

The CMS vs DXP Diagnostic

The most common expensive mistake in this market is not buying the wrong vendor. It is buying a tier above the problem. Twenty minutes here can save a great deal of money.

Step 1. What is actually painful?

Be specific. Publishing bottlenecks point at a CMS. Not knowing who is on your site points at data.

Pain point 1

Pain point 2

Pain point 3

Step 2. Score the five questions

Channel count

We run more than one meaningful channel today.

1	2	3	4	5
---	---	---	---	---

Data fragmentation

We cannot answer 'what do we know about this person' from one place.

1	2	3	4	5
---	---	---	---	---

Personalisation demand

We have named, specific use cases with value attached.

1	2	3	4	5
---	---	---	---	---

Team readiness

We have the roles to operate a bigger platform on a Tuesday afternoon.

1	2	3	4	5
---	---	---	---	---

Cross-channel inconsistency

Our channels show customers different or conflicting things.

1	2	3	4	5
---	---	---	---	---

Reading your score: Mostly low scores means your problem is a CMS problem, and a better CMS will cost far less. Mostly high scores means you are in DXP territory. Mixed, in the middle, look at the in-between options below before committing.

Step 3. Consider the middle before you commit

Option	Worth exploring?
Better CMS on its own	
Headless CMS plus a CDP	
CMS with personalisation add-ons	
Composable stack you assemble	

Stay put, fix the content model	
---------------------------------	--

How to use this: Run it separately with your marketing lead, your technical lead, and whoever owns customer data. The disagreements between those three are more informative than any vendor demo.