

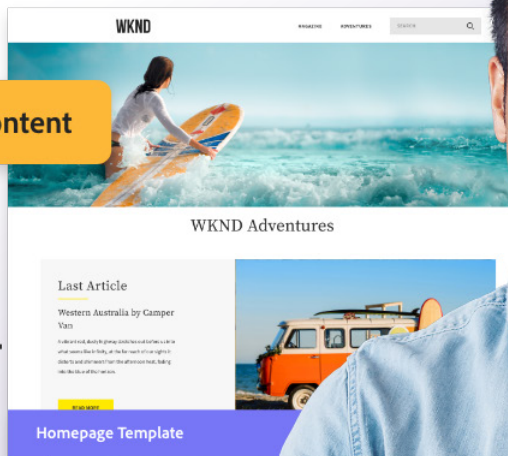


BUYER'S GUIDE

Content management system buyer's guide.

Six must-haves for your next CMS.

Streamlined content



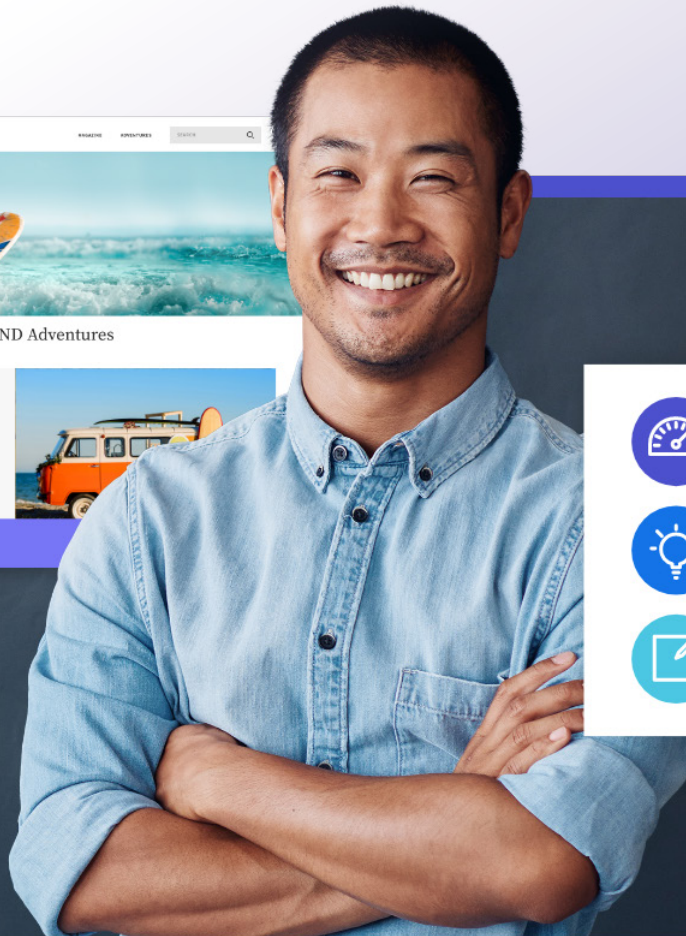
Fast load times



Experimentation



Authoring tools



Today, every business operates digitally—relying on content to connect with and educate customers. But content must be well managed to keep up with the pace of digital business. That’s where a content management system (CMS) comes in. The right CMS lets creators, designers, and administrators build, author, and publish content to any digital property quickly while ensuring fast load times to drive conversion.

In this guide, we’ll walk through six critical capabilities of a CMS to help your marketing and IT teams make an informed decision when evaluating solutions.

The six must-have capabilities for your CMS.

1. Boost conversion with better site performance.

When it comes to web performance, even small delays in page load times can adversely affect SEO rankings, page views, site engagement, and conversion rates. That’s why it’s critical to have a CMS that helps you optimise for fast load times and responsiveness.

47% 

of users won't wait longer than two seconds for a website to load, costing brands billions in lost sales annually.

Source: Forbes
Source: Forbes

.1 seconds 

Improving your load time by .1 seconds can boost conversion rates by 8-10%.

Source: Deloitte

What your CMS needs to deliver superior site performance.

For fast and responsive experiences across your digital properties, your CMS must be built for the edge. An Edge architecture facilitates data processing and use at the outermost edges of the network, closest to where the experience is consumed. This contributes to healthy Core Web Vitals and high Google Lighthouse scores.

Team needs	Key CMS capabilities
A fast website for lower bounce rates and higher SEO rankings	Phased rendering so the most prominent parts of each page load first
Minimal delays in content loading even with design or code updates	Persistent caching for quicker access to frequently used elements
Real-time insights to ensure your pages are loading properly	Real-user monitoring (RUM) that tracks page load times and user interactions—and alerts you to performance issues

CUSTOMER SPOTLIGHT

With Edge Delivery Services in [Adobe Experience Manager Sites](#), Volvo Trucks boosted its mobile performance score from 35 to 100 and increased its visibility score from 2.5% to 43%.

Merative improved its web performance score from 34 to 100 and reduced its page load speed from 10.9 to 1.6 seconds.

[Explore site performance features.](#)

2. Make content creation fast and scalable.

An optimal CMS will empower your content contributors to easily create, edit, and publish content, providing flexibility for marketers with or without CMS expertise to manage content and pages across multiple locations.

76% 

of marketers prefer to use intuitive content authoring tools like Microsoft Word and Excel that can be imported into their CMS.

Source: Adobe

How your CMS can turn everyone into a content expert.

With familiar, easy-to-use authoring tools, teams can accelerate the editing and publishing process, allowing content to scale across teams, regions, and channels.

Team needs	Key CMS capabilities
The ability to create, edit, and publish webpages with preferred tools	Document-based authoring to create and edit webpages in familiar tools like Microsoft Word and Google Docs
A method for non-technical users to build and edit content without developer help	Drag-and-drop templates and a visual editor for building and editing webpages with a live preview
An integrated way to manage all your digital properties, including regional and language-specific sites	A centralised platform that controls region-specific mobile and web properties while adhering to brand guidelines and overall governance policies
The ability to translate content to different languages and deliver regional versions of your website in just a few clicks	Automated language translation for copy and image metadata integrated into the CMS

CUSTOMER SPOTLIGHT

Pethealth Inc. used Experience Manager Sites to combine the strengths of its five brands into a single, cohesive content ecosystem, all while publishing content 82% faster and doubling its marketing productivity.

[Explore content creation features.](#)

3. Accelerate experimentation and optimisation.

A CMS that allows teams to efficiently build and run experiments without relying on third-party systems or extensive collaboration across teams is critical to extracting insights faster.



Ecommerce sites that run successful A/B tests have seen a 50% increase in revenue per unique visitor.

Source: VWO

How your CMS can optimise experimentation processes.

A/B testing for a single element or a full page helps identify the most effective content strategies and components. By optimising based on performance insights, organisations can maximise the return on investment (ROI) for their content creation efforts.

Team needs	Key CMS capabilities
Testing and optimisation features that don't rely on specialised teams	Built-in A/B testing that marketers can set up in minutes
The ability to find the best performing experiences to maximise content's ROI	Full-page experimentation to test page functionality, design, and content against specific audience segments—by location, device type, and new or returning visitors
A deep understanding of the content that excels and the content that underperforms	Analytics based on real-user monitoring that deliver both page- and component-level insights with results that are easy for the team to access

[Explore testing and optimisation features.](#)

4. Seamlessly manage content across all channels.

A CMS should be built for omnichannel capabilities, enabling teams to create, manage, and deliver rich content across all digital touchpoints. Without a unified CMS, delivering content across channels isn't scalable and requires heavy support from IT. As a result, experiences become inconsistent and generic.

89% 

Companies with a strong omnichannel strategy retain 89% of their customers.

Source: Invesp

33% 

Companies with a weak omnichannel strategy retain just 33% of their customers.

Source: Invesp

What your CMS needs to support omnichannel digital experiences.

To deliver engaging cross-channel experiences, your CMS must include a consistent design system, reusable content components, direct access to governed assets, and responsive design tools. With these features, you can empower your entire team to build connected experiences across your digital properties without repeating tasks on each channel.

Team needs

A solution for non-developers to edit and publish content on any channel

The ability to keep content brand-compliant and consistent across customer touchpoints

Key CMS capabilities

Editable drag-and-drop components in a WYSIWYG interface, with live preview

Pre-configured components like text, image, and responsive grid columns to create and manage on-brand page templates

Fast ways to create content so marketers never have to start from scratch

A complete library of assets and templates, as well as globally consistent design systems

The means to reuse and adapt content efficiently to save time on updates and to minimise errors

Reusable components that can be applied to multiple pages and that automatically update when changes are made to the master

[Explore omnichannel experiences features.](#)

5. Stay flexible for headless, traditional, or hybrid delivery.

IT and development teams using outdated CMS solutions are creating a content maze where each channel has its own isolated repository. The same content will need to be manually created for each channel—which places a significant drain on time, energy, and resources and produces inconsistent and disrupted customer experiences.

The right CMS will solve these issues out of the box with an easy-to-use platform for publishing content to any front end of your choice, whether you're using a headless or hybrid model. A hybrid approach gives developers a flexible and adaptable system and marketers an intuitive interface to shape how content is presented across channels.

59% 

of marketers and developers say they're not equipped to reuse content, and it's slowing them down.

Source: Adobe

76% 

of people who rate their organisation's digital maturity as advanced mainly use a hybrid CMS.

Source: Adobe

How to design your CMS for tech stack flexibility.

A CMS should be able to cater to a headless, traditional, or hybrid delivery approach to give you the ability to manage cross-channel content in a central hub. Teams can publish content across all front ends—including single-page apps, mobile apps, IoT, and more.

Headless delivery	Traditional delivery	Hybrid delivery
Content is stored and managed separately from its user-facing application, so it can be delivered to multiple platforms and devices without being tied to a single front-end system.	Content and its presentation are integrated. Traditional is typically designed for delivery on a specific platform.	Content delivery is flexible when headless and traditional approaches are combined. A hybrid approach may maintain traditional delivery for specific use cases.

Organisations are also looking for composability in a CMS, which allows assets such as images, text, or multimedia content to be updated, modified, and assembled in a way that seamlessly adapts to different platforms. Editing a component like a web banner or a product image in a central location improves operational efficiency. The changes are made instantly everywhere the asset is used.

Team needs	Key CMS capabilities
The ability to make and preview changes to all content within the context of the design experience and in real time	Real-time preview and editing, regardless of the front-end framework or rendering location
The means to reuse and deliver content to all your digital properties	Modular, channel-agnostic content creation for creating once and publishing to any digital surface

A way to simplify content access for developers, ensuring speedy, app-like experiences across platforms

A query language designed for APIs to deliver content fragments to client applications

Integration with in-house and third-party applications without incurring infrastructure overhead

Pre-defined application API endpoints that can be used to customise extensions and scale faster

[Explore headless CMS features.](#)

6. Develop web and app experiences quickly without sacrificing performance.

Your CMS should make it easy for developers to launch new web and app experiences—with an optimised starting point and compatibility with preferred frameworks to maximise efficiency. If developers are bogged down by long and complicated development cycles, it impedes web functionality and delays the launch of new sites or pages.

54% 

of marketers and developers rank a gap in skills or lack of specialists as one of their top three pain points.

Source: Adobe

What your CMS needs for faster web and app development.

The best approach allows authoring, design, and coding to occur in parallel—unlike the traditional linear development process, where various stages occur sequentially, restricting flexibility and speed in the development process.

Team needs

Key CMS capabilities

Customisable starting points for developers to build faster

Optimised boilerplate code to accelerate development, minimise unnecessary code, and ensure faster page load speeds

Faster development cycles with fewer dependencies

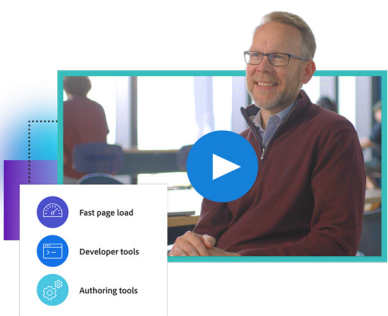
A flexible development approach for development where content, development, and design work in parallel rather than with dependencies on one another

The ability for distributed teams to validate code changes with production content during the development process

Auto-created code preview to let developers preview environments for every source code branch

The capability to edit and manage single-page applications (SPAs) easily without coding

Drag-and-drop layout editor and live preview features to empower marketers to make changes on their own



Through Edge Delivery Services, Adobe's engineering team is now able to deliver features to Adobe.com 2.5 times faster.

[Watch the video to hear our story.](#)

[Explore accelerated development features.](#)

Adobe Experience Manager Sites checks all the boxes.

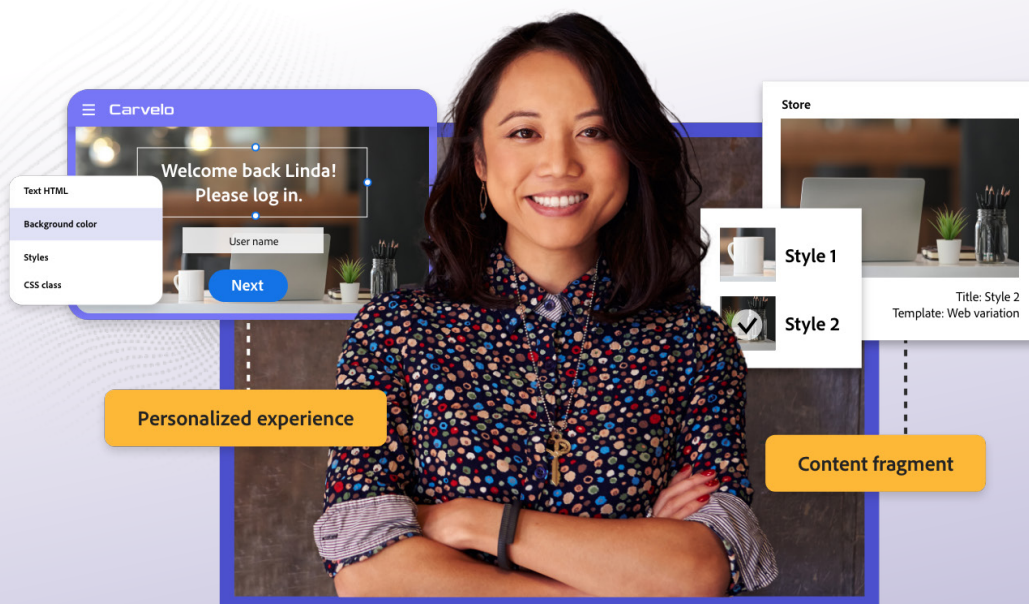
The best CMS for your organisation is the one that empowers your marketers and developers to create high-performing content across any digital property—from web to mobile to apps.

Experience Manager Sites is an industry-leading CMS that dramatically improves the speed at which you can build, author, publish, and load pages across devices and channels to keep pace with the speed of digital business.

In fact, we were named a Leader in [*The Forrester Wave™: Content Management Systems, Q3 2023*](#) and [*IDC MarketScape: Worldwide Hybrid Headless CMS 2023 Vendor Assessment*](#).

Ensure your organisation stays ahead with our best-in-class CMS features and proven leadership in the industry.

[Learn more about how Adobe Experience Manager Sites can help you maximise your web performance.](#)



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