



Content for everyone,
everywhere they go.

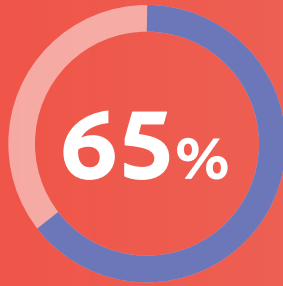
Nimble experiences for nimble customers.

Your customers lead busy lives. Always on the go, they're constantly changing devices and channels to make it easier to get what they want, at the moment they want it.

And their choices continue to expand. Gartner forecasts the total number of connected things will reach 25 billion by [2021](#). As a marketer, this makes it challenging to adapt quickly to where your customers are and to deliver consistent, personalized experiences.

What's more, even as the ways in which customers can connect to brands continues to multiply, so too do customers' expectations. No matter where they are, your customers expect you to be there too—offering consistent experiences that connect across all channels and devices.

To meet these expectations, you need to deliver personalized and memorable cross-channel campaigns in near real-time speeds. But achieving such a feat requires more than just your marketing prowess—it requires a content management and asset management system with the built-in flexibility and capabilities to manage omnichannel experiences with speed, intelligence, security, and scale.



65% of marketers indicate they “feel overwhelmed by the need to create more content to support personalization.”

Source: [Gartner](#)

To rise above the crowd, you must *get there first*

According to [IDC](#), the majority of marketers say they're under pressure to deliver campaigns faster. So being agile isn't enough. You must be able to quickly discover, manage, create, and deliver great content for each interaction. However, most organizations fail to achieve this goal due to challenges like content silos, complex tools, and an inability to easily reuse or analyze content on different endpoints.

Synopsys, a leader in design tools and services for silicon chips, faced many of these challenges. With terabytes of assets spread across siloed systems,

even making minor changes to their website could take hours and involved multiple teams. Additionally, the marketing communications and creative team couldn't make the changes themselves. Instead, they would create the content and then email it to a web team who would upload the content into SharePoint.

But once Synopsys made the switch to a CMS that provided a central repository for all their digital assets and incorporated a self-serve model where content creators could develop and manage web assets themselves in real-time, content publication rapidly increased.

"Our process and productivity has increased 40-fold," says [Dave DeMaria](#), corporate vice president of corporate marketing at Synopsys. "On the old platform, restructuring content would have taken a team two weeks." Now, two people can do the work in two hours.

Still, there are additional hurdles that can slow the delivery of content, so finding the right CMS for your needs is essential. But the answer isn't always simple. While many traditional content management systems (often known as coupled CMS) allow you to easily publish to a single channel like the web, they aren't designed to manage content for multiple channels, like mobile, chat, and social, where content presentation is vastly different from just a responsive site.

To address this issue, many developers use a "headless" CMS, which allows them to build custom presentation layers for any channel. This provides the flexibility to reuse channel-agnostic content to create unique experiences for different channels—even if they require different rules or code.

But most marketers don't have the required technical expertise to make use of a headless CMS. This means the process to create, preview, and publish content requires IT involvement—adding to the cost and time of creating, delivering, and managing content for experiences.

Why content creation isn't keeping pace



33% of marketing assets go unused or underutilized.



Over 100 new marketing assets are created every year by the average organization.



88% of marketers agree that they need an easier way to discover and share assets that generate the best engagement.

Source: [IDC](#)

To solve this, many companies use hybrid content management systems, which combine the best of both worlds. It provides a user-friendly environment for marketers and creatives to author and publish content for one channel like mobile web. But it also makes it easy for developers to take the same content and syndicate it in any format—like JSON—so it can be reused on any endpoint, like mobile apps, IoT devices, chat and voice channels, and single page applications (SPAs).

Furthermore, if the CMS has a SPA editor, marketers can make in-context edits for any content format IT chooses to develop—SPA, traditional web page, or others. This gives marketers direct influence on what has traditionally been developer-only territory.

Hybrid solutions allow marketers and IT to work collaboratively, which helps increase development speed.

“Our process and productivity has increased 40-fold.”

[Dave DeMaria](#)

Corporate Vice President, Corporate Marketing, Synopsys

Synopsys gains the speed it needs to stay in the lead

With a hybrid content and experience solution, they saw big gains:



40% increase in productivity



Reduction from **2 weeks** to **2 hours**
to restructure content

Smart content requires *a smart system*

*“You can build once and build great, but
you can’t build once and build right.
‘Right’ is always changing. Build so you
can optimize.”*

[Naomi Le Get](#)

Analytics Principal, Lens10

In a digital world, content is dynamic—reusable and changeable for the different types of experiences you’re trying to deliver to your customers. Yet curating the best content and composing experiences that can adapt to your customers’ personal preferences remains a challenge. You may have thousands or even millions of digital assets you need to sift through to find the right content—and that eats up precious time when you need to deliver your content in near real time.

With intelligent tools that use sophisticated algorithms embedded in a CMS, you can rapidly optimize your content by automating many of the steps involved in creating content across all lifecycles—including discovery, management, creation, personalization, delivery, and performance. This will help you build more nimble and consistent experiences for your customers.

Increase automation across the six stages of the content journey:



Discovery



Management



Creation



Personalization



Delivery



Performance

For [Informatica](#), a data management company, dynamic tag management provides flexible metadata control and reporting to identify content by type, product, solution, industry, and strategic value. Accordingly, content producers internally and from outside agencies purposefully tag every asset, whether it's a white paper or a data sheet, and whether it's used at the top, middle, or bottom of the sales funnel.

Dynamic tag management also gives Informatica the flexibility to easily manage web content from companies they acquire. For instance, some had legacy platforms for live chat or live agent interaction on legacy pages. However, because each page has unique tags, Informatica can maintain a legacy live chat platform to support products acquired from one company while also providing live agent interaction on another segment of pages.

Similarly, using smart tags makes it easier to search and manage the thousands of digital assets your organization owns. And, for content creation, an intelligent system allows you to easily automate creation efforts like changing colors, removing objects, or identifying different themes. Intelligent delivery tools can also help automate the content publication by identifying and automating the formatting of the content to fit different screen sizes or pixel requirements based on the device or channel.

Not only do these AI and machine-learning driven tools speed the creation and scale of content published, they ensure that the experiences you deliver are relevant and compelling for any device or channel.

All about the tags

Tag management allows users to tag assets with keywords so that it's fast and easy to source, manage, and create content that drives a better customer experience.

Dynamic tag management simplifies the process of tagging web pages so that you don't need to rely on IT resources to tag content or make changes to that content.

Smart tags use image recognition capabilities to automatically create keywords for assets.

Content that's right *for the context*

To support all the different channels that are now out there, marketers say they need to create 10 times as many assets. Given that most organizations can't multiply their resources or budgets by 10, marketing teams are frequently overburdened and overwhelmed trying to get more content out faster to more channels—all while optimizing the content to fit the context. To succeed, marketers need a CMS that will allow them to easily and rapidly automate and scale content to specific campaigns, sites, or regions in ways that are personalized for the audience and for the channel.

[Cylance](#) cybersecurity technology runs on more than 10 million endpoints and protects more than 100 organizations worldwide. Seventy percent of their traffic comes from first-time users to their website, so they set out to transform the customer experience to grow their organization.

After looking at different CMS options, they chose one with a robust suite of solutions, including more automation and personalization that allows them to optimize every customer interaction. After developing about 70 reusable components, their marketers can now author content and deploy pages with simple drag-and-drop functionality. This agility is important as they roll out new websites in other markets, where developers can borrow from building blocks and quickly spin up geo-specific sites with the same look and feel.

In addition to faster deployment times, they've seen a 22 percent increase in time spent on their website and an improved user experience.

"Previously, we were dealing with spaghetti code, where minor language changes could stretch our deployment timelines out as long as six weeks. Now we can turn pages around in hours."

[Nathan Zahn](#)

Program Manager, Cylance

Content that keeps up *with your customers*

Your customers are expecting exceptional experiences at every point of their journey, and when you don't deliver they'll move on to your competitor. To make your content as nimble as your customers, no matter what channel or device they're on, you need a modern, cloud-native CMS that can span organizational silos, enable collaborative and smart systems, and deliver connected experiences across channels and devices in real time. With these capabilities, you won't just deliver content, you'll deliver more customers.

Adobe can help

Adobe Experience Manager offers digital asset management and a hybrid CMS with a SPA editor to provide maximum flexibility to creative professionals, marketers, and IT. It increases both marketer and developer velocity with rich out-of-the-box capabilities and APIs, Adobe Sensei AI technology, and real-time knowledge of the customer at every step of the journey. And because it's a cloud-native platform-as-a-service, it will always be current, scalable, and accessible from anywhere.

To learn more about building rapidly adaptable experiences, read [*Make a Big Impact. Even if You're Not a Big Brand.*](#)

Make delivering great experiences as easy as it looks with Adobe Experience Manager.

[Learn more](#)

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