

Case Study
Web Content Management Market
Landscape Mapping



Case Study

Web Content Management Market Landscape Mapping



About the Client



- The client is a large private equity firm in Europe, with investment interest across varied sectors
- It has been in business for over three decades, with offices across Europe

Client Objectives / Goals



- As a part of its investment strategy, the client wanted to understand the global web content management market
- The focus was on analysing market structure, value chain, prevailing business models, competitive positioning and industry growth outlook

Approach and Methodology



- Our team started work by leveraging a mix of our subscribed databases, data shared by client and information available in public sources (associations, news releases, etc.)
- We worked with the client to assimilate information from various subject matter experts to develop an understanding of the market
- As the subject was technical in nature, we ensured that the content of the final presentation is easy to grasp for an audience with a non-technical background
- Finally, we helped the client identify potential companies for investment, providing insights on their business capabilities

Sample Output



Sample – Disguised and Abridged

Key Trends (1/3)

Content continues to be critical, however, effective modern marketing is now about placing the right content for customers

Evolution from content management to experience management

Factors driving the trend

- Customers base shifted
- The new online customer expects to reach relevant online content much faster
- New technologies
- Current technologies have started to significantly enhance the targeting and optimization of content creation and distribution

Impact on the WCM market

- Organizations have evolved from using the classic Web Content Management (WCM) platform to a more comprehensive web experience management (WEM) strategy

WCM allows users to manage content, WEM emphasizes on delivery of appropriate

- WEM is not a alternative but an expansion of WCM's existing capabilities
- It integrates analytics, personalization and multi-channel marketing giving organizations considerably greater digital marketing capabilities
- Tools in each of these categories are offered separately by various vendors
- Many formerly WCM-only solutions now offer integration options with WEM tools or have expanded into full WEM suites

Web experience management value proposition

Analytics

- Collects all measurable data about customers and sort them into segments
- Can be used to determine the most profitable sequence of page views that leads to a sale

Personalized Tools

- Information from Facebook, record of past purchases etc. are used to change products that have a high probability of sale

User Generated Content Management

- Provides the social experience based customer ratings, forum trends, customer avatar pictures with premium marketing generated content, encouraging higher levels of engagement

Social Media Tools

- Enable customers to log in using their social media to post information which allows personalization of content

Marketing Campaign Management

- Integrate email, social media, web pages etc. into multi-channel marketing campaigns, providing real-time information on what works and what doesn't

Source: News Articles, Broker Reports © 2014 RocSearch Limited. All rights reserved. For recipients internal use only

Results / Value-add



The client leveraged the study findings during its internal strategy meet. Later, we went on to conduct multiple follow-up projects for them