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## How organisations are currently addressing their current and future content needs

– building robust CMS strategies so they can achieve complex business goals

a CXO Priorities report in partnership with Adobe AEM



# CONTENTS

- Introduction
- Summary of findings
- Chapter One: Challenges with current CMS offerings
- Chapter Two: Priorities and planning ahead
- Conclusion



# Introduction

This report aimed to highlight how organisations are currently addressing their current and future content management needs. Through surveying UK-based C-Level marketing individuals in the FSI, retail, TMT and public sectors, we identified the participants' challenges, attitudes and approaches when selecting and utilising a content management system (CMS) that will support them in achieving complex business goals.

There is not much of a positive case for the present use of content management systems; we can see a large majority of respondents appearing to be satisfied with their current systems and have only minimal knowledge or technical aptitude of their on-going CMS. However, technology like this is necessary for the demanding and complex management of the high volume of content coming through the business every day. Therefore, these systems may be flawed and sometimes overlooked, but remain essential.

This report aims to build an overview of the current CMS landscape by exploring challenges that enterprises face when selecting a solution that is both future-proof and flexible enough to allow for multi-level collaboration.

## Through this survey we aimed to discover:

- Challenges with current CMS offerings
- Priorities and plans for future investment into a CMS provider

# Summary of findings:

- Only 13% of respondents consider themselves to have a high standard of cross-functional collaboration across their company
- Budget (32%) and content and type of data (24%) are the most valued factors for participants when choosing a CMS for their organisation
- Hybrid (48%) and traditional (33%) are the most popular systems in current use
- The biggest challenge for organisations with their current CMS is the failure of multilingual CMS functionalities (26%)
- Most respondents (48%) currently find it difficult to deliver personalised experiences to their customers
- All respondents are keen on utilising web channels to deliver personalised experiences for customers and 54% of them aim to add mobile channels
- While 36% of organisations track customer journeys and how visitors interact with their content, 49% of organisations do not keep any records
- Growth in web traffic (37%) and future-proof technology (31%) are the most prominent features when considering a long-term and reliable CMS provider



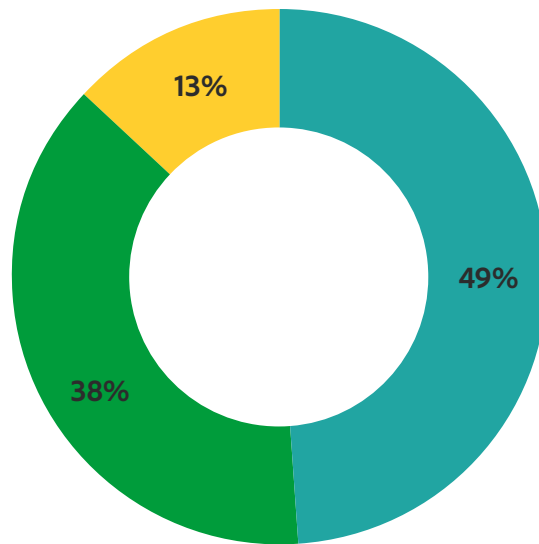


## Chapter 1

# Challenges with current CMS offerings

Many challenges come with CMS offerings; we see organisations struggle to find the right system on the market and sometimes the inability to utilise their current CMS effectively. In this chapter, we attempt to understand these challenges in-depth, and through these results, we highlight the pain points as well as ascertaining what is causing organisations to struggle with their content management.

### What is the current standard of cross-functional collaboration throughout your organisation?



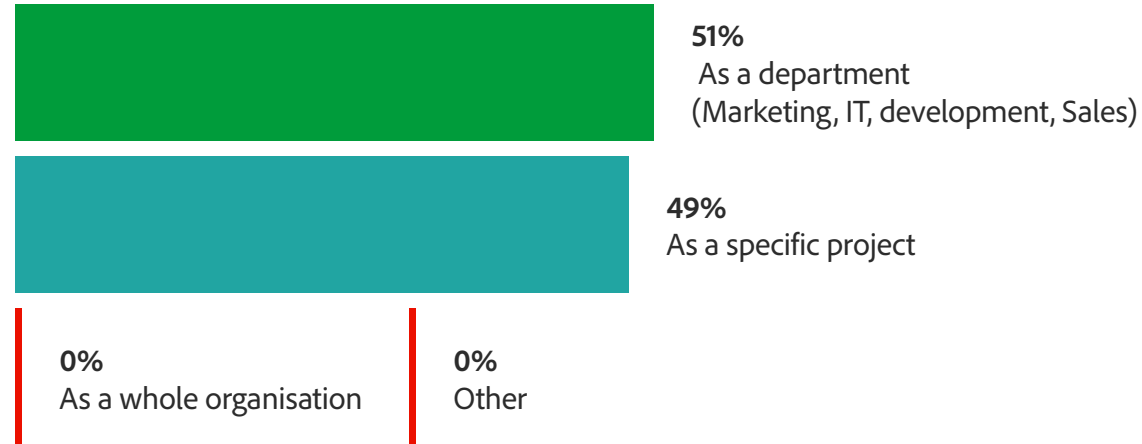
### KEY TAKEAWAY

The majority of respondents are struggling with collaboration across their organisation, with almost half of the respondents (49%) claiming they grapple with a low standard of cross-functional collaboration within their organisations. Only 13% consider themselves to hold a high standard of cross-functional collaboration throughout their company.

## Chapter 1

# Challenges with current CMS offerings

What area of your organisation is currently addressing its content management?



### KEY TAKEAWAY

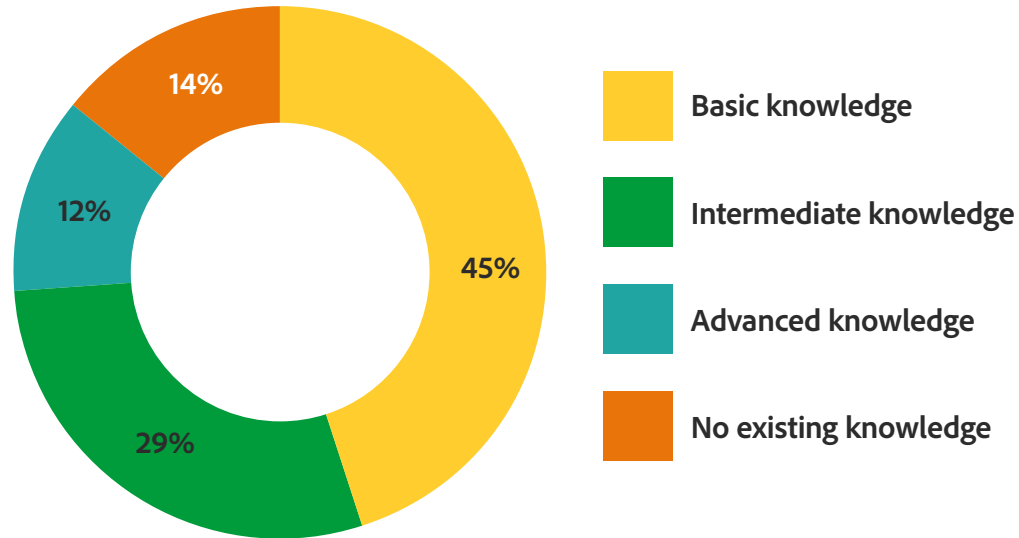
None of the participants claim to be addressing its content management across the whole organisation, suggesting they do not require or utilise a single cohesive system. Rather than collaboration across the entire company, certain pockets of the organisation would be the most reliant on a content management tool, with respondents addressing the content management needs within departments (51%) or specific projects (49%).



## Chapter 1

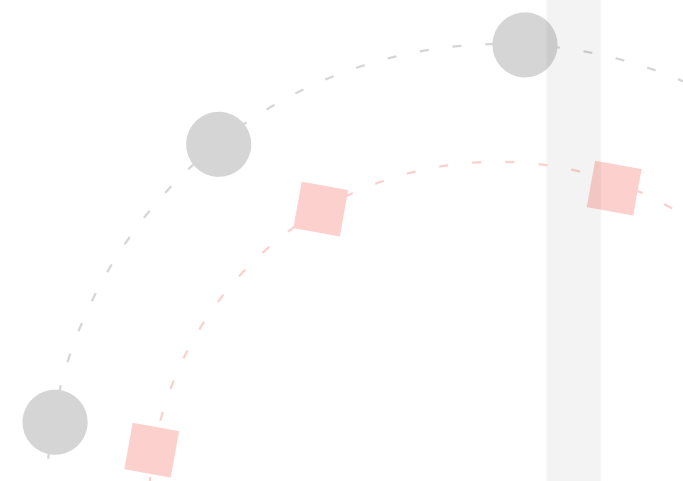
# Challenges with current CMS offerings

What is your technical aptitude regarding CMS?



### KEY TAKEAWAY

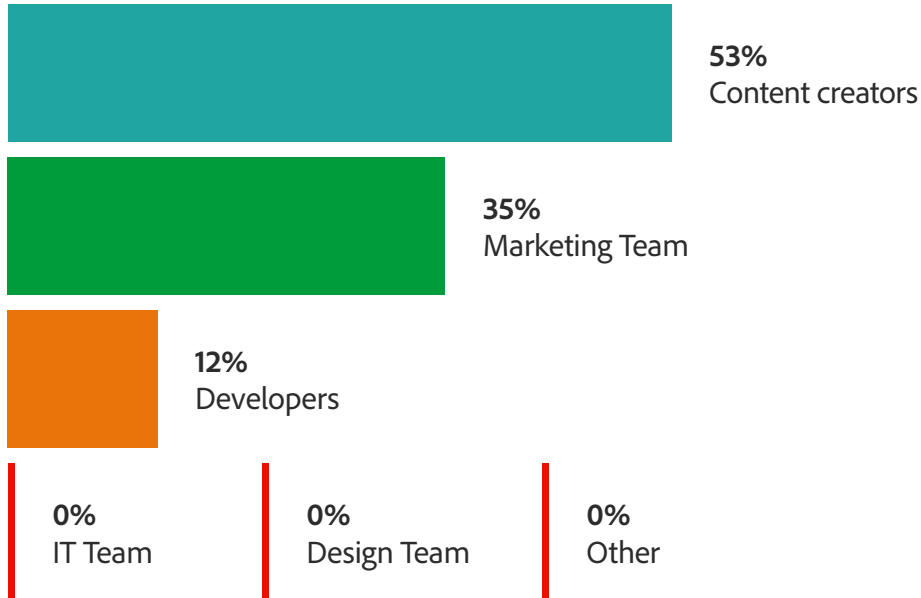
Promisingly, the majority of respondents hold a decent level of knowledge regarding CMS, with 86% attaining a basic to advanced level of technical aptitude in the area. However, some of the participants (14%) have no existing knowledge and almost half (45%) retain only a basic level of understanding at most, showing the value of a CMS that presents a simplified user interface and understandable user design.



## Chapter 1

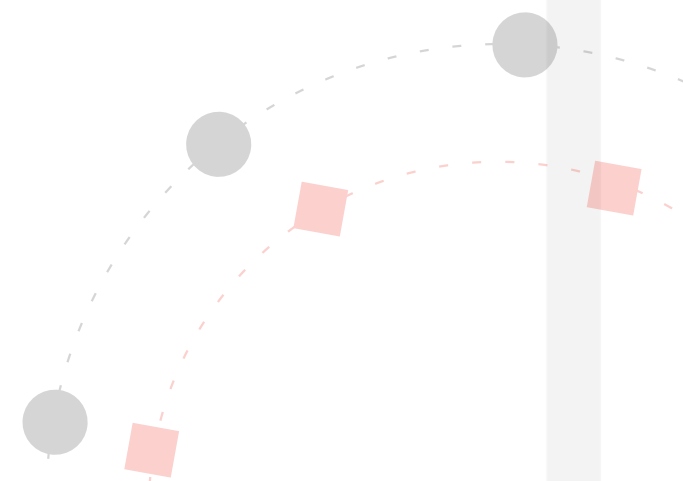
# Challenges with current CMS offerings

Who are the primary users of the CMS within your organisation?



### KEY TAKEAWAY

Organisation- and content coordination-based departments appear to be the most reliant on a CMS, with developers (12%), marketing (35%) and content creation (53%) sectors being its primary users. To the respondents' knowledge, IT and design departments depend less on CMS systems, with 0% agreeing the sectors are its primary users.

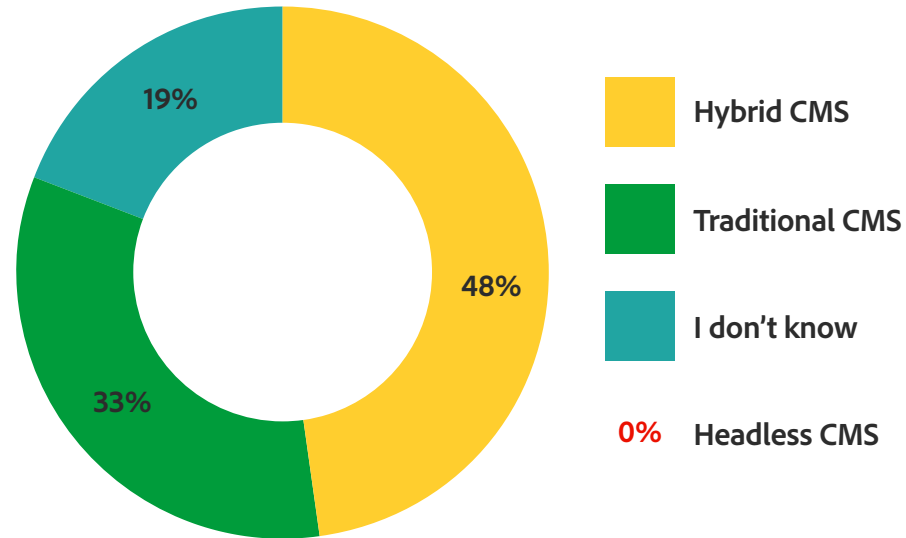




## Chapter 1

# Challenges with current CMS offerings

What kind of CMS does your organisation currently use?



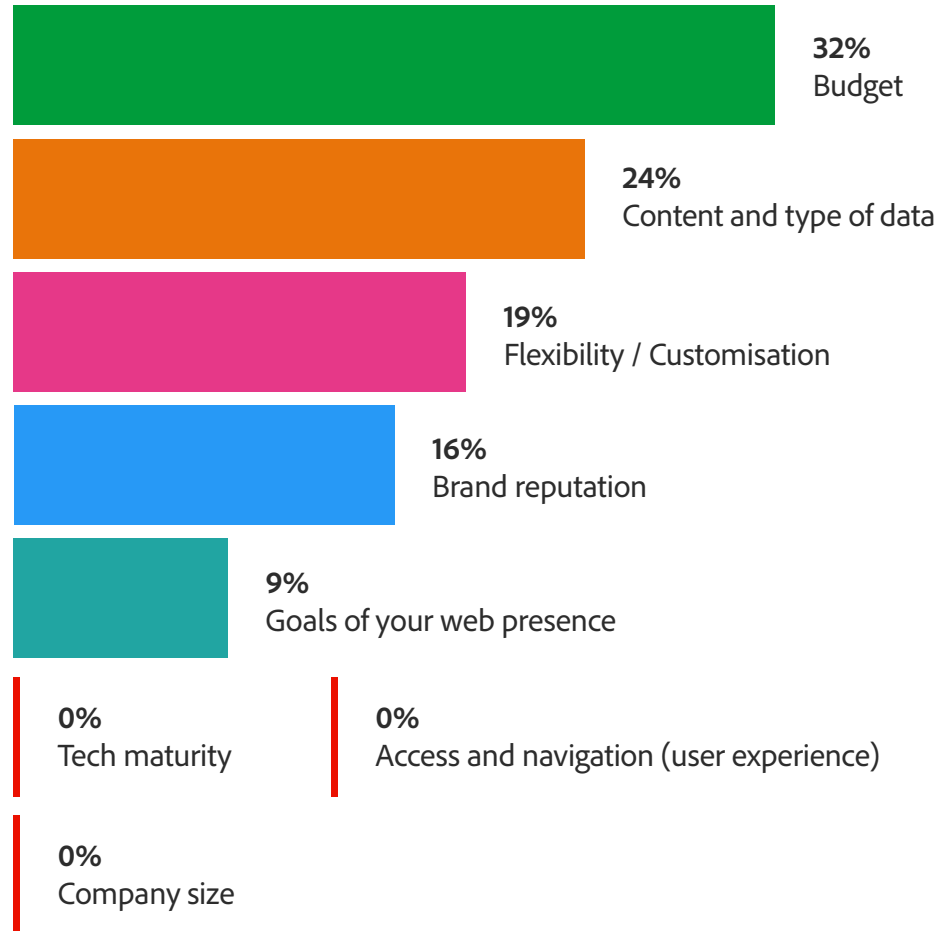
### KEY TAKEAWAY

None of the respondents state their organisation uses a headless CMS, with hybrid (48%) and traditional (33%) being the most popular systems. Seventy-three percent of those using a traditional CMS state they have a mid-to-high standard of cross-functional collaboration, meaning the most successful of these systems tends to be traditional. On the other side of the coin, hybrid has not been as successful for users, with 47% of those using a hybrid CMS claiming to have the lowest standard of cross-functional collaboration throughout their company.

## Chapter 1

# Challenges with current CMS offerings

What factors are most likely to affect the CMS choice within your organisation? Please select two.



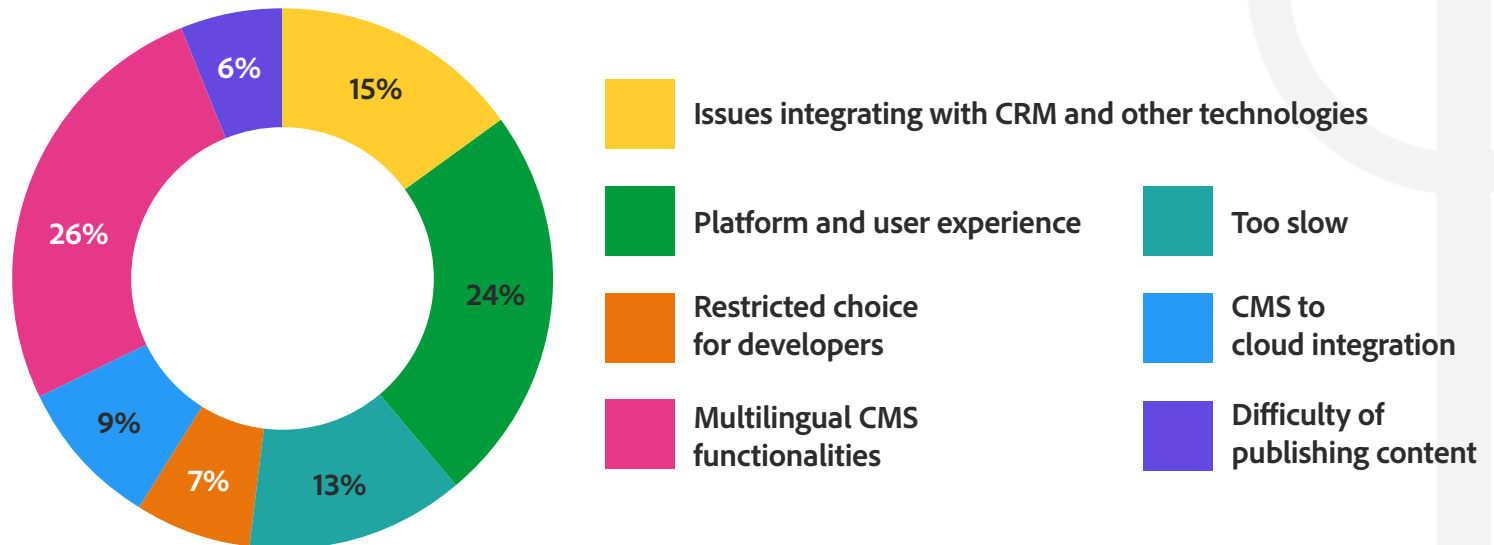
### KEY TAKEAWAY

Budget (32%) and content and type of data (24%) are the most valued factors for participants when choosing a CMS for their organisation. With these chief considerations, CMS providers should aim to present attractive payment plans, as well as a selection of options for the system's use of content and type of data. Other valued functions are flexibility and/or customisation (19%) and brand reputation (16%), both of which will attract those organisations looking to invest in their next CMS.

## Chapter 1

# Challenges with current CMS offerings

What are your biggest challenges with your current CMS?  
Please select two.



### KEY TAKEAWAY

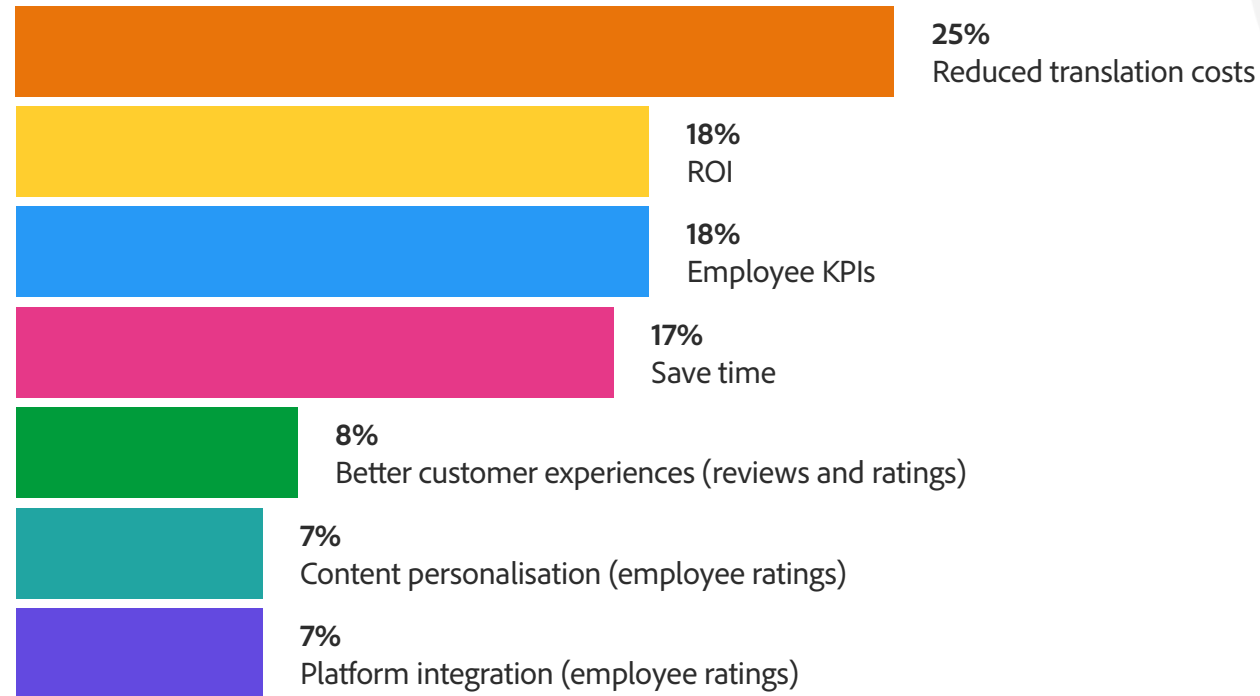
The biggest challenge for organisations with their current CMS is the failure of multilingual CMS functionalities (26%). Eighty-seven percent of those claiming multilingual CMS functionalities are their primary challenge have a medium-to-low standard of cross-functioning collaboration throughout their organisation. This is an understandable statistic for these UK-based companies, which have branches and offices spread globally that rely on a cohesive CMS. The results of a deficient multilingual tool can stunt productivity and the communication of content can become challenging.

Platform and user experience is the second most challenging component, with 24% of respondents struggling to utilise or potentially train employees on their systems. This should encourage CMS providers to simplify their user interface and aim for a more user-friendly experience.

## Chapter 1

# Challenges with current CMS offerings

What metrics does your organisation use to measure success with CMS? Please select two.



### KEY TAKEAWAY

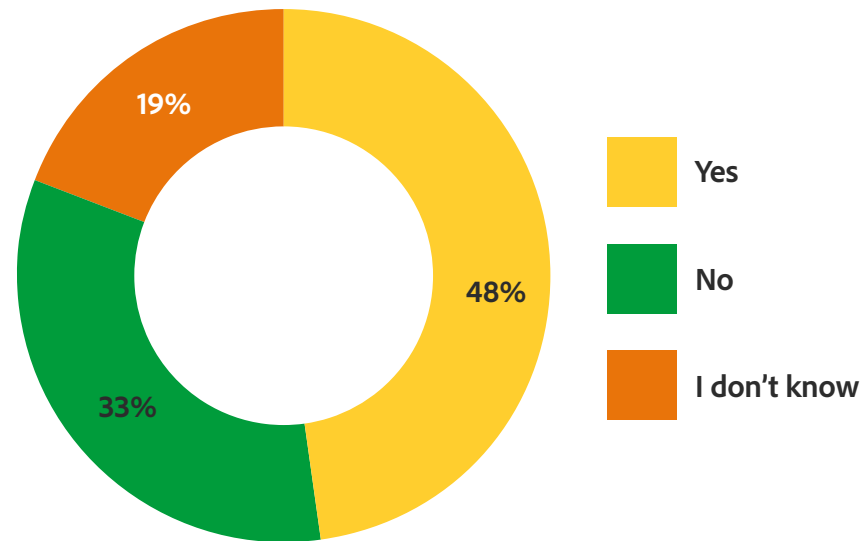
One quarter (25%) of respondents prioritise reduced translation costs as one of their top two metrics when measuring a successful CMS. With ROI (18%) and employee KPIs (18%) being the next most popular measures of success. This suggests that companies are going to be focused on optimising their content volume and have CMS platforms which are set up to share existing content.

## Chapter 2

# Priorities and planning ahead

As organisations invest in CMS platforms, the most important components are usually data repository, user interface, workflow scheme, editorial tools and output utilities. In this section, we look at respondents' personalised experiences, customer journeys, future content goals and considerations for a long-term and reliable CMS provider.

**With raising consumer expectations, are you finding it difficult to deliver personalised experiences to all your customers?**



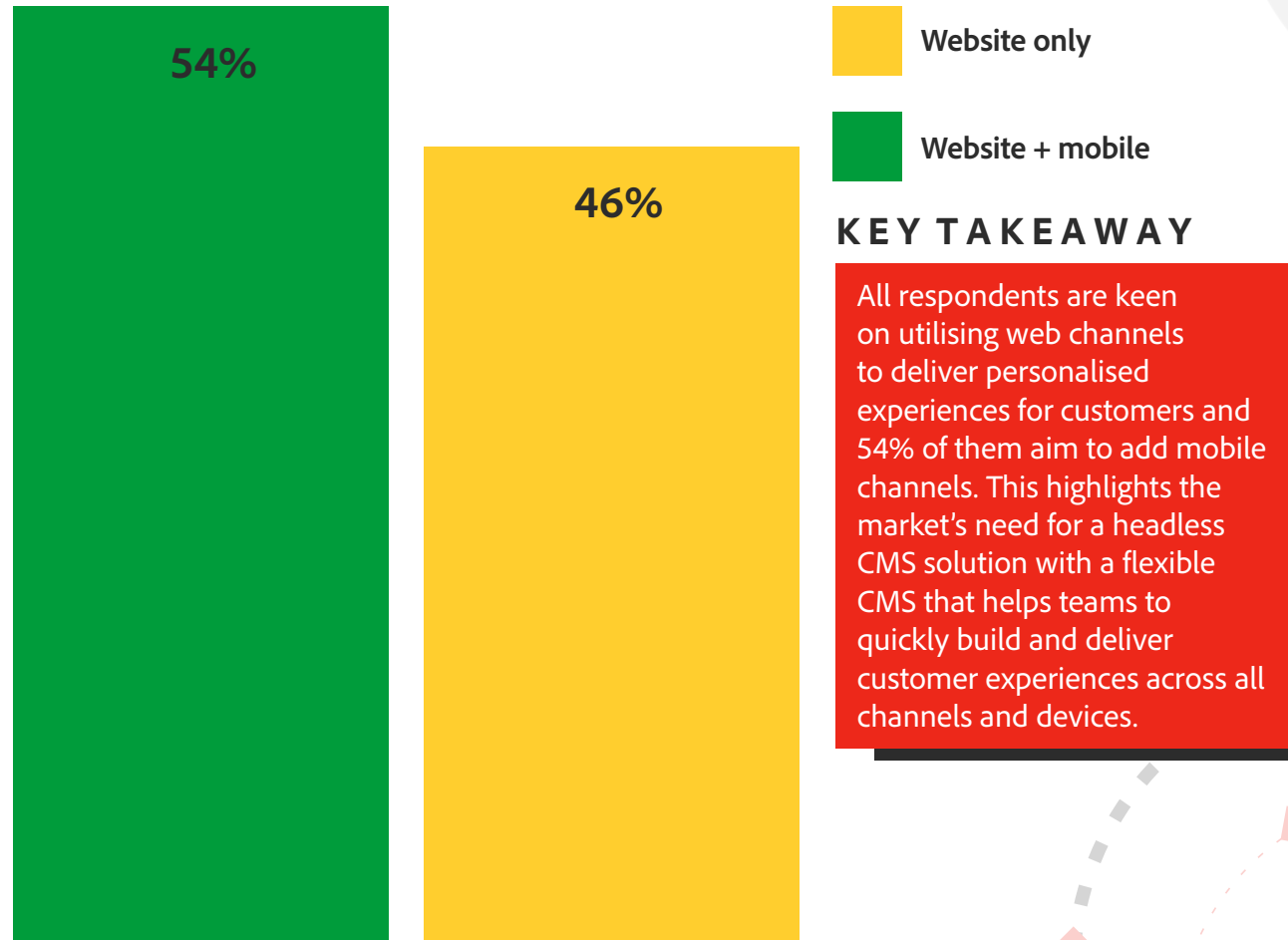
### KEY TAKEAWAY

Most respondents (48%) currently find it difficult to deliver personalised experiences to their customers while a handful (19%) do not know if they are meeting consumer expectations. With almost half of the respondents facing difficulties, this means the market is eager and ready for better CRM platforms that provide more personalised experiences.

## Chapter 2

# Priorities and planning ahead

Which channels are you using/looking to use to deliver personalised experiences for customers?





## Chapter 2

# Priorities and planning ahead

Does your organisation plan for any significant growth with web traffic over the next 12 months?

**100%** Yes

**0%** No

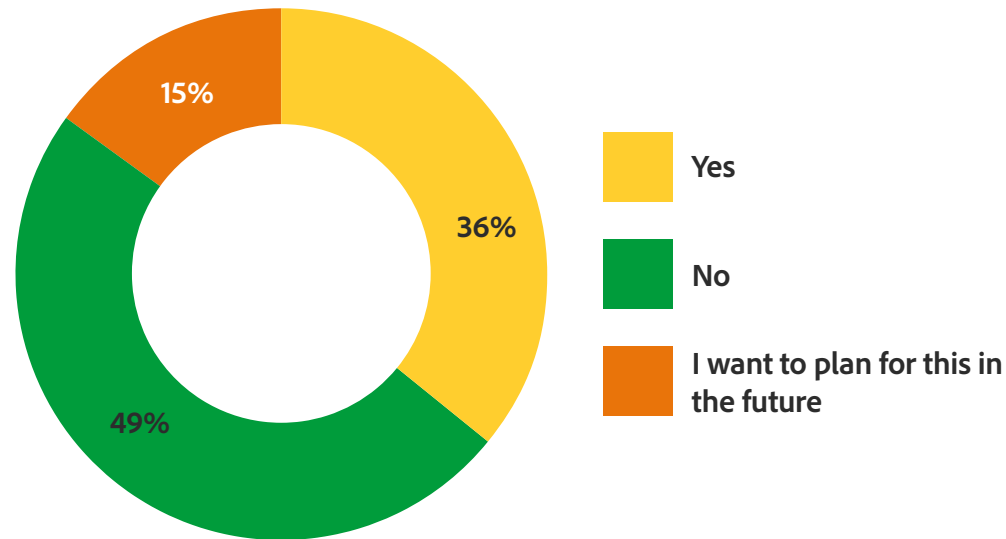
### KEY TAKEAWAY

Respondents unanimously (100%) said they have plans for significant growth with web traffic over the next 12 months. As CMS is a major engine behind every great website, it is therefore evident that organisations will make CMS choices around solutions that are geared toward expansion and flexibility. This means qualities like faster editing experiences, managing content for more channels and developer flexibility will play an important role.

## Chapter 2

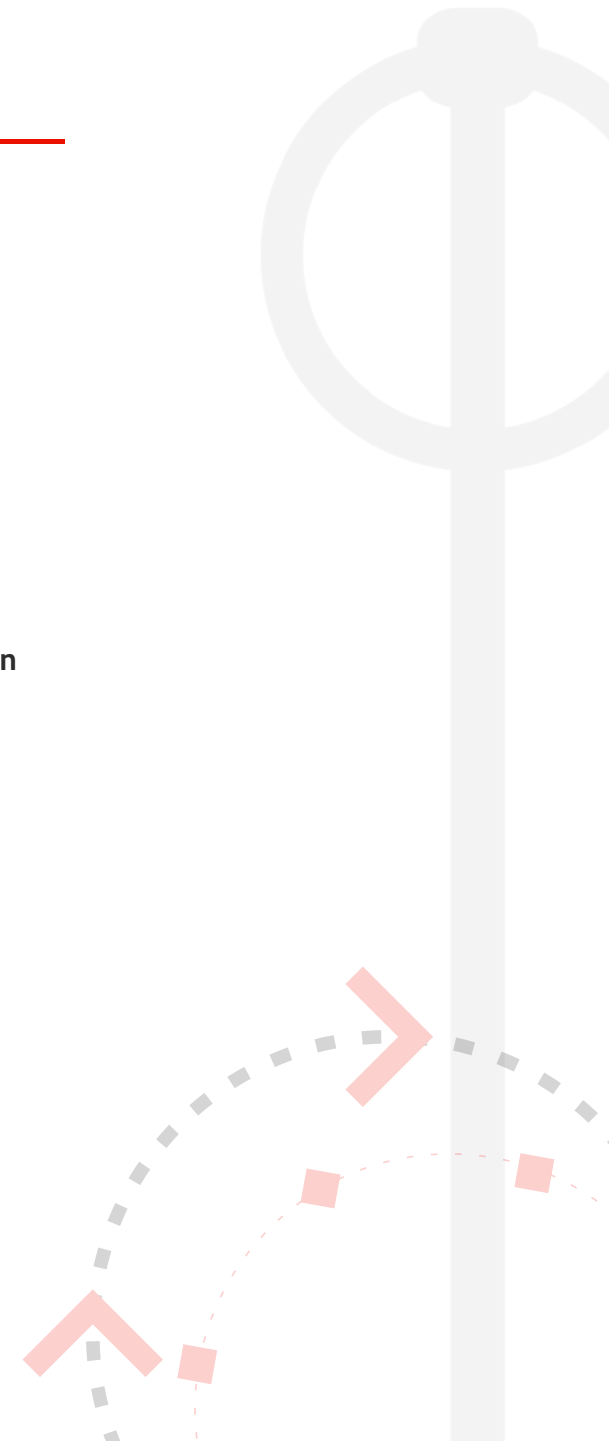
# Priorities and planning ahead

Does your organisation track customer journeys and how visitors interact with your content?



### KEY TAKEAWAY

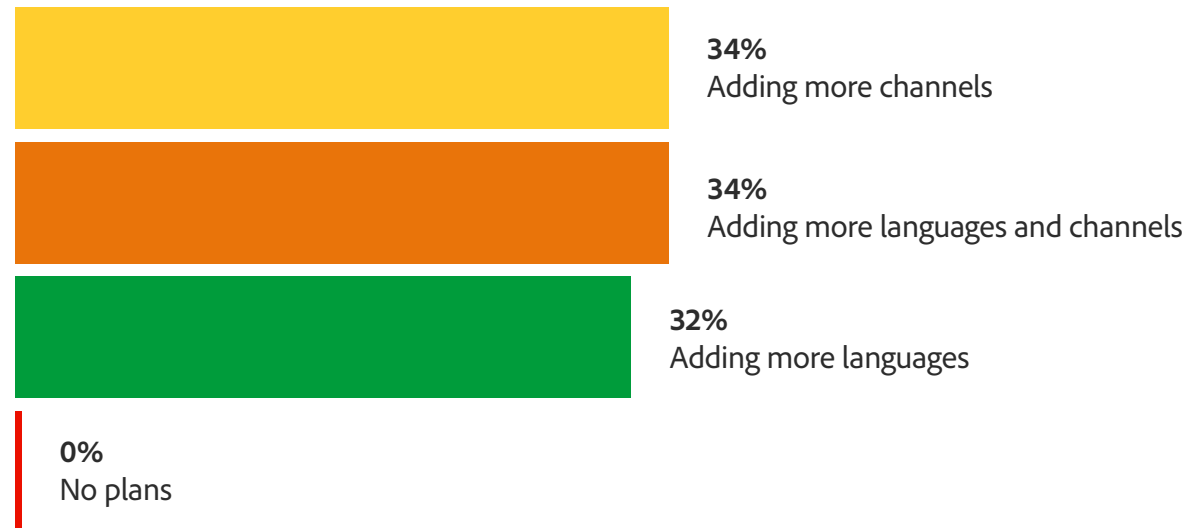
While 36% of organisations track customer journeys and how visitors interact with their content, 49% of organisations do not keep any records. Another 15% are making plans to start documenting records. The varied proportions may either suggest ignorance or the absence of a CMS that easily helps to track these records. As organisations need to continually adjust customers' paths based on their current and predicted behaviour, a CMS with a complete data view of customers across marketing, commerce, sales and service will be the next big priority.



## Chapter 2

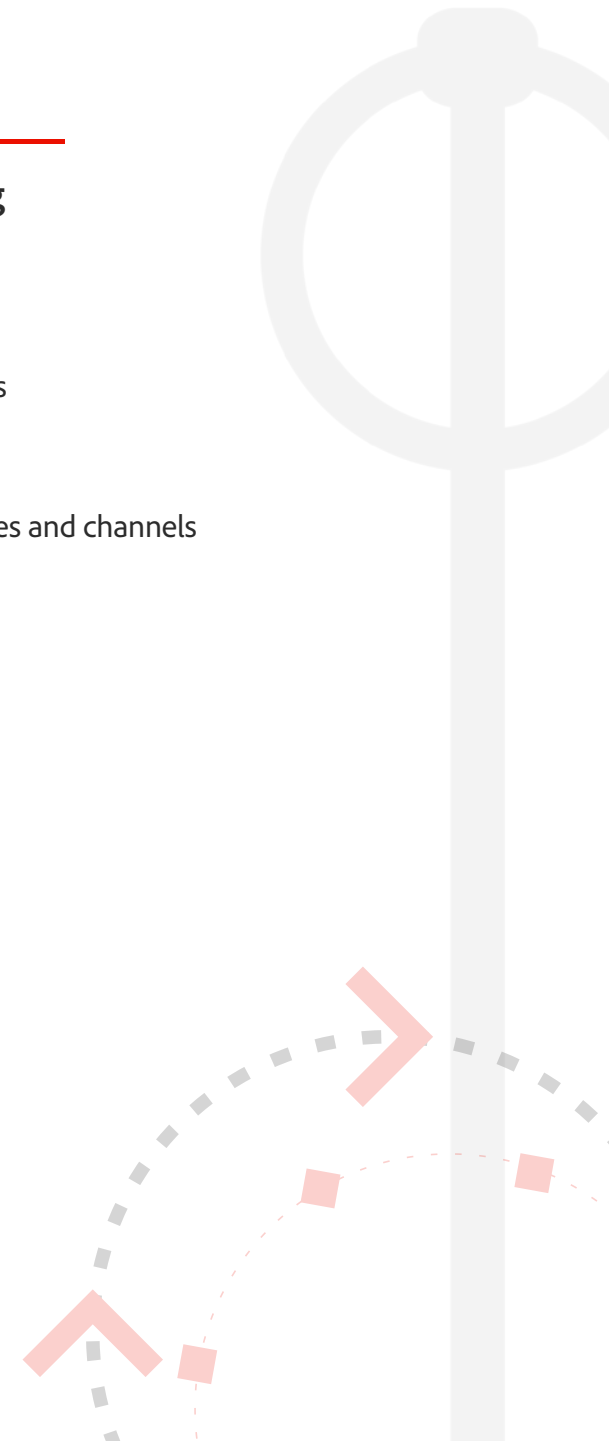
# Priorities and planning ahead

Regarding your future content goals, do you plan on adding more languages and channels over the next 12 months?



### KEY TAKEAWAY

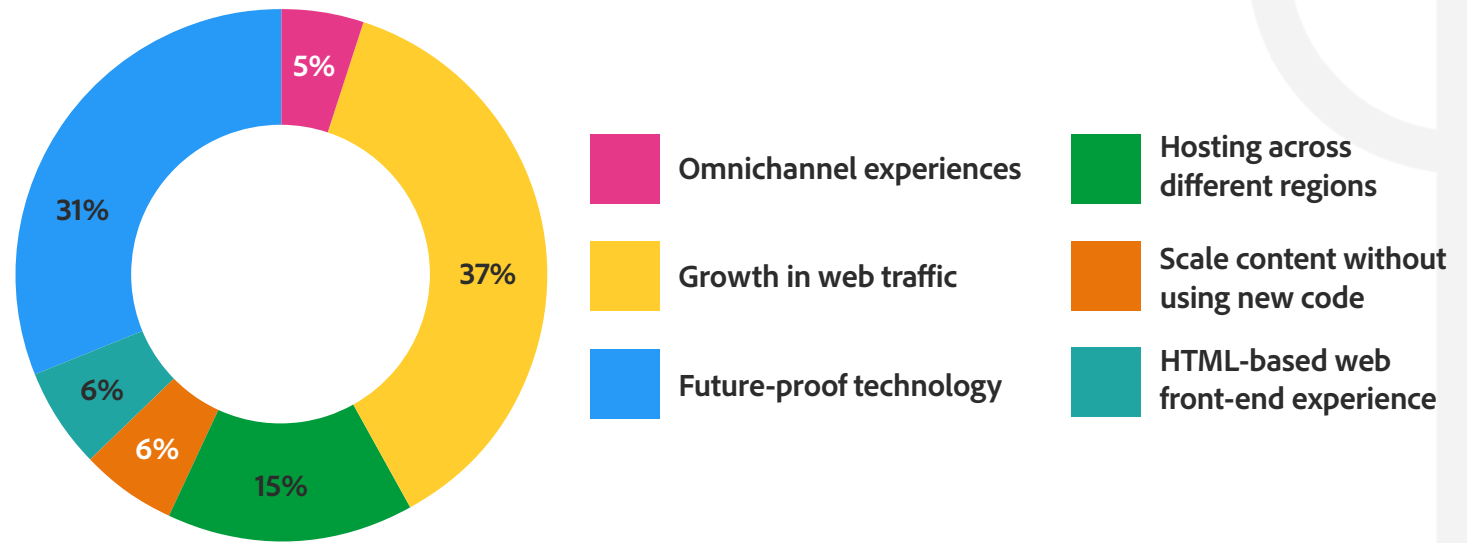
On future content goals for the next 12 months, 34% of respondents plan to add more channels, 34% plan to add more languages and channels and 32% plan to add more languages. This indicates huge plans for growth and expansion, highlighting the need for preparation and planning around websites with complex needs and CMS solutions that provide omnichannel experiences.



## Chapter 2

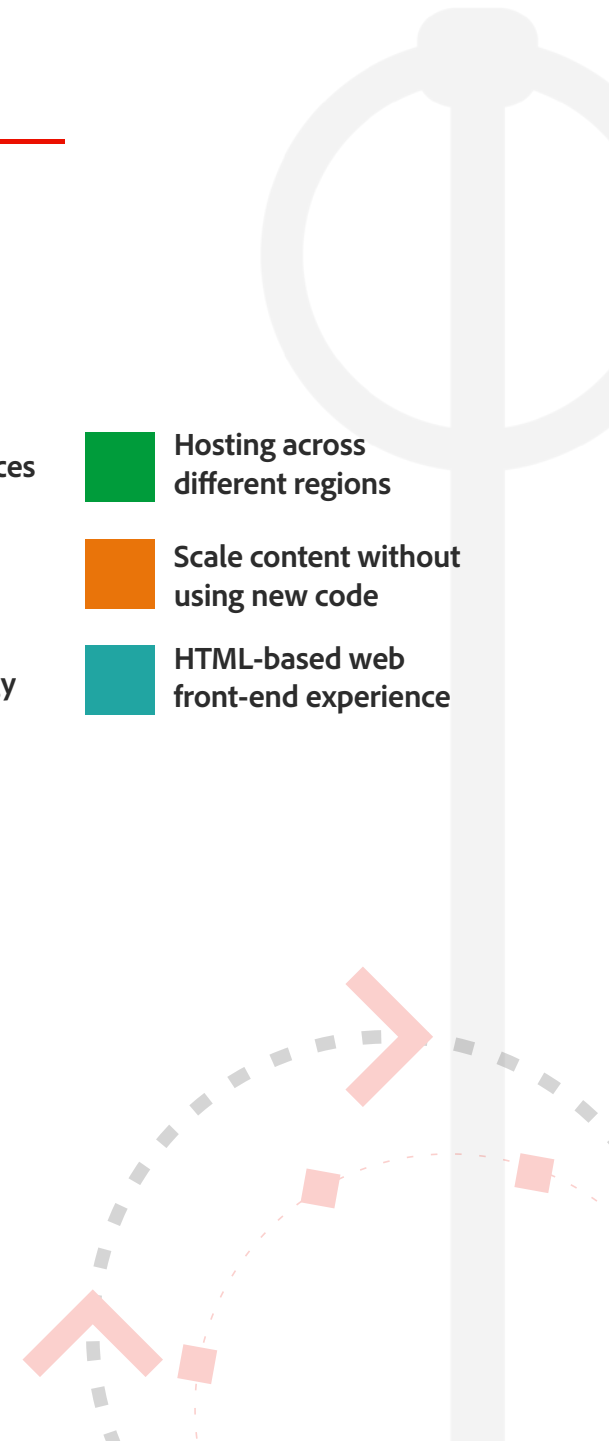
# Priorities and planning ahead

What are the most important features when considering a long-term and reliable CMS provider? Please select two.



### KEY TAKEAWAY

Growth in web traffic (37%) and future-proof technology (31%) are the most prominent features when considering a long-term and reliable CMS provider. This is closely followed by a CMS' ability to host across different regions (15%). As the top three priorities are particularly good characteristics of a headless CMS, it is likely that most organisations will be moving towards adopting a headless CMS solution.



# Conclusion

The survey highlights how organisations are addressing their current and future content management needs. It shines more light on participants' challenges, attitudes and approaches when selecting and utilising a CMS that will support them in achieving complex business goals.

Firstly, the findings reveal that content creators (53%) are the primary users of the CMS within most organisations, closely followed by marketing (35%). Of all respondents, no organisation currently uses a headless CMS. Instead, hybrid (48%) and traditional (33%) are the most popular systems in use and this may suggest little knowledge. The biggest challenges for most organisations is the failure of multilingual CMS functionalities (26%) and platform and user experience (24%).

All respondents unanimously highlighted (100%) their plans for significant growth with web traffic over the next 12 months, while more than half of the respondents highlighted that their organisations were keen on utilising websites to deliver personalised experiences for customers. Although headless CMS adoption is not common at present, with increased content volume and the need to push content to different platforms in the future, a service provider who specialises in this option has scope to become a market leader.

These findings highlight the complex content needs that enterprises face when selecting and utilising a CMS system. Organisations need CMS systems to build and manage multi-channel business growth over time. Not only does a CMS help to store all web content in one place, but it will also support collaboration within teams to continually adjust customers' paths based on their current and predicted behaviour with a complete data view of customers across marketing, commerce, sales and service.



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