Manage content at the speed of digital business.

Adobe Experience Manager Sites brings content to life with lightning speed across your digital properties.

To keep up with the millions of customers demanding bespoke experiences on the go, you need a content management system (CMS) that ensures your digital content experiences are relevant, timely, and delivered on your customers' preferred channels. And it has to happen fast. But with the number of digital touchpoints and devices on the rise, marketers and development teams are struggling to keep pace.

This quick guide reveals how our CMS—**Adobe Experience Manager Sites**— gives teams the speed and ease they need to optimize website, mobile, and app performance and boost conversion rates.

Marketing professionals agree—the call for content is scaling to new heights.

88%

say demand for content has increased at least twofold during the last two years.

5–20 times

Nearly two-thirds expect demand to grow 5–20 times over the next two years.

Accelerate with Experience Manager Sites.

Deliver engaging digital experiences, all while keeping operations humming for your teams. With Experience Manager Sites, you can increase the pace of content creation, accelerate development cycles, and boost engagement with fast load times and out-of-the-box optimization features.

1. Increased content velocity.

With Experience Manager Sites, marketers and other content creators can fast-track content creation to speed up time to market.

87% of marketers and developers want more investment in self-serve and marketer-friendly tools.

77% of marketers seek easy-to-use tools like templates and WYSIWYG editors.

- ☐ **Create pages with flexible authoring options.** Make content authoring easier with document-based authoring in familiar tools like Microsoft Word or Google Docs. Content contributors who want to work directly in the application can use a WYSIWYG visual editor.

- ☐ **Personalize and arrange page elements.** Drag and drop text boxes, images, and videos and implement features such as search, navigation, and breadcrumbs with easily replicated, customizable templates that don't require extensive developer involvement.

- ☐ **Automatically adapt your content for delivery.** Content is instantly reformatted to fit any channel specs, like webpages, emails, mobile apps, and more.

- ☐ **Control all of your digital properties from one place.** With multisite management, you can tailor content globally and ensure automatic updates align with brand- and region-specific needs.

Learn about more marketer-friendly **content creation tools** like document-based authoring.

2. Rapid web development.

With Experience Manager Sites, development teams can launch a new web or app experience at top speed using their favorite tools and frameworks—all in one place and without sacrificing performance.

☐ **Choose your approach.** Whether it's traditional, headless, or hybrid, you can adapt your development model to evolving business needs.

☐ **Skip the learning curve.** Build experiences with standard tools like JavaScript or GitHub, eliminating the need for expertise in any specific language or technology.

☐ **Streamline experience creation.** Use performance-optimized boilerplate code to get projects started easily, reduce extraneous code, and achieve fast load times.

☐ **Say goodbye to lengthy upkeep.** Leverage the benefits of a cloud-native infrastructure so your system is always up to date without cumbersome maintenance cycles.

☐ **Expand and adapt with API-first architecture.** Use ready-made extensions or build custom integrations with Adobe Developer App Builder so you can scale at enterprise grade.

Explore more of our **flexible developer tools**.

3. Peak site performance.

With Experience Manager Sites you get the fastest possible page load times. And with generative AI and out-of-the-box optimization features, you can spin up high-performance pages for every segment in record time.

☐ **Increase conversion.** Improve **site performance** with Edge Delivery Services, providing an end-to-end performance-first architecture with ultra-fast loading times to help you rank higher in search results and boost engagement on the page.

HanesBrands used Edge Delivery Services to optimize its Maidenform ecommerce website, taking its Google Lighthouse score from the 20s to a perfect 100.

Hanes

☐ **Accelerate personalization with generative AI.** Automatically generate audience-specific content variations that incorporate your brand guidelines and get real-time insights on how they perform.

☐ **Utilize built-in A/B testing.** Quickly test unlimited page variations directly within your authoring environment, track their performance, and glean valuable insights on traffic and conversion to refine your audience's experience.

☐ **Get easily accessible performance insights.** Understand how different elements impact performance at the page, asset, and attribute levels, empowering you to make informed choices that resonate with your audience.

Learn more about our built-in **testing and optimization capabilities**.

Deliver more engaging websites and apps with Experience Manager Sites.

Experience Manager Sites is an enterprise CMS built for scalability, performance, and speed. It simplifies content creation and delivery, making it possible to get the right content in front of every customer on the channel they want, driving content to conversion.

Learn more

Sources

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