



# Digital Experience (DX) Platforms

Systems that combine customer communication, content management and digital channel management to deliver personalized customer experiences

## 2026 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

### ABOUT THIS SHORTLIST

Digital experience (DX) platforms are intended to develop, coordinate, manage and optimize the volume and complexity of customer interactions across digital touchpoints. They provide a means of managing web, mobile and digital content, can evaluate customer behaviors, predict customer journeys, and can personalize and contextualize content and communications. Adding to the complexity of this loosely defined category is the ever-evolving toolset that increasingly includes generative and agentic AI capabilities to create, iterate and personalize digital engagement. A DXP should not be confused with a content management system. While a headless CMS often sits at the center of a DXP, not all CMS solutions should be considered a DXP. In reality, no uniform and universally accepted definition exists for this category, but the promise of a unified pane of glass to manage digital experience is . But for Constellation, the true value of a DXP lies in how effectively and efficiently the solution can bridge consistency gaps across the totality of digital touchpoints.

Modern DXPs are increasingly focused on optimizing digital experiences across all functions of the customer experience ecosystem including marketing, customer service, commerce, and sales engagement. They analyze customer behaviors and identify important or distinct patterns, often using artificial intelligence (AI). AI is increasingly applied to dynamically serve personalized, highly contextual content to customers.

Increasingly, DXPs are splitting into two similar, but crucially different camps: composable suites of best-of-breed tools that together function as a platform, or comprehensive platforms that collectivize headless delivery tools atop a composable architecture, typically via a single vendor. For this list, only solutions delivered via a single vendor as a comprehensive toolset or platform have been considered.

### LIKE WHAT YOU SEE?

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To learn more about Constellation Research Shortlists visit: [www.constellationr.com/ShortList](http://www.constellationr.com/ShortList).

## 11 SOLUTIONS TO KNOW

Constellation evaluates more than 50 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.

- ACQUIA
- ADOBE
- CONTENTSTACK
- CONTENTFUL
- HCL DIGITAL EXPERIENCE
- XPERIENCE BY KENTICO
- OPENTEXT
- OPTIMIZELY
- PANTHEON
- PROGRESS
- SITECORE



## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Decoupled, headless content management system (CMS)
- AI and machine learning capabilities
- API availability, microservices architecture
- Native integrations with critical systems including CRM and ERP
- Marketing campaign automation
- Commerce functionality from digital storefront through to transaction
- Data management
- Interfaces for developers and business users, especially those tied to content, asset and experience management
- Robust developer resources including modern frameworks for frontend (React, Vue, etc.) and backend
- Digital asset management (DAM)
- Digital feedback loops
- Display management
- Experimentation, testing and real-time automated optimization
- Mobile app platform and responsiveness
- Journey orchestration
- Personalization and targeting
- Reporting and analytics
- Data security, governance and compliance controls

## ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

## BUSINESS THEMES



Marketing Transformation



Matrix Commerce



Next-Generation Customer Experience



## Liz Miller VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.

