



Turn insights into unforgettable experiences.

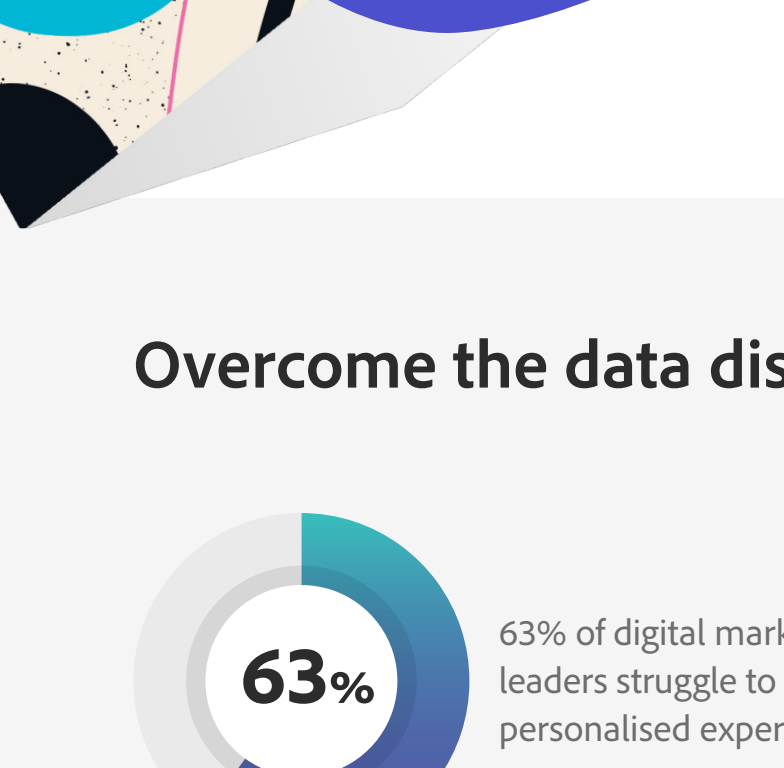
Explore how integrating Adobe Experience Manager Sites with Adobe Analytics brings personalisation and flexibility to customer experience creation.



Success in today's digital economy depends on how well you understand your customers. Adobe Analytics provides an in-depth view of your customers, while Adobe Experience Manager Sites CMS empowers you to quickly use those insights to create and deliver the personalised experiences they want—no matter where they are.

Personalise every interaction with AI.

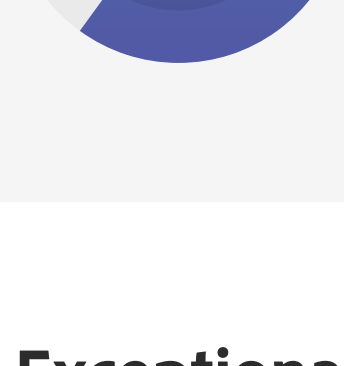
The most impactful experiences react to customer needs. Break down data silos by feeding artificial intelligence (AI)-driven insights seamlessly from Analytics into Experience Manager Sites to create rich, personalised customer experiences across channels.



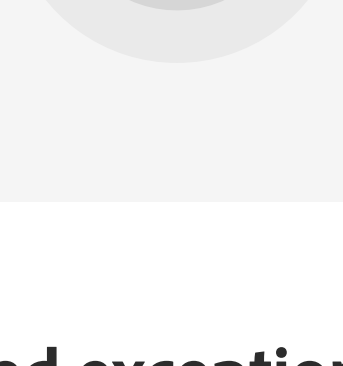
10x improvement in conversion rate when moving from basic to 1:1 personalisation

Source: Adobe and Incisiv

Overcome the data disconnect.



63% of digital marketing leaders struggle to deliver personalised experiences.



Yet only 17% of digital marketers broadly use AI or machine learning.

Source: Gartner

Exceptional experiences need exceptional tools.



50% of senior executives are increasing 2022 investments in platforms that enable personalisation at scale

Source: Adobe and Econsultancy

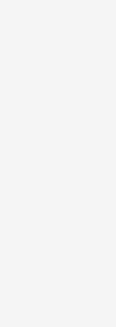
By integrating Experience Manager and Analytics, Walgreens and Boots Alliance gained:



30% increase in app usage



50% increase year-over-year in overall digital traffic



Our technology partnership with Adobe helps ensure we can execute experiences across all relevant channels by putting the customer first and meeting their highly personalised individual needs.

Alyssa Raine

Group Vice President of Global Customer Marketing
Platforms Walgreens

Deliver experiences everywhere—faster.

Customer engagement has evolved from a few basic interactions into dynamic experiences across multiple touchpoints. While still as effective as a traditional CMS, a headless or hybrid approach to Adobe Experience Manager Sites allows developers and marketing teams to create content once and flexibly reuse it to create a unified journey across any channel.

Top benefits of a headless CMS.



More control over front-end experiences



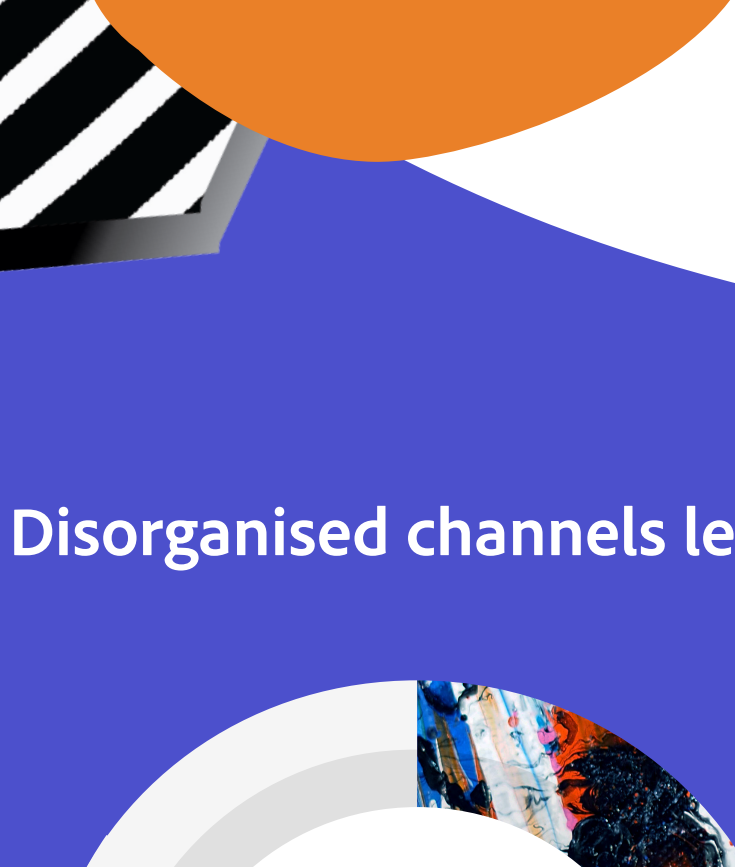
Higher agility to make changes



Greater ease of adding new channels

Source: IDC

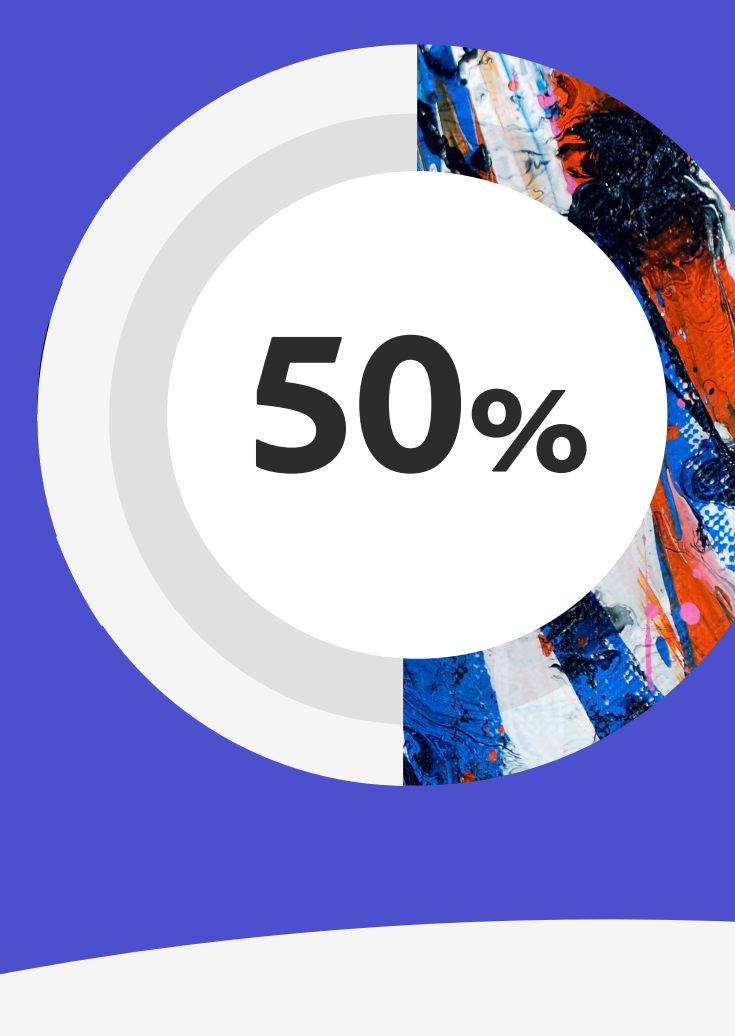
The future of CMS is headless.



396% projected market value increase of headless CMS from 2019 to 2027

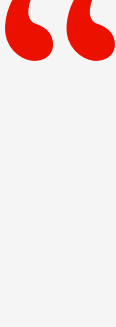
Source: Business Wire

Disorganised channels lead to disjointed experiences.



50% of large organisations will have failed to unify engagement channels through 2022

Source: Gartner



We've been able to support the needs and requirements in our content ecosystem by using Adobe Experience Manager's capabilities for creating, managing, serving, and presenting content. That's what we refer to as our hybrid content architecture, which supports each application in a tailored way.

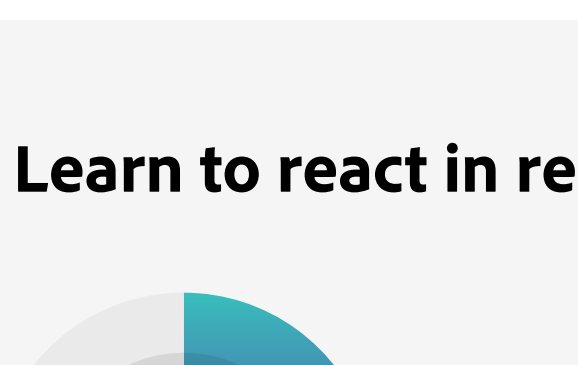
Veronica Bykin

IT Director of Digital Customer Experience
Albertsons

Connect with your customers in the moments that matter.

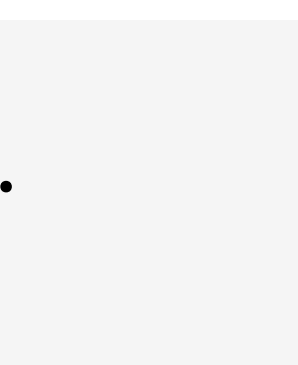
Personalisation happens in the moment. To keep up, businesses need a high-speed content engine that quickly streamlines processes across teams to create, deliver, and optimise experiences right when customers expect them.

By using an agile CMS versus disparate point solutions, businesses can experience:



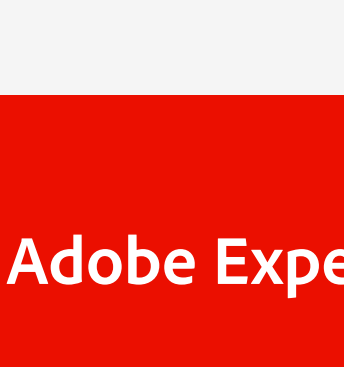
25-35% decrease in total cost of ownership

Source: Adobe and Econsultancy



30% increase in speed to market

Learn to react in real time.



Only 34% of practitioners regard their speed of acting on customer insights as "strong" or "very strong."

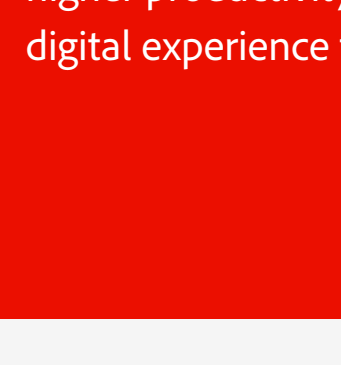
Source: Adobe and Econsultancy

Adobe Experience Manager Sites delivers.

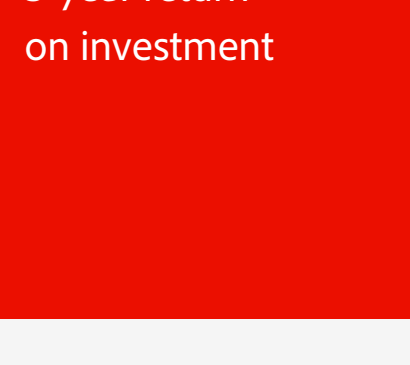


66% faster delivery of new brand or country sites

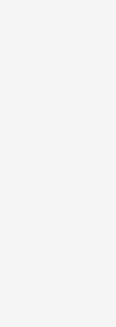
Source: IDC



23% higher productivity for digital experience teams



348% 3-year return on investment



One of the fundamental differences between Adobe Experience Manager and other CMS options is its usability. It's designed with the marketer in mind so our business leads can control simple enhancements to our design changes without burdening IT resources.

Kamran Shah

Director of Corporate Marketing
Silicon Labs

Using Experience Manager, Silicon Labs achieved:



15% conversion lift through site redesign

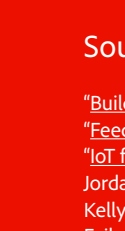


1 week to 20 minutes decrease in time needed for website changes

Better together.

Adobe Experience Manager Sites is an agile CMS that streamlines content processes and delivers personalised experiences faster—all from a single AI-driven platform. By integrating with Adobe Analytics, you can create compelling content experiences across channels using the powerful insights already at your fingertips.

[Learn more](#)



Sources

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