



# Introduction

The modern world is filled with companies competing for our attention. As audiences become increasingly desensitized to this, creating and delivering content that gets people's attention is becoming more and more difficult.

Creating and scaling such content is quite a huge task, as technology continues to evolve and add complexity to content operations. The truth is, most businesses aren't equipped to handle such complexity.

## What you'll learn:

- What shapes the modern content
- What companies need to fulfill the user expectations
- How to leverage modern content experiences



# Key Statistics



**6 hours and 54 minutes**

The time spent online per day by an average internet user worldwide.



**11 hours**

The time spent per day by an average American adult consuming various types of media.



**8 seconds**

The average attention span.



**70**

This is an approximate number of ads that an average internet user sees daily across various digital platforms, such as social media, search engines, and email.

# What is a modern content experience?

Modern content is complex and constantly evolving. It's not limited to text or images anymore, now users are open to AR, VR and interact more with videos or chatbots.

## Key features of modern content:

- **Omnichannel:**  
It's accessible everywhere
- **Personalized:**  
It speaks to each audience
- **Performing:**  
It's a breeze to find and access



# Why creating modern content experience is important



Improving page load time by just **0.1s** can boost your conversion rate by **8%**



**71%** of consumers expect companies to deliver personalized interactions



**56%** more customers retained by omnichannel content

# The challenge for business

**“Only 6% of businesses are truly able to deliver personalized experiences across channels.”**

– Dynamic Yield

While modern content and technology are evolving rapidly, many companies' processes and content capabilities haven't.

Content operations can quickly go off the rails when teams aren't empowered or aligned.



## For Developers

Many CMS have limited capabilities. Not composable or scalable.



## For Marketers

Many (Headless) CMS have poor usability & lack intuitive interfaces

# The consequences of a lack of modern content management tools

When teams aren't empowered, business suffers. Here are the most common consequences of neglecting modern content management platforms:



## Technical Debt

With legacy technologies, the average developer spends **42%** of their time patching bad code



## Slow Content Creation Cycles

Inefficient processes cost organizations up to **20-30%** of their annual revenue



## Siloed Content Operations

**36%** of knowledge workers find it hard to exchange information across different teams.

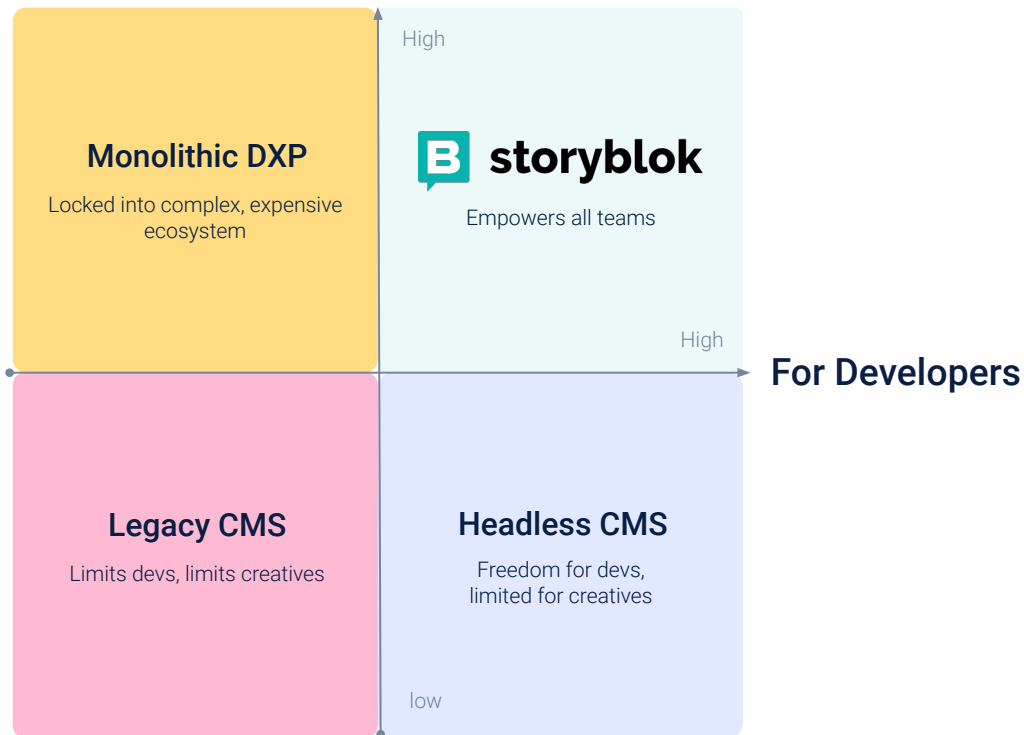


## Inadequate workflows

Only **11%** companies have cross-functional teams that can execute personalization campaigns across every channel.

# The way to modern content: empower your teams

For Marketers & Creatives





Empower each team at every stage of the modern content lifecycle.



Marketers

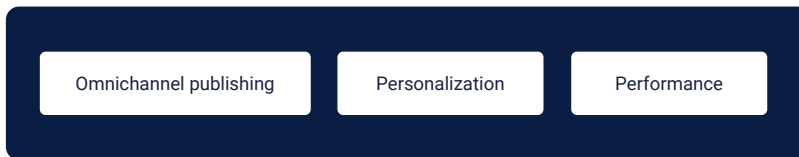


Creatives



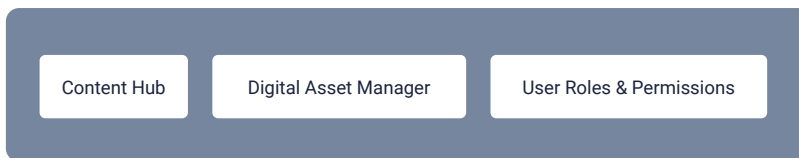
Developers

### Audience Experiences



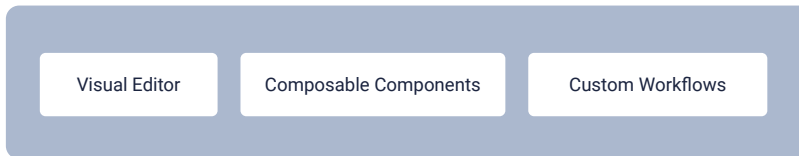
➔ **582%**  
return on investment  
after three years

### Content Operations



➔ **3x**  
More efficient  
by eliminating silos

### Content Creation



➔ **10x**  
faster publishing with  
visual editing

### Headless Architecture



➔ **50%**  
developer  
productivity boost

# Key features for the creation of modern content

## Composable 'Headless' Architecture

- Work with the technologies you love
- Integrate with any third party solution.
- Customize and extend around your workflows.



Developers



Marketers

## Composable Components

- Nestable and modular atomic design
- Flexible content structures
- Global, reusable components



Developers



Creatives

# Key features for the creation of modern content

## Collaborative Visual Editing

- Point and click visual editing with live preview
- Drag and drop nestable components
- Native collaboration and custom workflows



Marketers



Creatives

## A single source for all your stories

- Native Digital Asset Manager
- Central Content Hub
- Asset Optimization and Image Editor



Marketers



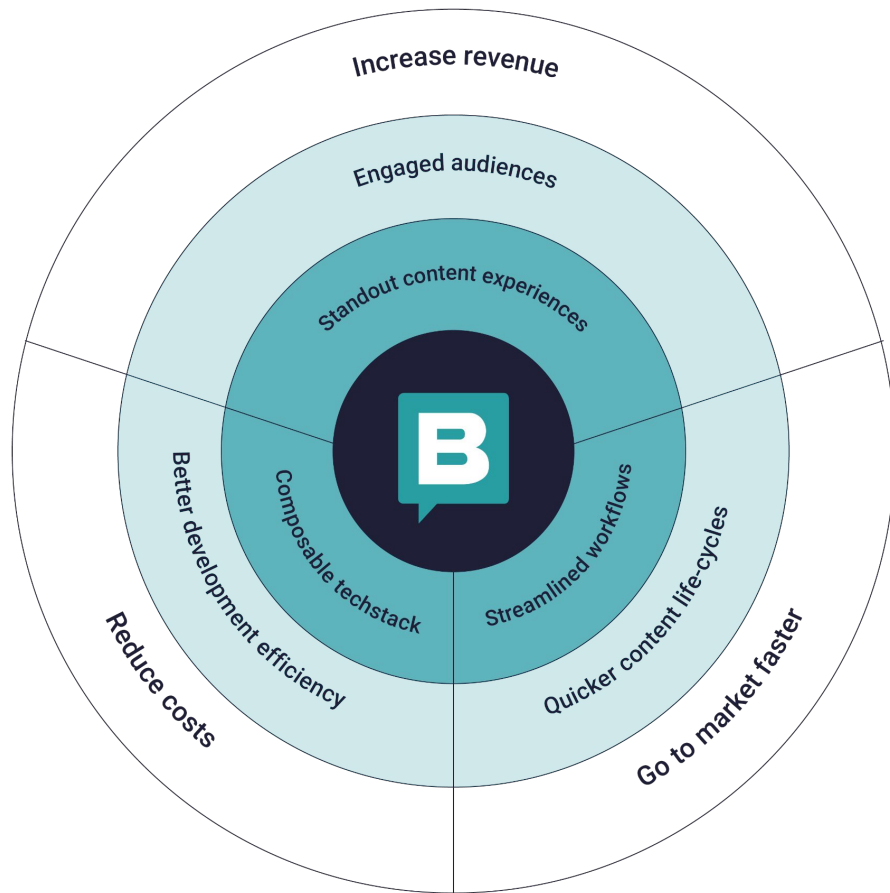
Creatives

# Key takeaways:

## How to leverage modern content experiences

Creating simply visually appealing content is not enough to create seamless experiences for modern consumers that are expecting more personalization and omnichannel journeys.

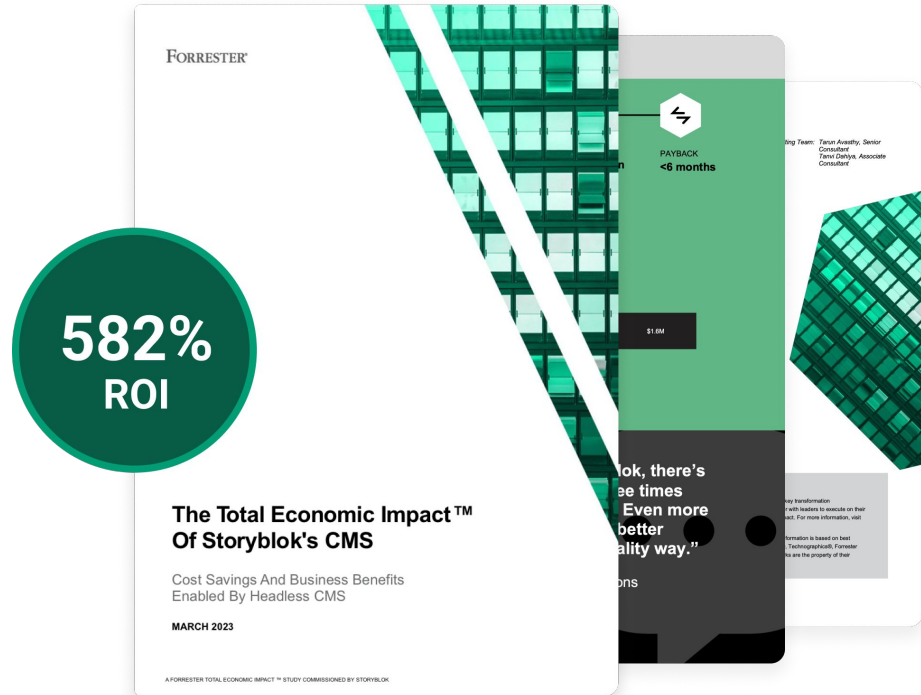
Meanwhile, embracing the headless CMS is a key to leverage content experiences of any complexity and improve internal workflows.



# Empowered Teams drive business goals

Download the Total Economic Impact Study by Forrester Consulting to see how empowered teams achieve better results and business goals.

[Read for FREE](#)





# Your Headless CMS to Create Modern Content Experiences

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