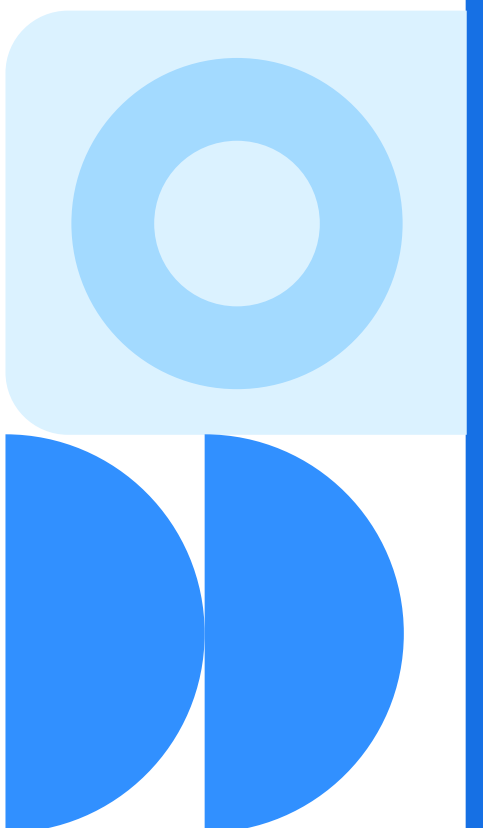
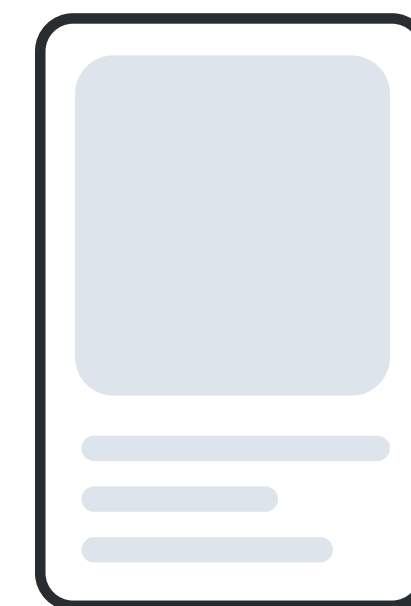
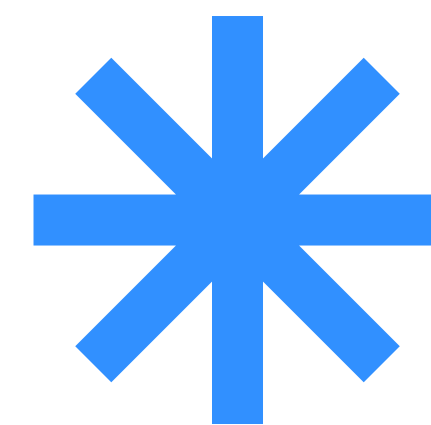


DXP Evaluation Workbook

Compare platforms with confidence



Contents

How to use this guide _____ 3

Part 1: Preparation _____ 4

Audit your current platform _____ 5

- Overview
- Challenges
- Opportunities
- Metrics

Build your buying committee _____ 13

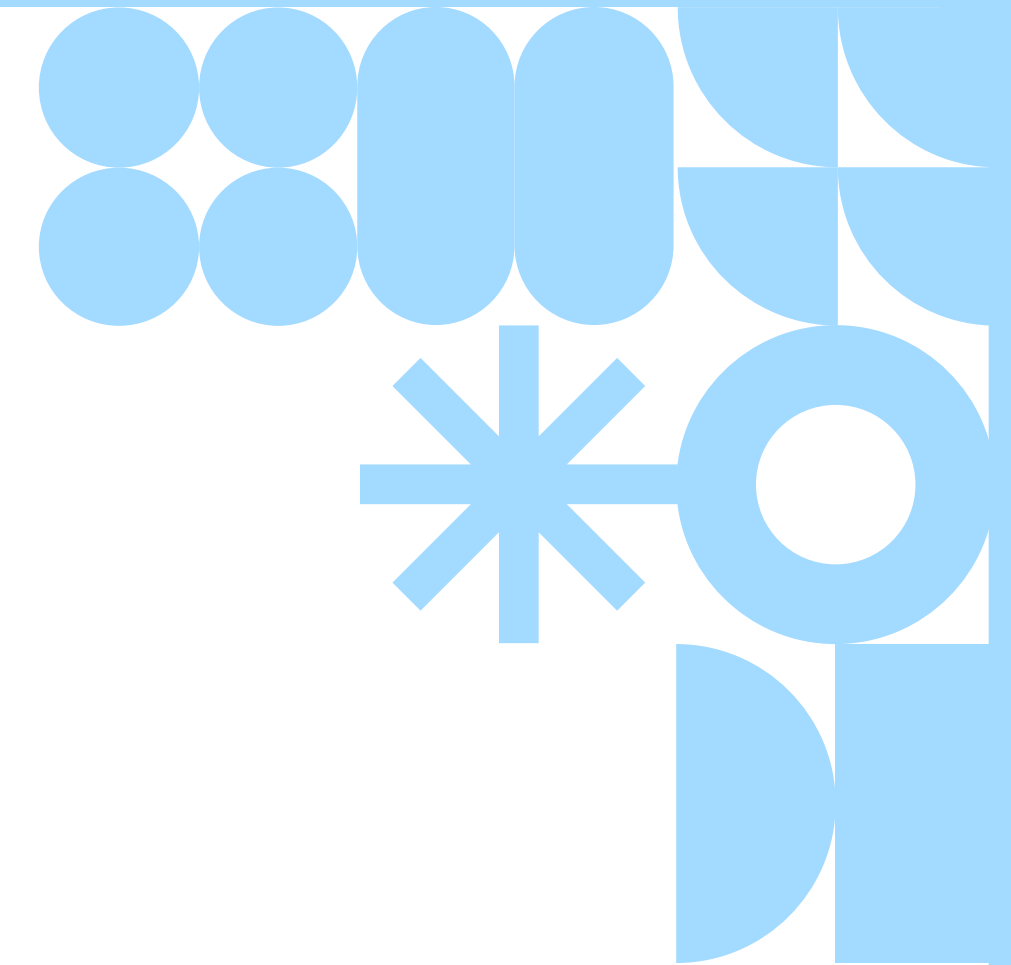
- Committee roles
- Committee members

Part 2: Evaluation _____ 16

Vendor evaluation and comparison _____ 17

- Operational efficiency
- Customer experience
- Risk mitigation
- Pricing, implementation, and support

Final score _____ 23



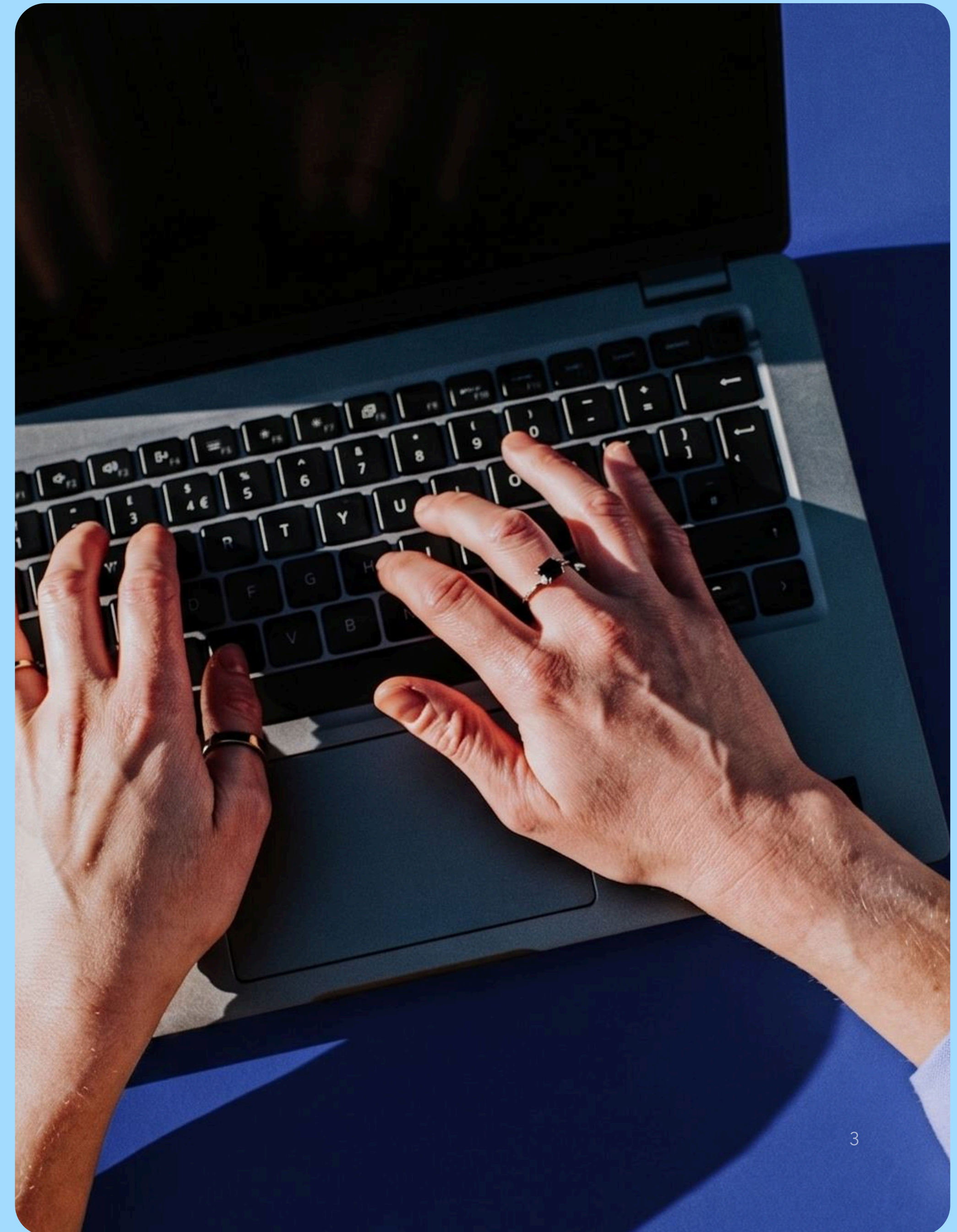


How to use this guide

Choosing a digital experience platform is rarely a simple feature comparison. Vendors make every capability look equal, focus on their strongest offerings, and dance around limitations (let's be honest, every platform has them). This guide is meant to be used in conjunction with the 'DXP Vendor Questionnaire.'

It levels the playing field by preparing your team to ask better questions, compare responses, and weed out less favorable options, getting you closer to a stronger digital foundation.

For a more detailed look at the buyer's journey, check out our companion ebook, **"The DXP buyer's guide for marketers."**



Part 1: Preparation

Before comparing vendors, align on what you're looking for in a platform.



Audit your current platform

The right DXP should improve how content is created, structured, managed, delivered, personalized, measured, and governed. Use the prompts below to align on the current state of your architecture and determine what you're looking for in your next solution.



Overview

Scope	Response
What systems do we use today? <i>(May include tools for content management, asset management, product information, customer data, analytics, personalization, translations, etc. List them all)</i>	
Where does managing content slow down?	
Which parts of the current system are working well enough to keep?	
Which should change?	



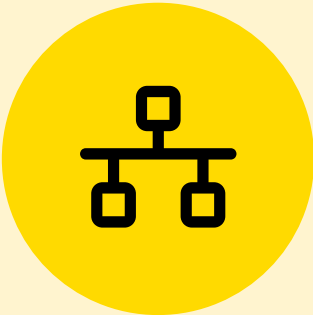
Challenges

Scope	Response
What business opportunities are slowed or missed because of the current platform?	
Where are teams spending time on low-value manual work?	
Where are developer bottlenecks affecting marketing speed or customer experience?	
Where is duplicated content creating rework, inconsistency, or risk?	



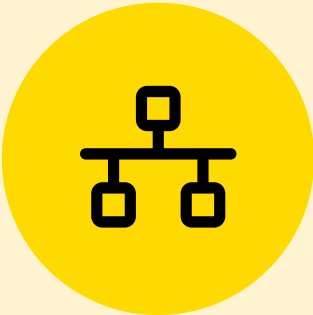
Challenges

Scope	Response
Where is limited personalization affecting conversion, engagement, or relevance?	
Where is localization slower or harder than it should be?	
Where are manual quality checks slowing production or increasing errors?	
Where are governance, compliance, or security concerns increasing risk?	



Opportunities

Scope	Response
What should marketers be able to do more independently?	
What routine work should developers no longer need to support?	
How should content be reused across channels, markets, campaigns, or brands?	
How should global and local teams collaborate?	



Opportunities

Scope	Response
How should personalization, testing, and optimization improve?	
How should governance, security, and compliance improve?	
How should AI support content operations without bypassing permissions, approval, or brand standards?	
How should the platform adapt as the business changes?	



Metrics

Metric	Current (Baseline)	Ideal state
Time to launch a page		
Campaigns launched per quarter		
Content reuse rate		
Developer hours spent on content updates		
Time to localize content (if applicable)		
Number of supported channels, brands, or regions		



Metrics

Metric	Current (Baseline)	Ideal state
Conversion rate		
Engagement rate		
Customer satisfaction/NPS		
Content error or rework rate		
Platform uptime		
Support response time		
Total cost of ownership		



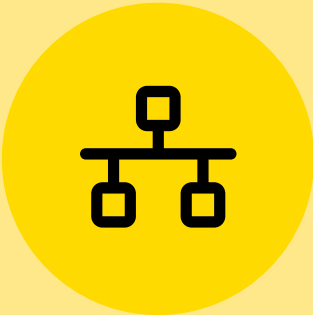
Build your buying committee

A DXP affects more than one team. The right buying committee should include the people who will use the platform, manage it, integrate it, secure it, measure it, and defend the investment.

Here's a quick look at common stakeholders often included in the evaluation



Committee roles



Stakeholder group	→	Primary concerns
Marketing leadership	→	Speed to market, campaign performance, personalization, brand consistency, marketing ROI
Web and digital experience teams	→	Site management, UX consistency, design systems, omnichannel delivery, page-building flexibility
Developers and platform engineering	→	API-first architecture, headless delivery, SDKs, integrations, environments, maintainability, implementation speed

Stakeholder group	→	Primary concerns
IT and security	→	Identity management, permissions, compliance, data protection, reliability, incident response, auditability
Analytics and growth	→	Measurement, experimentation, segmentation, optimization, conversion
Procurement and finance	→	Pricing, licensing, contract terms, vendor consolidation, implementation cost, total cost of ownership



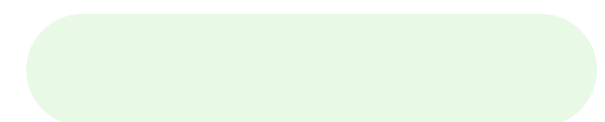
Committee members

Functional team	Stakeholder name, Title	Platform requirements/wish-list
Marketing leadership		
Content operations		
Web/digital experience		
Development/platform engineering		
IT/security		
Analytics/growth		
Procurement/finance		
Legal / compliance		
Other		



Part 2: Evaluation

Use this section to evaluate how well the vendor's platform aligns with your team's unique needs and preferences.



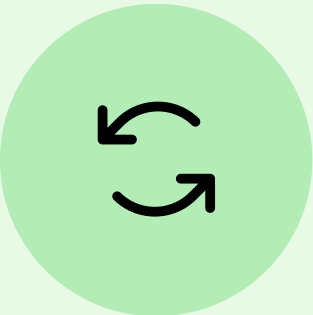
- 1** Review the vendor's RFP responses and list the pros and cons for each of the 5 core categories and subcategories.
- 2** Give each subcategory a score from 1-5 based on how well it fits your organization's needs (1 = weak fit, 5 = strong fit).
- 3** Add up all the scores for a final vendor score and mark which next step to take with the vendor (Advance to demo, Advance to POC, or Remove from list).
- 4** Compile a list of any additional questions you have for the vendor that have come up during evaluation.

Complete an evaluation for each vendor and compare scores to determine the best fit.



1. Revenue growth

	Architecture	Speed to market	Global expansion	Total	Notes
Vendor 1	/5	/5	/5	/5	
Vendor 2	/5	/5	/5	/5	
Vendor 3	/5	/5	/5	/5	



2. Operational efficiency

	Content reuse	User experience	Integrations	Automations & AI	Total	Notes
Vendor 1	/5	/5	/5	/5	/5	
Vendor 2	/5	/5	/5	/5	/5	
Vendor 3	/5	/5	/5	/5	/5	



3. Customer experience

	Omnichannel delivery	Brand consistency	Optimization & personalization	Total	Notes
Vendor 1	/5	/5	/5	/5	
Vendor 2	/5	/5	/5	/5	
Vendor 3	/5	/5	/5	/5	



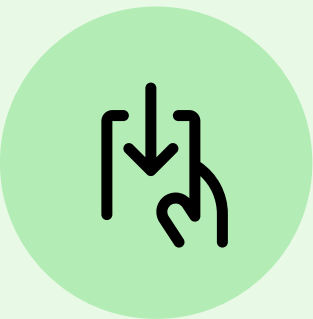
4. Risk mitigation

	Governance & permissions	Security & compliance	Integrations	Automations & AI	Total	Notes
Vendor 1	/5	/5	/5	/5	/5	
Vendor 2	/5	/5	/5	/5	/5	
Vendor 3	/5	/5	/5	/5	/5	



5. Pricing, implementation, and support

	Omnichannel delivery	Brand consistency	Optimization & personalization	Total	Notes
Vendor 1	/5	/5	/5	/5	
Vendor 2	/5	/5	/5	/5	
Vendor 3	/5	/5	/5	/5	



Final score

Add up the scores from each of the five categories to get the vendor’s final score and determine which next step you’ll take with each: request a demo, request a POC, or remove from the list.

Vendor	Overall score	Next step	Notes/additional questions for vendor
Vendor 1	/85		
Vendor 2	/85		
Vendor 3	/85		



The right DXP should help your team:

- ✓ Move faster
- ✓ Work smarter
- ✓ Deliver better experiences

Contentful checks all the boxes – and our team of experts is here to walk you through them.

[Get started](#)

