

Digital Insights

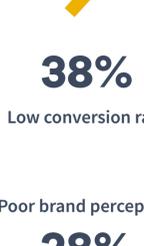
2019

How marketers confront the obstacles of digital customer engagement

Companies' web presences fail to impress

Consumers expect brands to keep up with their online behavior and provide a seamless digital experience, complete with the right information and options at the right time. Brands must address that desire, but it appears there's a long way to go.

What are the pain points of your website?



What are the main purposes of your website?

General company information



84%

Ecommerce



63%

Lead generation



56%

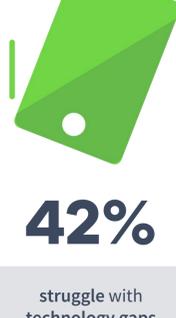
General customer information



51%

Poor data analysis threatens ability to serve customers

In a digitized economy, reliable data analytics and connected technology systems are crucial. Marketers struggling with poor data can't deliver a smooth, connected customer experience.



Content is a major website optimization challenge

A brand's website must provide consumers with tailored answers and clear information for every stage of their journey, but ideally, brands must shift towards giving customers personalized content that delivers a high-quality brand experience.



Data governance and accessibility are concerningly problematic

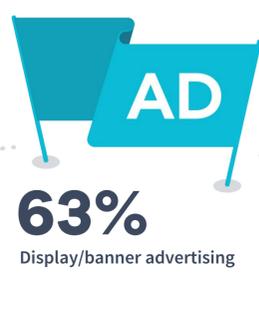
Marketers report struggling with both data privacy and accessibility—leaving key components in the customer journey missing: trust and reliability.



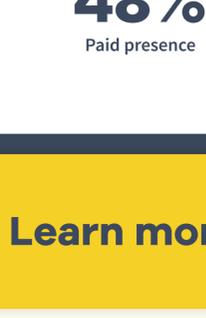
Marketers focus in on paid social advertisements

Consumers trust organic results more than paid, so it's key that brands not neglect this.

Which channels do you spend marketing budget on in order to gain brand awareness?



What are your optimization priorities over the next twelve months?



[Learn more](#)

This data comes from a report by IDG Connect on behalf of Siteimprove. IDG Connect conducted a survey with respondents from the US, UK, Germany, and Australia. Responses came exclusively from organizations of over 1,000 employees across a wide range of industries including retail, financial services, media, energy and utilities, government, healthcare, and telecommunications.

The website sits at the heart of successful customer journeys: it is the rallying point, the home base and the crossroads. Treat it that way and rewards will follow from increased engagement to customer loyalty and brand advocacy.

[Read the full report](#)