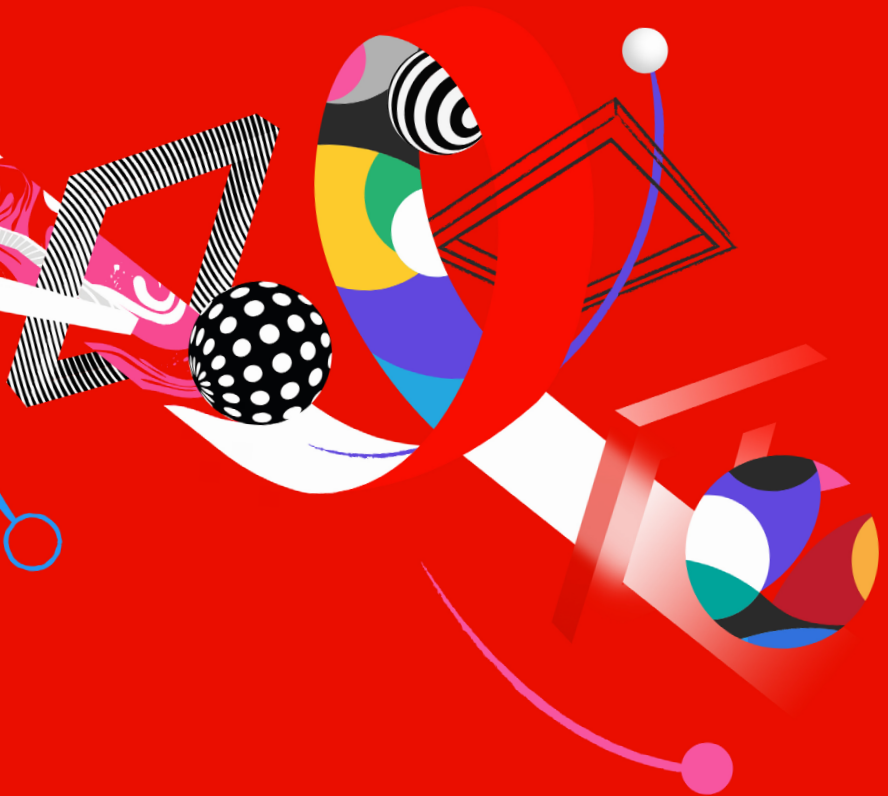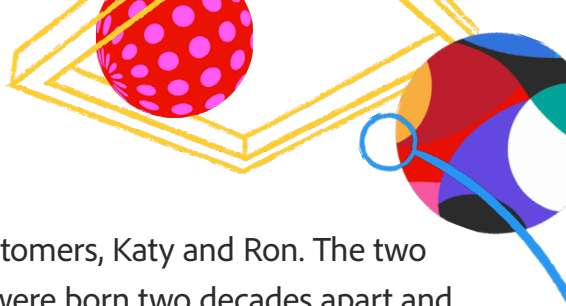# Opportunity is calling. Answer it with content.

Why a modern headless CMS is essential for delivering experiences that grow your business.

This is a tale of two customers, Katy and Ron. The two have never met. They were born two decades apart and live hundreds of miles from each other. Ron is a long-time customer of a leading mobile carrier. Katy uses another. The one thing they do have in common is their desire for a new phone. This leads them to the same website— where, despite their similar goals, they'll end up having very different experiences.

Katy needs a new phone and has been thinking about changing plans. Her carrier doesn't have any options that excite her, so she goes to another mobile company's site hoping to find a better plan and a deal on a phone. Because this is her first time on the site, she's unknown to them. But her browsing behaviors begin to shed some insights to help them tailor her experience.

Katy's pathway

Analytics show that Katy is spending a lot of time looking at phones and has clicked through to several product pages.

She adds a phone to her cart and completes her personal information.

Not quite ready to commit, she abandons the cart to check out reviews and videos on the phone and carrier.

Later that day, she returns to the site, which now loads with an offer for a free 5G phone with qualifying plans. She checks out the phone being offered as well as the available plans.

Wanting to see and hold the phone, she opts not to chat with an expert and instead clicks "Find a store."

In the store, she asks about the free phone offer, which she sees on the LED display, gets all the info she needs, and signs up. She leaves with her new phone in hand.

A few weeks later, she gets an email for a new tracker device, which she saw in the store. She clicks on the link and orders one—this time online.

Ron is a long-time customer of his mobile company and is active with their app and website. His journey starts with an email announcing the latest iPhone. Along the way, his experience is personalized based on his customer profile.

Ron's pathway

Ron clicks on the email's link which takes him to his carrier's website.

He sees a promotion for the phone, goes to product features, then checks to see if he's due for an upgrade. He is, but first he decides to compare the phone to the model right below it.

He searches online for reviews and comparisons of the two iPhones, then opens his carrier's app.

A banner pops up inviting Ron to be one of the first to get the phone when it comes in.

He clicks to chat with an expert, who shares more details about the newest phone and offer. He signs up to be notified when it comes in.

A few weeks later, he receives a text notification that his phone is now available by mail or at the company's nearest store.

He opens his app to purchase the phone and sign all the documents electronically. His phone arrives the next day.

Although Katy and Ron are hypothetical customers, the ways their experiences have been personalized are real. Behind the scenes of these two experiences are various platforms, solutions, and technologies working in sync to make each journey connected and unique to the individual.

When personalized and presented effectively, every customer journey can be a compilation of moments that add up to create an experience that will delight at every turn. And each of those moments starts with content.
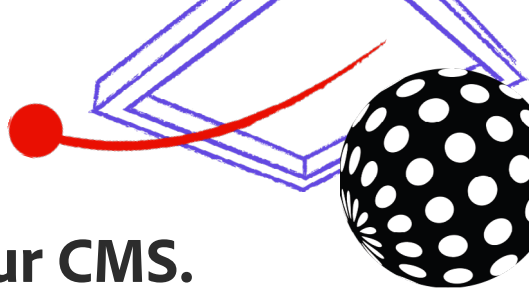
Dialing in your CMS.

The heart of any digital operation is content. No matter how much you have, the right content management system (CMS) will help you manage it all to create personalized, consistent brand experiences across web, mobile, apps, social, voice, in-person, and more.

An agile CMS combined with a modern data asset management (DAM) system provides a single foundation for managing all your content. You'll be able to quickly find assets, pull them into templates and other designs, reuse existing content, and automatically deliver AI-driven, personalized content across all channels.

That's critical in today's digital environment, where consumers now expect personalized experiences at every turn. For Katy, that well-timed offer for a new plan and free phone was the catalyst for changing carriers. For Ron, being offered priority access was just the incentive he needed to buy the new phone.

Sprint (now part of T-Mobile) has exactly this kind of foundation to deliver deeply personalized experiences at scale—and significantly grow their business.

Rob Roy, senior vice president and head of new business innovation at T-Mobile, knew they needed the right content management foundation to build upon. "I think we're full on," he says, after making Adobe Experience Manager the backbone of their operation. "It's a Ferrari, and we're driving it like a Ferrari."

Their data would agree. The new Sprint/T-Mobile digital experience has delivered a stunning 22 percent increase in order conversion rate, a 14 percent increase in brand-new customer conversions, and a 16 percent increase in add-to-cart conversions.

Brands with the strongest omnichannel customer engagement strategies see 10% year-over-year growth, a 10% increase in average order value, and a 25% increase in close rates.

Source: Forrester study commissioned by Adobe

Read on to see how content management provides the following opportunities to grow your business:

- Easy omnichannel experiences
- Consistency across channels
- Quick time to market
- Personalization at every step and at scale
- Dynamic content that adapts in real time

Achieve effortless omnichannel with a headless CMS.

Content management systems were originally built for the web and traditional HTML experiences. "Given the proliferation of channels and frameworks for delivering content today, your CMS and omnichannel strategy should ensure you can support headless delivery," says Karthik Muralidharan, senior product manager on the Adobe Experience Manager product marketing team.

A CMS that supports headless delivery gives you the flexibility to deliver and reuse content anywhere, regardless of the presentation layer that renders it. For example, Katy saw the free phone offer on the landing page, and again reformatted for the large LED screen in the store. That's also where she saw the tracker device ad, which later was delivered to her via email.

When you pull in customer profiles and attributes, you can serve up just the right content across all channels a customer touches for a truly individualized experience. "Adobe has enabled us to become channel-less," Roy says. "No matter what touchpoint you have with us, whether it's phone, store, web, app, affiliate channel, it doesn't matter—we can use these universal components to surface the right experience for them. That's the vision of how we're delivering on today's kind of implementation."

Turn thousands of assets into millions of consistent experiences.

Consistency across channels is another benefit of having a CMS that supports headless delivery. The same content can be pulled into different experience templates that allow you to design once and

update and customize as many times as you want with different photos, languages, prices, and more. This means the experience can be tailored to the channel or person but remain consistent overall. Headless also ensures that whenever you update a piece of content, it's updated everywhere.

Without headless capabilities, experiences are created and managed in silos—which is not only time consuming, but also leads to a disjointed experience.

Lufthansa understands the benefits of this agility and consistency. After undergoing a digital transformation, they're now able to change their customer experiences as often as their customers change planes—creating new ways to reach them with timely and relevant content and services. At the same time, they're able to maintain a seamless experience throughout the journey.

Take web pages, for example. With more than 400 website editors around the world, they chose Adobe Experience Manager, which allows each of them to access a centralized asset repository, and using templates, quickly create web pages specific to their different regions and local promotions—all within their brand and campaign styles.

"We are constantly evolving our customer experience, and we are doing experience improvements all day long," says Karsten Kraemer, director of Lufthansa hub airline portals. With an emphasis on personalization, they're able to move quickly to delight their customers with the right experience, such as an offer in the app inviting them to upgrade long before they check in.
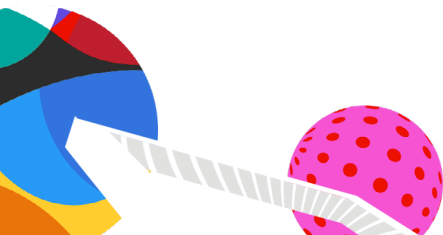
Speed time to market with content, collaboration, and the cloud.

To ensure your content is delivered quickly, you need to connect your DAM and CMS, which allows creative pros to quickly create the assets, and marketers to quickly pull those assets into the content they're building. Having good workflows allows for collaboration between both groups for faster time to market.

Just as essential is a cloud-native solution, which provides the infrastructure for the collaboration. It can also provide low-code tools and automated checks and balances, making it easier and faster for developers to deploy your code. And because cloud solutions mean you're always using the latest products and functionality, you don't have lengthy upgrade cycles that slow you down.

Business communications and audio-video solution provider Poly had very little ecommerce business prior to COVID-19. Suddenly, they had to shift their focus from marketing conference solutions to an IT audience to helping employees find solutions to be productive at home. And that meant delivering all-new digital experiences.

Poly's marketers integrated a DAM (Adobe Experience Manager Assets) and Adobe Workfront to streamline the production and delivery of content across a broad range of digital marketing channels. Teams can now easily access all their assets at any time, quickly search and find just what they need, and know they have the most recent versions. Creative pros can reuse or refresh the assets instead of starting from scratch, and marketers can track content plans and work-in-progress status.

> " Our pace of work has increased dramatically, as has our scope, and yet we're rolling out highly integrated campaigns more quickly and efficiently than ever."

Jenifer Salzwedel
Senior Director of Marketing Operations and Enablement, Poly

Get more personal, get more results.

While a modern CMS is the foundation for delivering consistent omnichannel experiences, analytics powers the personalization. When you integrate analytics with your CMS, insights get surfaced in real time, and the right content gets delivered in just the right time and place. Once Ron logged into his carrier's app, his customer profile provided insights that led to the priority access offer.

"The ultimate goal is to be predictive and create a one-to-moment personalized experience," Roy says. "That means to predictively recognize what that customer's need-state is at that very moment and surface the right experience for them."

To do this, you have to understand your audience segments and create different content and experiences for each. You also have to know how the different content is resonating. For example, an active sportswear company might have several experience templates based on Pacific coast customers often looking for surfing gear, while customers on the east coast are more interested in hiking or cool weather apparel. They can customize their experiences accordingly, and then get even more targeted based on how individual customers interact with them.

Deliver experiences that continuously adapt and stay relevant.

When you have customer insights about what's happening in the moment and an AI-driven system that can dynamically adapt in real time, you're able to deliver truly meaningful experiences right when they matter most.

Consider an A/B test. Let's say you're running several different experiences and testing which ones are performing the best. A modern CMS and targeting solution allows you to automatically allocate all the traffic to the higher performing experience. If you continue to test, you can keep adapting and serving up the best content.

Let's go back to Katy's experience. When she returned to the website later in the day, it loaded with the offer for the free phone she was considering. The website is learning from her behaviors and changing what it serves up. A CMS with the content readily available makes this possible.
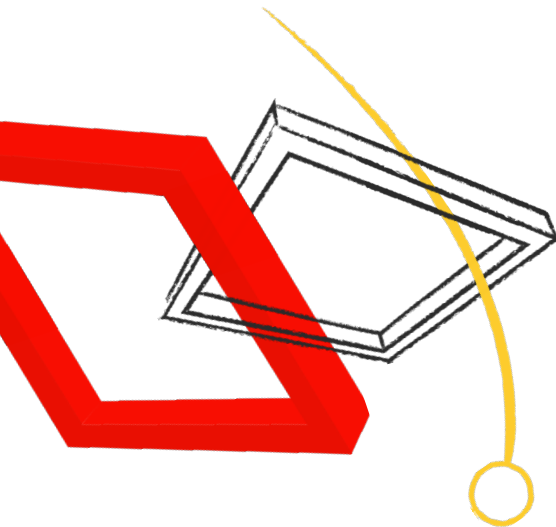
"It's the journey that matters in the end."

Ernest Hemingway summarized it well, long before the dawn of the digital age. Customer experience is all about the journey—a journey that's most effective when it includes moments of personalized, relevant content.

A modern CMS and DAM provide the foundation to create and deliver those moments at just the right time. Add analytics as the engine and AI-driven workflows to put it all into action, and you have an integrated system that allows you to quickly deliver the kind of one-to-one experiences that increase conversions and grow your business.

Adobe can help.

Learn more about how Adobe Experience Manager Sites, Experience Manager Assets, Adobe Workfront, and Adobe Sensei technology all work together to help your teams not only keep up with the demand for content, but also meet customers wherever they are with deeply relevant and personalized experiences.

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