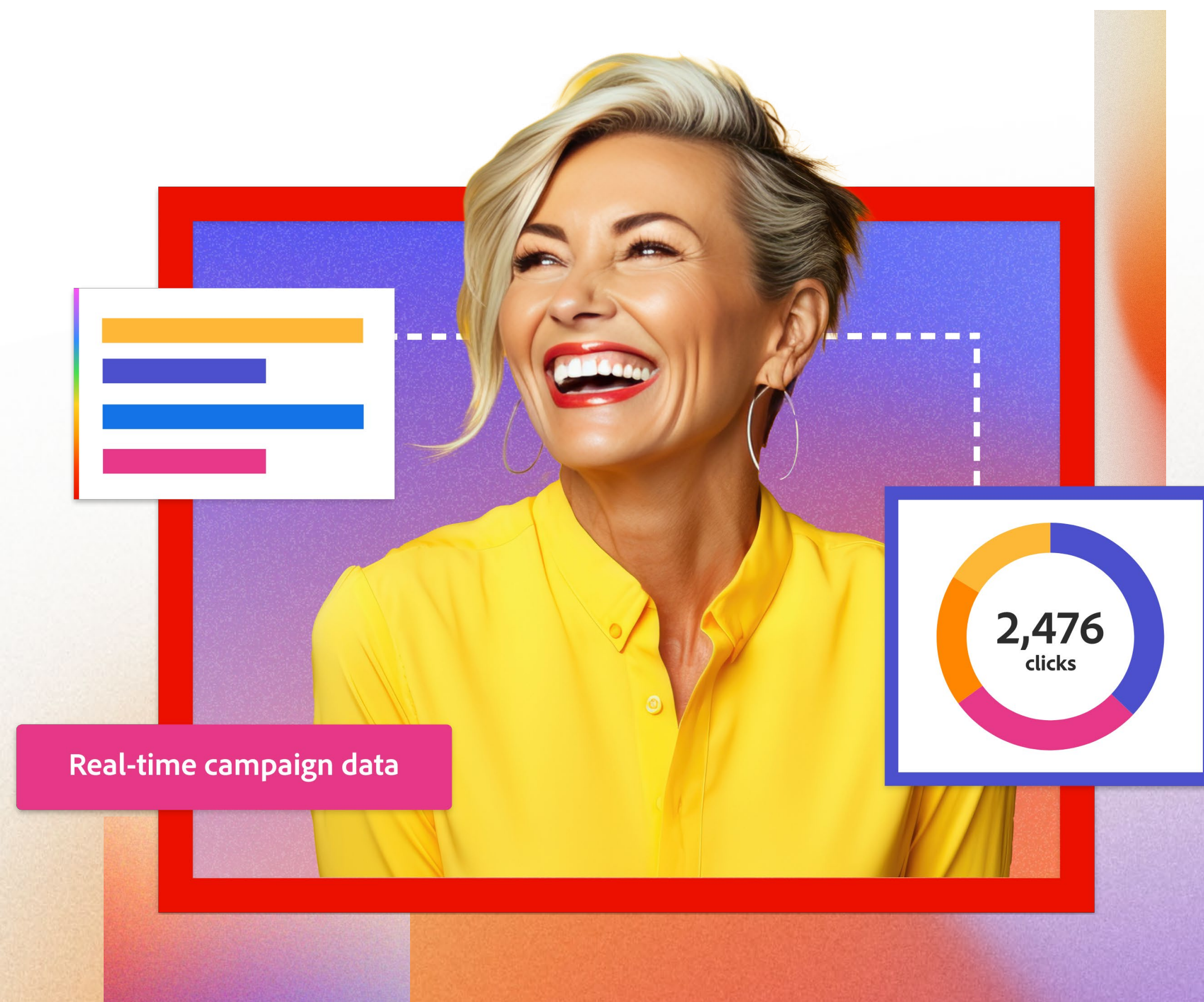




Modern Marketers' Guide to Delivering High-Impact Digital Properties.

Discover how your business can benefit from the revolution in high-impact web experiences led by the all-new Adobe Experience Manager Sites with Edge Delivery Services.



Time is money.

Never has the phrase meant more than in the design, construction, deployment, and loading of websites. According to [Amazon](#), every 100 milliseconds in added page load time costs them 1% in sales. Studies have also shown a strong correlation between slow websites and lost revenue – [Forbes](#) estimates that slow websites cost retailers a staggering \$2.6 billion in sales each year.

Against macroeconomic headwinds that have led to two successive years of decline in the [Forrester Customer Experience Index](#), margins of success have been slim. There's a heightened urgency for businesses to enhance their customer experiences by creating better, faster, and more impactful experiences.

A revolution is coming that could change everything. A way of working that will enable every company, whether enterprise or small independent, to speed up their load times, improve conversion rates, and optimise their customer experience.

The key to achieving that is modernising your CMS.

Upgrading the expectations of your CMS.

Businesses need a robust Content Management System (CMS) that empowers them to create, manage, optimise, and deliver digital experiences across all their channels efficiently and quickly. This will enable them to get the right content to users.

With more than 128,000 websites relying on the agile setup of Adobe Experience Manager Sites to manage their content, it's no surprise Forrester named Adobe as an Industry Leader in their report, [The Forrester Wave for Content Management Systems 2023](#).

Experience Manager Sites delivers numerous content creation tools – all engineered for ease-of-use and versatility. Document-based authoring enables the whole marketing team to create and edit webpages using familiar tools; while a more visual universal editor allows users to edit a site preview in real time. Multi-site management tools also mean content can be swiftly and seamlessly reused, across sites and regions. The result: new heights of content creation, with rapid and reactive delivery.



Real-time campaign data

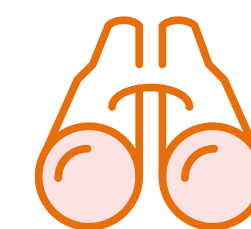
Going to the Edge to push your website to its limits.

Historically, a CMS has not been optimised for meaningful outcomes or metrics that matter. They've created slow, generic, and unengaging customer experiences while content authors have been unable to create or update experiences and long, complex development cycles have limited a business's agility to update, react, or meet customer expectations.

Today, businesses have the opportunity to maximise the impact of experiences and drive measurable business outcomes around fast, optimised, and personalised content. How?

Adobe Experience Manager Sites with Edge Delivery Services, is a composable set of tools that enables the rapid development of high-impact experiences. Authors can then update and publish quickly, launching new sites rapidly. This enhances the overall customer experience; improving conversion, reducing costs, and providing extreme content velocity.

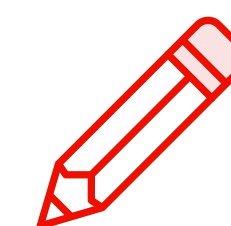
Businesses can drive a competitive edge in three key areas:



Discoverability, engagement, and conversion



Optimisation



Streamlined content creation

Transform the discoverability, traffic, and conversion of your site.

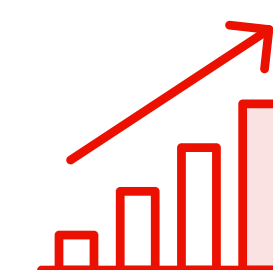
Adobe Experience Manager Sites with Edge Delivery Services is an outcome-focused solution that enables businesses to maximise the performance of their digital properties at the point of customer interaction. This includes higher load speeds, improved responsiveness, and performance scores that increase customer engagement and conversion, as well as boost search rankings, traffic, and conversion.

The impact of Adobe Experience Manager Sites with Edge Delivery Services can also be seen across a business's dramatically improved Core Web Vitals and Google Lighthouse Scores. Enhanced SEO rankings, fast-loading experiences, reduced bounce rates, and improved engagement rates all contribute to a better customer experience.

The key to success is optimised boilerplate/blueprint code that accelerates the path to implementing high-performing pages. This supports the phased rendering that prioritises components required for the customer's initial experience, followed by the controlled loading of martech and the remaining elements.

Volvo Trucks:

16x



improvement in their
visibility score.

Improve engagement and conversion with continuous page optimisation.

A business website has three key imperatives: to be found, to sustain engagement, and to encourage conversion. This can be achieved by creating resonant content, delivered quickly, and optimised personalised experiences. Perfecting content, however, involves trial and error.

Adobe Experience Manager with Edge Delivery Services enables businesses to run fast and simple A/B tests to find the most effective and impactful content to improve the customer experience. That includes design, content, and UX, at the same time, across the full page.

Chatbots also provide answers and insights on page performance, while Real-user Monitoring (RUM) validates any changes — code or content — to the end visitor's experience.

Continual smart optimisation pays dividends.

Through rapid experimentation and testing, **Merative** significantly boosted their engagement via average time spent on the page by 42% and experienced a 100% boost in conversion via form fills.

100%

boost in conversion via form fills for Merative.



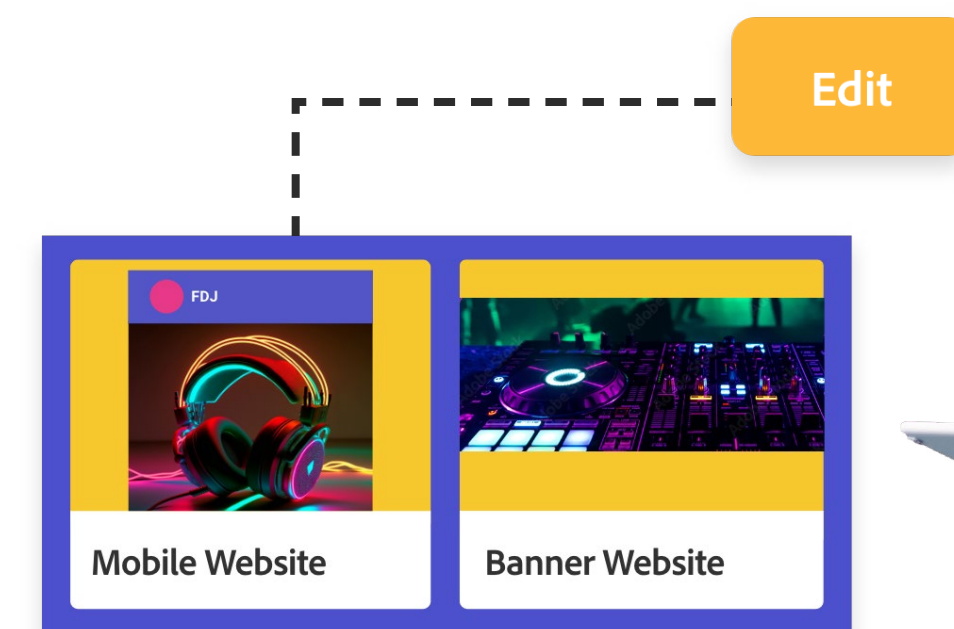
Making creation and delivery faster, smarter, and better.

If a business wants to deliver incredible web experiences to their customers, then the teams responsible need the tools that will help them to achieve it. Adobe Experience Manager Sites with Edge Delivery Services gives them the ability to deliver with agility at speed.

Adobe Experience Manager Sites enables a business to tap into the skills and scale of the broader team to empower every marketer to create and edit webpages quickly through tools they are already familiar with.

Whether a business uses Microsoft Word or Google Docs, marketers can implement changes to test, experiment, or react at speed to the needs of the customer. A simple drag-and-drop interface also makes layout and page structure adjustments for web or app experiences simple too.

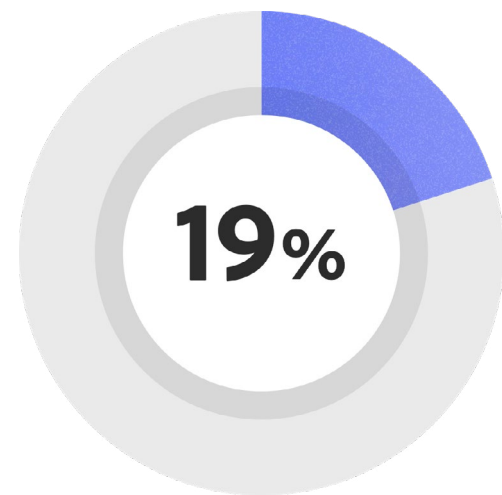
Keeping code, content, and design aspects separately organised enables greater team agility and collaboration. Coupled with consistent design systems, reusable content components, direct access to governed assets, and translation workflows, speed and productivity can be improved and enhanced too.



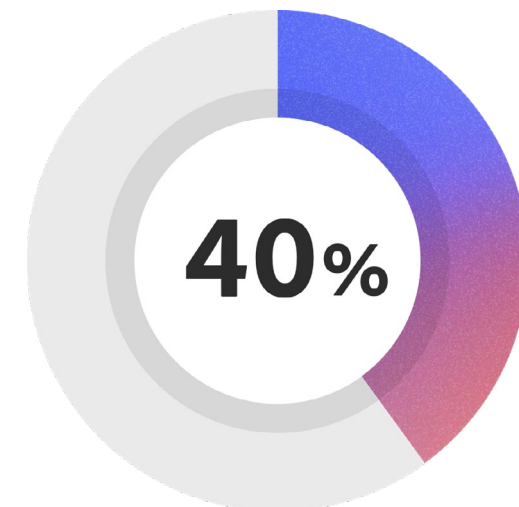
The Adobe Experience.

When we audited the performance of our own digital properties at Adobe, we found there was room for improvement. For both the desktop and mobile web experience, reduction in page load times and increased performance were targeted as ways to improve SEO, reduce bounce rates, and drive up time spent on site. Leading to improved engagement and conversation rates.

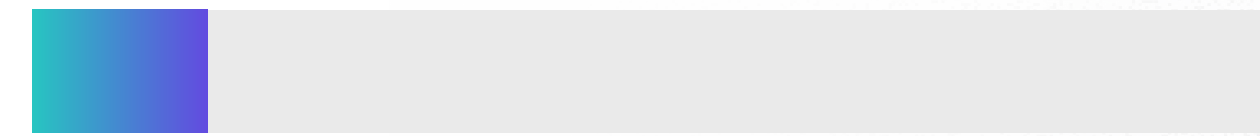
Following the adoption of Adobe Experience Manager Sites with Edge Delivery Services, Adobe experienced significant improvements:



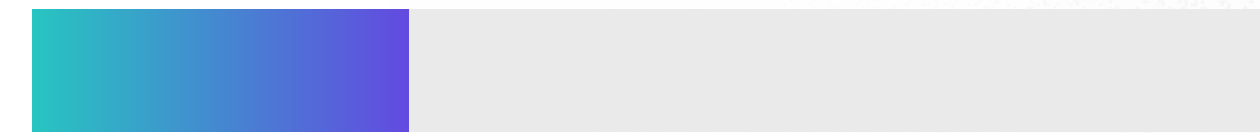
increase in SEO visits



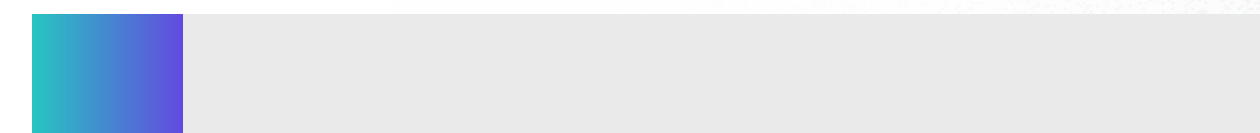
increase in engagement



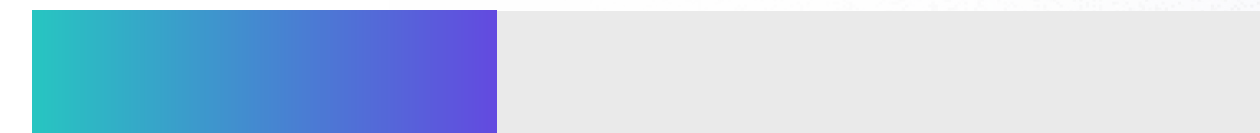
14%
increase in
repeat visits



30%
increase in the average
time spent on the page
(measured in seconds)



12%
reduction in
bounce rate



37%
increase in the conversion
rate of pages with forms

The modern marketer's CMS.

The bar has been raised on what a CMS can do and what experiences a business can deliver to its audience. The dream of delivering high-impact and high-performance digital property — from web to mobile to apps — is now a reality. What could you achieve with Adobe Experience Manager Sites?

[Discover more](#)

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