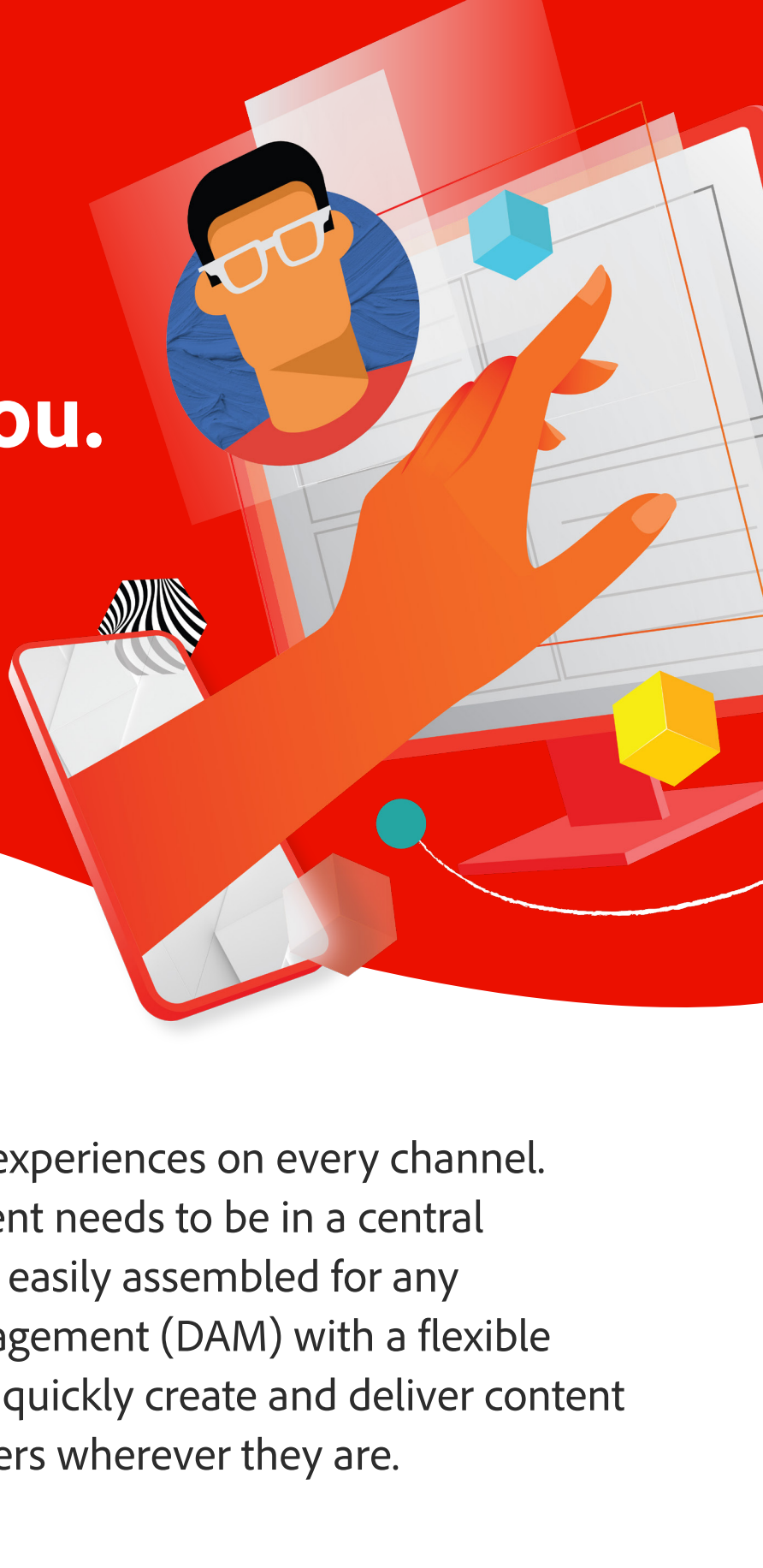




Don't work harder for digital content. Make it work for you.

Create, manage, and deliver personalized content in an instant with Adobe Experience Manager.



Customers want fast, relevant content experiences on every channel. To meet those expectations, your content needs to be in a central location, reusable across channels, and easily assembled for any experience. Pair your digital asset management (DAM) with a flexible content management system (CMS) to quickly create and deliver content at scale and connect with your customers wherever they are.

Less searching for assets. More building experiences.

To deliver great content quickly, you first need to be able to manage it. Focus on creating assets using efficient workflows, making them easy for everyone to find through automation, and establishing governance and compliance practices to make sure they're used properly—all from one integrated platform.

Keep up with content demands.

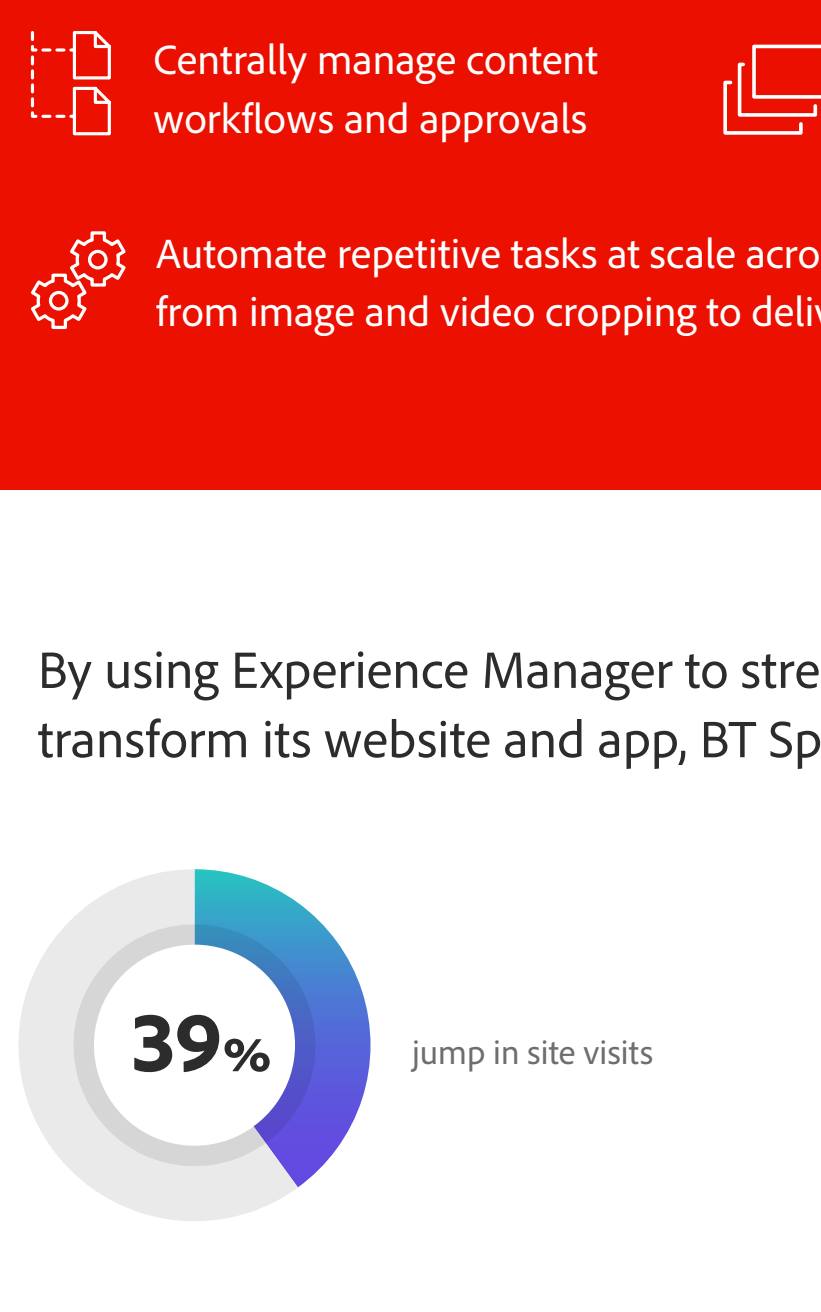
29% of marketers say keeping up with demand for new content is their top business challenge.

26.7 hours average time spent creating and editing content per week

26% increase in content authors in the next two years

Source: IDC

Get the right tools on your side.



of senior executives are making content a top technological priority for 2022.

Source: Adobe and Econsultancy

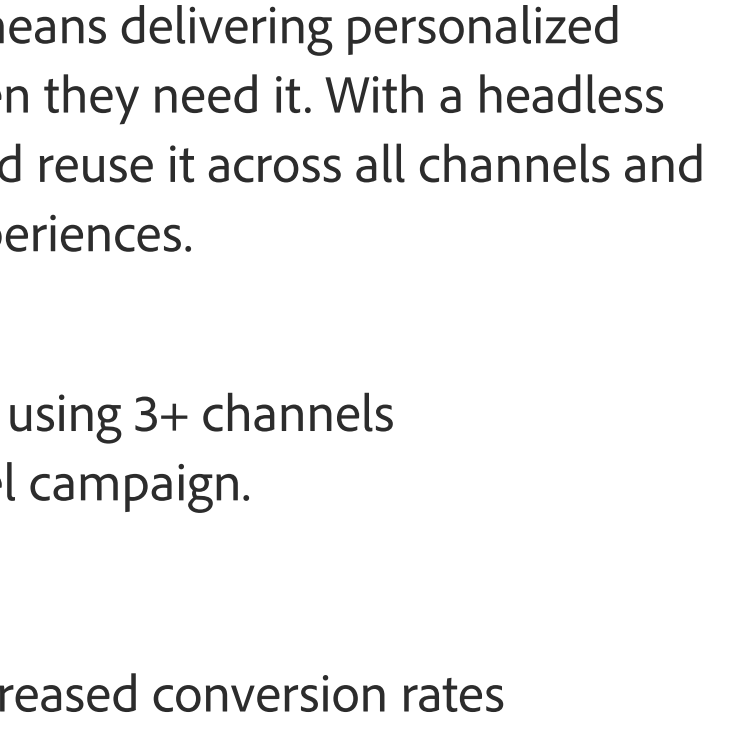
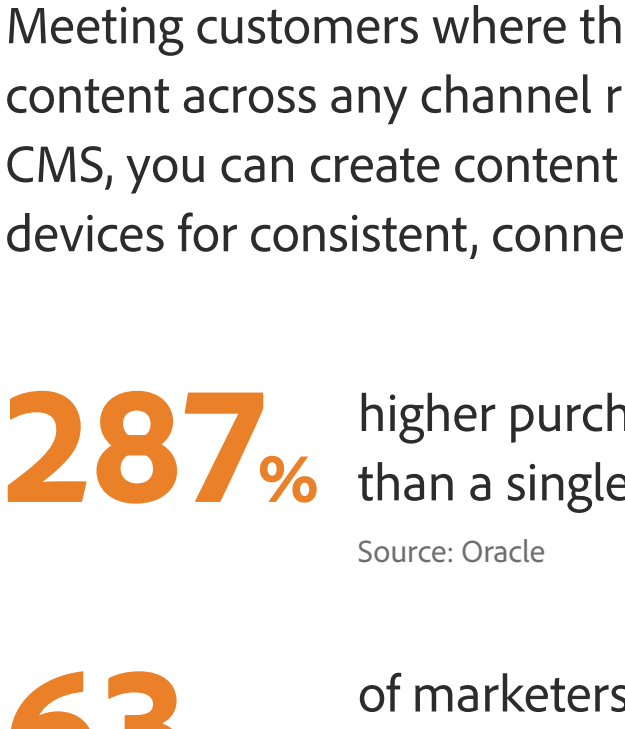
Adobe Experience Manager gives efficiency an edge.

Centrally manage content workflows and approvals

Automatically tag, monitor, and control every asset

Automate repetitive tasks at scale across the entire content creation process, from image and video cropping to delivery for any screen size or device

By using Experience Manager to streamline the company's DAM and transform its website and app, BT Sport gained:



“ We created 4,000 football match day pages—incorporating live data, live streams, and video content in just 20 minutes, without any editor intervention. By the time we launched, we estimated that this approach had saved us 47 days every year in content editing time.

Matthew McMahon
Digital Product Owner
BT Sport

Power connected experiences everywhere, faster.

Meeting customers where they are means delivering personalized content across any channel right when they need it. With a headless CMS, you can create content once and reuse it across all channels and devices for consistent, connected experiences.

287% higher purchase rate using 3+ channels than a single-channel campaign.

Source: Oracle

63% of marketers saw increased conversion rates as the main benefit of personalization.

Source: Statista

Personalization at scale is easier said than done.

72% of retail leaders say scaling personalization is their top challenge.

59% of firms offer no or basic personalization on their website.

Source: Adobe and Incisiv

58% of retailers believe they don't have the technology to support their personalization strategy.

Source: Adobe and Incisiv

Experience Manager can help.

Easily optimize experiences using artificial intelligence or machine learning to adjust content and create channel-specific variations.

Harness an API-first, headless CMS to deliver personalized experiences across the customer journey.

Create exceptional content—and measure it too.

Your experiences may seem great to you, but they need to resonate with your customers. With a unified DAM and CMS in Experience Manager, you can speed up content creation, track performance, lower costs by reusing assets, and tie it all directly to your business goals—like conversion and ROI—through one intuitive dashboard.

Using Experience Manager, businesses saw:

366% three-year ROI from the DAM

Source: IDC

348% three-year ROI from the CMS

Source: IDC

In addition, teams gained increased efficiency:

Faster creation of new assets 47%

Faster to render existing assets 84%

Faster content delivery by digital marketing teams 27%

Faster delivery of new brand or country sites 66%

Source: IDC

Unlock critical insights to optimize experiences:

How customers interact with your content

How engagement changes on different devices

What content is performing the best

Informatica traded a rigid, resource-intensive CMS for Experience Manager to achieve:

75x traffic increase

45% more time on page

50% less bounce rates

“ This initiative has fundamentally changed how we engage site visitors. We have evolved from a product-centric and asset-driven approach to audience-first, integrated digital experiences.

Carolyn Appleby
Group Vice President, Corporate and Digital Marketing
Informatica

Fuel personalization with Adobe Experience Manager.

With Experience Manager, you get the tools you need to manage your assets, create personalized content in an instant, and deliver experiences when you need to—no matter what channels or devices your customers are on.

[Learn more](#)

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