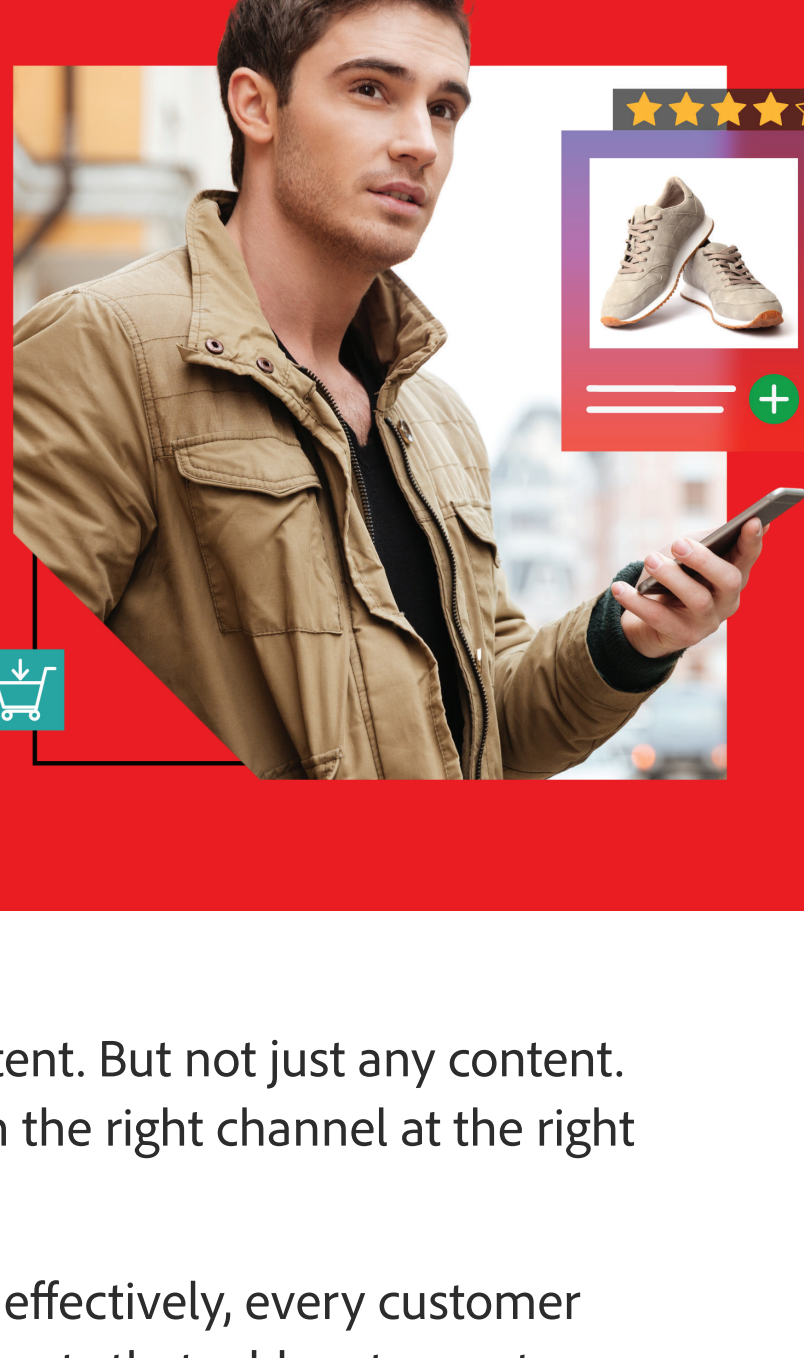




Adobe

# How 3 top brands answered the call for more content.

The business benefits of a seamlessly integrated CMS and DAM.

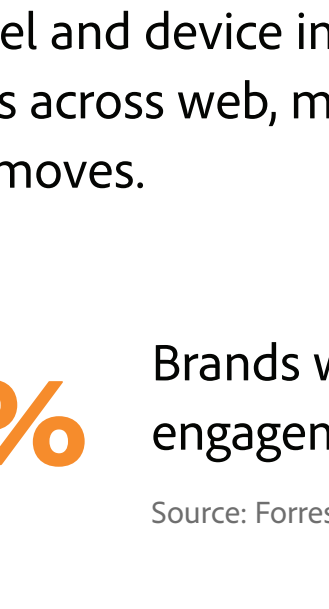


Your customers are calling for more content. But not just any content. They want the right content delivered on the right channel at the right moment in their buying journey.

If content is personalized and presented effectively, every customer journey turns into a compilation of moments that add up to create an experience that delights at every turn. But if you don't have the right platforms working seamlessly together, it's impossible to do that at scale.

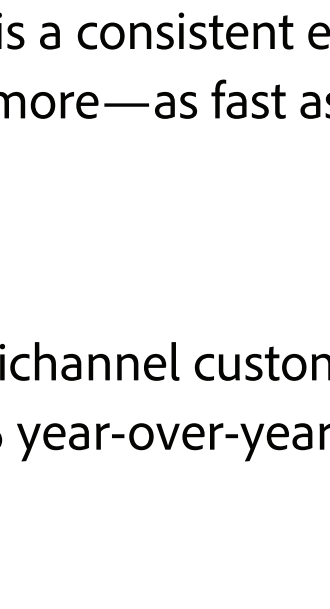
A flexible, headless content management system (CMS) paired with a robust yet easy-to-use digital asset management (DAM) system allows you to do more than keep up with customer expectations—it helps you exceed them.

## The challenges of keeping up with content demand.



29% of marketers say keeping up with demand for new content is their top business challenge.

Source: IDC



51% of senior executives said content was a top technological priority for 2022.

Source: Adobe and Econsultancy

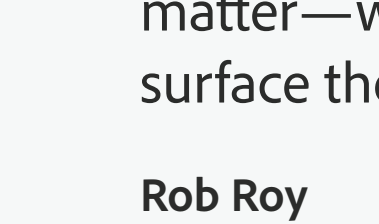
## Agility and consistency are key to effortless omnichannel experiences.

A headless CMS allows you to reuse content that automatically adjusts to any format. So you can deliver personalized brand experiences across any channel and device in an instant. The result is a consistent experience that moves across web, mobile, app, social, and more—as fast as each customer moves.



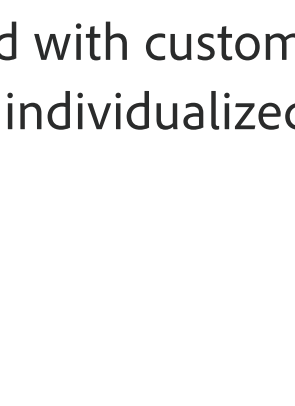
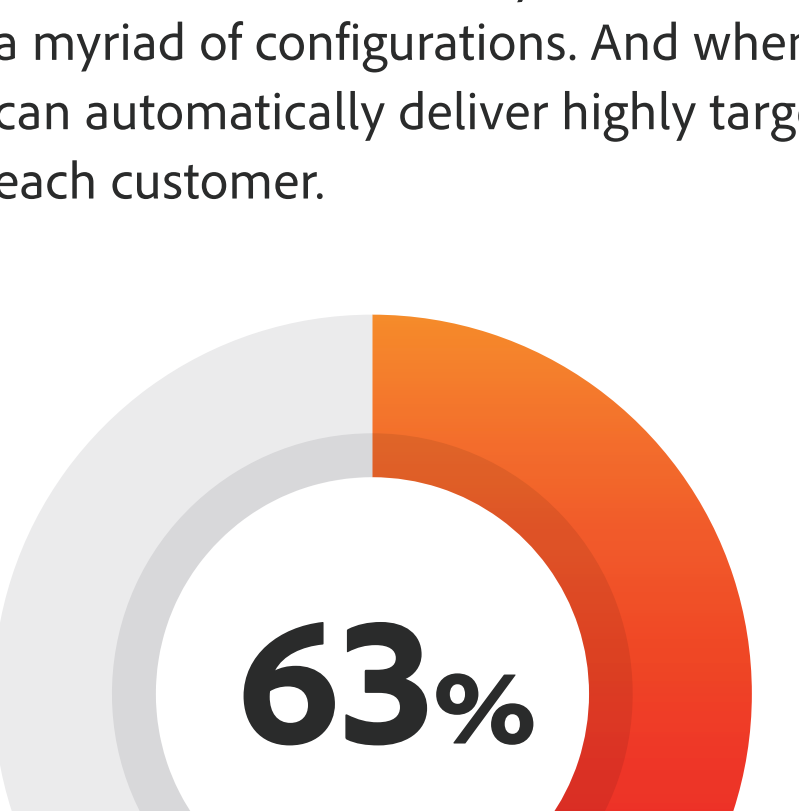
Brands with the strongest omnichannel customer engagement strategies see 10% year-over-year growth.

Source: Forrester

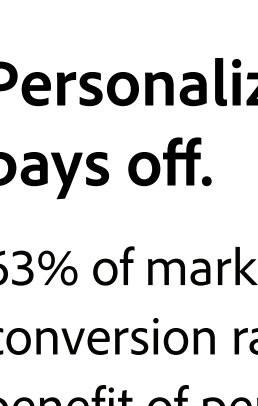


## How Sprint (now part of T-Mobile) turned connections into conversions.

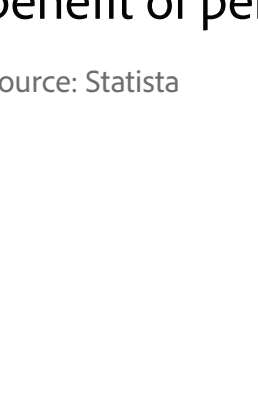
With a unified DAM and CMS in **Adobe Experience Manager**, T-Mobile built a seamless, cross-channel experience for its customers and experienced stunning results. [Read their story](#)



22% increase in order conversion



14% increase in new customer conversions



16% increase in add-to-cart conversions

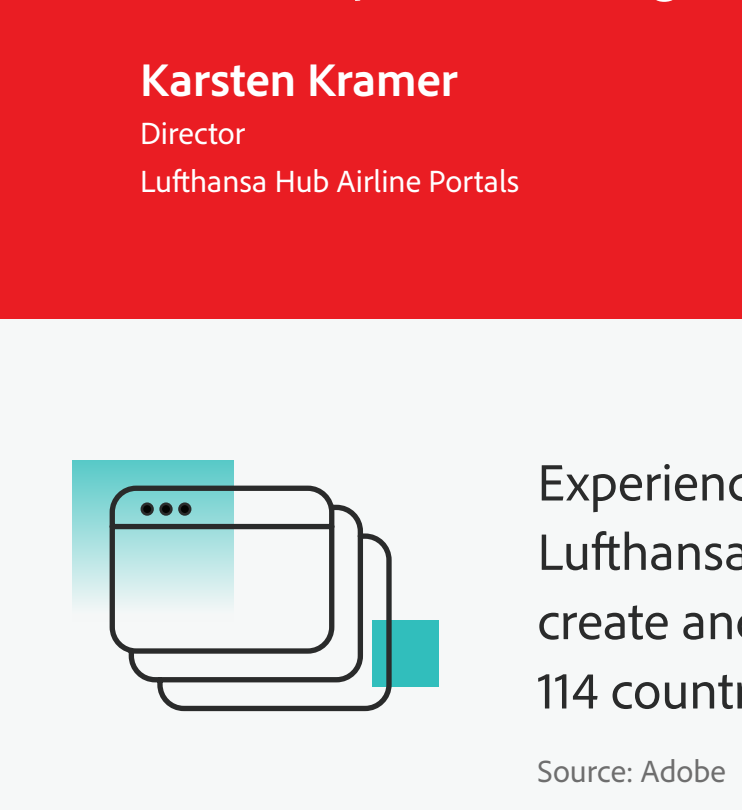
Source: Adobe

“No matter what touchpoint you have with us—whether it's a phone, store, web, app, affiliate channel, it doesn't matter—we can use these universal components to surface the right experience for them.”

**Rob Roy**  
Chief Digital Officer  
T-Mobile

## More personalization without more work.

A headless CMS allows you to create content blocks that can be used in a myriad of configurations. And when used with customer profiles, you can automatically deliver highly targeted, individualized experiences to each customer.



**Personalization pays off.**

63% of marketers said increased conversion rates are the main benefit of personalization.

Source: Statista

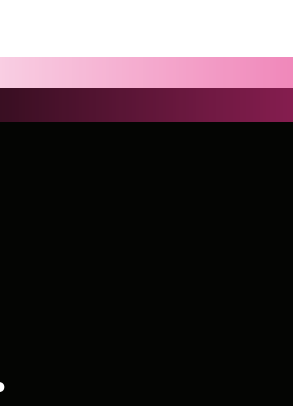
## But for many, personalization is easier said than done.



72% of retail leaders say scaling personalization is their top challenge.



59% of firms offer no or basic personalization on their website.



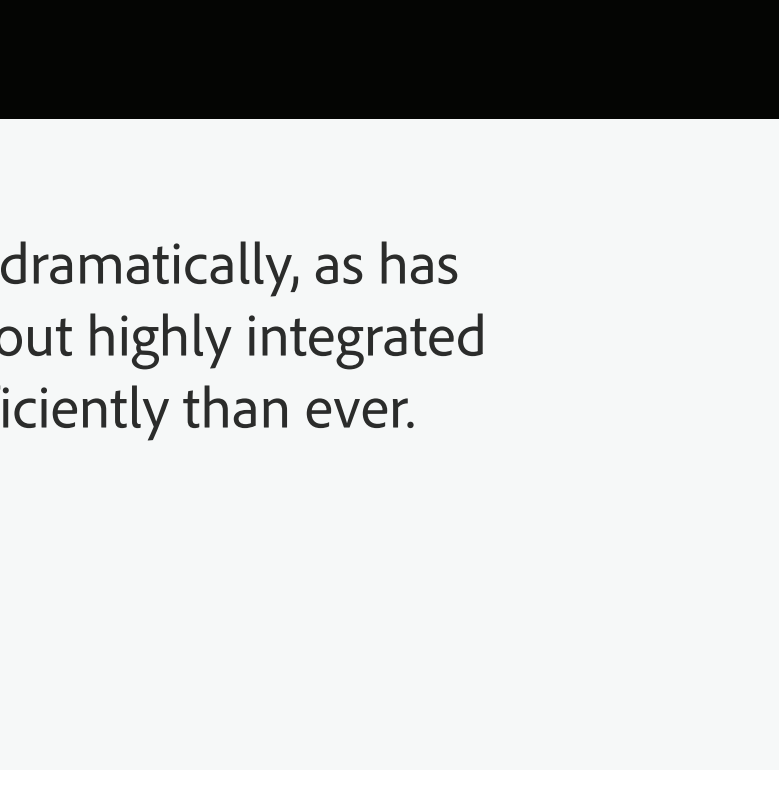
58% of retailers believe they don't have the technology to support their personalization strategy.

Source: Adobe and Invisio



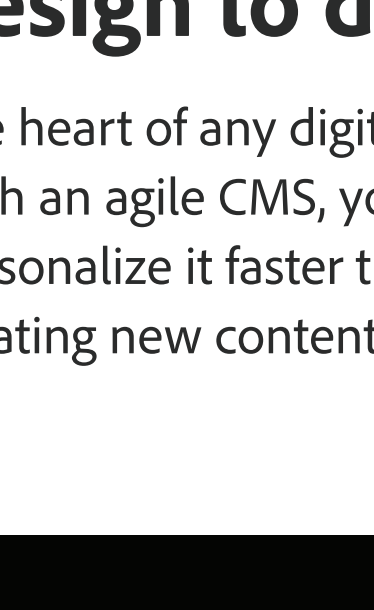
## How Lufthansa flies through content creation.

Lufthansa's 400 web editors use Experience Manager to access a centralized asset repository and pull the assets into templates to quickly create web pages specific to their different regions and local promotions. And they do this while staying within their brand and campaign styles. [See how](#)



“We're constantly evolving our customer experience, and we are doing experience improvements all day long. We are working in an agile mode and are progressing in the same way. We're doing much better than ever before.”

**Karsten Kramer**  
Director  
Lufthansa Hub Airline Portals



Experience Manager allows Lufthansa's 400 editors to quickly create and evolve 2,700+ pages, serving 114 countries in 14 different languages.

Source: Adobe

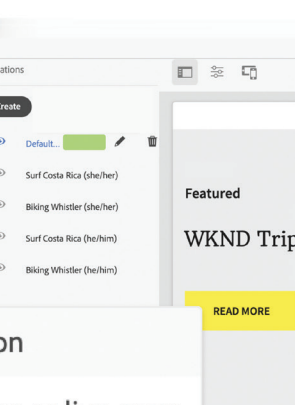
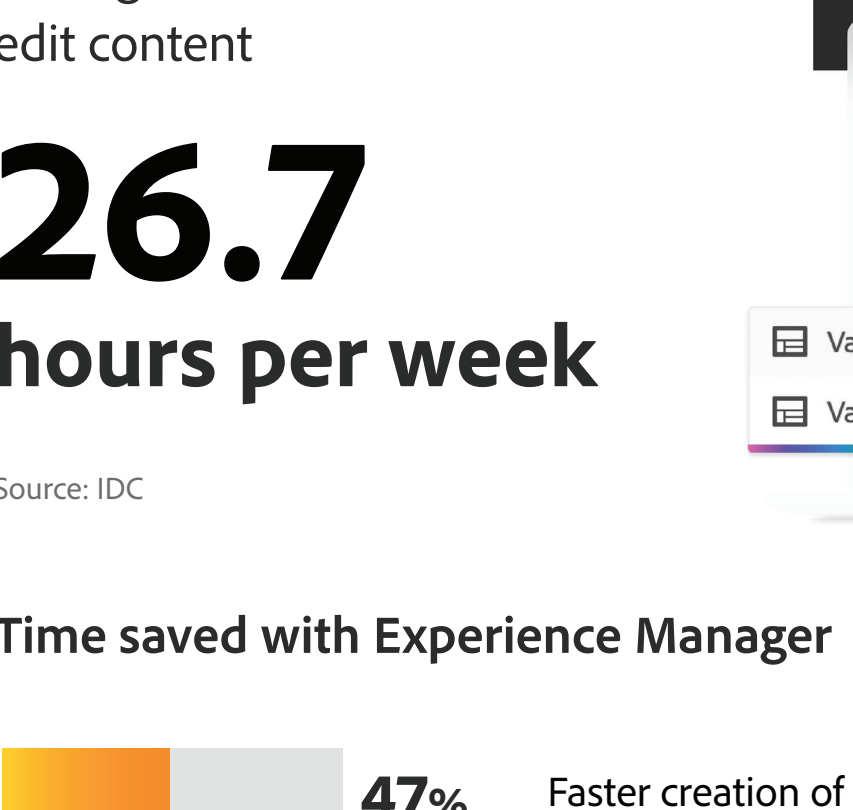
## Speed up your time from design to delivery.

The heart of any digital operation is content. With an agile CMS, you can produce and personalize it faster than ever—whether you're creating new content or updating existing assets.



## How Poly dialed in its global launches.

Poly, a leader in business communications and audio-video solutions, uses Experience Manager with Adobe's suite of products to streamline the production and delivery of content across a broad range of digital marketing channels. With the ability to easily access assets, quickly refresh them, and track content plans and work status, Poly delivers global launches faster than ever. [Read the story](#)



50% reduction in time for Poly to localize content.

Source: Adobe

“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.”

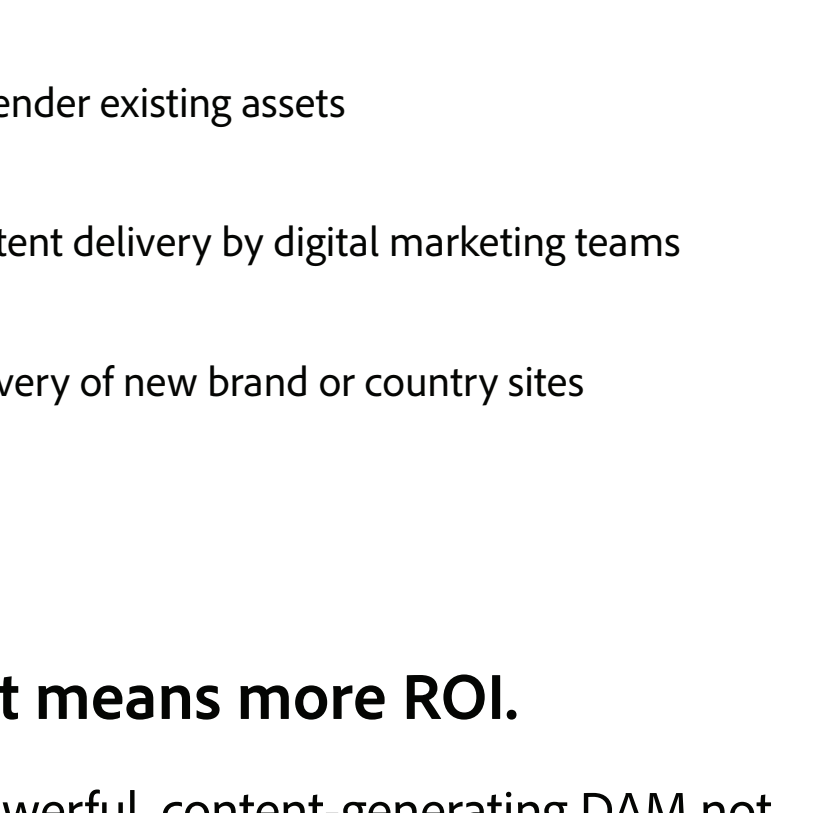
**Jenifer Salzwedel**  
Senior Director of Marketing Operations and Enablement  
Poly

## Create and edit more content in less time.

Average time to create and edit content



Source: IDC



### Time saved with Experience Manager

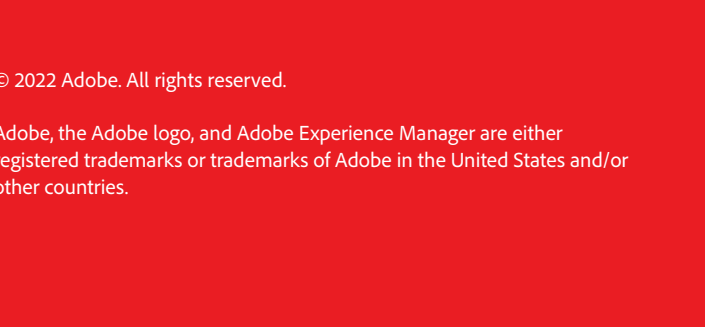


Source: IDC

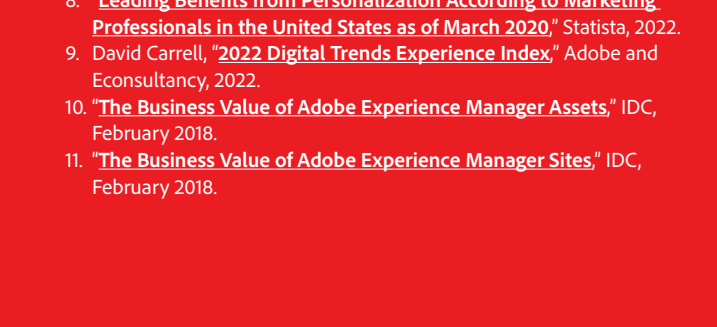
## More personalized content means more ROI.

A headless CMS working with a powerful, content-generating DAM not only makes the content production and delivery process more efficient, it also allows you to deliver personal experiences that truly resonate with your audiences. That leads to higher conversion rates—and higher ROI.

### Using Experience Manager, businesses saw:



348% Three-year ROI from the CMS



366% Three-year ROI from the DAM

Source: IDC

**Answer the call for more personalized content with Adobe Experience Manager.**

Learn more about how **Adobe Experience Manager Sites** and **Adobe Experience Manager Assets** work together to help your team unlock deeply personalized, seamless experiences at a rate unlike ever before.

[Learn more](#)



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