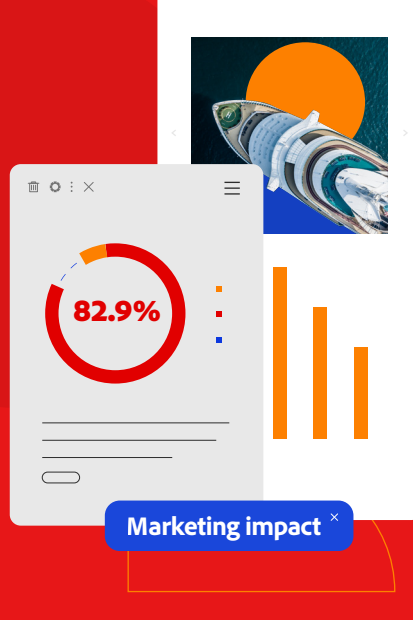


## Why should marketers go headless?

For marketing teams, headless CMS delivers outstanding digital experiences; optimises your customer journey across every platform and streamlines the marketing workflow. Here we explain how it works and why it should matter to marketers.



Marketing impact

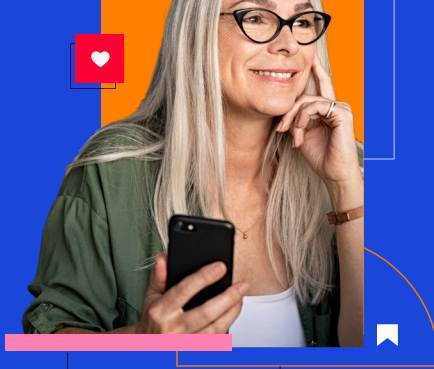
24

82.9% of companies reported that switching to a headless CMS improved time, budget, and productivity, supporting them in meeting their KPIs and growth targets.

## What is headless for marketers?

Smart phones, voice devices, in-car technology and wearable devices have changed the way people consume content, the way we build content experiences needs to change too.

The solution is a headless CMS allowing marketers to create a single piece of content that can quickly be distributed across multiple communication channels whilst maintaining brand and message consistency.



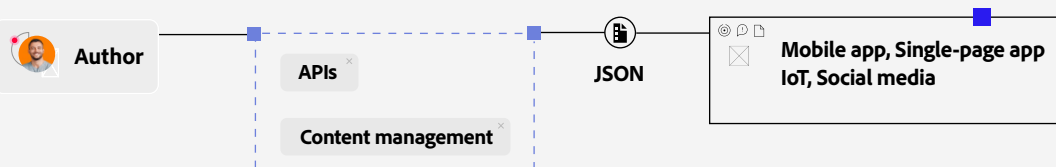
## How does headless work?

### Traditional vs headless content delivery

#### Traditional



#### Headless



Headless CMS is a back end only content management system that acts as a content repository. That content is delivered across unlimited channels and devices via an API, without the need for a built in front-end or presentation layer as is the case for a traditional CMS.

## How does it differ from a traditional CMS?

### Traditional CMS

- CMS manages the content and presentation logic, and outputs formatted HTML.
- Easy to publish to a single channel like a website, but not designed to manage content for multiple channels.
- Every piece of content requires its own code, resulting in each asset being recreated again and again.

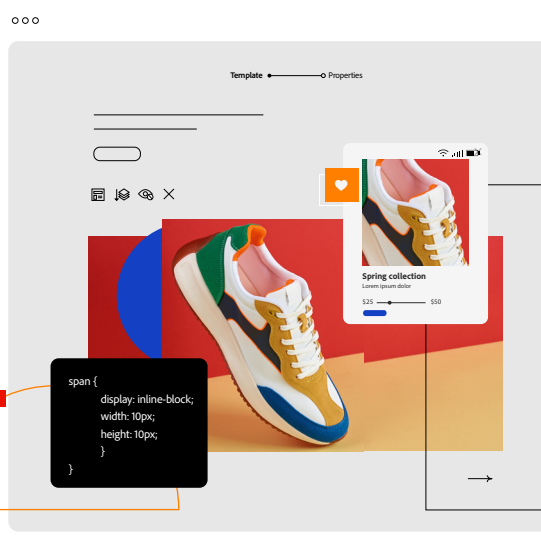
### Headless CMS

- Content decoupled from the presentation layer, creating content fragments that can be delivered to any channel.
- Content can be scaled almost infinitely without losing the brand message or needing new code for each platform or device.
- Each content asset is only created once, and is delivered via API to each platform, avoiding the need for multiple versions.

## Why should headless matter to marketers?

### Time to market

Because headless CMS is designed to take a content fragment and deliver it across multiple platforms at the touch of a button, it significantly speeds up time to market.



### Omnichannel freedom

Modern consumers interact with information across so many different channels now, it's important to have the flexibility to deliver your message to any channel without interruption to your workflow.

### Outstanding customer experience

Marketers can spend more time on strategies and content creation and less time customising content for different channels and managing updates. Increase personalisation and make your customer experience stand out.

### Competitive advantage

The speed to market enabled by headless means you retain competitive advantage by increasing the volume and reach of products or service information.

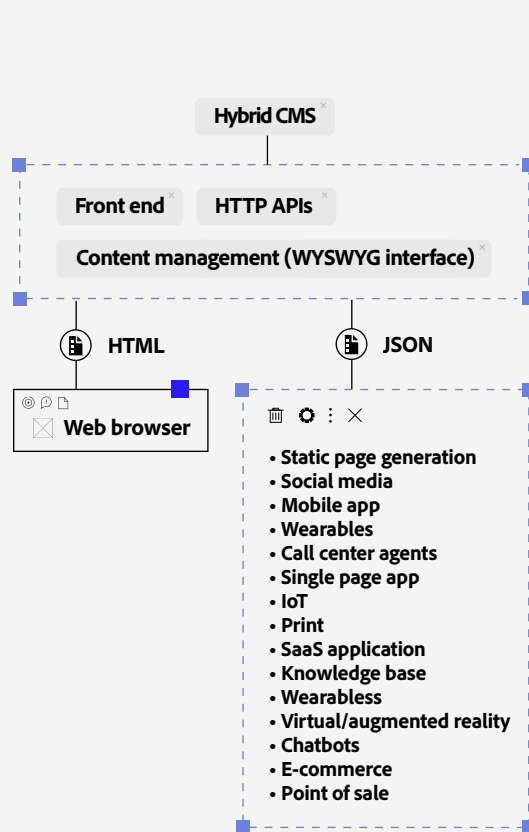
### Future proofing

As new technologies emerge, headless enables you to create hyper relevant digital experiences with no boundaries to the number of experiences you can create.

## Hybrid CMS for marketers.

A hybrid CMS provides all the benefits of a headless and traditional CMS with the ability for marketers to use simple tools for managing and updating experiences. It also provides support for developers to build experiences on their own frameworks.

If your business or market has a need for elements of both traditional and headless CMS, **Adobe Experience Manager Site's** hybrid capability is a great option.



## When to talk about headless.

- ✓ You need to personalise content across multiple channels.
- ✓ Your current website is static and you need to embrace a dynamic content experience.
- ✓ You want to adopt a more agile and streamlined approach to your workflows.
- ✓ You're part of a larger company with many assets that need to be handled from one place.

## Introducing Adobe Manager Sites.

Built on Adobe Cloud technology, AEM Sites helps you easily access and use assets from anywhere to support your digital experience.

Developers get full flexibility to deliver content in any format, while marketers can accelerate content across more channels, maximise reuse, and deliver tailored experiences.