Webinar: Agile Content Management for the Modern Web and Beyond

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Presented by
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Agile Content Management for the Modern Web & Beyond
Agenda

- Digital Experience Expectations
- Rise of Modern Web Apps
- Content Management Challenges & Best Practices
- NRG Case Study
Customers’ expectations for digital experiences keep rising.

54% of consumers are less likely to make a purchase or recommend a brand if content is not contextually relevant.

47% of consumers stop engaging altogether when content takes too long to load.

Source: Adobe 2018 Consumer Content Survey
Explosion of digital touchpoints

Challenge | How to efficiently scale contextually relevant, fast and responsive experiences across increasing digital touchpoints
Modern web apps are capturing the attention

Single Page Apps

Facebook

Progressive Web Apps

Washington Post

Nike: www.nike-react.com

Trivago

Fast & Responsive

Low Bandwidth / Offline

Mobile App-like

Re-usability
Traditional Content Management System

Agility for web content management but does not scale for modern web apps and beyond

Pros:

- Business-friendly editing & preview
- Business-friendly personalization
- Mature multilingual capabilities
- Mature asset management

Cons:

- Reloads entire page impacting performance
- Cannot support offline
- Cannot re-use code or content for modern apps
- Not scalable for multi-channel
Headless Content Management System

*Scales for modern web apps and beyond but does not offer agility for content management*

Pros:
- Flexibility for front-end tools
- Content Sharing
- Future-proof

Cons:
- Lacks business-friendly editing
- Lacks business-friendly preview
- Lacks business-friendly personalization
- Poor multi-lingual capabilities
- Poor asset management features
Hybrid Content Delivery  Modular Content Blocks  Business-friendly Tools  Granular Personalization  Intelligent Content Supply Chain
Hybrid Content Delivery

*Supports traditional web but also scales for modern web and beyond*
Modular Content Blocks

Enables content sharing and re-usability

website | mobile | spa | iot | social media

Fully Editable by Content Authors

Shared
Re-usable
Business-friendly Tools for Modern Web Apps

Ensures agility for content updates, review, approval and localization

- **In-context Editing**: Edit text, layout, resize images etc.
- **Live Preview**: Visualize end-user experience
- **Content localization**: Add multilingual support

- spa experience template
  - header
  - product name
  - product spec
  - product details
  - cart
  - side-bar

- Components displaying content from CMS
- Components displaying data from your other services
Granular Personalization

*Streamlines cross-channel personalization*

- website
- mobile
- spa
- iot
- social media

Personalization Tool

Modular Content

HTML

JSON

Fully Configurable by Marketers
Intelligent Content Supply Chain powered by AI/ML

*Enables cost-effective scaling of experiences*

- **Discovery Intelligence**
- **Authoring Intelligence**
- **Delivery Intelligence**

- Tagging | Search
- Summarization | Cropping
- Layout | Focus
NRG Overview

Fortune 500 Energy Company

Traditional Generation to Retail

Powers 3M Homes and Businesses

Primarily B2B Focus

3-4 Years on Digital Transformation Path

Website built on React Single Page App
Digital Marketer Challenges

- Content often out of sync
- Developer driven content edits
- Developer driven content re-use
- Developer driven personalization
- Non-existent asset management
Transition to Adobe Experience Manager

- Hybrid Content Delivery
- Re-usable Modular Content
- Marketer-friendly Authoring & Edits
- Native Digital Asset Management
- Marketer-driven Personalization

A portfolio of possibilities
We're tapping into all types of energy sources to ensure you have the options you need.

Explore Content
Re-usable Content for Omni-channel – Fully managed by Marketers

Experience Fragments –
• Write once, use multiple times across web, social media, app etc.
• Authored and Edited by Marketers e.g. Events, Authors
Shared Components for content of same type such as Feeds

Shared Components (e.g. Images, specific fields)

Build content modules leveraging shared components
Native Digital Asset Management

- Single Source of truth for all Assets
- Also store data files - charts and legal downloads
- Easily searchable and referenceable
- Future Initiatives:
  - Granular asset insights using Analytics
  - Personalized delivery using tags
  - Auto-tag assets during storage using AI/ML
Marketer-driven Personalization

Experience Fragment Variations authored in Adobe Experience Manager and exported to Adobe Target

Audience Segments created in Adobe Audience Manager

Map different Experience Fragment variations to different audience segments in Adobe Target
Results

Quantifiable Business Results

- **25%** Decrease in speed of content creation & edits
- **5X** Increase in engagement rates
- **10X** Lift in leads per visit

Qualitative Benefits

- Democratize content management beyond developers
- Efficient Asset Management
- Future-proof for channels beyond web – e.g. mobile apps
Agile Content Management for Modern Web & Beyond

- Hybrid Content Delivery
- Modular Content Blocks
- Business-friendly Tools
- Granular Personalization
- Intelligent Content Supply Chain
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