# DIGITAL EXPERIENCE PLATFORM TRENDS

Modern organizations are demanding more and faster results from their digital transformation investments, especially around the customer experience (CX). At the same time, they're looking to digital experience platforms (DXPs) to enhance the end-to-end customer journey in response to today's dynamic market and technology landscape. To better understand these trends, TechTarget's Enterprise Strategy Group surveyed IT and business professionals responsible for digital transformation strategies, digital experience platforms, and customer experience ecosystems.

Notable findings from this study include:

84%
of organizations have started **at least four new digital transformation initiatives in the last two years.**
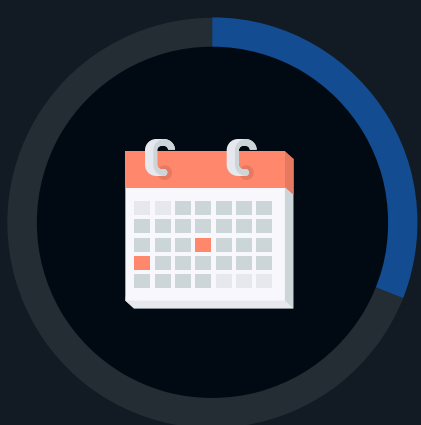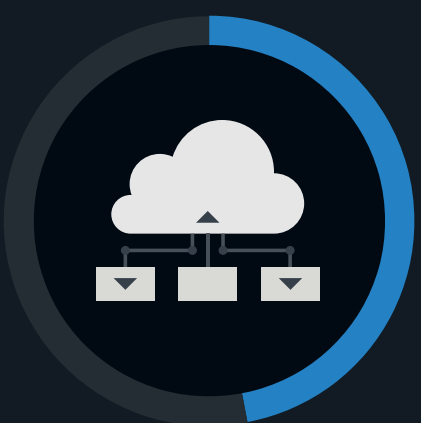
31%
of organizations are either behind or significantly behind schedule with their DX initiatives.

52%
of respondents indicate their organization uses DXPs to optimize both internal employee and external customer experiences.

47%
of organizations use or expect to use SaaS-based solutions for DXP deployments.

58%
of organizations expect to increase their budgets for DXP-related investments over the next 12-18 months.

For more from this Enterprise Strategy Group study, read the full research report, *Digital Experience Platform Trends.*

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