

## Adaptive Design: Consistent Content Delivery across Digital Media

Designing customer engagement across digital media is strategic to influence customer experience

Adaptive design is a web design which makes content delivery compatible across digital media mix such as computers, tablets, smartphones, mobiles etc. Adaptive design works on 'one database and content management' at the back-end to ensure efficient content management. Citibank, Australia uses adaptive design which facilitates accessing of consistent content across all digital devices in its own way.

**Customer engagement** (CE) is the engagement of customers with one another, with a company or a brand. The initiative for engagement can be both consumer- or company-led and the medium of engagement can be on or offline. CE aims at long-term engagement, encouraging customer loyalty and advocacy through word-of-mouth.

Digital marketing engages the customer in more than one way so that companies can influence customers along consumer search patterns. The five reasons for the exponential growth of digital media are:

- Customer gets the data whenever they want, a shift in the dimension of time
- Content management has become compatible on digital media mix
- Content distribution has multi-dimensions
- Digital media mix has an interactive effect which create exponential impact on customer experience
- Media consumption behavior has become more differentiated

Adaptive design makes companies to engage seriously with the audience and influence them across all the digital media channels.

Topic	Course
Customer engagement: Direct and Online Marketing: Unit: 24.10	Marketing Management,

**Source:** Alokanda Chakraborty, *Business Standard*, Sep 30, 2013.