

Guide

The Sitecore CMS advantage

9 reasons global brands choose Sitecore



Introduction

In today's digital-first world, a website is the cornerstone of every organization's online presence.

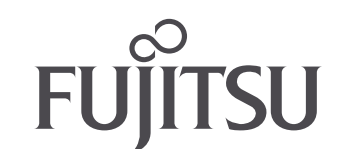
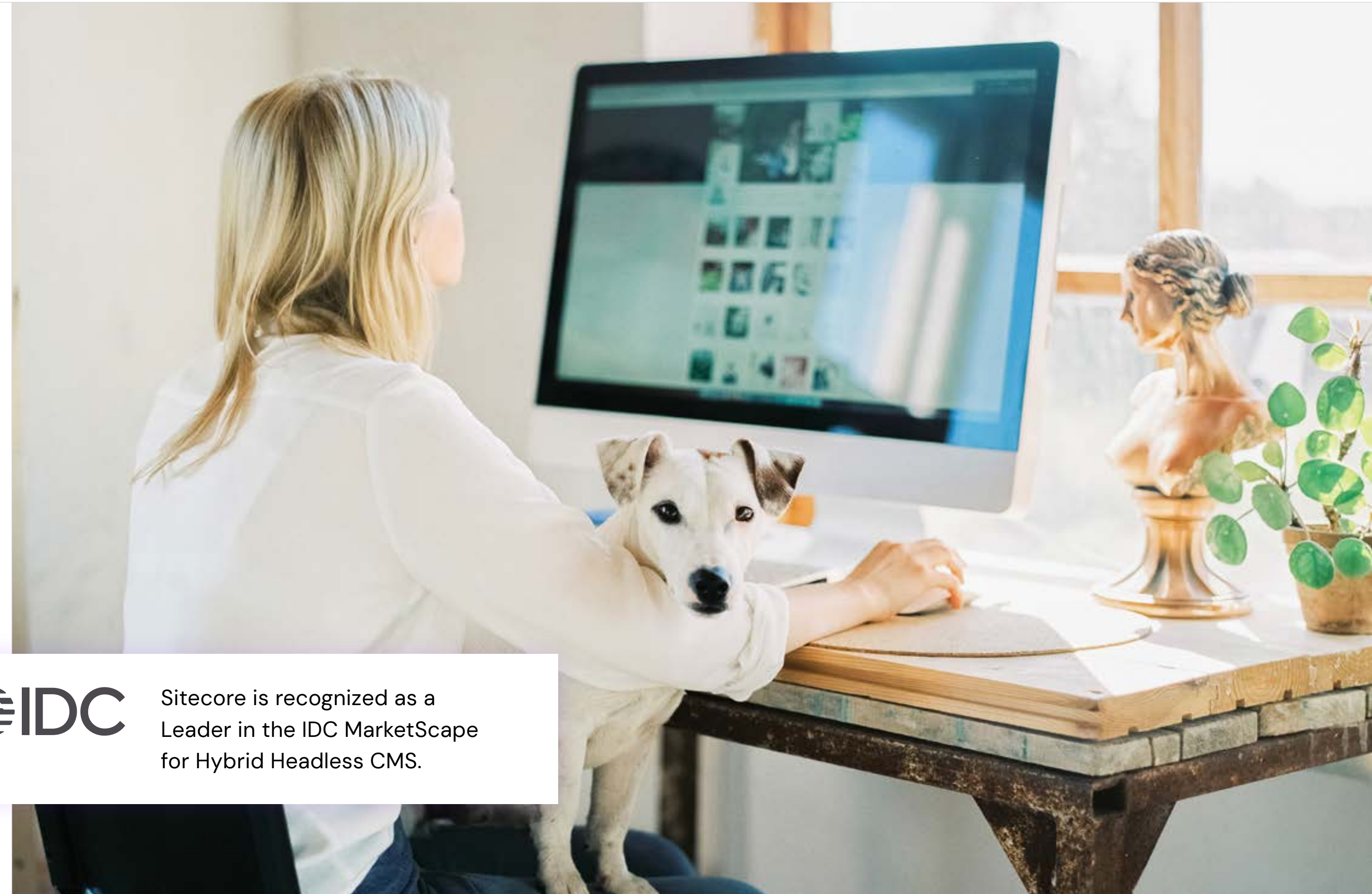
Trusted by thousands of global brands and consistently recognized by industry analysts, Sitecore has been powering global websites and leading the content management system (CMS) market for over 20 years.

But why do top brands like L'Oréal, Microsoft, and United Airlines choose Sitecore?

This guide highlights nine key reasons why global marketers choose Sitecore CMS to deliver personalized digital experiences that maximize their marketing impact and differentiate their brands.



Sitecore is recognized as a Leader in the IDC MarketScape for Hybrid Headless CMS.



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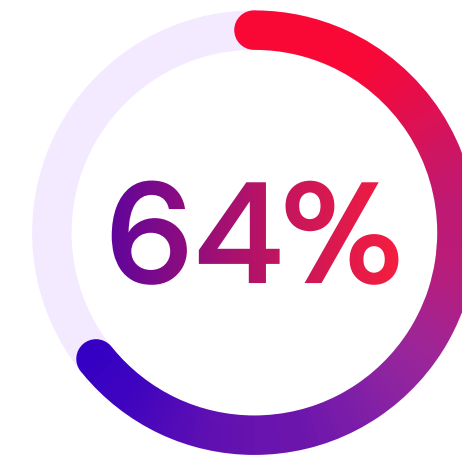
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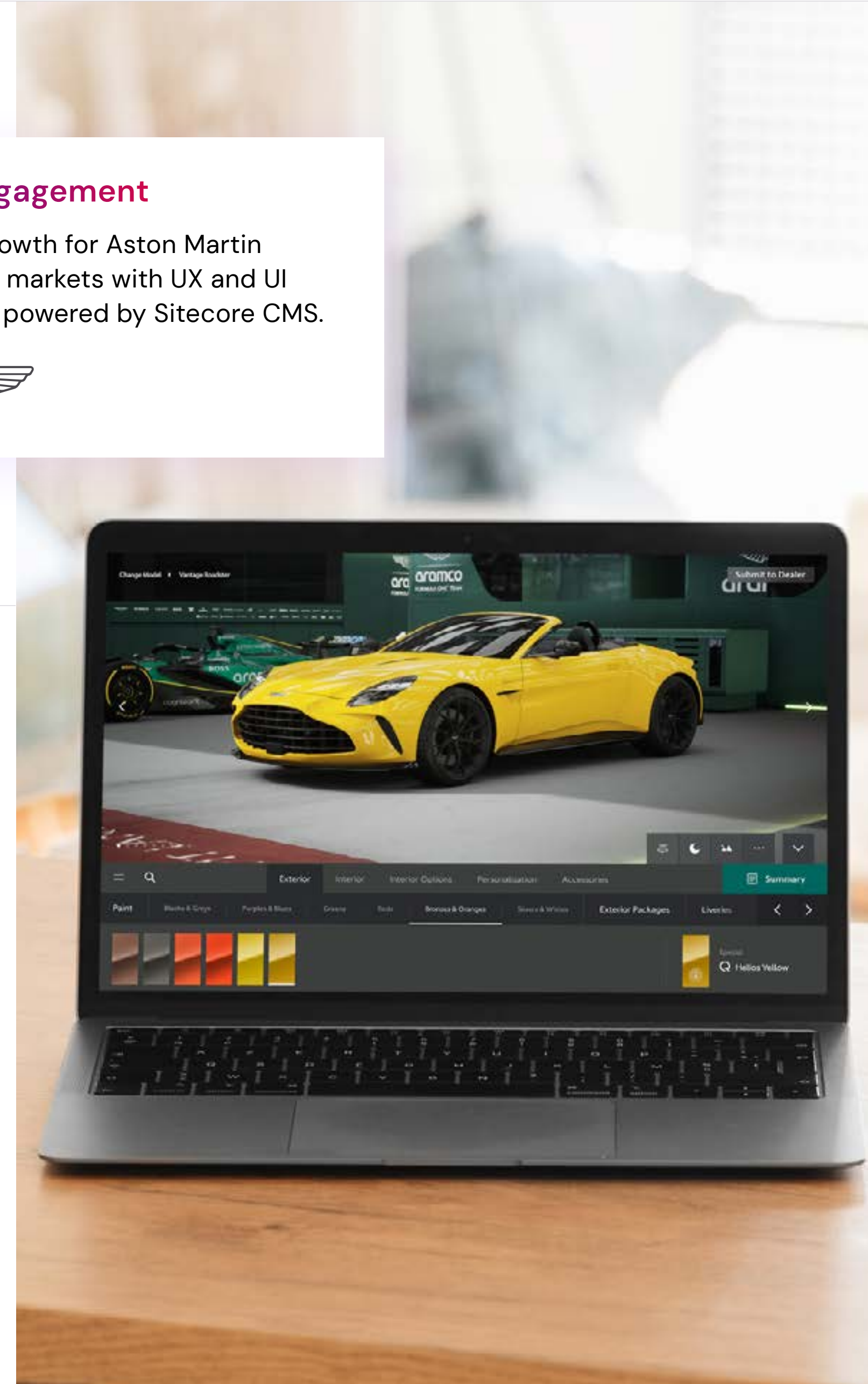
1 Proven marketing impact

Sitecore CMS drives real business results by transforming customer experiences, increasing engagement, maximizing efficiency, and accelerating revenue growth.

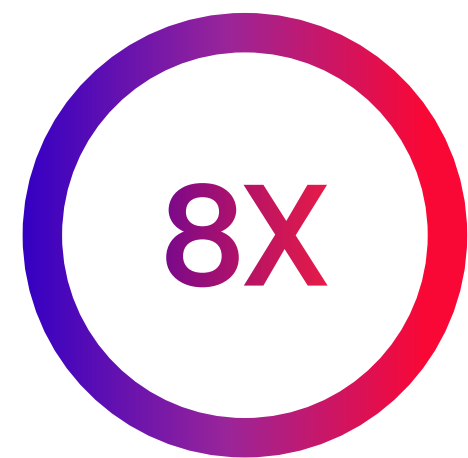


Increase engagement

engagement growth for Aston Martin in key strategic markets with UX and UI transformation powered by Sitecore CMS.



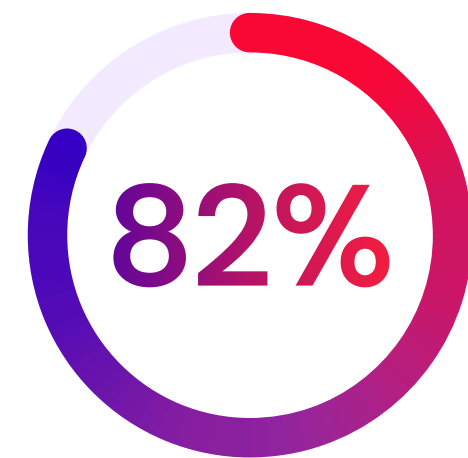
Drive efficiency



increase in marketing productivity for BDR Thermea Group, improving back-office performance by 50% and saving €500K annually with Sitecore CMS.



Transform experiences



of United Airlines' non-English-speaking customers reported improved travel experiences when using Sitecore-powered personalized digital signage.

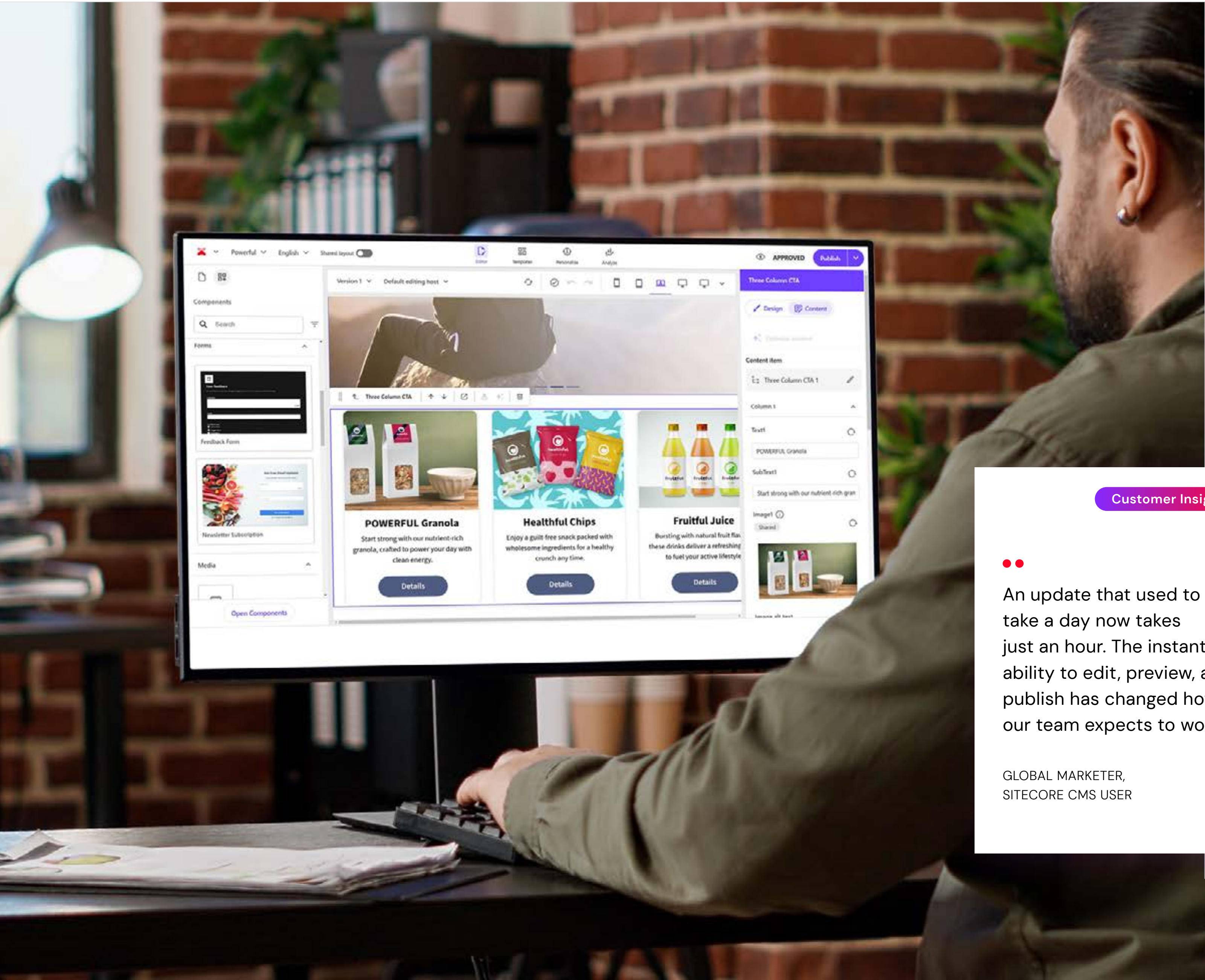


Grow revenue



increase in transaction revenue for Cytiva, as Sitecore CMS enabled a streamlined digital presence across 32 countries.





2 Marketer-friendly user experience

Sitecore CMS is designed for enterprise marketing teams managing content at scale, with AI-enabled tools, intuitive editing, and seamless collaboration—all in one platform.

Customer Insight

●●

An update that used to take a day now takes just an hour. The instant ability to edit, preview, and publish has changed how our team expects to work.

●●

GLOBAL MARKETER,
SITECORE CMS USER

Drag-and-drop simplicity: Build, edit, and publish content instantly using an intuitive drag-and-drop editor.

AI assistance: Smart recommendations optimize content, layouts, and engagement to save time and improve performance.

Easy collaboration: Integrated collaboration tools streamline approvals and content production.

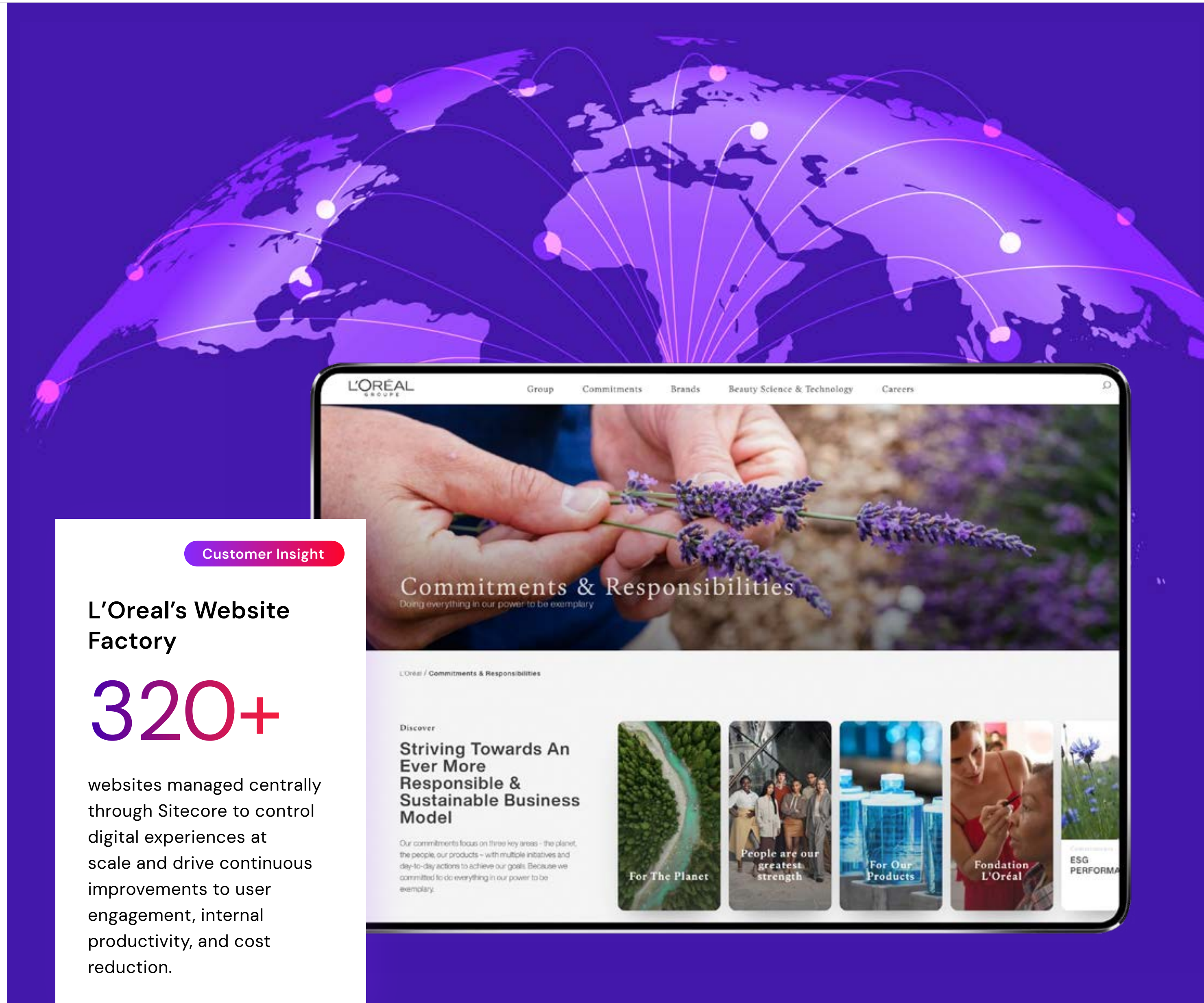
3 One CMS for all your websites

Sitecore centralizes content management, enabling brands to efficiently manage multiple websites across regions, brands, and languages while ensuring brand consistency.

Unlimited sites: Manage hundreds of digital properties globally from one centralized CMS.

Global and local management: Balance centralized governance with regional and language customization.

Scalable efficiency: Automated workflows and AI-enabled orchestration streamline content management.



Customer Insight

L'Oréal's Website Factory

320+

websites managed centrally through Sitecore to control digital experiences at scale and drive continuous improvements to user engagement, internal productivity, and cost reduction.

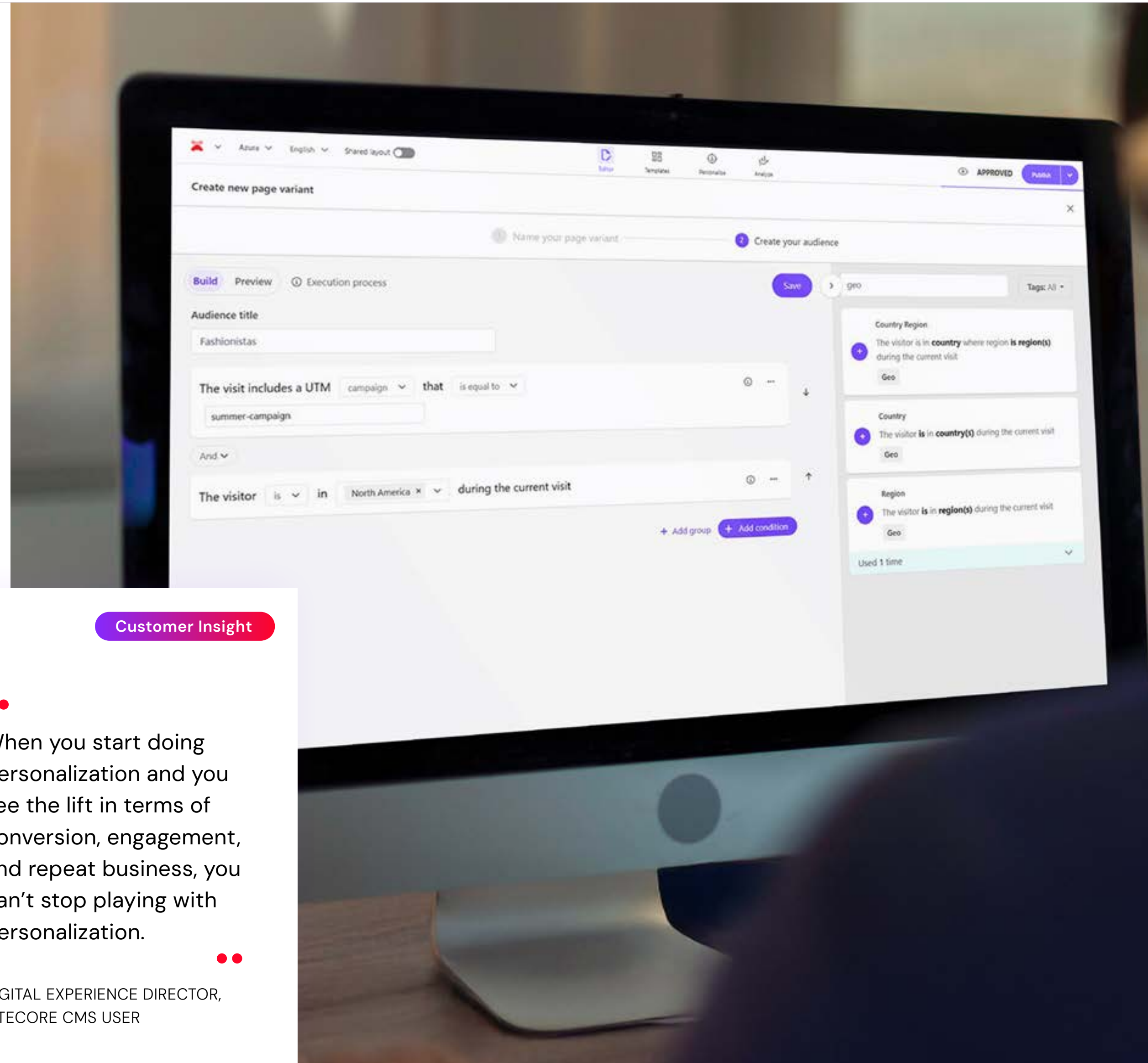
4 Market-leading personalization

Sitecore’s built-in personalization helps brands dynamically tailor customer experiences, increase conversions, and optimize engagement—without extra tools.

Real-time insights: Live data collected and analyzed to deliver hyper-personalized content.

A/B testing: Data-driven targeting and experimentation continuously optimizes engagement.

Seamless execution: Activate personalization directly within the CMS with no third-party tools needed.



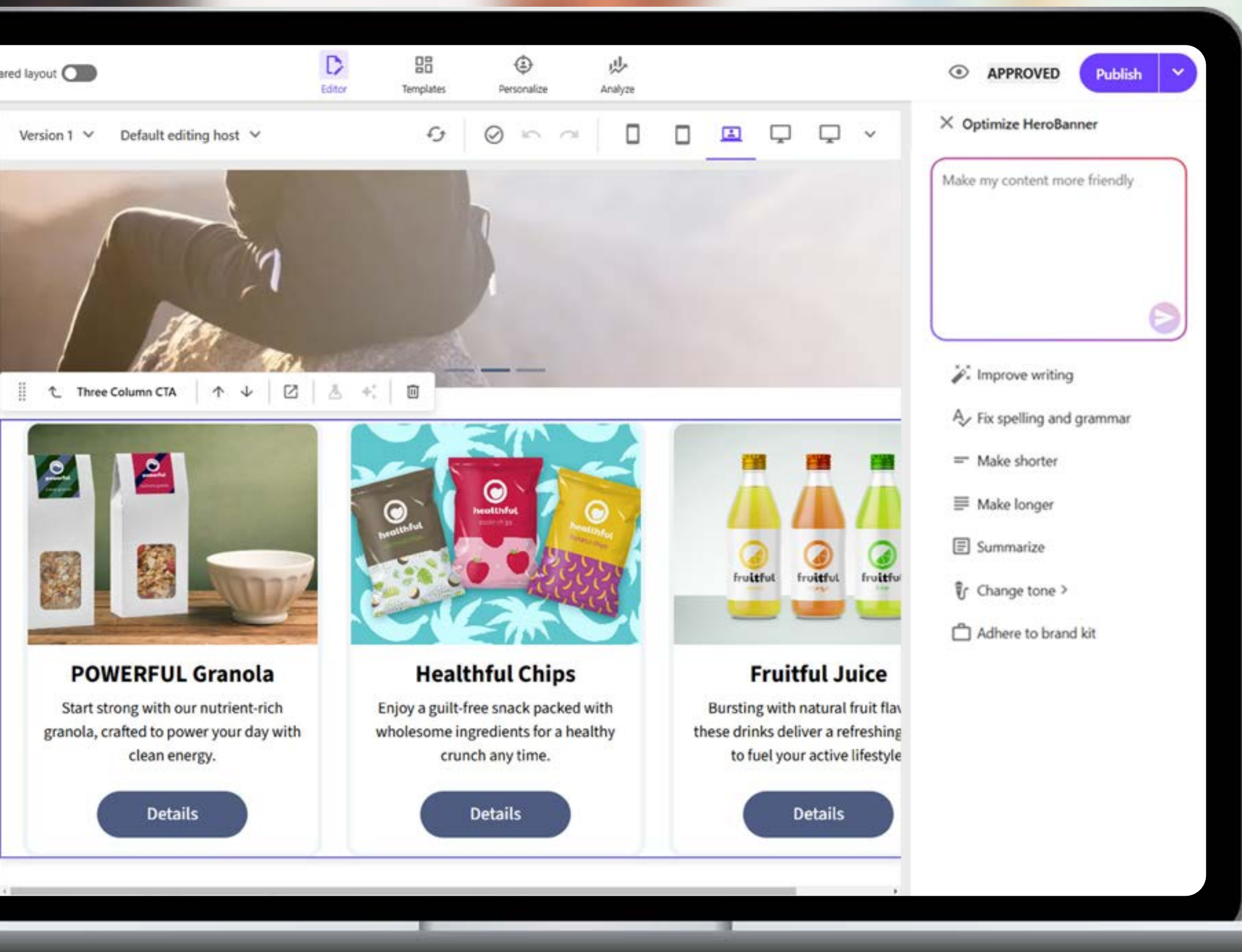
Customer Insight

••

When you start doing personalization and you see the lift in terms of conversion, engagement, and repeat business, you can't stop playing with personalization.

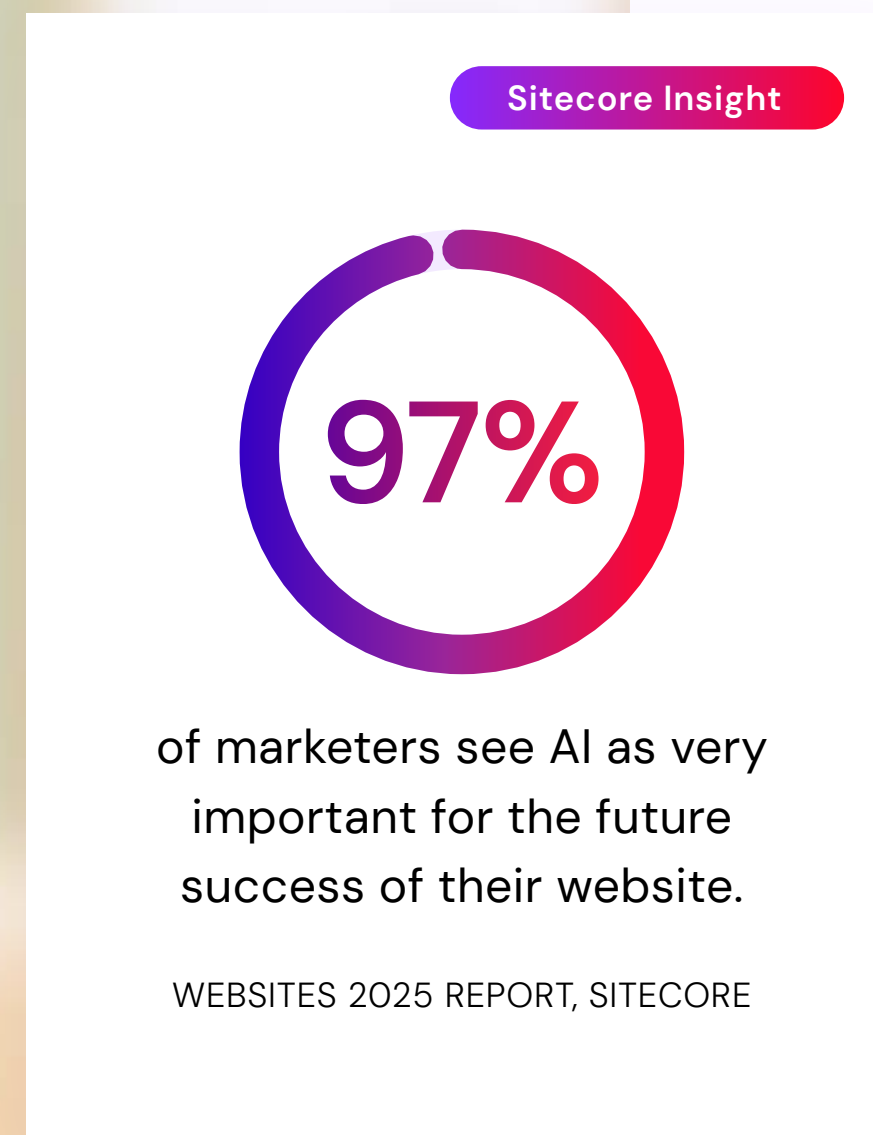
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DIGITAL EXPERIENCE DIRECTOR,
SITECORE CMS USER



5 Powered by AI

Sitecore CMS seamlessly integrates AI to empower teams to work faster, smarter, and more efficiently to accelerate and improve digital experience delivery.



Brand-aware AI: The AI foundation that learns and understands your brand – and gets smarter over time.

Copilots and agents: AI-driven recommendations, automation, and workflows for smarter marketing execution.

Agentic workflows: Intelligent orchestration blending human expertise with AI automation to drive efficiency and keep projects on track.

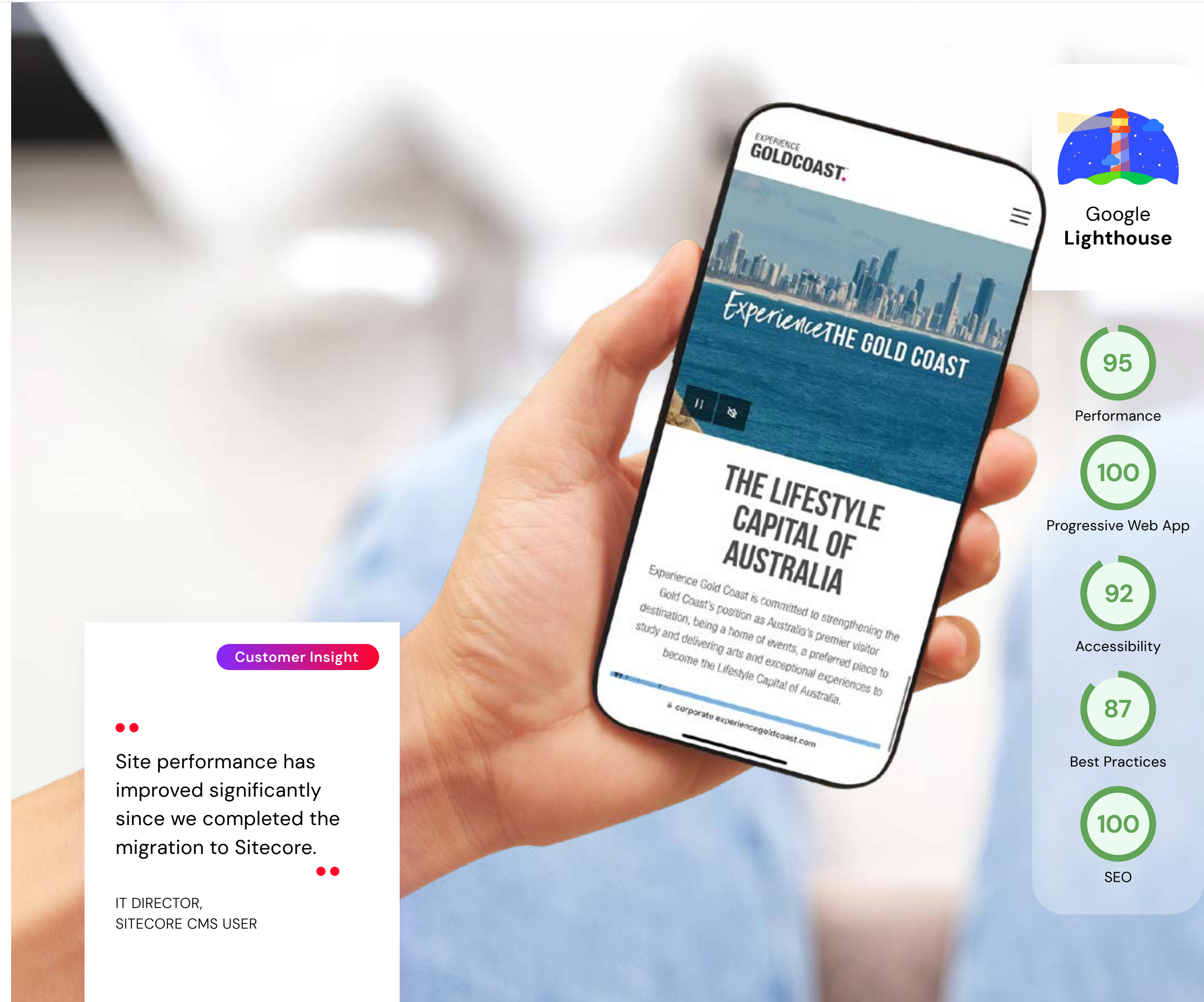
6 Performance at scale

Sitecore CMS ensures high-speed, cloud-native performance, optimizing Google Lighthouse scores while delivering lightning-fast digital experiences.

Lightning-fast load speeds: Content is distributed instantly across web, mobile, and emerging channels via global edge delivery.

SaaS-driven performance: Content management that's fast to deploy, scalable, reliable, and always up-to-date in the cloud.

Accelerated team efficiency: Pre-built templates and workflows to boost development and iteration speed.



Customer Insight

•• Site performance has improved significantly since we completed the migration to Sitecore. ••

IT DIRECTOR,
SITECORE CMS USER

7 A CMS for everyone

Sitecore empowers marketers, developers, and IT teams alike with an intuitive, secure, and scalable CMS that allows everyone to operate and collaborate effectively.

Customer Insight



With Sitecore, we have made it easy for non-technical business users to create and manage content and develop targeted and personalized digital journeys so we can reach and attract new audiences.



DIGITAL PERFORMANCE MANAGER,
SITECORE CMS USER

Marketer-friendly tools

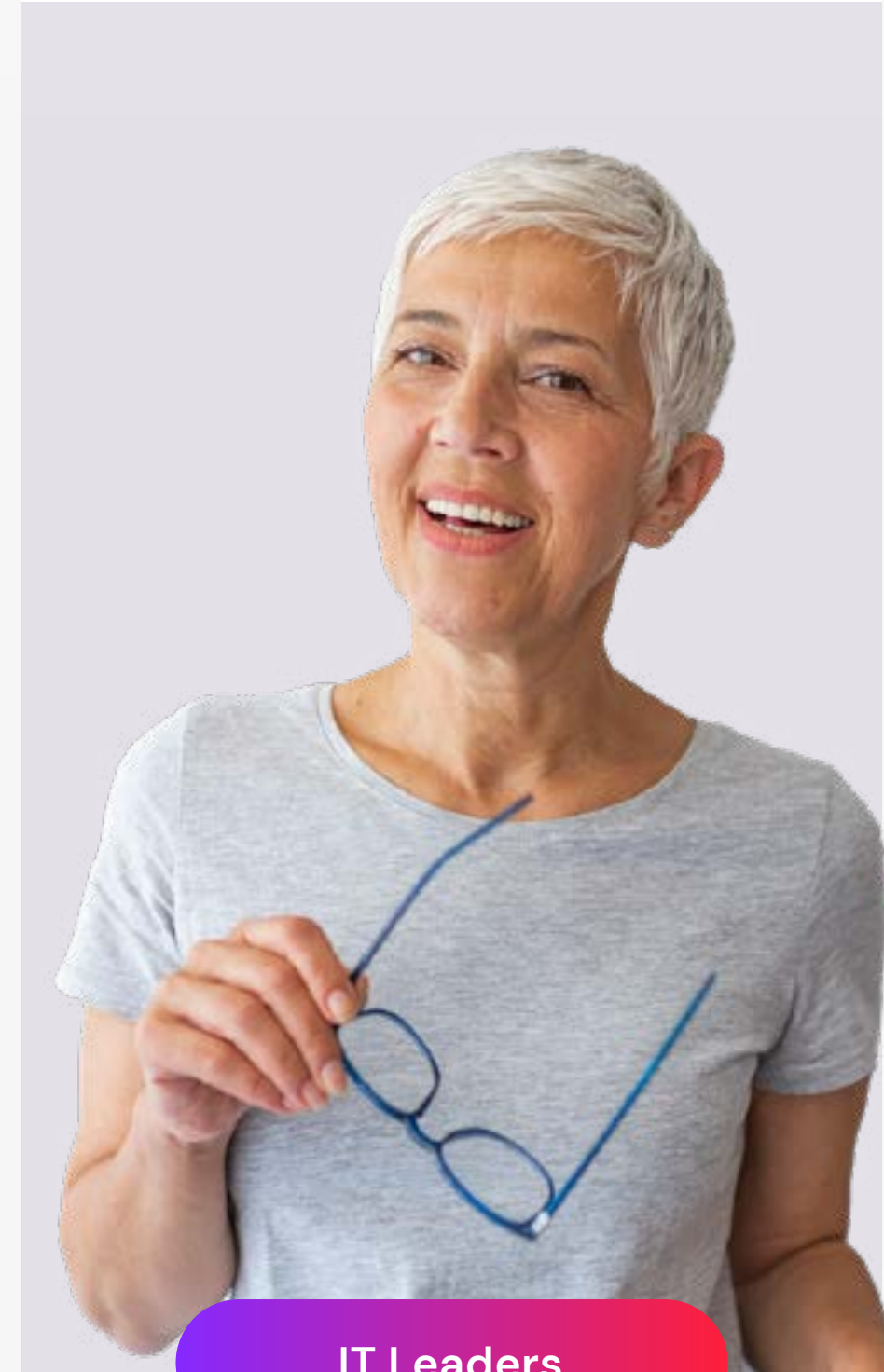
Intuitive editing, AI-assisted content creation, and built-in personalization.



Marketers

Developer flexibility

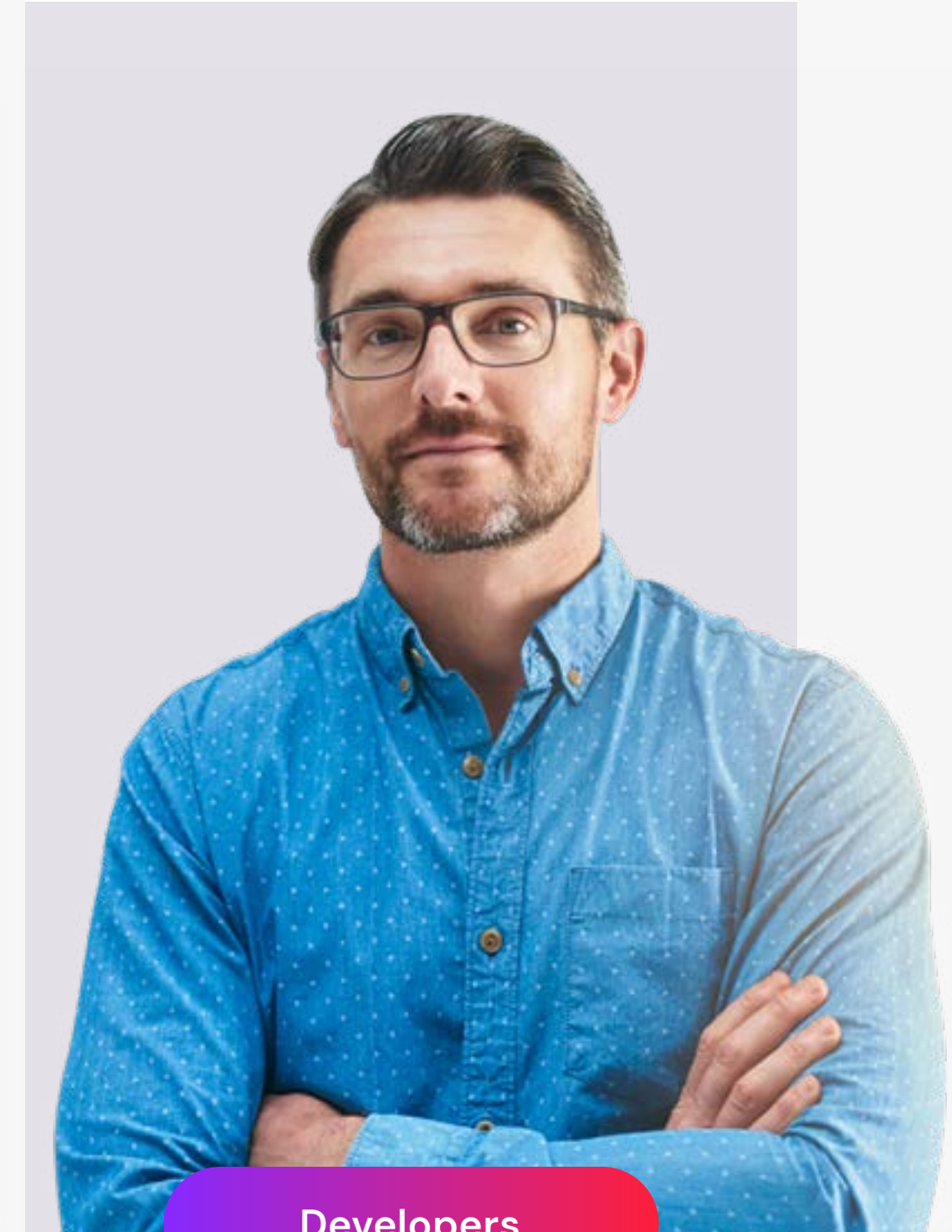
Build with modern frameworks, APIs, and microservices, and be part of a 25,000-strong developer community.



IT Leaders

IT-approved

Enterprise-grade security with ISO, SOC 2, HIPAA, and GDPR compliance.



Developers

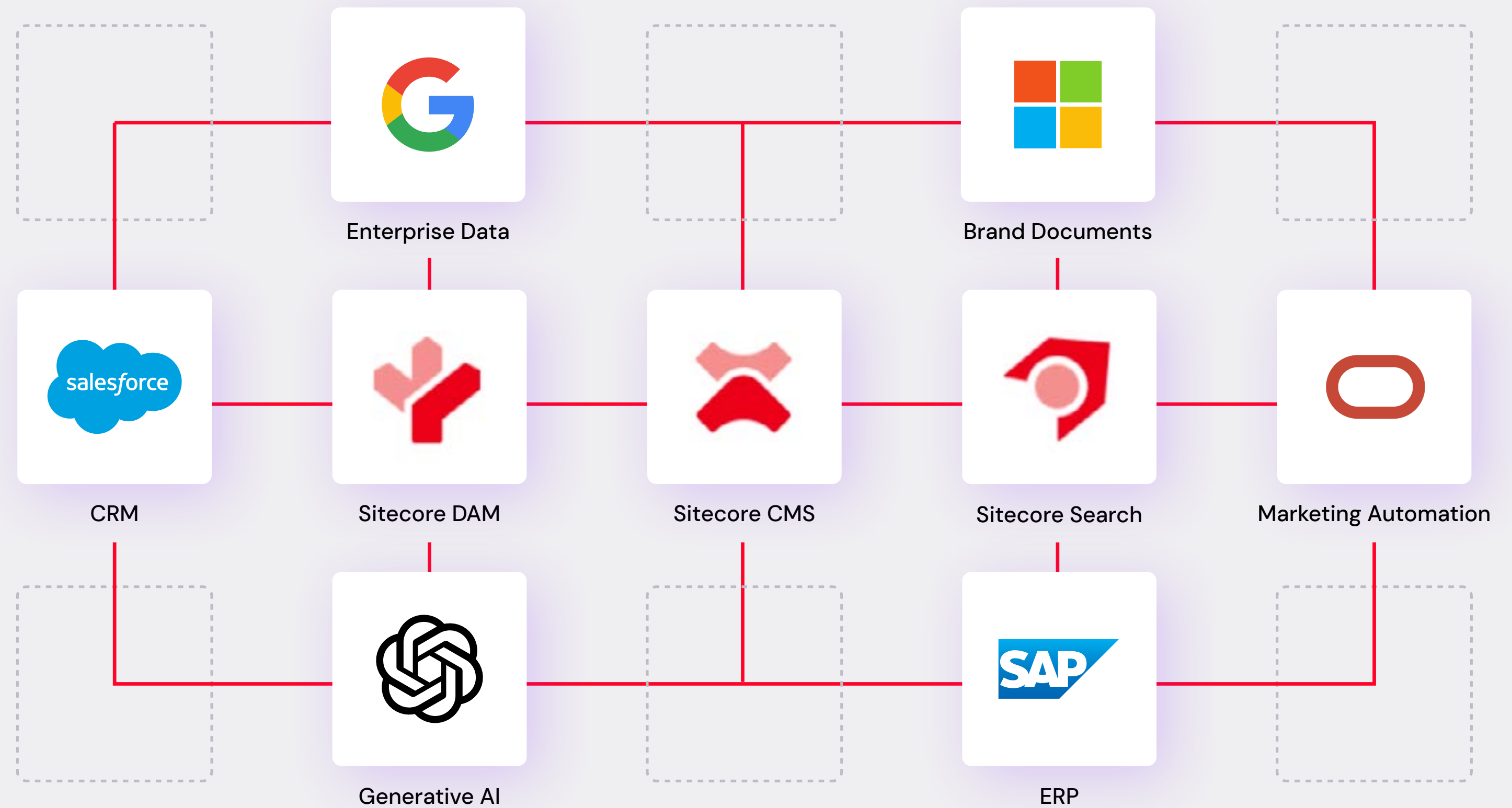
8 Powerful integrations

Sitecore offers a range of add-ons to extend your CMS capabilities as your digital strategy evolves, and the flexibility to integrate seamlessly into any martech stack.

Add-on tools: Advanced personalization, data, analytics, search, and commerce tools to maximize the performance of your CMS.

Composable architecture: Implement only the tools you need for your unique, composable martech stack.

Seamless integrations: Open APIs to connect seamlessly and securely into any martech stack.



9 Continuous innovation

Sitecore drives continuous innovation, with regular releases and seamless upgrades, built on the foundation of more than 20 years of industry leadership.

Regular releases: Frequent releases of new features and tools to continuously improve content management capabilities.

Automated upgrades: Regular SaaS upgrades to constantly improve content management capabilities without the need for replatforming.

Industry pioneers: 20+ years at the leading edge of the CMS industry, driven by a culture of continuous innovation.



Hundreds of global partners

Sitecore has an unrivalled network of technical and solution partners to unlock the full potential of your CMS. Whether it's help with strategy, implementation, or ongoing support, Sitecore partners make sure you're maximizing the return on your investment and driving continuous innovation for your digital experience strategy.









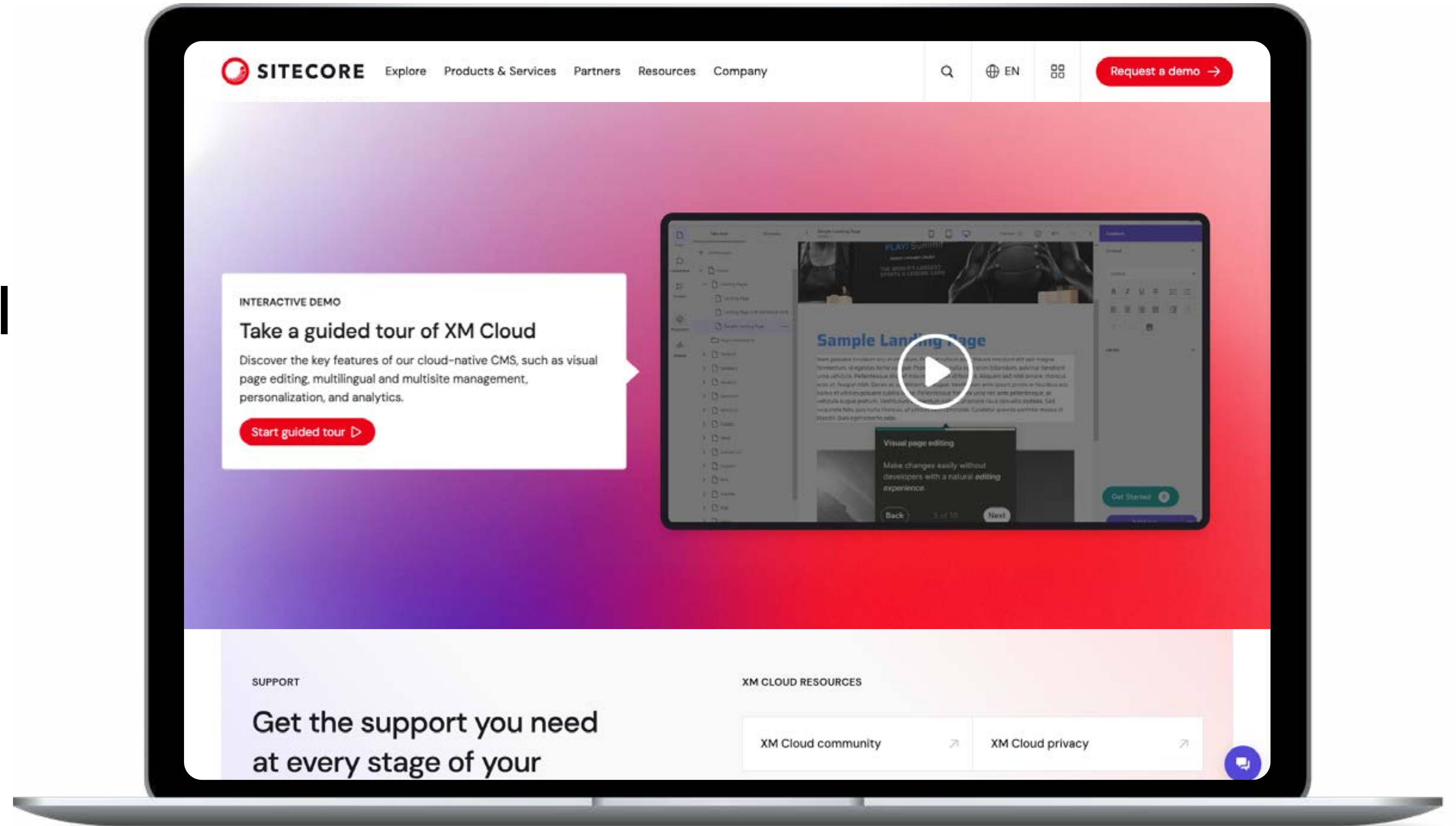






Discover how Sitecore CMS can transform your digital experience today

Learn more



About Sitecore

Sitecore is a global leader in digital experience software, trusted by visionary brands like L'Oréal, Microsoft, and United Airlines to power their content lifecycle from content strategy to digital experience delivery. Our composable platform gives marketers and technologists the power to build together at global scale – harnessing content, data, personalization, and AI – to manage digital assets, create engaging content, understand customer intent, and deliver standout experiences across all touchpoints.

Discover more at [sitecore.com](https://www.sitecore.com).