

# Digital Insights

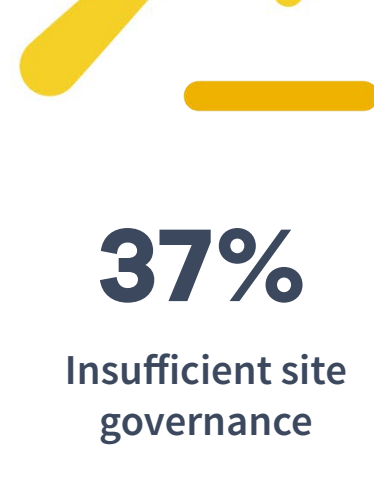
2019

How marketers confront the obstacles of digital customer engagement

## Companies' web presences fail to impress

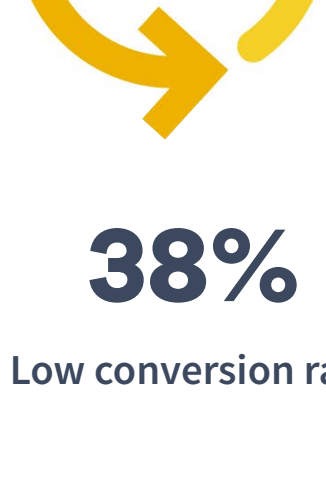
Consumers expect brands to keep up with their online behavior and provide a seamless digital experience, complete with the right information and options at the right time. Brands must address that desire, but it appears there's a long way to go.

### What are the pain points of your website?



37%

Insufficient site governance



38%

Low conversion rate



43%

Security challenges



Poor engagement

35%



Poor brand perception

28%



Poor user experience

25%

### What are the main purposes of your website?

General company information



84%

Ecommerce



63%

Lead generation



56%

General customer information



51%

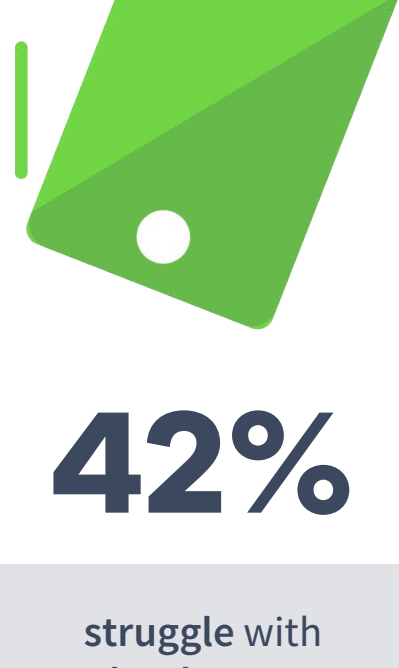
## Poor data analysis threatens ability to serve customers

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.



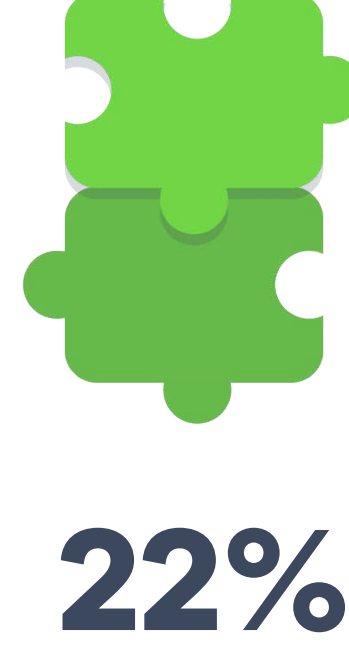
1/3

of companies report poor data analytics



42%

struggle with technology gaps

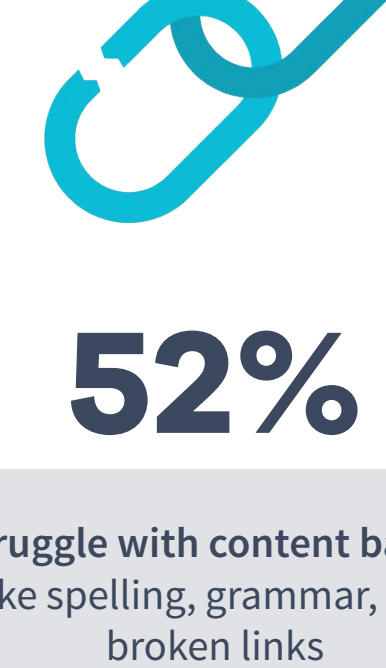


22%

have poorly integrated systems

## 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.



52%

struggle with content basics like spelling, grammar, and broken links



64%

of businesses report well-targeted, relevant content as their biggest optimization challenge

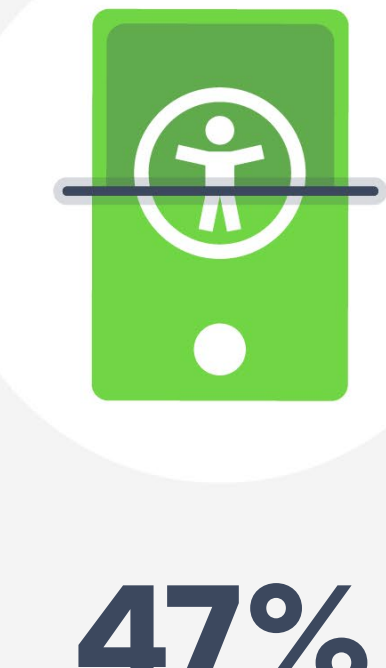


30%

report website user experience as a major website challenge

## 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.



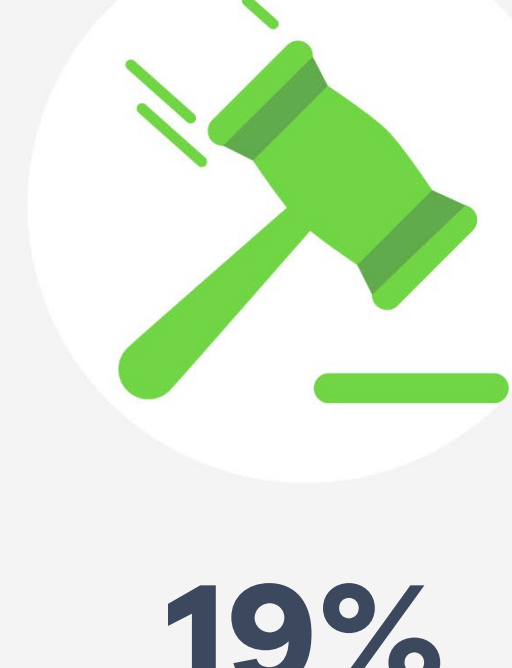
47%

report accessibility testing being a main concern



53%

of companies say meeting data privacy regulations is a key challenge



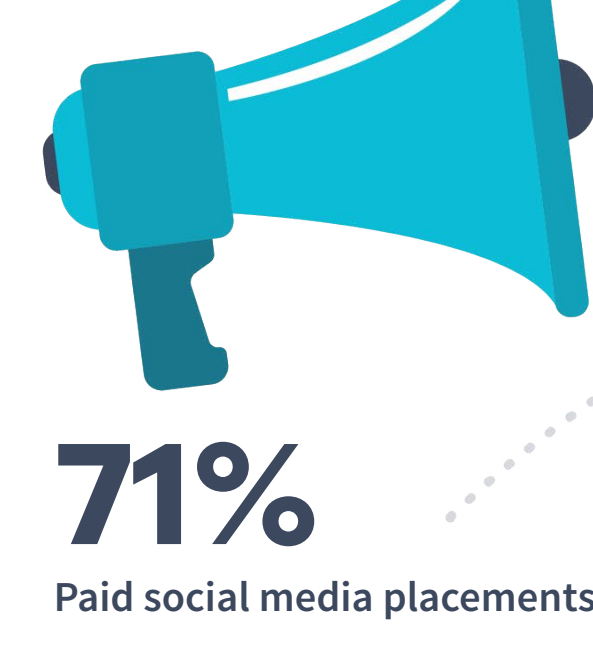
19%

say their website isn't GDPR compliant

## Marketers focus in on paid social advertisements

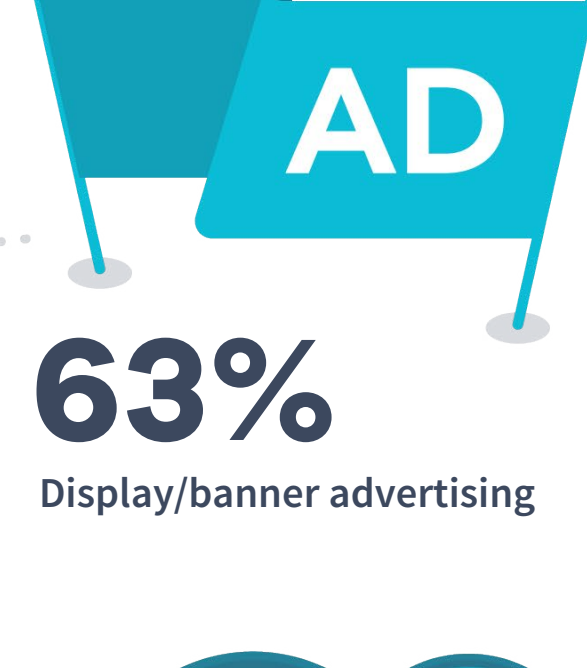
Consumers trust organic results more than paid, so it's key that brands not neglect this.

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



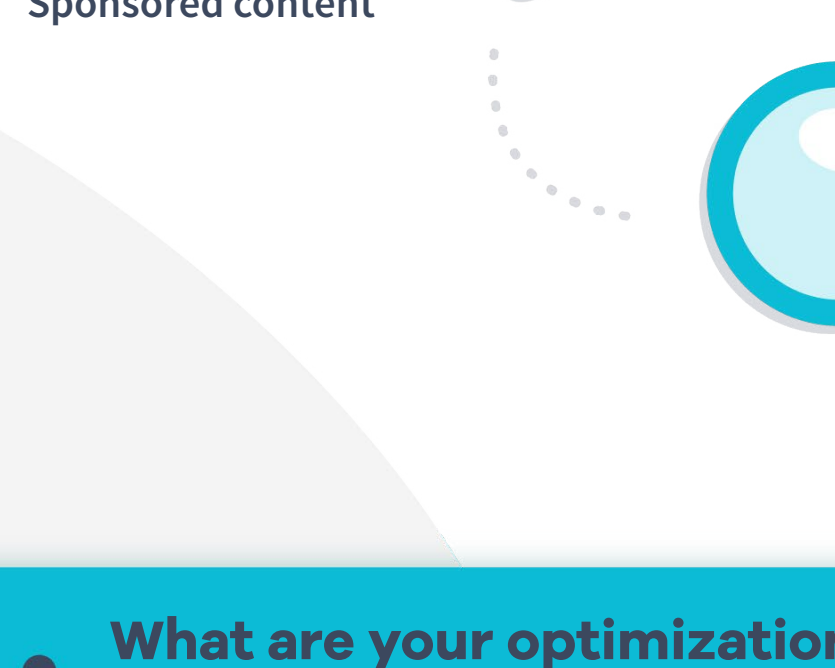
71%

Paid social media placements



63%

Display/banner advertising



60%

Sponsored content



60%

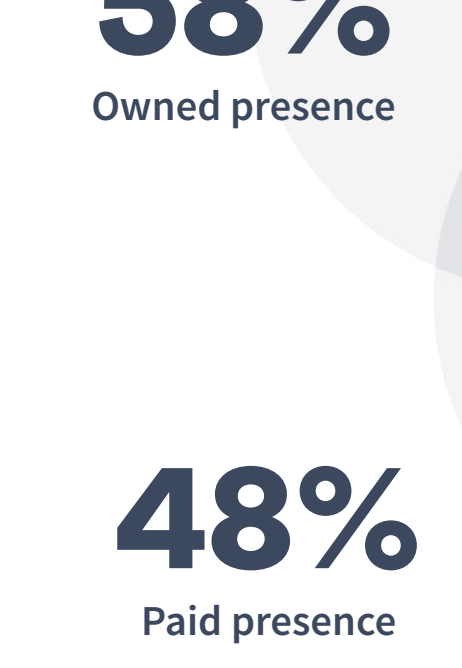
Paid search



36%

SEO

### What are your optimization priorities over the next twelve months?



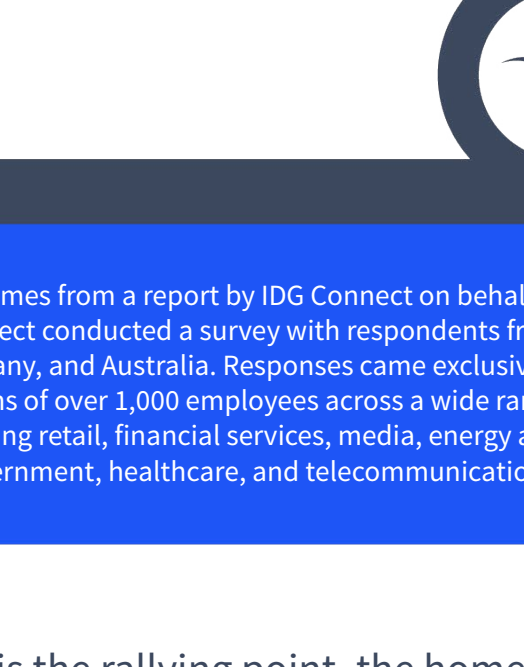
58%

Owned presence



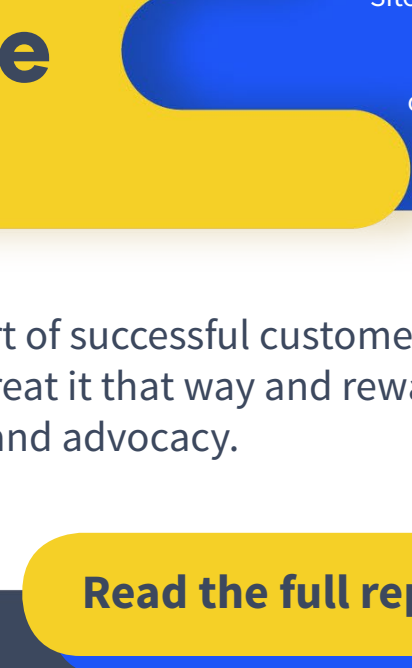
50%

Earned presence



35%

Shared presence



48%

Paid presence

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

