



# Turn insights into unforgettable experiences.

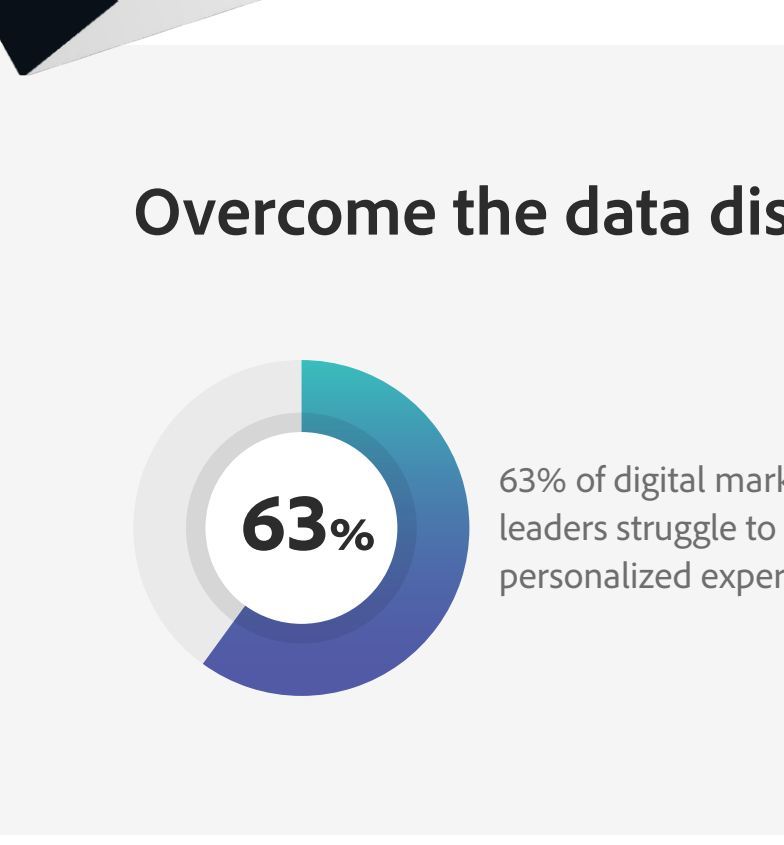
Explore how integrating Adobe Experience Manager Sites with Adobe Analytics brings personalization and flexibility to customer experience creation.



Success in today's digital economy depends on how well you understand your customers. Adobe Analytics provides an in-depth view of your customers, while Adobe Experience Manager Sites CMS empowers you to quickly use those insights to create and deliver the personalized experiences they want—no matter where they are.

## Personalize every interaction with AI.

The most impactful experiences react to customer needs. Break down data silos by feeding artificial intelligence (AI)-driven insights seamlessly from Analytics into Experience Manager Sites to create rich, personalized customer experiences across channels.



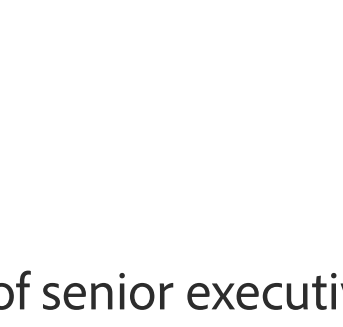
improvement in conversion rate when moving from basic to 1:1 personalization

Source: Adobe and Incisiv

## Overcome the data disconnect.



63% of digital marketing leaders struggle to deliver personalized experiences.



Yet only 17% of digital marketers broadly use AI or machine learning.

Source: Gartner

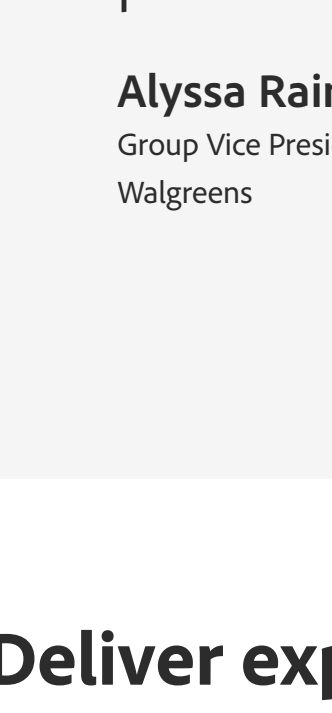
## Exceptional experiences need exceptional tools.



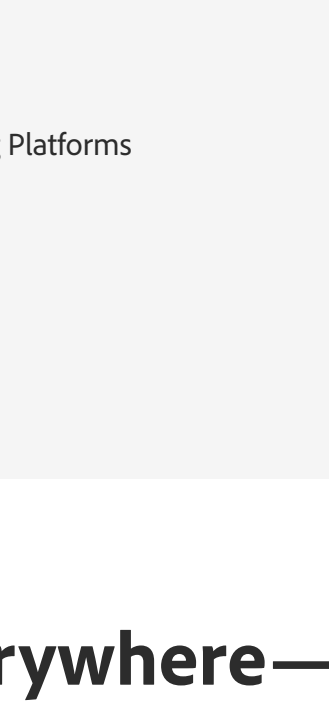
of senior executives are increasing 2022 investments in platforms that enable personalization at scale

Source: Adobe and Econsultancy

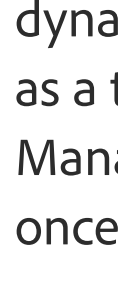
## By integrating Experience Manager and Analytics, Walgreens and Boots Alliance gained:



increase in app usage



increase year-over-year in overall digital traffic



Our technology partnership with Adobe helps ensure we can execute experiences across all relevant channels by putting the customer first and meeting their highly personalized individual needs.

**Alyssa Raine**

Group Vice President of Global Customer Marketing Platforms  
Walgreens



## Deliver experiences everywhere—faster.

Customer engagement has evolved from a few basic interactions into dynamic experiences across multiple touchpoints. While still as effective as a traditional CMS, a headless or hybrid approach to Adobe Experience Manager Sites allows developers and marketing teams to create content once and flexibly reuse it to create a unified journey across any channel.

## Top benefits of a headless CMS.



More control over front-end experiences



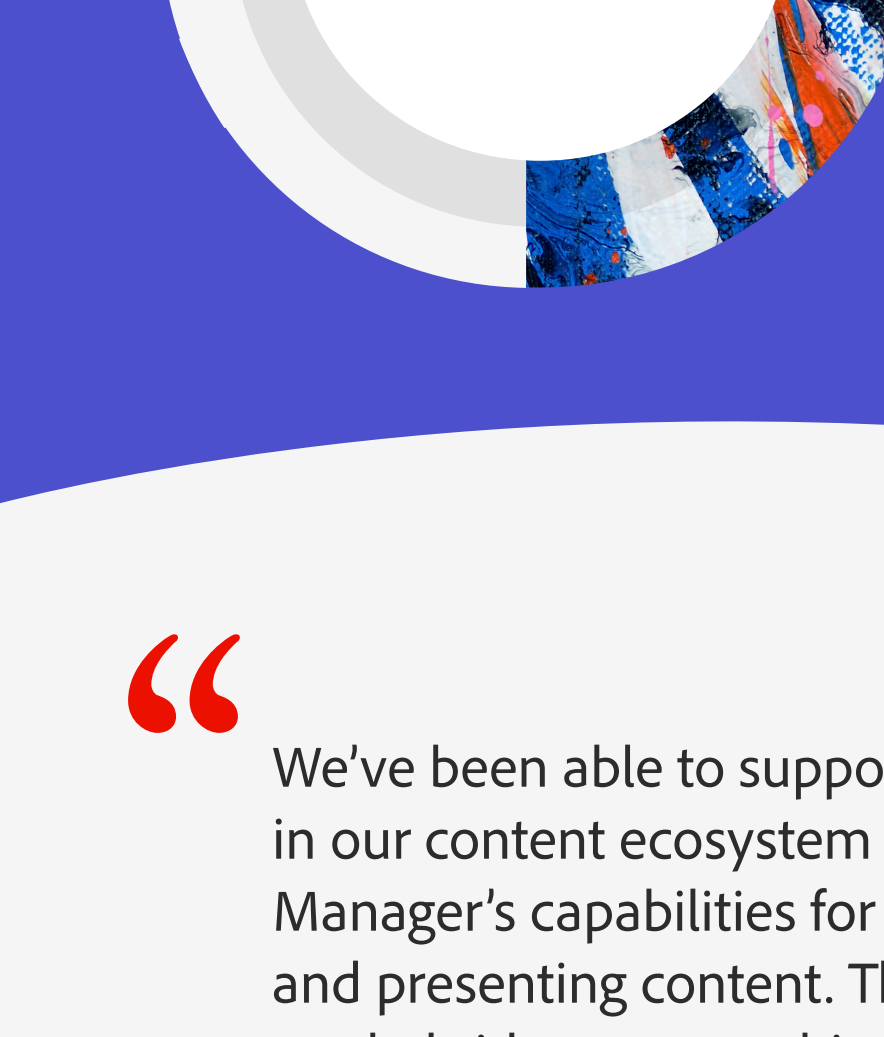
Higher agility to make changes



Greater ease of adding new channels

Source: IDC

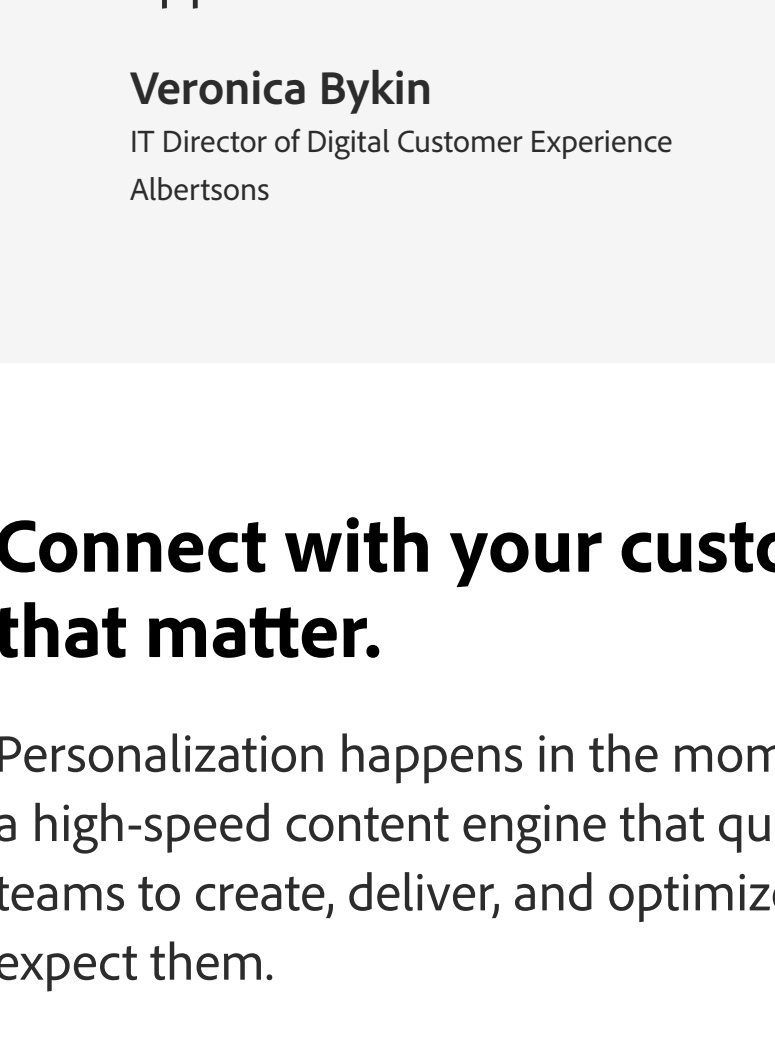
## The future of CMS is headless.



projected market value increase of headless CMS from 2019 to 2027

Source: Business Wire

## Disorganized channels lead to disjointed experiences.



of large organizations will have failed to unify engagement channels through 2022

Source: Gartner



We've been able to support the needs and requirements in our content ecosystem by using Adobe Experience Manager's capabilities for creating, managing, serving, and presenting content. That's what we refer to as our hybrid content architecture, which supports each application in a tailored way.

**Veronica Bykin**

IT Director of Digital Customer Experience  
Albertsons

## Connect with your customers in the moments that matter.

Personalization happens in the moment. To keep up, businesses need a high-speed content engine that quickly streamlines processes across teams to create, deliver, and optimize experiences right when customers expect them.

By using an agile CMS versus disparate point solutions, businesses can experience:

**25-35%**

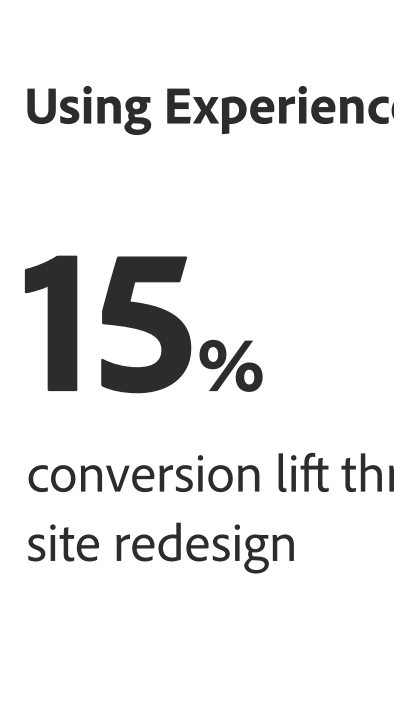
decrease in total cost of ownership

**30%**

increase in speed to market

Source: Adobe and Econsultancy

## Learn to react in real time.



Only 34% of practitioners regard their speed of acting on customer insights as "strong" or "very strong."

Source: Adobe and Econsultancy

## Adobe Experience Manager Sites delivers.

**66%**

faster delivery of new brand or country sites

**23%**

higher productivity for digital experience teams

**348%**

3-year return on investment

Source: IDC



One of the fundamental differences between Adobe Experience Manager and other CMS options is its usability. It's designed with the marketer in mind so our business leads can control simple enhancements to our design changes without burdening IT resources.

**Kamran Shah**

Director of Corporate Marketing  
Silicon Labs

## Using Experience Manager, Silicon Labs achieved:

**15%**

conversion lift through site redesign

**1 week to 20 minutes**

decrease in time needed for website changes

## Better together.

Adobe Experience Manager Sites is an agile CMS that streamlines content processes and delivers personalized experiences faster—all from a single AI-driven platform. By integrating with Adobe Analytics, you can create compelling content experiences across channels using the powerful insights already at your fingertips.

[Learn more](#)



### Sources

"Building a Phammy Fit for the 21st Century," Adobe customer story for Walgreens Boots Alliance, "Treading the Content Data Loom," Adobe, 2021.

"Hot for a Global Market," Adobe customer story for Silicon Labs.

Jordan Jewell, "IDC TechBrief: Headless Digital Commerce," IDC, September 2021.

Kelly Blum and Gloria Omale, "Gartner Marketing Research Shows 51% of Brands Will Have Failed to Unify Customer Engagement Channels by 2022," Gartner, February 8, 2021.

Kelly Blum and Gloria Omale, "Gartner Says 63% of Digital Marketing Leaders Still Struggle with Personalization, Yet Only 17% Use AI and Machine Learning Across the Funnel," Gartner, April 14, 2021.

Melissa Webster and Matthew Marden, "The Business Value of Adobe Experience Manager Sites," IDC, February 2018.

Michael Klein, "Failure to Scale: The State of Personalization in Retail and Travel," Adobe and Incisiv, July 2021.

David Carrell, "2022 Digital Trends Experience Index," Adobe and Econsultancy, 2022.

"\$1.6Billion Headless CMS Software Market Forecast to 2027 - Global COVID-19 Impact and Analysis by Deployment Type and Enterprise Size - ResearchAndMarkets.com," Business Wire, February 19, 2021.