

**Modern CMS for marketers: Build relevant, personalized experiences with user-friendly tools, composable elements and AI guidance, empowering developer, and marketing teams to jointly address evolving customer digital expectations.**

# ***Modern CMS Empowers Marketers and Developers to Collaborate and Quickly Respond to Customer Digital Expectations***

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**Questions posed by:** Sitecore

**Answers by** Marci Maddox, IDC Research Vice President, Digital Experience Strategies

**Q1.** Marketing and developer teams are struggling with their existing platforms to meet customer demand for more relevant, personalized, and engaging digital experiences. What should they look for in a modern CMS to meet this demand?

Key takeaways:

- Adopt a modern CMS for seamless content creation and collaboration between marketing and developers
- Implement a user-friendly CMS for faster content delivery across channels
- Leverage a developer-friendly CMS for user insights and an informed content strategy

The traditional marketing tactics are transitioning in the face of the digital-first buyer. Today's buyers form their opinions based on the cumulative brand experience across various touchpoints. To win their loyalty, businesses must prioritize a seamless content journey that supports collaboration between marketing and developers. IDC research finds the top challenge for 29% of marketers is keeping up with the ongoing content demand. Organizations should consider a modern content management system (CMS) with a user-friendly, no-code interface that enables content creation, channel targeting, and interactive element integration, all without needing technical expertise. A self-service model will streamline content creation, saving valuable time to deliver content to preferred websites, channels and devices. Underperforming technology also hinders digital transformation efforts impacting 26% of businesses, according to IDC. Therefore, the CMS should make it easy for developers to extend the systems and access content and data easily. For example, connect content usage and user behavior to provide marketers insight into which content combinations and channels best influence the buyer journey and facilitate informed decisions. When using a modern CMS, IDC surveys show 51% of marketers experienced improvement in internal publication processes and 58% of developers found an improvement in external-facing tasks.

## Q2. With Generative AI proving its usefulness to content creators, what practical advice do you have for generating authentic content that drives results?

Key takeaways:

- Personalize and streamline content leveraging AI/GenAI for insights, creation, and management
- Prioritize human oversight to GenAI tasks and tune it for successful digital experiences
- Drive efficiency for human resources, allowing for higher-value expert content creation

Building trust is paramount when crafting authentic, resonant content. IDC research indicates that personalized content directly influences purchasing decisions, highlighting the importance of tailoring information to users' needs. When using GenAI to create content, include human oversight and guidance to ensure the content matches the customer situation, is on brand and encourages a seamlessly connected and frictionless journey for user. IDC found that 3 out of 4 digital leaders acknowledge the importance of authentic interactions in building trust, emphasizing the importance of a GenAI-human relationship.

Turning to the role of the developer, their ability to tune the AI/GenAI tools for the marketers becomes crucial in enabling faster and easier content management. In some cases, AI-driven code generation can accelerate development efforts. The CMS should make generating easily readable and watchable information, on-target translation and clear language part of a successful digital experience. Use GenAI to provide content recommendations and first drafts to free up human resources. Teams can then focus on higher-value content strategies that establish the organization as a source of industry expertise. This level of content authenticity will use AI to derive insights to understand the shifting buyer needs and respond quickly to meet the demand.

## Q3. Resource constrained marketing and developer teams are being asked to do more with less. Is there any way they can meet digital performance metrics more efficiently?

Key takeaways:

- Combat talent scarcity with a componentized CMS for self-service content management
- Boost content efficiency using pre-built blocks and reduced duplication
- Accelerate content ROI with user-friendly content assembly

Talent scarcity is a significant challenge for many organizations. Investing in specialized roles like data scientists can be impractical, especially in resource-constrained environments. This creates a bottleneck for marketing teams, who struggle to demonstrate the impact of their efforts on metrics like customer retention and growth. Which is further exacerbated with limited developer resources to build custom performance dashboards.

A potential solution lies in adopting a componentized CMS that offers pre-built content blocks and intuitive interfaces, empowering marketers to manage content on their own, freeing up developers from routine tasks. IDC found that 58%

of content is unnecessarily duplicated and 40% of the content is in siloed or somewhat siloed applications that hinders search, creation, and reuse. Componentized platforms address this challenge allowing diverse teams (on average up to 175 contributors) to configure and dynamically assemble content for easier reusability while retaining compliance with data privacy regulations. IDC found that a componentized CMS supported marketers in creating more relevant, up-to-date and/or personalized content, easier delivery to multiple digital channels, and easier to produce multiple content versions. The empowerment of content teams reduces reliance on developers, accelerates content production and generates faster returns on investments that contribute directly to business value.

## Q4. There is often a reliance on a busy developer team to launch a product or update a web property. Is there a way to empower digital experience teams with tools and processes that reduce friction with the developer team and improve the pace of change?

Key takeaways:

- Encourage agility and collaboration via modular components for developers and marketers
- Utilize design thinking to bridge marketer and developer perspectives for customer-centric experiences
- Leverage a modern CMS for streamlined publishing, personalization, and user engagement

Agility and collaboration are the secret to success. As discussed, composable architectures provide a balance between developer-controlled structure and marketer-focused creative storytelling. It allows developers to assemble applications like building blocks, and marketers to create and swap out content experiences quickly and easily. It also ensures other applications can access required objects without a lot of overhead, reducing development hurdles that can slow down a launch.

Design thinking also serves as a crucial tool in improving the pace of change. It emphasizes user-centricity; encouraging marketers and developers to step outside their own perspectives to understand the needs, wants, and frustrations of the customer. Regular collaborative discussions throughout the ideation and execution stages of the project ensures alignment on goals and quickly addresses any challenges encountered.

A modern CMS will also empower marketers to use streamlined publishing workflows to create digital experiences that are interactive and engaging while adhering to data privacy regulations. IDC research found the benefits of adopting a componentized CMS included a positive impact on business metrics (reduced costs and increased revenue), enhanced customer experience, improved employee productivity, and faster time to market.

## Q5. Interoperability and modular architectures are top of mind for technology leaders, but is there a measurable advantage to using a cloud-based digital experience platform?

## Key takeaways:

- Boost ROI with a MACH-based CMS for cloud-driven content management and faster deployments
- Embrace a hybrid-headless approach for flexibility and control over digital experiences
- Accelerate innovation with a cloud-based CMS for faster access to technology and quicker time-to-market

The return on investment (ROI) for cloud-based, hybrid-headless, and API-driven modular solutions is recognized by both marketers and developers. Marketing teams can manage day-to-day operations and design engaging experiences that are quickly deployed via the cloud. Meanwhile, developers can leverage the "plug-and-play" functionality of a CMS built on MACH (Microservices, API-first, Cloud-native, Headless) principles to seamlessly integrate with various cloud apps and services. Additionally, digitally mature development teams are able to work with popular coding frameworks and design principles.

IDC research reveals a growing preference for cloud-based website solutions, particularly among organizations managing numerous websites and deploying to hybrid or public clouds. With website traffic surging since the pandemic, businesses require optimal performance when catering to the increasingly demanding digital consumer base. The expected benefits of cloud platforms further solidify the case for cloud-based digital experience platforms. IDC survey respondents selected faster access to innovative technologies (41%), accelerated adoption of AI and automation (40%), better control of cloud costs (36%) and quicker time-to-market for digital offerings (32%) as top benefits. Embracing a hybrid-headless cloud-based CMS offers a compelling combination of flexibility, control, and demonstrably positive outcomes, paving the way for a successful digital future.

## About the Analyst



### **Marci Maddox, Research Vice President, Digital Experience Strategies**

Leveraging 20 years of working with content and experience applications, Marci is responsible for research related to content and media assets that drive relevant, personalized, and engaging digital experiences research. Marci's core research coverage includes creative tools, web content management systems, customer communications, digital asset management, and video platform solutions.

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