE

DIGITAL PLATFORMS, UNDERPINNING SUCCESS

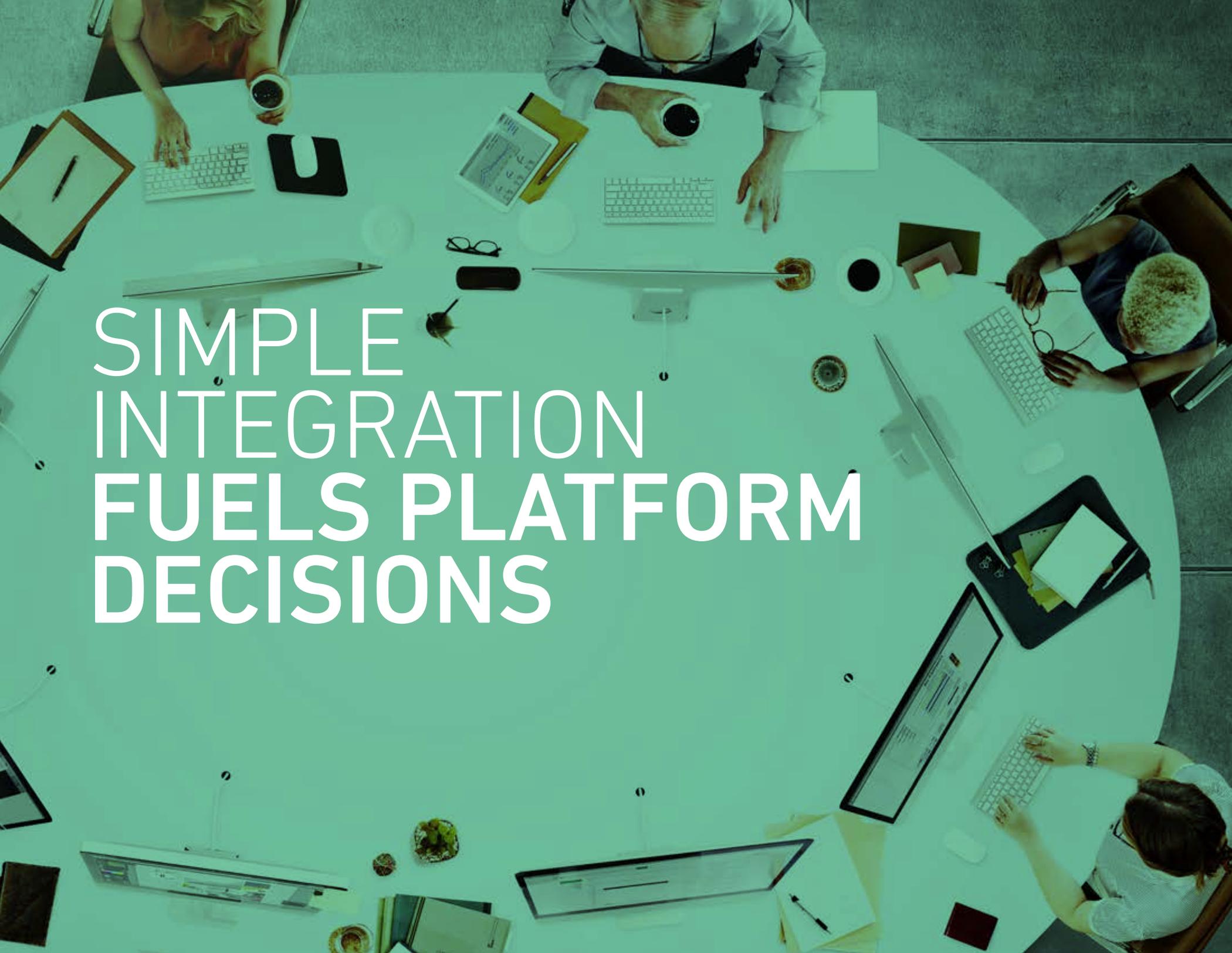
For senior marketing leaders the lines between online and offline strategies are not so much blurred, as they are near-invisible. Digital and traditional marketing activities intertwine with one another in integrated programmes. According to research from Gartner, 98% of marketers say offline and online marketing are merging and one-third of marketers believe that digital techniques are fully incorporated into their marketing operation.²

WP Engine recently commissioned research amongst 100 senior marketing decision makers in the UK to understand the importance of digital platforms to their online and offline marketing strategy and assess their wider priorities and challenges when choosing and implementing platforms.

Overwhelmingly, respondents agreed that secure, scalable digital platforms are a key driver in achieving marketing and business objectives in 2016 (89%).

***Offline and online
marketing are
merging.***



An overhead, top-down view of a round, light-colored conference table. Four people are seated around the table, each with a computer monitor, keyboard, and mouse. The scene is dimly lit, with a strong teal/cyan color cast. Various office supplies like coffee cups, pens, and papers are scattered on the table. The text 'SIMPLE INTEGRATION FUELS PLATFORM DECISIONS' is overlaid in large, white, sans-serif font in the center-left area.

SIMPLE
INTEGRATION
FUELS PLATFORM
DECISIONS

THE QUEST FOR SIMPLICITY AND SPEED

Whilst confidence abounds amongst UK CMOs, the challenges surrounding the implementation of new digital platforms, and the technologies which run on them, are not insignificant. When choosing a digital platform, the majority of CMOs – 65% – cited “integration” as the No. 1 factor when changing digital platform providers. For many CMOs, integration challenges often surface after an initial software investment which requires more time and money to get the CMS, analytics, personalisation and marketing automation solutions working together.

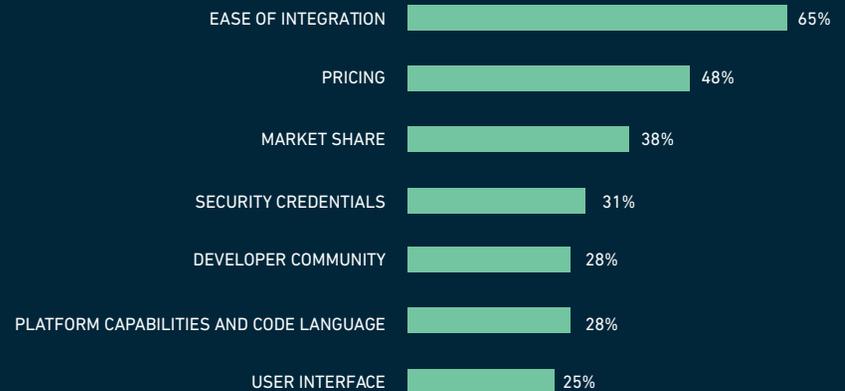
When switching digital platforms, marketing leaders consider a variety of factors. Pricing, market share and security credentials are all important criteria and form part of the decision making process. But, overwhelmingly, ease of integration is the deciding factor. Many senior

marketers will de-prioritise these factors over a digital platform that promises simplicity through integration.

This desire for simplicity is not surprising. In an increasingly complex environment where marketing wears many hats, suppliers, partners and technology vendors are under pressure to deliver straightforward technology solutions. Lengthy complex integration with existing technology won't cut it.

This is especially important now as employees across all businesses have tools they have grown accustomed to and like to use. So, brands are not willing to rip out their technology and start again. All organisations will continue to have a diverse ecosystem of technology but an open source platform like WordPress allows incredible flexibility and simple integrations with existing tools.

Marketing leaders consider a variety of factors when switching digital platforms.



Alongside this need for simplicity, marketing also needs its digital platforms to realise their potential to the business in the shortest time possible.

- Over three quarters (76%) of senior marketers want to realise changes to their digital marketing platforms in the next 12 months
- 20% intend to make changes to their digital marketing platforms immediately

There is little sign of marketers standing still or resting on the laurels of previous successful investment. 2016 promises constant re-evaluation of platforms and continuous investment.

A host of other familiar challenges also stand in the way of marketing including user experience, scalability, project creep, security and choice of CMS.

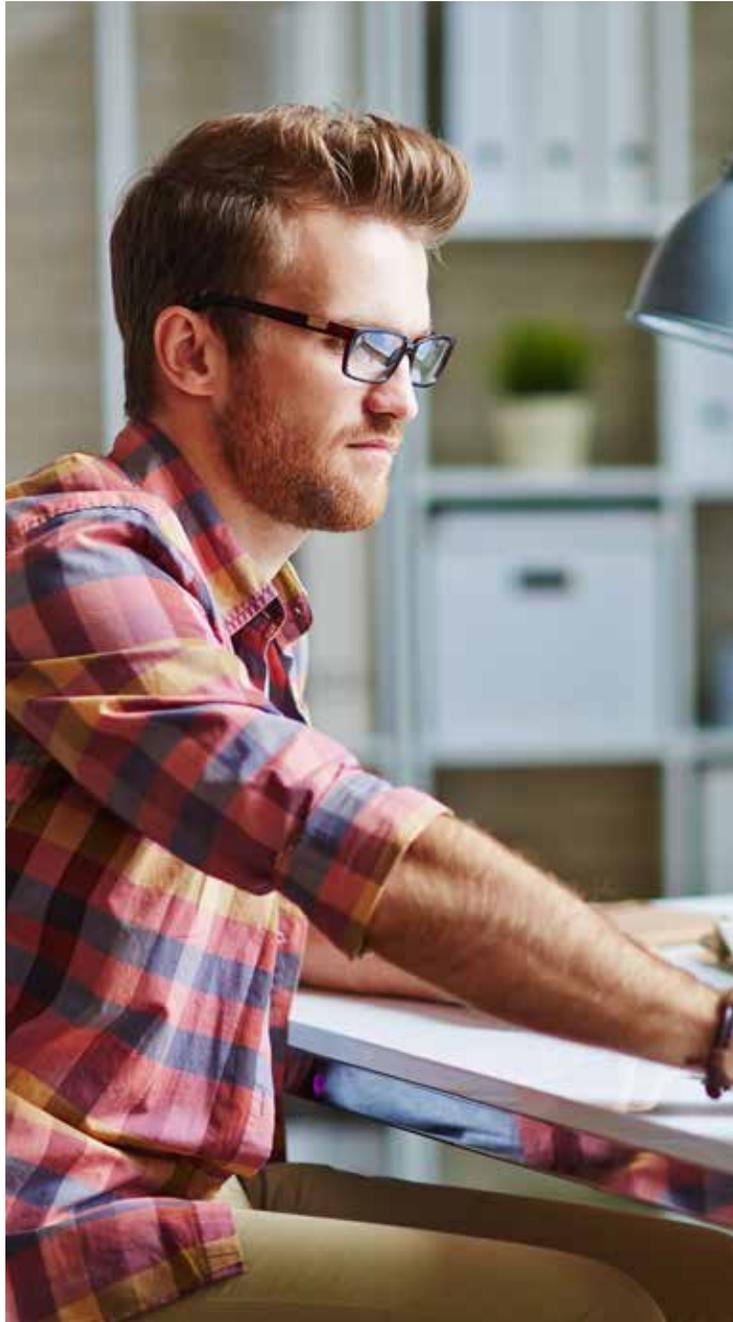
When questioned further on choice of CMS, WordPress emerged as the platform most used with 40% of IT decision makers using the platform for one or more of their digital platforms. Bearing in mind the importance placed on simplicity and speed to success, this is encouraging. WordPress is an intuitive, scalable CMS with access to an unrivalled vault of themes and plugins developed by a global, open source community.

WordPress is the most widely used CMS —40% of IT decision makers use WordPress as one of their digital platforms.





**YOUR DIGITAL
PLATFORM
UNDERPINS
YOUR MARKETING
SUCCESS**



CONCLUSION

CMOs and senior marketers are right to place importance on the value of their digital platforms, they underpin all digital marketing success and the ability for marketing to deliver against business objectives.

But they must not underestimate the complexity of the barriers to successful adoption. To get this right, there are a few questions CMOs must ask themselves:

- ✓ Is the technology you're using right for the job?
- ✓ Are you taking full advantage of all the capabilities of the tech you're buying?
- ✓ Is it future-proof?
- ✓ Is it easy to integrate and to use?
- ✓ Does it fulfill the digital experience your customers crave?

If the answer to any of the above questions is “no,” it’s time to rethink your digital strategy. Choosing the right technology partners, carefully assessing the suitability of digital tools and hiring the right internal mix of skills are all crucial factors to getting this right.



ABOUT THE RESEARCH

WP Engine commissioned Loudhouse, an independent research agency based in London, to survey 100 UK senior marketing decision makers, with responsibility for marketing budget allocation. Interviews were completed during March 2016.

ABOUT WP ENGINE

WP Engine powers amazing digital experiences for websites and applications built on WordPress. The company's premium managed hosting platform provides the performance, reliability and security required by the biggest brands in the world, while remaining affordable and intuitive enough for smaller businesses and individuals. Companies of all sizes rely on WP Engine's award-winning customer service team to quickly solve technical problems and create a world-class customer experience. Founded in 2010, WP Engine is headquartered in Austin, Texas and has offices in San Francisco, California, San Antonio, Texas, and London, England.

1 Business 2 Community. 2016. 14 Dazzling Digital Marketing Stats and Facts Read more at <http://www.business2community.com/digital-marketing/14-dazzling-digital-marketing-stats-and-facts-01287481#py3jQsrHFTdXDbQQ.99>. [ONLINE] Available at: <http://www.business2community.com/digital-marketing/14-dazzling-digital-marketing-stats-and-facts-01287481#9yEc5HlZjK0eDRtx.97>. [Accessed 6 May 2016].

2 Gartner. 2016. Gartner for Marketing Leaders. [ONLINE] Available at: <http://gartnerformarketers.com/CMOspend>. [Accessed 6 May 2016].

