

## POINT OF VIEW

# How to make Sitecore your growth platform?



**Ken Lowenberg**

Director of Digital Marketing and Technology  
Ameex Technologies Corp



**Rajheshkumar SR**

Sitecore Solution Architect  
Ameex Technologies Corp

## Sitecore – Why it is called a powerful DXP?

Launched in 2001 with a vision of making website content management systems flexible and easier, Sitecore has now taken the market by storm and transformed into a fully flexible customer experience platform that gives a lot more control for the marketers and content editors to create and launch marketing campaigns easily across channels.

Sitecore is the only CMS that combines content, commerce, and customer data in one connected platform. Leading companies including American Express, ASOS, Carnival Cruise Lines, Kimberly-Clark, L'Oréal, and Volvo Cars rely on Sitecore to provide more engaging and personalized digital experiences for their customers.

### Sitecore features powerful capabilities such as:

- Scalable Content Management
- Rich Data, Smart Insights
- Personalized Digital Marketing
- Omnichannel Delivery and Intelligence
- Digital Asset Management
- Marketing Automation
- Testing & Optimization
- Seamless Integrations
- Multi-site Capability

“ Sitecore presents the most credible vision across all of the CMPs in this analysis of supporting omnichannel content, wherein content and assets become reusable and intelligent components for reassembly for each personalized marketing use case. ” -

The Forrester Wave™: Content Marketing Platforms for B2C Marketers, Q2 2019

# Why do brands fail to fully leverage the power of Sitecore?

Having found the biggest space among the CMSs, Sitecore is often associated (and utilized) for its content management capabilities and many brands fail to leverage the other capabilities of Sitecore Experience Platform that can nurture users throughout their journey and drive them towards conversion.

Listed below are the few major reasons why do brands fail to fully leverage the power of Sitecore:

- Lack of a successful digital strategy and defined vision in-place.
- Adoption of different marketing tools for different needs by the internal team and they aren't connected.
- Lack of awareness about Sitecore's powerful digital marketing capabilities such as personalization, marketing automation, machine learning, omnichannel marketing, etc.
- Poor site architecture and integration barriers.
- Not leveraging Sitecore analytics to get deep insight into your user behavior and campaign performance.
- Lack of knowledge in using Sitecore's selective security, reusable SEO, and multi-lingual capabilities.
- Not choosing the right Sitecore partner who is aligned with your overall business goals and brings holistic expertise to address challenges related to marketing, customer data, platform, and analytics.

## How to get the best out of Sitecore?

### Understand your Digital Maturity level and build the right Digital Strategy

Digital strategies should be an important aspect of your business strategy as digital is becoming a much more integral part of your customers' lives due to the new normal. Whether your goal is to sell online or increase sign-ups, you should adopt the right digital tools and systems to hit the bottom-line results. However, to make your digital strategies work, you need to first evaluate your digital maturity level.

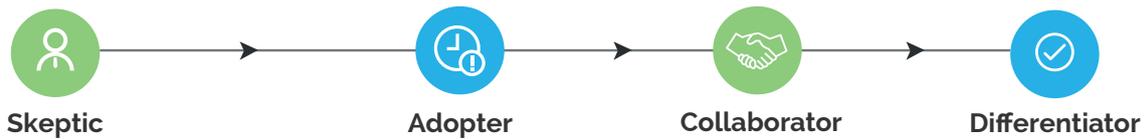
Evaluating one's digital maturity is how one can respond appropriately to the emerging digital competitive environment. Peaking the digital maturity cannot be done over-night and is not something that can be driven with instincts alone, it needs to be measured.

**"Whatever gets measured, gets managed"**

Pearl Zhu, Digital Maturity: Take a Journey of a Thousand Miles from Functioning to Delight

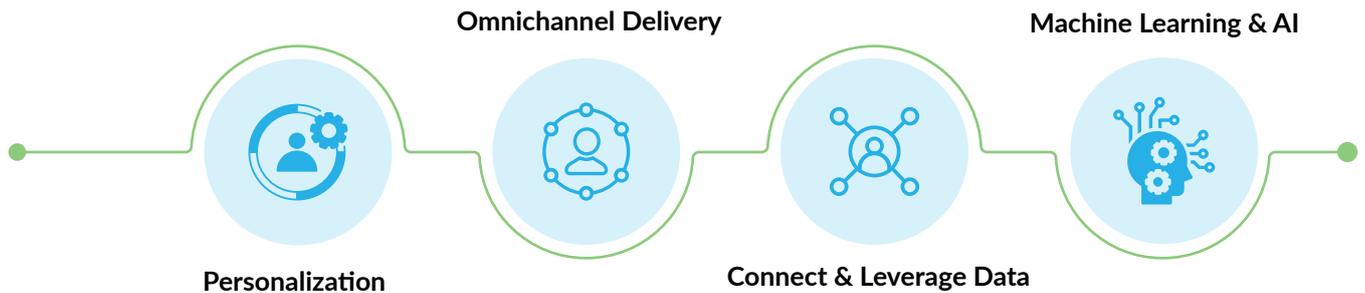


There are four levels to determine your organization's digital maturity\*,



\*Forrester's new Digital Maturity Model 5.0 framework

and the brands that are able to achieve the highest level did it through,



All these technologies are trademarks of the Sitecore Experience Platform and are readily available for implementation and usage and the process of realizing the ROI on your Sitecore investment begins with this.

## Sitecore Experience Database

Knowing where your customers are in their journey, what they did in their previous visit, and how long they stayed on a particular page/content helps you to understand your customer's profile better. These insights allow you to promote more appropriate content that engages them to complete their journey.

Sitecore's Experience Database (xDB) is an add-on to the Sitecore CMS is a big data repository that captures customers' interaction in real-time, across all channels, and provides a comprehensive/unified view of individual customers. One of the key advantages of Sitecore's xDB is the ability to focus on individual customer interactions without any data management concerns. With such rich data, marketers can showcase highly relevant and personalized content for the users, increase their engagement and conversion.

## Sitecore Personalization

Many times, marketers are stuck with a lack of data to personalize content for their contacts. In fact, a Gartner report indicated that 74 percent of marketing leaders struggle to scale their personalization efforts. But, with the amount of data and personalization capabilities provided by Sitecore's xDB, you can bring your personalization strategies to life with ease.

**Rule-based Personalization** – Sitecore allows you to set IF/THEN rules to provide personalized experiences for your contacts i.e. IF your contact clicks on a particular page, or stays for a particular amount of time on that page, or make frequent visits, THEN the system sends related content/information/recommendation based on their interest. You have the option to set the rules according to the IP address, time, device, keywords, location, channel, and campaign sources, etc.

**AI-based Personalization** – Many a times marketers are clueless about how to begin the personalization process. Instead of doing guesswork and running multiple tests, Sitecore AI with its machine learning framework helps marketers to automate the personalization process with predictive insight. Based on the goals/strategy/user engagement value scores you set, Sitecore AI identifies your visitor trend and behavior and deliver targeted, contextual, and personalized content throughout their journey. Marketers can track all the activities of the Sitecore AI in the dashboard to understand the impact on goals and design future strategies.

**Anonymous User Personalization** – There are numerous occasions where marketers have limited information about users. But with Sitecore, you get a real-time profiling engine, an intuitive system that can be used to set rules for anonymous users based on their on-site behavior. Based on the content users click or view, the system scores and classifies them into a group and this classification system allows you to understand the pattern of anonymous users and can be used to implement personalization in their future visits.

## Sitecore Marketing Automation

Whether your customer abandoned the cart or completed a purchase, you should trigger an automated email or message that resonates with their action (such as, sending out an email that reminds about the product they left in the cart or saying thank you for their purchase and promote up-selling or cross-selling). There are a lot of third-party tools that can be integrated with CMSs to do it, but Sitecore Marketing Automation is a built-in application of Sitecore and it is very powerful.

**Sitecore marketing automation can be done in three stages.**

- Enrollment of the contacts in automation campaigns
- Evaluation of the contacts' behavior based on defined rules
- Execution of automated actions based on triggers and rules.

To explain these stages in simple words, you can set the campaign goals and add profile values, and once the contact's engagement increases, Sitecore sends out the email for a personalized recommendation (Note: at this point, the Sitecore can verify their email, get their consent for marketing and the contacts are also given have the option to unsubscribe). Once the campaign activity is triggered, Sitecore further evaluates their engagement on the content sent out to them and make them finish their journey. If there is a change in the contact's behavior, you can add contacts to another campaign and repeat the same process.

## Sitecore Data Analytics and Testing

Most marketers leverage Google analytics to track visitors and page/content performance but it cannot tell you enough about the customer's experience and engagement with your website. Sitecore Experience Analytics is a native setup of Sitecore platform that collects your customer engagement data at every point in their journey (across all channels) and gives you a unified view of your customer's engagement. It allows you to set up a metric called 'Engagement Value' for different types of content positioned at each stage of the funnel and it rates customers based on the interaction with the content. In simple words, you can understand whether a user can be classified as a qualified lead or not and plan the lead nurturing process accordingly. Additionally, Sitecore Path Analyzer provides you a visual map of each visitor's journey and individual page performance that you can use to send personalized recommendations and check page performance, respectively. As far as the testing capabilities are concerned you get both A/B testing and M/V testing to test two or multiple components of content, design, etc. and understand what works the best.

## Sitecore Experience Commerce

Sitecore Experience Commerce (XC) is the only cloud-enabled platform with native and integrated marketing tools. It is widely credited for its capability to fully personalize the shopping experience end-to-end. Some of the salient features of Sitecore Experience Commerce are:

- Built on .NET Core, Sitecore XC provides the flexibility and scalability to fully integrate with backend systems including CRM, ERP, POS, etc.
- Experience Editor allows marketers/content editors to make changes to the content, design, layout, modules, etc. directly on the page.
- Sitecore Experience Accelerator (SX) has the capacity to drastically reduce time to market by providing over 40 re-usable commerce layouts and components to get the storefront running quickly.
- New Business tools provide a unified process for managing catalog, promotions, pricing, inventory, orders, and customers.
- Catalog management features help your products to be found by Google and other search engines.
- Inventory management feature help large businesses to manage multi-store, multi-warehouse, shipment tracking, inventory thresholds, etc.

## Sitecore Content Hub

The need to generate different content for multiple channels is one of the biggest challenges faced by marketers today. Even while doing so, it is difficult to check the content's performance due to disjointed systems and usage of multiple tools by different teams. Sitecore Content Hub is one unified platform that helps you to plan, create, publish, and optimize content across all channels. From content creators to digital marketers, marketing ops, and IT teams – all have a single view on the content performance and plan the campaigns accordingly.

## Sitecore Experience Forms

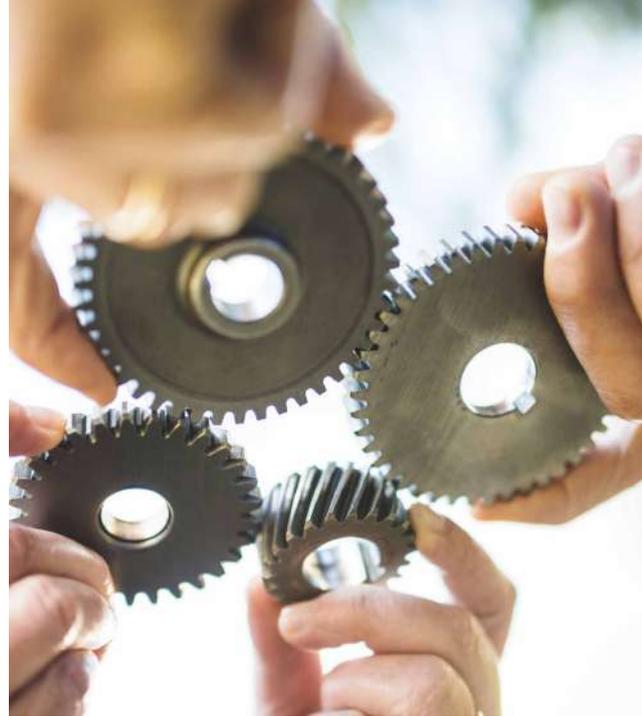
From Sitecore 9, Sitecore will not support WFFM forms hence the need to migrate to Sitecore Experience Forms is inevitable. But Sitecore Experience Forms offers significant advantages over WFFM forms in the following ways.

- Drag-drop interface lets you quickly develop forms also customize with the company's styling.
- New Multi-step form feature with the inclusion of navigation icons allow marketers to create registration or survey forms quickly.
- Performance reporting feature helps marketers to track how many visitors filled in the form and also the performance of each field. They will also get an insight into what field is making them abandon the process, how much time it takes to complete, and what can be done to improve. Further, it allows you to export all data forms to Excel.

## Sitecore Integrations - Integrate with your existing Solution

Sitecore Connectors are prepackaged integration products that deliver out-of-the-box functionality so you benefit from the integration immediately. These connectors can be customized to match your specific needs. Sitecore Connectors are highly usable, consistent, maintainable, and upgradable. Some of the most used connectors are:

- Sitecore Connect for Salesforce
- Sitecore Connect for Microsoft Dynamics 365
- Coveo for Sitecore
- Sitecore Connect for SFMC



## If you are still on Sitecore 8 or lower, then you are missing out on key capabilities

If your current Sitecore implementation is working fine. Why upgrade to Sitecore 10? Let's examine the need to migrate from a total-cost-of-ownership (TCO) perspective.

### The cost of multiple applications:

When the application is built on Sitecore CMS 6.x / 7.x / 8.x, then you have web experience management capabilities. But your email marketing, analytics, testing and targeting, and e-commerce software are all separate applications which are more expensive to maintain. So, by upgrading to Sitecore 10 the following costs can be eliminated purchasing/subscribing, maintaining, training, integrating, and supporting business users.

### The cost of multiple deployments:

Think about the technical cost encountered, in terms of both time and money, when you try to deploy to several locations. Using Sitecore JSS, users enjoy true headless deployments disconnected from Sitecore.

### The cost of data management:

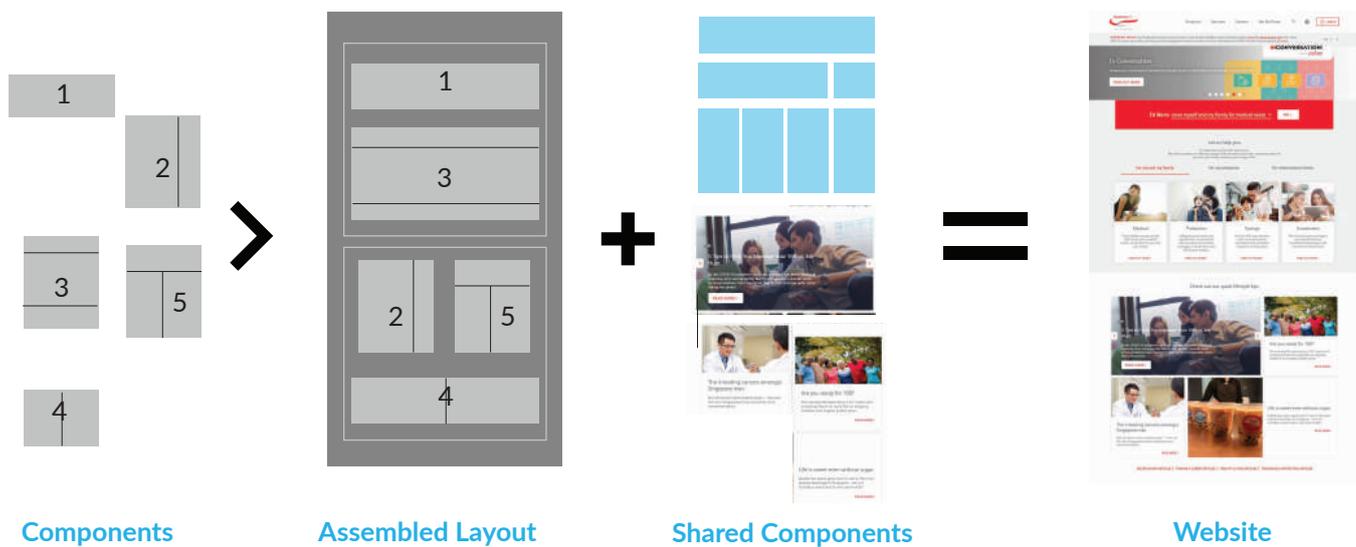
Data hosting and processing costs have decreased in the last 5 years, but the amount of data collected has increased dramatically. Think about the data you're collecting that you don't need. If you had explicit control over all of your data, you would gain explicit control of costs.

# Ameex ADF Framework for Sitecore

Web developers and experience creators play a big part in creating and delivering amazing digital experiences. They need the ability to build faster and better experiences. Leveraging 13 years of experience in reviewing, auditing, fixing, and re-engineering Sitecore systems, we have developed our own Accelerated ADF Framework at Ameex. We have a flexible and powerful framework that can get your Sitecore projects running in no time. Some of the leading brands are using this framework as their digital core to support their current and future business needs.

## Here are a few benefits that our clients have experienced through this framework:

- Helped customers accelerate development effort up to 50% thereby reducing their overall cost.
- Enable customers to manage digital properties on multiple platforms to bring everything under a single architecture for better governance.
- Create multiple sites in just a click of a button.
- Prebuilt connectors to enable seamless integrations.
- 40 + Reusable Components which is used to create rich and responsive UI components.
- Wizard driven site builder (Quick-time to market).
- Launching quick campaigns.
- Configurable smart search.



The added advantage is that all of this can be delivered through our Outcome-Driven Engagement Model. Ameex also commits to meeting certain performance benchmarks such as page load time, stability, security, scalability, and more.

# Learn how we improved digital ROI and customer experience for a leading financial services client.

A renowned Singapore based global financial service company approached Ameex to provide a new and improved customer-centric digital platform with more focus on enhancing customer experience and engagement. They wanted the ability to personalize customers' journeys, increase customer registration for their insurance products, create a new central repository for all their product information, and keep the information consistent and up to date across their various country-specific websites.



## Challenges

- Outdated website design
- Poor content management experience
- Low engagement rates
- Complex multi-site management
- Complicated lead tracking
- Lack of insights on high bounce rates
- Absence of conversion funnels

## Our Approach

- Revamped the site with best-in-class IA.
- Sitecore XP was used to easily publish time-sensitive content.
- SOLR feature was implemented for faster search information on site.
- Previously unused powerful personalization capabilities and features are leveraged completely to enhance customer engagement.
- Lead tracking process was simplified by capturing information on the visitor journey.
- Ameex's Form Migration Tool was used to move the outdated WFFM forms to Sitecore 9.
- Sitecore Analytics features were leveraged to provide insightful reports on user behavior
- Path Analyzer was used to create funnel reports in Sitecore.
- Sitecore Helix Guidelines were followed to maintain consistency across the site.

# The Results



50%

Savings on time & effort.



Info. Arch

Well-structured information architecture.



Easy content

Easy content authoring and publishing experience.



40%

Increase in site visits.



70%

Savings on time and effort with the use of Ameex's automated form migration tool.



Website upgrade

Website is completely upgraded to the latest version of Sitecore XP 9.3.



## About the Author

### Ken Lowenberg

Director of Digital Marketing and Technology  
Ameex Technologies Corp

Ken Lowenberg is the director of digital marketing and technology with Ameex Technologies. Ken has 15 years of non-profit sector management experience with expertise in digital strategy, marketing, communications, partnership development and celebrity engagement.



## About the Co-Author

### Rajheshkumar SR

Sitecore Solution Architect  
Ameex Technologies Corp

Rajheshkumar is a Sitecore & MS Azure Certified, Sitecore Solution Architect at Ameex Technologies. A technocrat professional with over 15 years of rich experience in Solution & Delivery of digital transformation implementations using Sitecore Experience Platform, Microsoft Azure, ASP.NET, CRM Integrations for global clients.

## Plan your Sitecore 10 CMS with us

As a certified Sitecore solution partner, Ameex's approach to Sitecore CMS implementation starts with understanding your digital maturity level, assess the performance of your current platform, define your business goals clearly, and provide a roadmap to design and build effective Sitecore CMS that results in higher ROI. Additionally, we help you leverage all the MarTech features of Sitecore and make you deliver memorable experiences for your customers that increases their engagement, conversion, and transform them as your brand loyalist.

## Transform your Sitecore into a growth platform with Ameex!

Email: [ken.lowenberg@ameexusa.com](mailto:ken.lowenberg@ameexusa.com) ; [rajheshkumar.sasidharan@ameexusa.com](mailto:rajheshkumar.sasidharan@ameexusa.com)

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We look forward to  
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**Ameex Technologies Corp HQ**

1701 E Woodfield Rd, Suite 710, Schaumburg, IL

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New York | Colorado | Alabama | Singapore | India