The Total Economic Impact™ Of Sitecore®

FORRESTER®

Through 4 customer interviews and data aggregation, Forrester concluded that Sitecore® Experience Platform™ has the following 3-year financial impact.

TAILOR AND TEST CUSTOMER EXPERIENCE

"We grew the main product line by 8.2% — some of it due to new attractions and introduction of payment plans, but also due to the ability to test different messages on our site and tailor messaging based on visitors."

Interactive marketing director
Midsize North American entertainment company

$3.85M
NPV

142%
ROI

13.4 month
PAYBACK

IMPROVED USER PRODUCTIVITY FOR CONTENT UPDATE AND PUBLISHING REQUESTS

BEFORE

3-5 days, 4 people

Long lead time, multiple handoffs, forgotten requests

AFTER

Minutes, 1 person

Instantaneous content updates, lower IT dependence

SYSTEM CONSOLIDATION COST SAVINGS

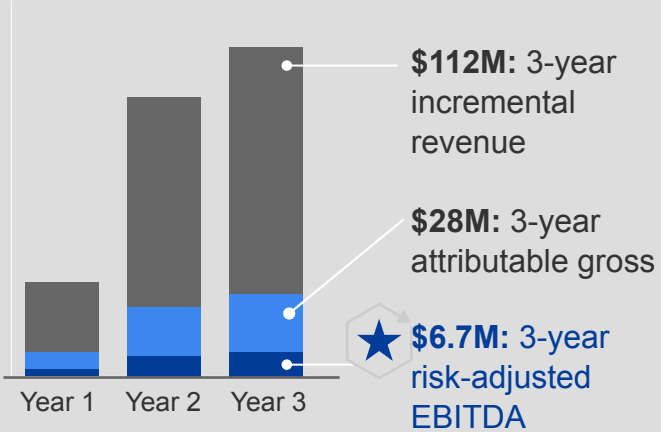
$1.1 million

3-year savings from consolidating 2 WCM systems, 2 email agencies, and mobile web/app software

INCREMENTAL EARNINGS

AB testing and experience tailoring leading to **15%-30% lift** in conversion

Composite conversion improves from **2.5% to 4% over 3 years**



Read the full study

This document is an abridged version of a case study commissioned by Sitecore titled: The Total Economic Impact Of Sitecore, November 2016. The full case study can be found here: http://www.sitecore.net/forrester-TEI-report

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