Measuring the maturity of your content-led business.

Understand where you are on your journey to a best-in-class content-led experience.

Discover a more dynamic way to work.

Put an experienced market-leader to work for your business and transform your digital offering with a dynamic, progressive and productive platform that will accelerate your speed to customer.

Join the thousands of leading brands using Adobe Experience Manager to:

- Accelerate delivery of content
- Create personal experiences on any channel
- Integrate their creative and marketing software into a single solution
- Reap greater value from their digital assets
- Get data insights and machine learning advice to deliver and improve the customer journey
- Use the cloud for greater agility and scale, better reliability and security

> " We're saving an hour of staff time per asset, tens of thousands of times per year... including reduced rework, less duplicate creative work, and on creating renditions."
>
> **The Business Value of Adobe Experience Manager Assets.**
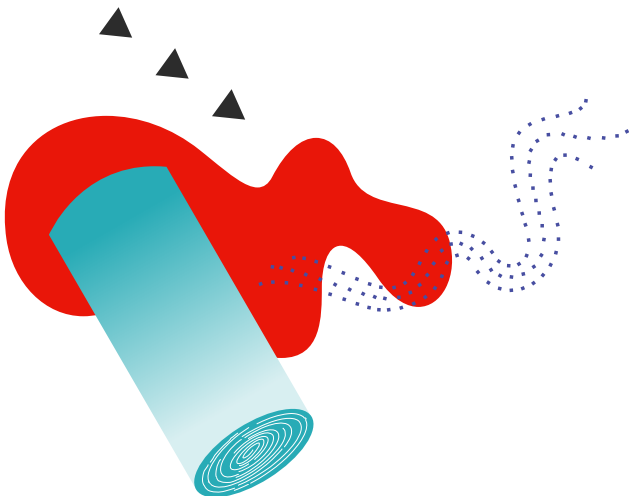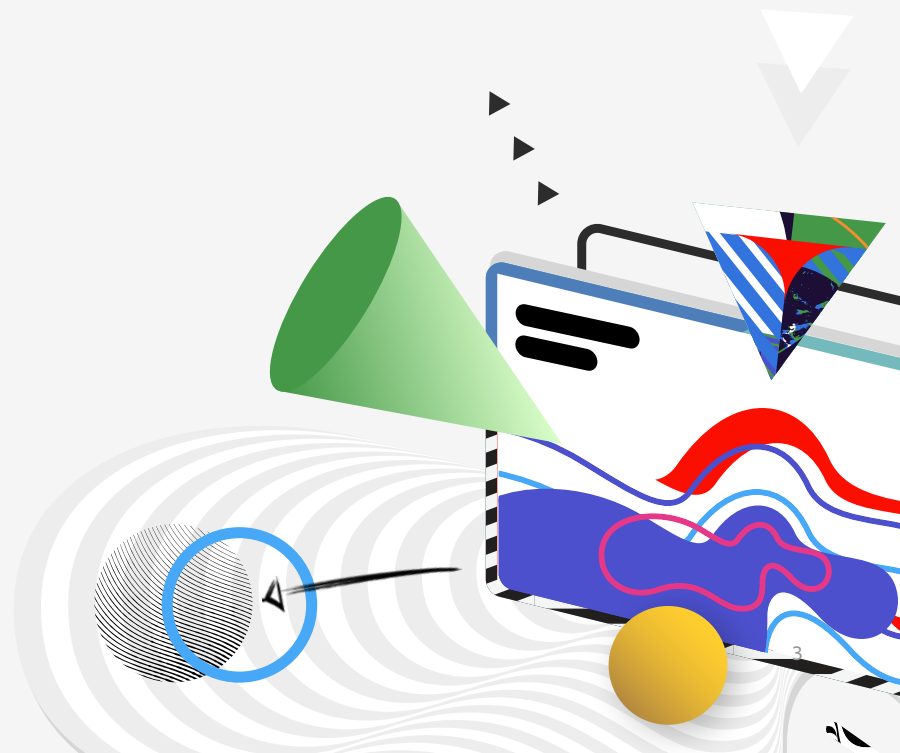> Melissa Webster, Matthew Marden.
> February 2018.

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Best-in-class experiences demand maturity.

Understanding where you are on your journey to a best-in-class content-led experience is fundamental to determining your next steps.

There's no doubt that experience-led companies deliver excellent and engaging experiences across all digital channels. And they get better business results. According to research **sponsored by Adobe and conducted by Forrester Consulting**, experience-led companies achieve:

1.6x
higher customer satisfaction and brand awareness

1.9x
higher average order value and return on marketing spend

But only a small handful of businesses are truly experience-led. That's because experience-led businesses must deliver the right content to the right people through the right channels, and very few companies get content creation and delivery right. For example, some organisations fail to produce enough content or struggle to organise and update large volumes of aging content. Others may not have the resources to optimise content for every digital endpoint or match the right content to the right people at the right time.

# Managing, creating and delivering hyper-relevant experiences.

An experience-led business must have sophisticated content management, creation, and delivery technology that allows them to do the following:

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- Create customer profiles that span channels.
- Craft personalised and interactive content experiences.
- Intelligently recommend content.
- Adapt content for different channels and customer contexts.
- Align marketing and sales teams around content creation needs.
- Increase agility and efficiency of experience delivery.

Adobe Experience Manager is one of a handful of solutions that delivers on these essential content production needs. It combines a content management system (CMS), Sites, with a digital asset management system, Assets, within a single integrated solution. Together, these systems let you transform content into hyper-personalised experiences.

This experience maturity index will help you understand where you are today and what kinds of investments you will need to deliver hyper-relevant experiences at scale.
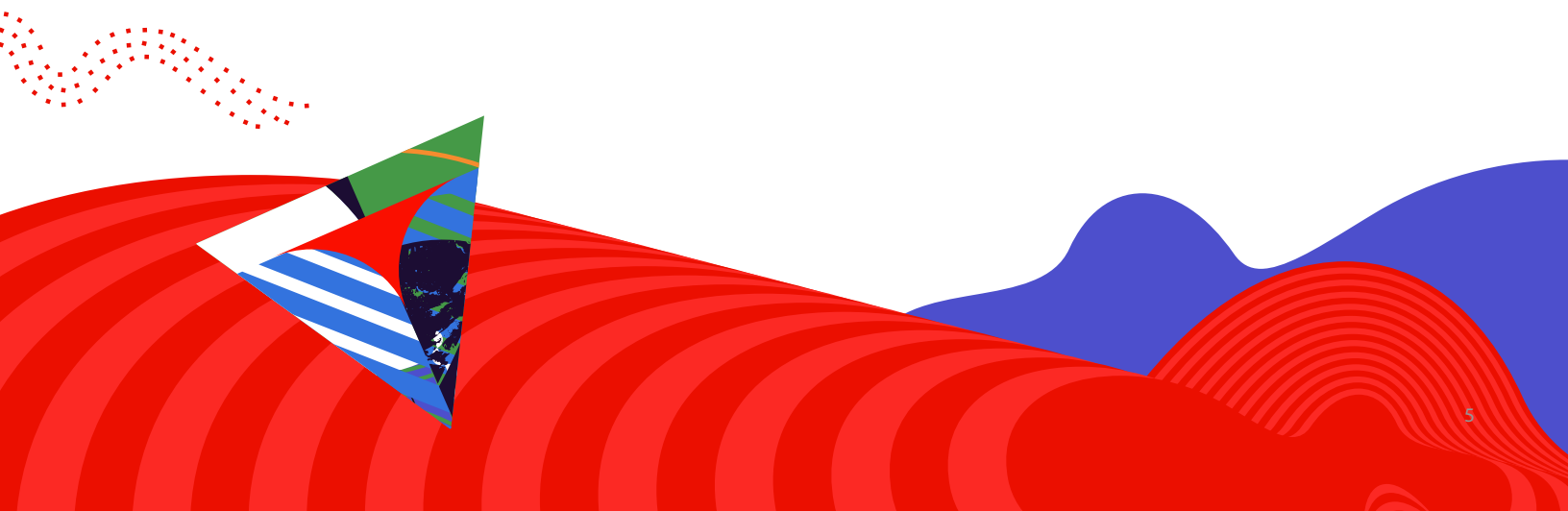
The five stages of maturity.

Generally, there are five stages that enterprises can go through in the transformation to an experience-driven, content-led business. They may pass through these stages in sequence as they grow, or they may leapfrog over multiple stages by upgrading to modern CMS and digital asset management (DAM) technology along the way.

Stage 1: One-Size-Fits-All	Low content velocity, on-premises infrastructure, minimal digital content and asset management, no personalisation
Stage 2: Emerging	Medium-low content velocity, on-premises infrastructure and/or basic web hosting, simple content management, minimal digital asset management, minimal personalisation
Stage 3: Responsive	Medium content velocity, hybrid infrastructure and/or business-class web hosting, business-class content management, emerging digital asset management, manual personalisation
Stage 4: Accelerating	Medium-high content velocity, enterprise-class cloud and/or hybrid infrastructure, enterprise-class content and digital asset management that may not be integrated, automated personalisation
Stage 5: Intelligent	High content velocity, scalable native cloud architecture, fully integrated digital content and asset management, intelligent 1:1 experience based on real- time cues

From zero to high content velocity.

Content velocity is how quickly you can deliver the right content to the right audience at the right time. You can accelerate content velocity by helping content creators, designers, and marketers work together to create assets and then manage and publish them from a centralised location.

Adobe Experience Manager Sites and **Adobe Experience Manager Assets** are designed to maximise content velocity no matter where your business sits on the experience maturity index today.

Where does your business sit right now?

Here's a more detailed look at the chief characteristics of each stage to help you assess where your business is at currently.

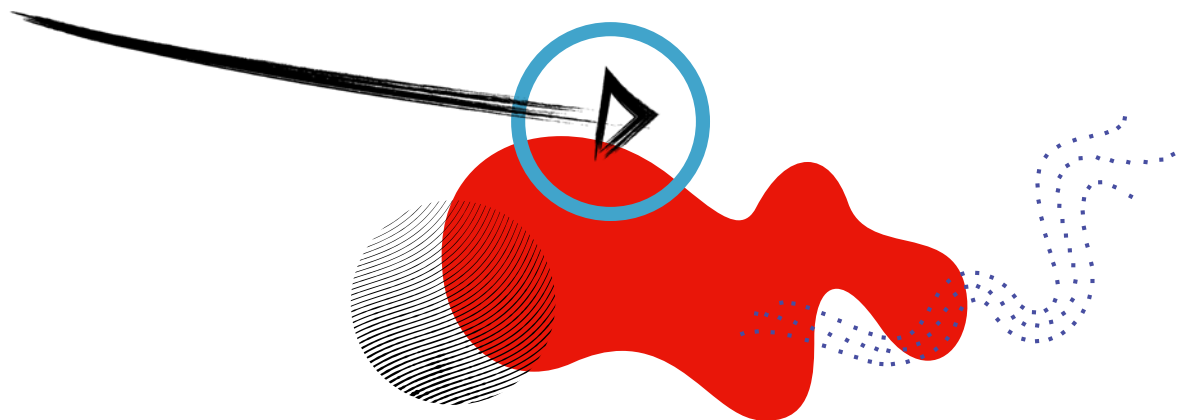## Stage 1: One-Size-Fits-All

Content management:

- Content is published to the company website sporadically with no particular cadence.
- Updating or creating new web pages requires finding a developer to hand-code pages.
- Web designs are not responsive and only work on desktop devices. Mobile experience must be designed separately.
- Web pages are not searchable.
- Web pages are not grouped into meaningful categories for easy browsing.
- Web sites and experiences are not localised.

Digital asset management:

- There is no single repository of content. Instead, assets are scattered across local devices and servers.
- Content is not formatted or customised for each digital channel or localised for different regions.
- Content creation processes are completely manual and often take months.
- Assets are never audited and are rarely if ever retired or refreshed.

Infrastructure:

- On-premises web servers are managed by IT.
- Scaling requires new investments in hardware and network infrastructure.

Stage 2: Emerging

Content management:

- Content is published to the company website occasionally and on a semi-regular schedule.
- Updating or creating web pages requires finding a developer or learning a complex and code-intensive CMS interface.
- The company website and/or commerce portal supports basic search queries.
- Content is organised online in basic categories for different audiences.
- Some web pages may be localised.

Digital asset management:

- Marketing may maintain a designated content drive or web directory, but it is not consistently used and version control is an issue.
- Digital content is available through multiple channels (company website, customer portal, intranet, etc.) but is not optimised for each channel.
- Some content may be localised.
- Content creation processes are mostly manual and may be duplicated across multiple teams.
- Assets are sporadically audited and occasionally retired or refreshed.

Infrastructure:

- On-premises web servers are combined with third-party web hosting, all managed by IT.
- Scaling requires new investments in hardware and network infrastructure.
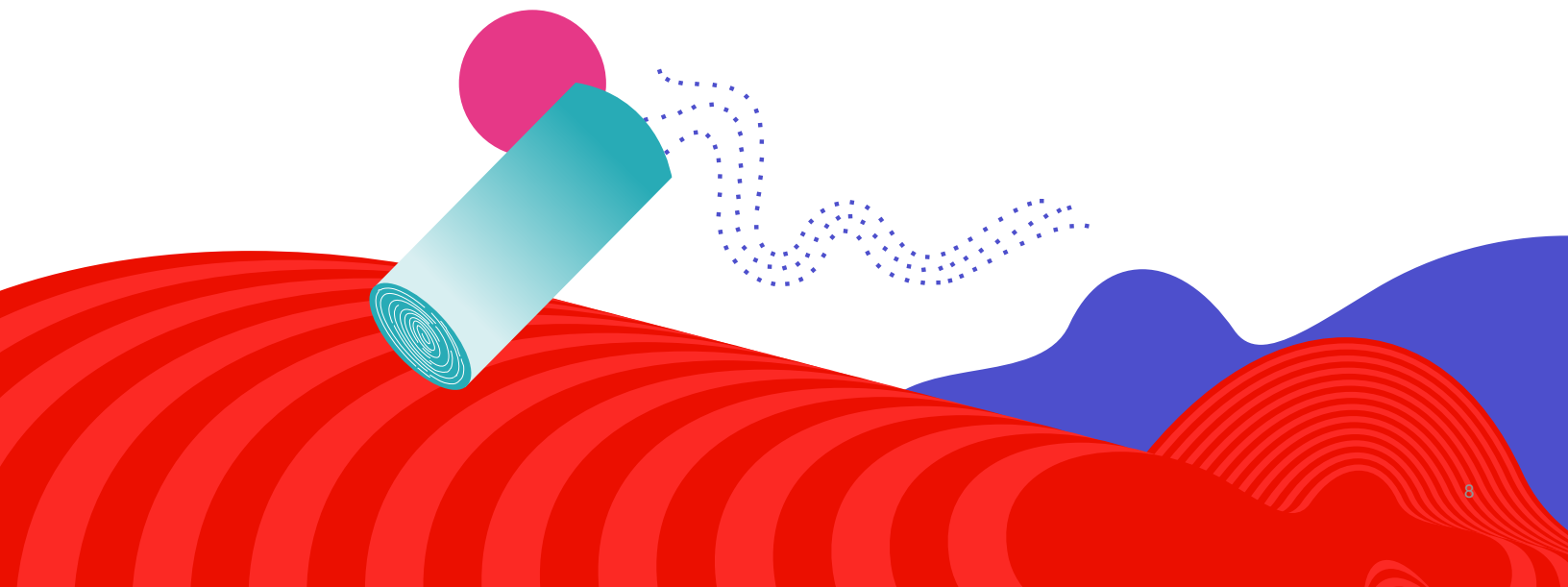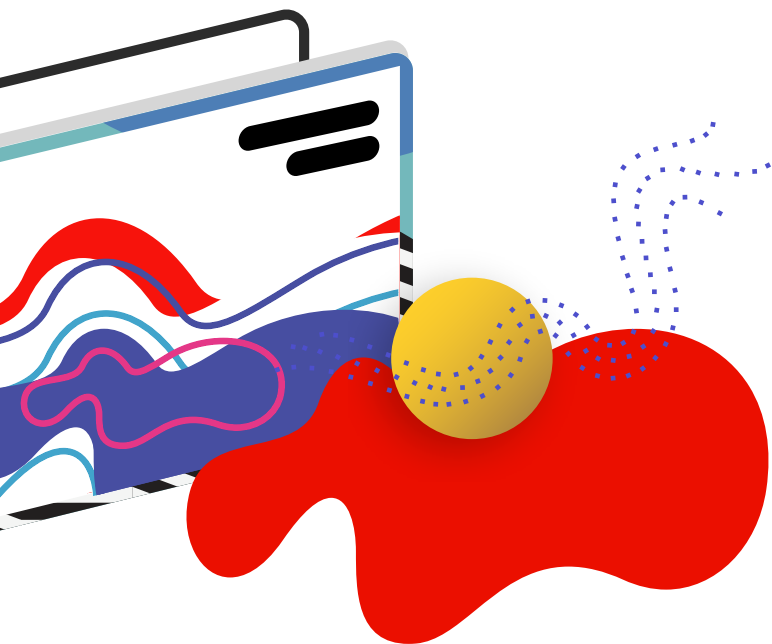
Stage 3: Responsive

Content management:

- Marketing has a content strategy for the company website as well as other external channels.
- Content is created and customised for different audiences.
- Content is published to the company website according to a regular schedule.
- Web sites may be cloned and fully localised for different regions.
- Marketing has the resources to hire a third-party developer to code new web pages and/or a dedicated team member who can work with their CMS interface and build new web pages.
- The company website and/or commerce portal can support advanced search queries.
- Content is matched to website visitors according to basic firmographic and audience information.

Digital asset management:

- Marketing maintains a centralised repository for company-wide content, but local copies of assets are still kept on local drives, and version control remains a problem.
- Digital content is available through multiple channels (company website, customer portal, intranet, etc.) and is optimised for some channels (mobile, certain social platforms, etc.).
- Content creation processes are partially automated and may span multiple workflow solutions. They also include a localisation phase.
- Assets are regularly audited, refreshed, and retired. A searchable content index makes it easy for stakeholders to locate content.

Infrastructure:

- Hybrid cloud computing is combined with third-party web hosting, overseen by IT and multiple solution providers.
- Scaling without major investments in equipment is possible, but may be complex and time-consuming.

Stage 4: Accelerating

Content management:

- Marketing has a content strategy that is customised for different audiences at different stages of the buyer's journey. It spans multiple channels.

- Content is published often—every week or two weeks— to the company website and may be automatically launched at predetermined times.

- Marketing has dedicated, in-house resources to update their website, and the CMS may offer drag-and-drop web page creation.

- Website visitors can take advantage of AI-enabled contextual search.

- The company website and/or commerce portal uses AI to match the right product and informational content to visitors.

- Web sites and web experiences are fully localised and contextually appropriate.

Digital asset management:

- Marketing maintains a centralised repository for company-wide content that resides in the cloud and is easily accessible to everyone.

- Digital content is available through multiple channels and is optimised for most channels (mobile, social media, etc.)

- Content creation processes are mostly automated but may require manual intervention when content is ready to be published to one or more channels.

- Some aspects of asset localisation are automated.

- Assets are audited, refreshed, and retired often. Because content is modular, updates are quick and efficient.

Infrastructure:

- Cloud-based infrastructure is overseen by IT and managed by multiple vendors.

- Scaling is a relatively straightforward process but may involve coordination with multiple third parties.

Stage 5: Intelligent

Content management:

- Marketing has a content strategy designed for a non-linear buyer's journey that spans a wide spectrum of channels, customer behaviors, and media types.

- Content strategies are carefully tailored for different regions.

- Content is published very frequently—every day or even multiple times a day—and may be triggered by AI in response to various events or buyers' behavioural signals.

- Marketing can update the company website in minutes with a drag-and-drop creation tool. Some pages may be automatically generated by AI.

- AI-powered guided selling tools walk users through the buyer's journey.

- AI-powered predictive content and product recommendations deliver a personalised, content-led experience for prospects in all locations.

Digital asset management:

- Content assets and related data are made available to multiple people and platforms through event streaming and other cloud-native technologies.

- Digital content is optimised on the fly for different channels and conditions (such as low- vs. high-bandwidth connections).

- Content creation processes—from ideation through publication—are fully automated and connect enterprise and agency staff across multiple regions.

- Localisation is intelligent, automated, and may involve adapting content originally developed in many different regions.

- Assets and content modules are automatically flagged for refreshment and assigned to teams.

Infrastructure:

- Native-cloud architecture is combined with event streaming and other "big content" technologies.

- Scaling is rapid, responsive, and on demand.
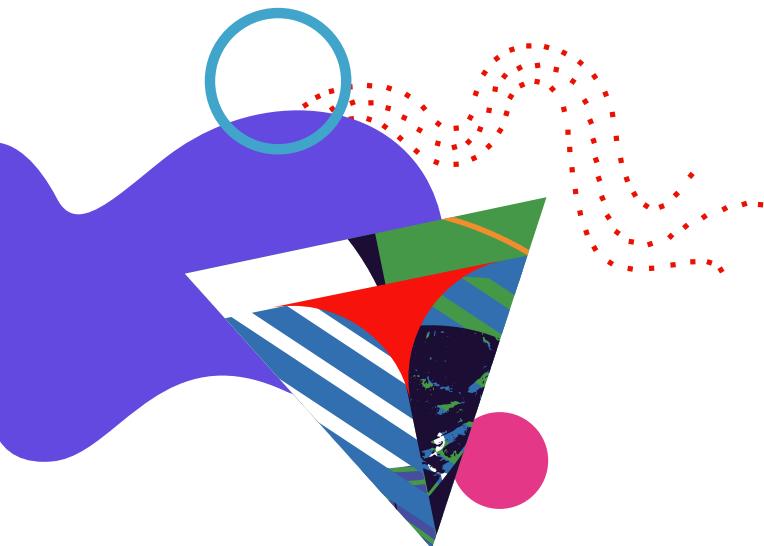
Make the leap to content-led experiences today.

Adobe Experience Manager can help you advance your experiences fast, no matter where you're starting from. This matrix shows which Adobe Experience Manager capabilities are required at each maturity stage of your content-led experience.

Capability	About	Maturity Stage					Adobe Experience Manager	
		1	2	3	4	5	Sites	Assets
WYSIWYG web page editor with out-of-the-box components	Build and publish web pages faster, ensure content is optimised for different devices.	■	■	■	■	■	■	
Responsive web design	Provide a great user experience across all devices (mobile, tablet, etc.).	■	■	■	■	■	■	
Reusable content and experience fragments	Streamline and accelerate the creation of personalised experiences for your website.		■	■	■	■	■	
Easy-to-use web template editor	Quickly design a wide variety of web templates non-technical staff can use to build web pages.		■	■	■	■	■	
Cloud manager	Easily test new website features and updates.		■	■	■	■	■	
Multi-site management	Easily manage multiple websites with the same admin dashboard.		■	■	■	■	■	
Project workflows	Automatically manage the creation and launch of new web pages, web sites, features, etc.			■	■	■	■	
Version control	Retain a snapshot of your website at any given point in time and easily roll back to earlier versions.			■	■	■	■	
Content as a service	Connect your web content with a wide variety of third-party applications.			■	■	■	■	
Rules-based targeting	Serve relevant web content to visitors according to rules based on real-time data, such as geographic and behavioural data.			■	■	■	■	
Targeting insights	Understand how website visitors are responding to content and offers.			■	■	■	■	
Real-time customer profile	Continually update customer profiles in real-time to allow more accurate targeting.				■	■	■	

Capability	About	Maturity Stage					Adobe Experience Manager	
		1	2	3	4	5	Sites	Assets
Asset checkout	Lock digital assets for editing to ensure version control.			■	■	■		■
Digital asset management workflows	Create workflows for planning, designing, reviewing, approving, and publishing.			■	■	■		■
Asset collections	Easily create, edit, and share asset collections between users, including smart collections that can dynamically include assets based on search criteria.			■	■	■		■
Asset insights	Use data insights to see which assets perform best, and easily report asset engagement, consumption, and interaction to key stakeholders.			■	■	■		■
Asset version history	Automatically save every version, detect and eliminate duplicate versions, revert to earlier versions, and reduce risk of using unlicensed or restricted assets.			■	■	■		■
Dynamic media	Manage and publish dynamic digital, multimedia experiences across devices.				■	■		■
Robust video support	Automatically deliver the right video quality to the right device and bandwidth—SD or HD—and meet any need, quality, size, or experience without relying on IT.				■	■		■
Digital asset search	Find assets fast, with automated, intuitive search options powered by Adobe Sensei.				■	■		■
Smart tagging	Understand an asset's content to automatically tag it with intelligent, business-specific keywords using smart tags powered by Adobe Sensei AI and machine learning.				■	■		■
Asset link to Creative Cloud	Design, revise, review and approve any asset (housed in Experience Manager Assets) directly in Creative Cloud applications.					■		■
Brand portal	Securely distribute finished assets to partners and internal teams, and easily manage access.			■	■	■		■

Ready to take the next step?

Together, Adobe Experience Manager Sites and Assets provide the capabilities you need to create and deliver content-led experiences at scale. They automate many time-consuming manual processes associated with building, personalising, and maintaining content for multiple channels at every stage of the buyer's journey.

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- Deliver personalised digital experiences that are more likely to convert.

- Quickly produce content in response to events and changing customer needs.

- Reduce the time cost associated with content creation and publishing.

- Empower non-technical teams to do more work themselves without over-burdening IT.

- Allow marketing and creative teams to work more effectively together.

Learn more

Adobe Experience Manager Sites

Adobe Experience Manager Assets

Request a demo