THE NEW CONTENT FRONTIER.

Go boldly into the web content management universe.

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The **DIGITAL CONTENT UNIVERSE** is changing at warp speed.

According to Eric Schmidt, CEO of Google, more content was created every two days than what was produced from the beginning of time until 2003.\(^1\)

And this surge is only going to increase. Your customers have grown accustomed to having massive amounts of content at their fingertips—whether they get it on their laptops, tablets, or phones. In their cars. Or on one of the billions of other things connected to the Internet.

They’ve also grown more and more impatient. If the information isn’t served up fast—or it isn’t relevant—they move on. A Chartbeat study of over 2 billion web visits found that 55% of readers spent fewer than 15 seconds actively reading a web page.\(^2\)

Bottom line: You not only have to grab the attention of your customers, you have to do it fast, keep them engaged for longer than 15 seconds, and tell a consistent brand story across numerous devices and channels. Challenging, to say the least.

But it is possible—with the support of a strong web content management foundation. One that’s built on extensible open standards and modern best practices, and includes comprehensive capabilities.

According to a recent Forrester Wave report, web content management is the backbone of digital experiences.\(^3\) It’s your foundation for content authoring and delivery for all channels—from your brand website, to a mobile app, to the Internet of Things. That’s why it’s important to consider how this foundation can expand as you generate more content and as your management needs grow.

You simply can’t compete in today’s digitally dominated world without the ability to coordinate, control, and centralize all of your company’s content. You can’t forge into a new frontier without a mission control center to guide you.

Whether you start from the ground up or retool an existing system, a solid web content management foundation will enable you to create and support your content with integrated customer data, sophisticated online testing, hyperresponsive experiences, responsive site design, and contextual mobile marketing. And it will reward you with a strong ROI. Brand consistency. And loyal customers. Your website is the logical place to bring it all together.

We’ve compiled a list of best practices to help you build the right foundation to solve the content challenge. You’ll likely be stronger in some areas and weaker in others, and that’s normal. Like many other brands that are on the same journey as you are, the best you can do is focus on the areas where you can improve immediately, and continue from there as you navigate the expanding web content universe.

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**A new class of personalization.**

Ford Motor Company has recognized the value of delivering the right content and functionality at exactly the time it’s needed. When launching the 2016 Lincoln MKX reveal site, they used a digital platform to create a personalized experience for priority customer segments and were able to update content on demand and in real time to match changing customer preferences. The new site increased customer engagement to 99% and significantly improved stickiness compared to previous reveal sites.\(^4\)
1 Untether your web content from the IT mother ship.

You’ve undoubtedly been in this situation before: Your marketing team needs to publish new content immediately. They scramble to pull it all together, running into dead ends and black holes of content availability. When they finally do get the base webpage assembled, they’re stuck on the launch pad waiting for scarce IT resources to resize and send it out to all of the different channels.

Your marketing team needs the ability to move faster. And they can—if they have access to your core content capabilities, independent of IT. A good example comes from Adobe customer and partner Deloitte Touche Tohmatsu. Sam Breunig, associate director of global digital channels, reports they can publish content roughly twice as fast as in the past by moving to a more marketing-friendly content creation model. Consider the kind of exceptional experiences you could create on the web and beyond with this magnitude of improvement.

Marketers have to fully embrace content, not just as an add-on, but as an integral part of the product or brand. According to Robert Rose, chief strategist for the Content Marketing Institute, marketers need to stop seeing content as just part of marketing: Content marketing is marketing. “Content marketing is not a campaign, but a broad effort that is infused into everything else that the marketer does, so it’s not separate and distinct from advertising, email, or SEO,” says Rose.

With content playing such a key role in marketing, it makes sense to put web content management capabilities in the hands of your marketing department. Give them the tools to drive content creation with core processes that eliminate the need for IT help. It’s a small step for procedure, but a giant leap for efficiency.

When marketing controls the creation, sharing, and launching of web content, you’re able to do all of the following without IT involvement:

- Share assets across all related digital properties.
- Automatically apply content changes from the main digital property to all of its various versions across regions, locales, products, organizations, and so on.
- Use a simple drag-and-drop interface to create and modify page templates for all digital properties.
- Implement a workflow that helps streamline content activities.

Content can often be a bigger differentiator than the product itself.

Consider your experience when buying an airline ticket. Essentially, the product is a seat on an airplane that takes you from point A to point B. But when you buy an airline ticket, you’re really buying an entire experience—from the time you open up an airline’s website to when you pick up your luggage at the carousel. In between, you’ll have had several interactions with their web content, which when done right, can lead to a smoother travel experience. And the likelihood that you’ll select that airline again.

For example, consider how convenient it is when your flight search picks up where you left off if you had to abandon it earlier. Or how much better it is to learn your flight is delayed before leaving for the airport. Or the perks of receiving coupons for free upgrades or free Wi-Fi based on your prior travel experiences.

Airlines are figuring out how to use web content to offer the right products and services to create a better overall brand experience—in and out of their airplanes.
Consumers start and stop their digital journeys all the time. Shoppers might leave their desktop browsing and eventually pick it up back up on their mobile devices, or go from your Facebook page while they’re on the bus to your website when they get home. It’s logical to expect they’ll pick up the journey where they left off. But if you don’t have the capabilities to know it’s the same person each time, they’ll end up having to start their search over. Or possibly, abandon it all together.

The key to deepening brand loyalty is recognizing that content is most valuable if it’s personally relevant. It needs to reach the right individual at the right point in time and in the right context. That means you have to get good at understanding each customer.

The way to accomplish this is to build a single, comprehensive customer profile so you recognize each customer whenever they find you. Gather information from all the places they might interact with you—like email, web, mobile, and apps—and then create a centralized profile.

This kind of centralized information allows you to deliver personalized content based on their last interaction with you and potentially shorten the steps in their journey. Was the customer just searching for size 10 running shoes on his phone? Did he log a 20-mile run last week in his running app? With this kind of user information, you’re able to deliver highly targeted information to consider next time he knocks on your door—perhaps about a brand new shoe specifically designed for long-distance runs.

This 360-degree view of each customer will allow you to take your customer data to the next level and create content that’s more consistent, personal, and memorable throughout the customer journey.
How to **CREATE** a more useful customer profile.

**Gather every bit of data that customers leave behind as they interact with your brand.**

That includes interactions on all channels, and even before they purchase. Your customers reveal different information each time they browse your website, respond to an email, or open your app. Each interaction tells a different part of their story, so you need to gather data from every channel to complete the picture.

**Integrate data sources to create a single customer profile, accessible across all channels.**

A single view of the customer that is available to all channels—whether it’s web, email, mobile, or in-store—means that no matter who manages or personalizes the experience, you’re all working from the same customer profile. The result is a more consistent customer journey.

However, a survey conducted by analyst firm Pierre Audoin Consultants (PAC) on behalf of Adobe shows that most companies are still in the early phases of building a centralized view of each customer. Of companies that responded, 65% have not appointed a central function that oversees all customer touchpoints and integrates the work of the various departments from marketing and sales through the supply chain all the way to customer care and after-sales services.

Sharing data among departments will give you a significant boost in the race to stay in front of your competition.

**Dig deep into customer behaviors throughout their journey.**

Looking at touchpoints across the entire journey will help you learn how individual customers found you, where they were at the time, and when they moved to different devices or channels. You’ll also be able to see whether they have different behaviors on different devices. This kind of information will help you get up close and personal when you design your online experiences.

**L.A. Kings score with centralized customer data.**

The L.A. Kings hockey team, winners of the Stanley Cup, struggled with having different systems managing different touchpoints. “Like other professional sports teams, the LA Kings offer multiple products, including single game tickets, multigame packs, group tickets, season tickets, merchandise, and more,” said L.A. Kings CRM Director Aaron LeValley. “Without a single, comprehensive view of fans’ behavior and interests, we were limited in our ability to tailor products to the right individuals or groups, and then engage them with targeted marketing messages.”

The team has since found a winning combination in an automated marketing platform with the ability to create a central marketing data mart, track individual behavior and responses, and execute automated, cross-channel campaigns that deliver personalized fan experiences.

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Content Personalization - Maturity Continuum

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Content is only valuable if it’s relevant to the reader personally, so work toward understanding each customer by building a single, holistic customer profile.
Unify the journey from first contact to final destination.

Because a customer's digital journey goes across many different devices and screens, it's critical to think of every touchpoint as an extension of the same conversation and create an ongoing story across all of them. When you connect all of your marketing touches with the same brand continuity—from the initial search and visit to your web pages, to subsequent visits via mobile phones, tablets, apps, and more—you improve your customers' overall digital experiences.

The best cross-channel marketers take the strengths of each channel, adapt their web content to fit each one, and weave them all together so each contributes to the ongoing narrative. You don't want to send your customers one brand message via email and another one—perhaps a contradictory one—on your website.

But many marketers may be doing exactly that. According to eMarketer, 62% of marketers worry that their messaging is not integrated across touchpoints. Furthermore, a recent Content Marketing Institute report measured the ability of top U.S. retailers to unite the customer experience across touchpoints, and even the highest-scoring retailer received just a mediocre rating.

The fact that so many marketers are not presenting a unified cross-channel experience highlights a huge opportunity for organizations to start now and gain a competitive edge in customer acquisition and loyalty.

But designing a personalized, seamless experience across the customer journey can be challenging. Marketers within the same organization often use different platforms, which can result in different profiles for the same customer. And because a lot of companies organize their departments by function—like web analytics, mobile, or social—different teams are motivated by different sets of KPIs.

The goal is to get all of your systems and channels working together, using the same content and asset library. Then, no matter how many places your customers find you, your story stays consistent across all channels. Think “design once, use multiple times,” while localizing your message for each channel.

“In this new world order, the brand is equal to the sum of its experiences...When we deliver seamless, spot-on moments, they roll up to be experiences and, ultimately, they inform the perception of and affinity for our brand.”

KEVIN LINDSAY
Director of Product Marketing
Adobe
The goal is to **create great web content once, and then adapt it for each channel**. This will help you create a seamless and consistent brand experience in the most efficient way possible.

### Digital Asset Management - Maturity Continuum

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4 Make responsive your mission.

Your customers are no longer tied to their desktops. More and more, they’re accessing content on mobile devices. In fact, mobile is poised to overtake fixed desktop experiences as more and more consumers access content on a variety of screens. A joint Econsultancy and Adobe survey found that 47% of marketers who responded felt that “the quality of the mobile experience is more important than that on a desktop because there’s no room for error or waste.” With this in mind, it’s imperative that your mobile strategy address the challenges of responsive web design.

The solution is to create a single version of your website that responds to and renders optimally for each device or channel. Responsive web content saves time, money, and effort because you’re not creating separate content for each channel. And by starting with centralized web content that you serve up where you need it, you help ensure the continuity of the brand experience across the entire customer journey.

Again, it starts with marketer control. Put your marketing team in control of the process and decisions that need to be made regarding where the content will be seen. Your system should allow marketers to take the base web content, templates, images, and videos and optimize them for any given device. That way, they can create every piece of content with the entire vision in mind—knowing exactly what content from the web page lives at what level on smaller mobile screens.

For example, sometimes it’s more important to the mobile experience to emphasize search and browsing capabilities over other design elements. It’s a lot more efficient for your marketing team to adjust the core web experience for mobile than it is to have developers write more code. Furthermore, you’re not having developers make important content decisions.

The good news is that creating responsive sites no longer has to be a programmer task. A new best practices solution is to give your marketing managers easy-to-use tools that allow them to assemble web content to build a mobile web page themselves—without writing code.
### Mobile and IOT Content Support - Maturity Continuum

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Give your marketers control of content, with **easy-to-use tools that automatically render your web content for each device or channel.**
Web content is the most valuable when it’s relevant and personal. A recent Accenture web survey found that 60% of customers want to receive real-time offers in stores, and 59% would like personalized offers delivered while they are considering products online.11 Yet, of the customers who are receiving personalized experiences, 70% call it superficial, while 63% say it is not compelling, but annoying.19 In other words, customers do want personalized content, but if it’s not compelling, it could work against you.

While it’s more critical than ever for your content to be relevant and personalized, A/B testing a few pieces of content against a broad audience just isn’t good enough anymore. The bar is now set to get much more granular in your testing and to understand what a customer wants at different times along the journey.

The good news is that achieving a deeper level of personalization isn’t that hard. When you invest in automated capabilities and processes—like predictive analytics—you can put asset personalization in the hands of your marketing department and, with very little effort, make your content much more compelling. Predictive analytics uses customer information to predict future behaviors and guide what your customers’ experience should look like. With a press of a button, you can do what used to take a data scientist days, if not months, to do.

When you invest in automated capabilities and processes, you can put asset personalization in the hands of your marketing department and, with very little effort, make your content much more personal and compelling.

Consider the airline industry again. In the past, the airline might have sent out an email advertising a special in-flight Wi-Fi promotion. A lot of customers probably deleted the email without reading it, simply because they weren’t planning an upcoming trip. So the airline wasted a lot of money on the wrong customers.

But with the use of predictive analytics, the marketing department could learn that customers who pay for Wi-Fi frequently take flights more than three hours in duration. Those same customers often purchase a first or business class seat. And the majority of them fly to coastal cities. Now, armed with this valuable information, the marketing team could create an email and a web banner, directed to these specific customers, that promotes free Wi-Fi on flights to Boston from L.A.—and achieve a larger conversion rate. They could even refine the process further. Let’s say they were testing two different destinations in the email campaign. Once they had enough information to see a clear trend, say that free Wi-Fi resonated more with customers flying to Miami than Boston, they could automatically update the messaging while the emails were still in their customers’ inboxes. And that same information could also be served up to customers when they log on to browse flights.

However, it’s virtually impossible to manually build rules that drive content and experiences in advance, as in this airline example. There are simply too many possible customers and experiences to do it without automating the process. That’s why the most successful brands today are using predictive marketing to deliver a personalized experience—not only on the web, but across all channels. You need to be able to predict what content and experiences will resonate with customers, and then automate the process to rigorously test and then deliver them. This approach will allow you to confidently deliver comprehensive experiences with lightning speed and see better results.
Automated capabilities and processes, such as predictive analytics, make it easy for your marketing team to predict future behaviors and deliver more personalized content.
Some of the best content for your website is social media content. Why? Because consumers tend to trust social media more than your own content. A study for Nielsen reports 92% of consumers around the world say they trust earned media, such as word-of-mouth or recommendations from friends and family, above all other forms of advertising.

These customer-generated experiences, stories, and opinions can go a long way in enhancing your brand. That means you need to take advantage of all of the conversations happening out there to drive customers to your site and engage with your own content. One way to do this is to source and manage good user-generated content. Bring it into your own website, capitalize on the buzz it can create, and use it to strengthen your brand’s core content.

Tips for maximizing social content:

• **Get social content in one place.** This step allows you to monitor and moderate conversations, publish and promote content, and analyze engagement and conversion data in one interface. Consider tools that go out and find positive content about your brand and bring them into your site. These tools not only locate the content, but they pull it all together and get permission for you to reference it. You can then use the content to create excitement and build support for your product. Demonstrate how people are using and experiencing your offering. And build on the momentum these conversations create. It’s an easy, yet powerful way to get high-impact content for a very low cost.

• **Measure the impact of social.** Automatically attach tracking codes to your social content to identify what activity drives engagement and conversion. Analytics will help you discover the precise types of content, social networks, and key influencers that yield results.

• **Stay current.** Social is all about staying on the cutting edge. It is constantly changing and moving forward. You need to keep up. Embrace the latest social tool. Keep the content relevant to the conversations going on. And don’t let it stagnate.
Capitalize on the fact that consumers trust earned media more than your own content. Consider tools that gather positive content about your brand and bring it into your website.

### Community and User Generated Content- Maturity Continuum

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<td>One way visitor content with blogs or forums</td>
<td>One way visitor content with polls, ratings, and reviews</td>
<td>Two way visitor content with moderated and threaded discussions</td>
<td>Create and update visitor profiles with Social logins</td>
<td>Leverage real-time customer data through social login or forums. Curate user generated social posts onto key brand properties</td>
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Capitalize on the fact that consumers trust earned media more than your own content. Consider tools that gather positive content about your brand and bring it into your website.
The rate at which content needs to move can be summarized in one word: fast. Yet the sheer quantity of content makes it a huge challenge to keep up.

Just a few years ago, designers would have created content for offline media and then repurposed it for web use, with little attention paid to customizing those experiences. But today, all of the 3.1 billion individuals on the Internet expect a tailored experience that aligns with their unique interests, needs, and preferences.

The demand for personalization, combined with the explosion of channels and formats, makes it difficult for designers to maintain design integrity. Far too often, this problem leads to poorly scaled layouts and failed interactions.

This need for continuous, relevant content is placing overwhelming pressure on all content managers and marketers. In a recent Content Marketing Institute survey, 70% of business-to-business marketers say they’ve generated more or significantly more content in the last 12 months. A similar expansion is reported in studies based on business-to-consumer firms. The pressure is building. And the need to generate and deliver content as fast as possible is greater than ever.

Consider a typical workflow: A new web page is due tomorrow and a content worker spends half a day searching for quotes and graphs because nothing is in a centralized location. Changes come in from multiple sources, but it’s difficult to track the different versions.

Once the marketing team has the content ready to go, they still have to wait for IT to translate the design into a web page or mobile app. The process is slow, inefficient, and frustrating.

Here’s where you start looking at the situation with a new perspective. You don’t just need to staff up to create and manage all this content. Rather, you need a modern workflow.

Let’s reimagine the same situation. Our content worker goes to a central library, pulls the required assets, and collaborates with several team members. All day, content is flowing in and out of a collaborative system. One update is applied to all assets, with versions for a variety of channels and deliverables. If a mobile app is part of the project, the marketer can reuse existing assets and publish a mobile app without coding or help from IT.

This scenario describes a modern workflow. It avoids technology silos that make processes slow, redundant, and inefficient. It keeps all digital assets in a central location so marketing can easily access them.

And it involves a core group of contributors in implementation and maintenance so decisions and updates can be made more efficiently.

In order to create and deliver content this quickly, you need to centralize your assets into one brand portal—providing access to both the teams creating the content and the teams deploying it. This approach eliminates any separate systems, processes, or asset silos that create friction and bottlenecks.

Consumer products leader Philips took this lesson to heart and created a centralized component library, which can be seen at www.philips.co.uk/componentlibrary/home.html. From within this one location, marketers and global channel partners can access all marketing and creative assets. Not only are they directly accessible from the centralized web location, the content is made available in correct versions for the different channels including web, mobile, and print.
Organizations that develop a centralized asset library are able to streamline their workflow and keep up with the constant demand for new content.
Use content and experience analytics to steer your ship.

To create experiences that really connect with your customers, you need feedback and intelligence on how your content is being consumed across all your different channels. You need to know which experiences work.

But we’re not talking about traditional web analytics data. We’re talking about the particular intelligence content marketers need. That intelligence typically falls into three main categories—interaction metrics, engagement metrics, and value metrics.

**Interaction metrics.**
Interaction metrics go beyond what some refer to as consumption metrics. In consumption metrics, the assumption is made that people actually consume and enjoy the content after they click on it, but that’s not always the case. Interaction metrics look at more than just whether people clicked through to a blog or downloaded your content from a single device. It looks at how people interact with your content across multiple devices and how that content actually connects or resonates with those people. Interaction metrics should help you answer questions like the following:

- What topics should we focus our content on next quarter?
- Where should we stop investing valuable internal resources and budget?
- What titles are most appealing?

**Engagement metrics.**
Engagement metrics go the next step beyond interaction metrics to tell content marketers the impact their content had on consumers. They give you a true measurement of the quality of the content. To get that true measurement, you have to first understand what’s important to your key audiences. Next, you have to put your content in places that allow you to accurately measure how your audience engages with it. Some of the common engagement metrics will include percent of content consumed, completion, page depth, and more. But you also need to measure more behavioral aspects of engagement, such as where the mouse hovers on the page, what portion of traffic reaches certain points on a page, and other mouse or click movements.

To create a differentiated user experience you have to know what works with your users. The power of the Adobe suite is they have the tools and analytics to be able to test different approaches so you can make sure the experiences you create truly are differentiated.  

IRA LESSACK  
Vice President  
Client Services, 3Share
Value metrics. As the name suggests, value metrics look at the unique perspective or value that your content gave your audience. Was it valuable enough that they chose to share it with others? What do they tell others about it? Value metrics look at things such as shares, likes, comments, reviews, and other efforts from your audience that paint a picture about how they really feel about your content.

As your content marketers try to balance their heavy workloads, they don’t have a lot of time to search for or make sure they have the right measurements in place or the intelligence they need to make the best decisions about content. That’s why it’s important to make sure they have the right content intelligence where they can easily get to it—in a centralized location.

In addition to the interaction, engagement, and value metrics that your content marketers need, your management needs content intelligence that helps them determine the ROI on your various content assets. That requires analytics tied to your content creation and sharing workflows. By tying analytics to content creation and workflows, you not only gain a deeper insight into how content performs, but you can also measure its profitability based on the investment of time and resources used to create each piece of content and content type. You end up with clear insights into how your investment in the different creative experiences impacts your business results, eliminating any question about which ones work and are worth it.

Before, we told customers what we thought they needed to know. Now, we are determining what our visitors really want to know, based on actionable intelligence from Adobe Marketing Cloud.18

QUINTIN MCGRATH
Managing Director of Business Solutions, Deloitte Touche Tohmatsu Limited (DTTL)
Successful digital marketers use content and experience analytics to learn how customers interact with their content, what pieces they engage with, and how it influences their behavior.
Raise shields to protect your enterprise.

With the huge amount of content being produced and the number of people who have access to it, building an ecosystem that can adapt and grow, yet remain secure is a daunting prospect.

Your customers are providing a great deal of information about themselves on your web pages and in your mobile apps, to cite just two examples. You’re able to gather the data from these channels and use it across others—enabling you to deliver the personalized customer journey they demand.

But with your customer permissions and preferences, it’s important for your marketing department to establish a policy of transparency when you communicate what you’re doing with the collected data. The fact is, as your customers interact with your content on more devices and channels, and you develop deeper customer profiles to serve those extended experiences, your security foundation has to keep up.

What you need is a centralized process and profile for customer preferences including cookies, channel preferences, and permissions—such as phone, email, or app push notifications. That’s the key to ensuring the consistency and security of your customer data.

Your different channels rely on different customer information and preferences. For example, your web content management might rely on cookies, while email might require permissions. If all of your systems and channels have different security protocols, different infrastructures, and different ways to access the information, you’re creating multiple places where your information could be vulnerable to a security breach. Centralizing your security processes and standards not only allows you to increase efficiency, but also makes it easier to manage and monitor them all against security breaches.

The key to securing that data is to build an infrastructure where all touchpoints, channels, and campaigns can share the same centralized customer profiles—with a common security, authentication, and personalization layer on top of that.

Not only do you need to implement an efficient process, you also need to ensure your enterprise can meet all the relevant security and compliance standards, such as FedRAMP, SOC 2, HIPAA, and/or ISO. However, compliance with these standards is a journey, not a destination. Requirements are continually changing, and staying on top of them can tax your IT resources—especially if you have multiple vendors and systems.

One option is to consolidate the number of vendors and solutions you use. Or you could choose one vendor and an integrated suite of solutions. Finally, you could go with an integrated managed service provider, where your entire security environment is hosted in the cloud. These handle security for hundreds or thousands of customers, making sure all of the updates and protocols are met for all of the major compliance and security standards. Their expertise can help you prevent threats to your data and instantly leapfrog you to the highest level of security required by the new content universe.

As your customers interact with your content on more devices and channels, and you develop deeper customer profiles to serve those extended experiences, your security foundation has to keep up.
Work toward centralizing your security processes and standards so it's easier to prevent security threats to your content.
10 Set a course for maturity.

Gaining an edge in this new content frontier requires resetting your course for more content-focused marketing—and getting there quickly. The fact is, if you’re not aiming toward a high level of content maturity, you’ll be left behind.

Unfortunately, most companies still have a lot of growing up to do when it comes to web content management. But it’s worth the investment. Organizations that achieve a higher level of content maturity are delivering what customers want, where and when they want it. They’re continuously delivering relevant content and managing how their customers interact with it. And they’re seeing a strong ROI.

“The key to digital maturity, or to getting ahead as we move forward in the industry, is making sure you have the right messages, delivered to the right person, at the right time, through the right channel,” says Melissa Lemberg, global partner, IBM iX. “That is what makes you relevant. That is what creates loyal customers. That is what grows revenue over time.”

To begin your own path to content maturity, review what you’re doing against the web content management best practices we’ve outlined in this paper and compiled in the web content management maturity model chart. This process is key to your success.

Depending on your business, and where you are on the maturity continuum, you may see some obvious places to start. Focusing on a few key areas now may get you by for the short term. But you also need to consider making some holistic moves by investing in solutions that move you forward in many of these areas at once.

For example, more intelligent analytics can help you understand what’s working, assess your content’s value, create centralized customer profiles, and deliver more personalized and compelling content. Giving marketers more control can help you centralize your assets, streamline your workflow, and deliver responsive websites more efficiently.

These are just two examples. But as you implement these strategies and technologies, be sure to view them in terms of the big picture, and set your course for the right side of this model so you achieve maturity across the entire spectrum. This is where customer experience becomes your differentiator. Where customers embrace your brand and buy. Where you achieve strategic growth.

If you chart your course for holistic web content maturity, you’ll be well prepared to explore the vast new frontiers of web content management. Seek out new possibilities. And boldly take your content where it hasn’t gone before.
Most companies are somewhere in the middle on this web content continuum. The goal is to set your course for the right side of this model, focusing on areas where you can make immediate improvements, as well as holistic moves that advance your digital maturity in multiple areas at once.
ADOBE can help.

With web experience management solutions like Adobe Experience Manager Sites, combined with personalization and targeting solutions like Adobe Analytics and Adobe Target, it's easier than ever to take your content into the new frontier. You’ll be empowered to streamline content creation, eliminate technology silos, and continuously deliver personalized and relevant content. You’ll also be able to use big data to effectively understand your customers’ behaviors, and then target and engage them with highly personalized content across all devices and digital and physical touchpoints—engaging them with a cohesive brand experience on whichever screen or location they find you.
Adobe Marketing Cloud is the most comprehensive and integrated marketing solution available, enabling marketers to measure, personalize, and optimize marketing campaigns and digital experiences for optimal marketing performance. With its complete set of solutions, including Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, Adobe Media Optimizer, Adobe Primetime, Adobe Audience Manager and Adobe Campaign, as well as real-time dashboards and a collaborative interface, marketers are able to combine data, insights and digital content to deliver the optimal brand experience to their customers. And it gives you everything you need to get deep insight into your customers, build personalized and unified customer experiences and manage your content and assets.

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