



# 2023 Digital Trends

Content Management in Focus



# Introduction

This new series of reports from Adobe and Econsultancy zeroes in on the solutions executives need to deliver exceptional digital customer experiences. This edition focuses on content management and explores how sector-leading organizations are able to deliver personalized experiences that delight and engage customers, and can do so at scale.

This year's Digital Trends study revealed how the most successful brands are demonstrating new levels of empathy and creativity – landing messaging and experiences at the right time/context, often at warp speed.

In this report, we look at what that means for content management and the content supply chain, and how brands can step up to meet the challenge. We hope you find it useful to your organization.

## Demographics

The Econsultancy x Adobe Digital Trends 2023 report captures the views of over 9,000 marketers and CX professionals in agency and client-side organizations around the globe.

[Download the full report here](#)

### Global Reach

This report focuses on the perspectives of **client-side marketers and CX professionals**, including:



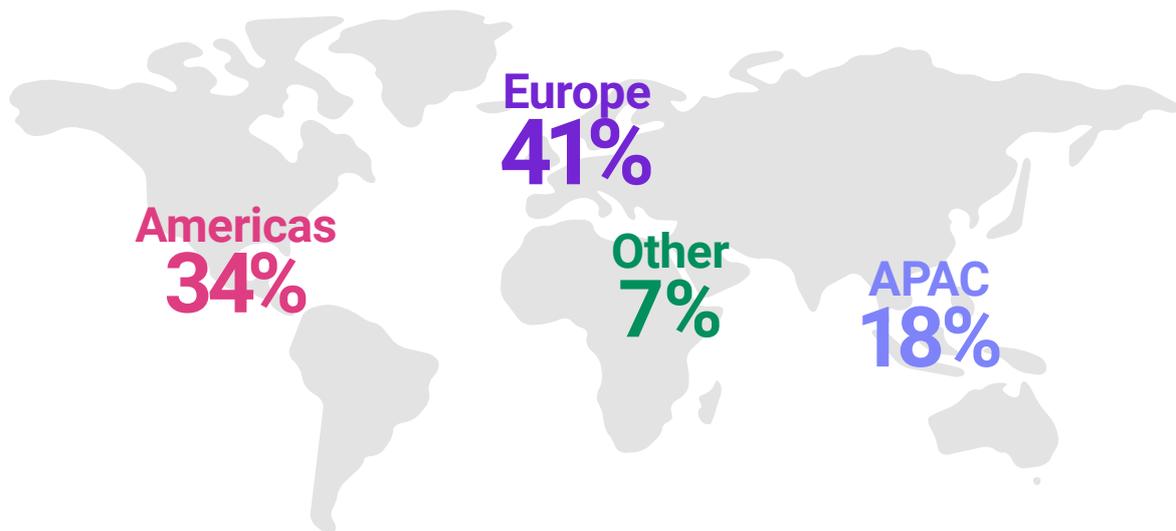
**1,023**

In C-suite / senior leadership positions



**4,009**

Practitioners, e.g., marketing managers, CX managers



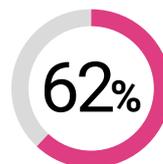
## Key Insights



of senior executives say the **demand for content** has significantly increased in the past three years.



of organizations are 'good' / 'very good' at **delivering content** by deploying assets quickly, automating execution and using data to personalize content and track insights.



of senior executives report that their marketing organization has become more efficient in the past three years, but that **creativity has suffered**.



**Top technology goals for content in 2023 are:**

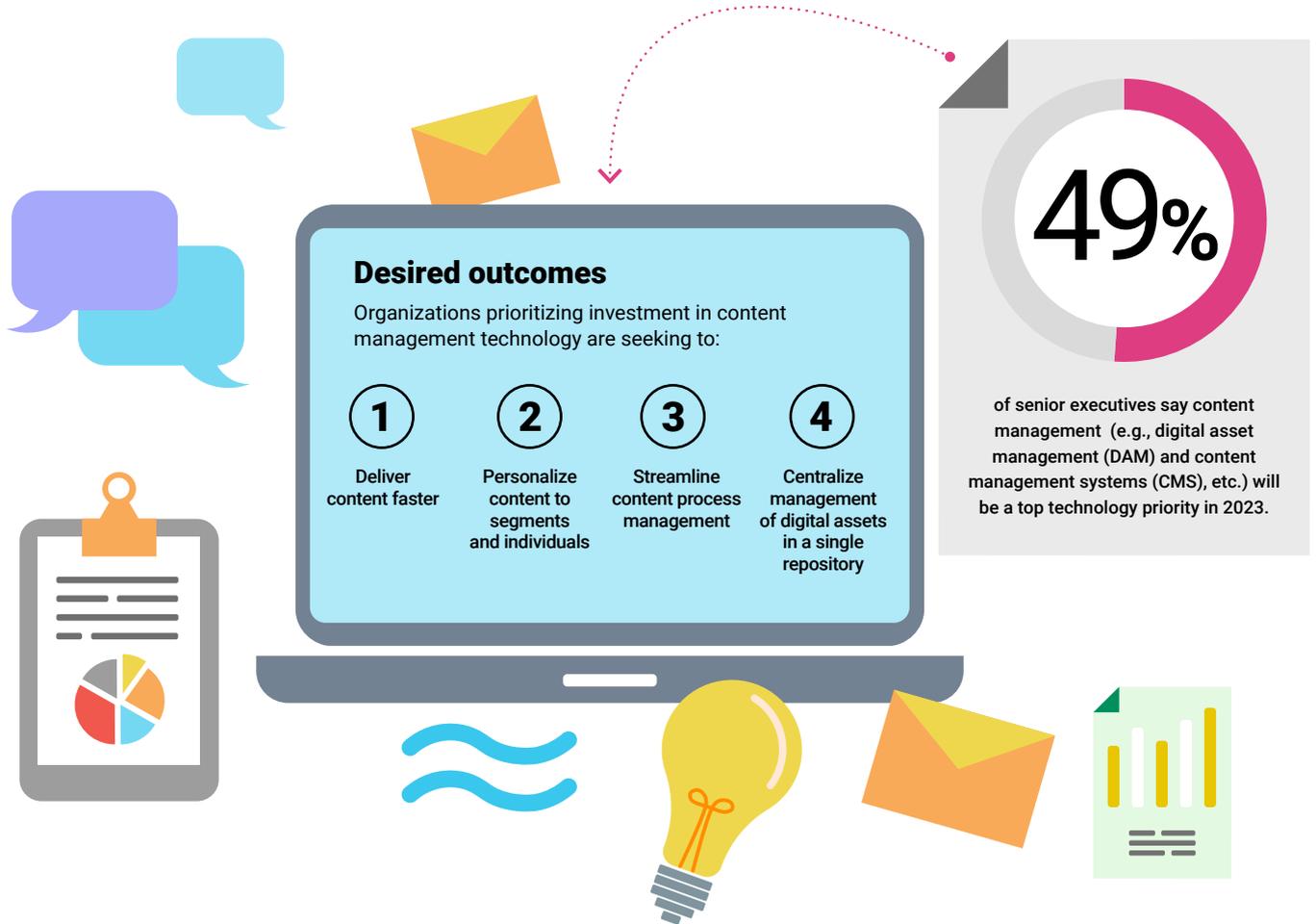
- 1** Increasing **speed of delivery**.
- 2** **personalizing** content to segments/individuals.



# Content needs to work harder than ever

Customer expectations are higher than they have ever been. Marketers and CX professionals are under intense pressure to produce content and experiences that 'wow.' Content needs to be personalized to audience segments or even individuals, across multiple channels and devices. In fact, 92% of organizations say they are striving to deliver consistent, more personalized content to more channels.

All this has to be done at speed and scale. Business leaders say delivering content faster is their number one goal for their content management technology. But efficiency can come at a price: 62% of business leaders say their organization has less time to be creative and design unforgettable experiences.



# Sector leaders use customer insights, empathy, and creativity to design amazing experiences

Just 22% of marketing practitioners and CX professionals say their organization is **expert** (rating 8 or above out of 10) at combining customer insight with creativity to design those magical experiences that 'wow' customers.

Sector leaders – those who outperformed their peers in 2022 – are **significantly more adept** at this. 37% rate their marketing organization highly, compared to just 10% of companies that lagged behind their peers in 2022.

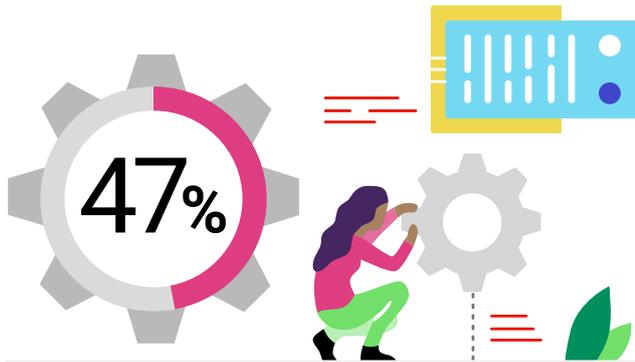


# Speeding up the content supply chain: How to fix the machine without losing the magic

The content supply chain – the end-to-end process enterprises use to plan, create, manage, and deploy content – is clearly under enormous pressure. And that’s impacting creativity. So what can organizations do?

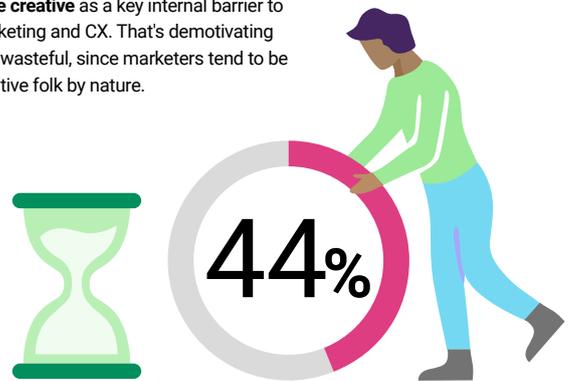
## Get systems talking

47% of practitioners say lack of **integration between tech systems** is holding their marketing/CX organization back – making it the top internal barrier.



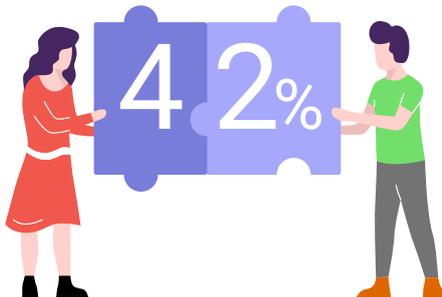
## Make space to create

44% of practitioners cite the **lack of time to be creative** as a key internal barrier to marketing and CX. That’s demotivating and wasteful, since marketers tend to be creative folk by nature.



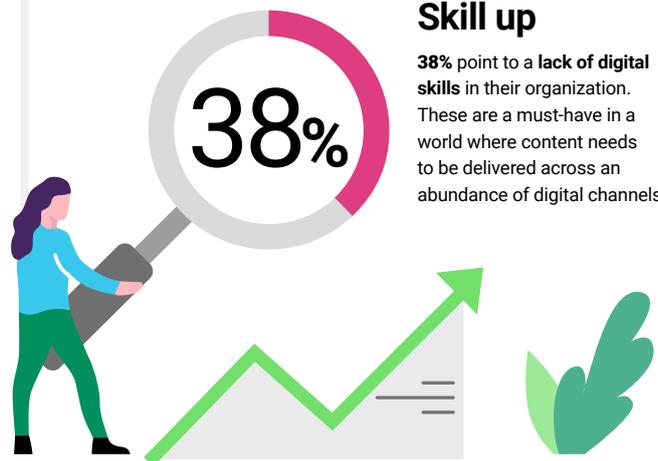
## (Re-)enable collaboration

42% point to **workflow issues** as a barrier. With organizations racing to deliver content, and many teams now working remotely, collaboration is suffering.



## Skill up

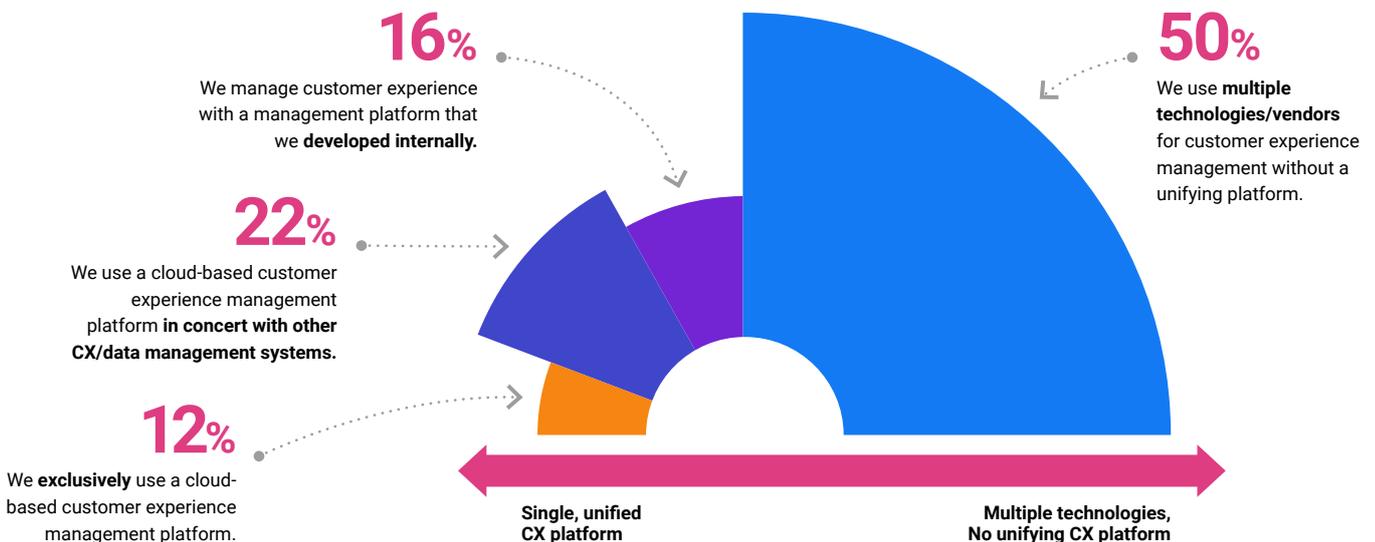
38% point to a **lack of digital skills** in their organization. These are a must-have in a world where content needs to be delivered across an abundance of digital channels.



## Half of organizations have no unifying CX platform

With lack of integration as the top internal barrier, it comes as no surprise to find that only 50% of organizations have any kind of customer experience platform, and only 34% have a cloud-based platform.

Silos are a recipe for failure when delivering content at speed across channels. Sector leaders understand this, and 57% have adopted a CX platform, compared with fewer than half of the mainstream organizations.



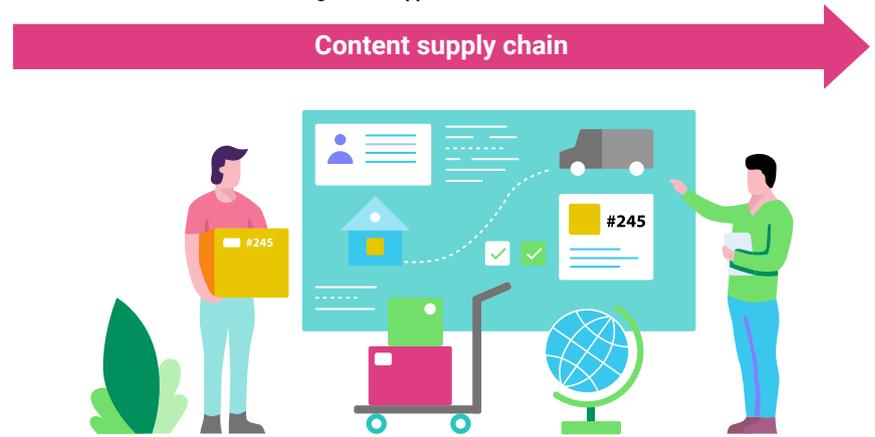
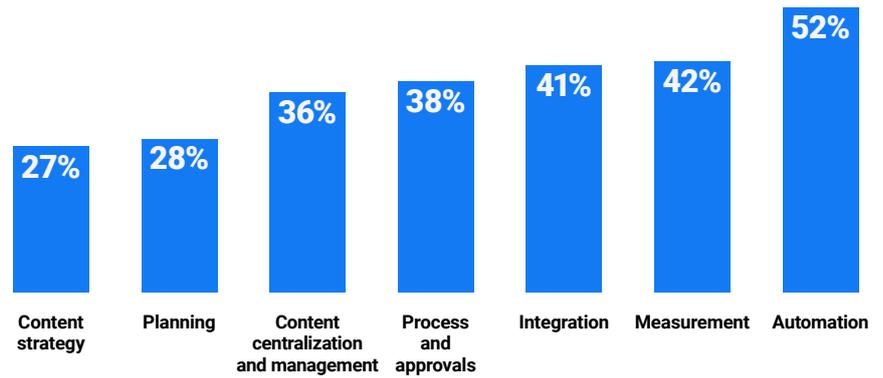
# Industry Perspectives

Experiences from the Financial Services & Insurance (FSI) industry show that there are opportunities to use technology to improve the quality and impact of the content supply chain.

With the never-ending demand for personalized, engaging content delivered in-the-moment, it's essential that organizations don't waste time on creating the wrong content, or duplicate work they've already done. 42% of FSI brands say **measurement** – understanding the performance of the content they produce – is challenging for them, suggesting that they don't really know whether their time and effort is well-spent.

Measurement is second only to **automation**, a challenge for 52%, and tied with **integration**, confirming that there are opportunities for using technology to drive efficiencies by automating repetitive tasks and freeing up their employees' time to focus on high-value work.

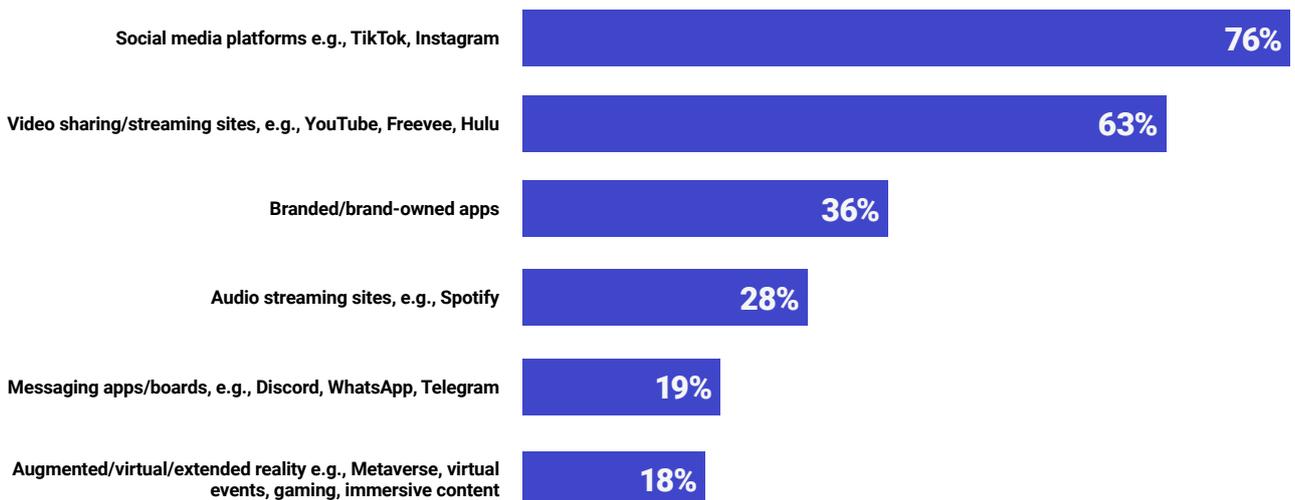
Biggest challenges for FSI organizations' content supply chains



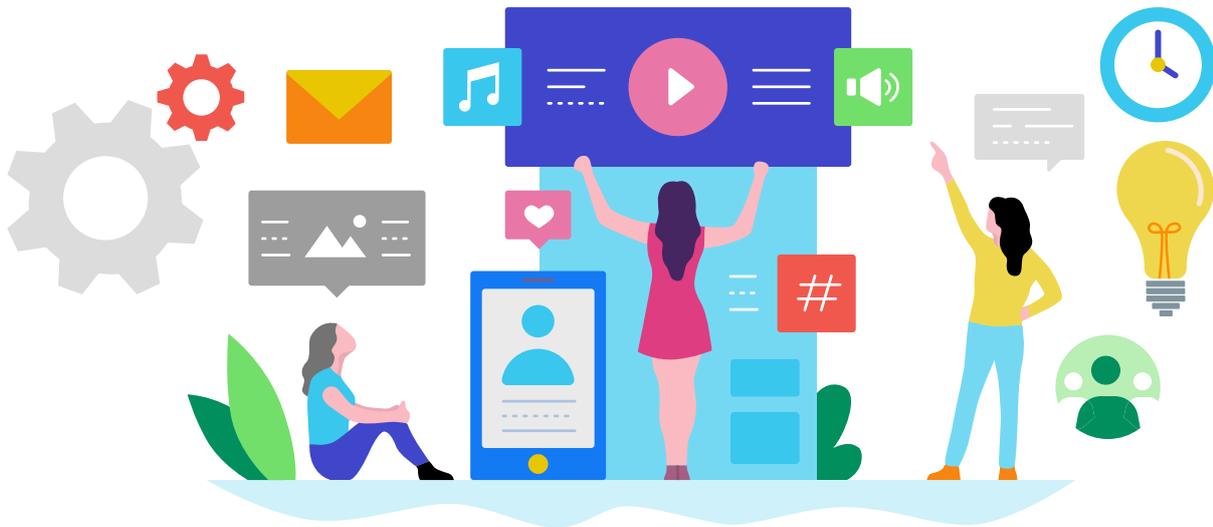
Experiences in the Media & Entertainment (M&E) industry suggest that as digital experiences become richer and more immersive, getting content management right will become mission critical for messaging.

Brands in the Media & Entertainment industry will be focusing heavily on channels that blur the lines between video sharing and social media in their targeting of younger consumers. This will mean more immersive content, and with melting attention spans, this will have to be delivered and managed in real-time – an almost impossible feat without the right content management tools and a well-oiled content supply chain.

Top digital channels M&E organizations will prioritize to deliver content and messaging to younger consumers



## Conclusion



Creating and distributing content at speed is a significant challenge, as brands strive to deliver personalized digital content and experiences to customers in real-time. Contributing to the challenge, content is getting richer and more immersive, and channels are becoming more diverse.

To deliver engaging content at the right moment, brands need to combine a deep understanding of the customer with their own magic and creativity, but that demands time and space. Successful brands are using integrated content management technologies to create personalized digital experiences across every channel.

[Explore Adobe's integrated content management solutions](#)

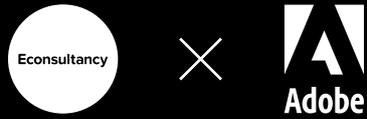
### Case Study: U Mobile

U Mobile might be the newest telecommunications company in Malaysia, but it has grown dramatically to become a mobile leader by delivering innovative, digital-first products. By adopting Adobe Experience Manager and taking advantage of the native integration between its DAM and CMS, U Mobile is creating highly-personalized content experiences to keep pace with growing demands, including a 55% increase in new website users.

"Adobe Experience Manager improves our speed and consistency. We can spend less time managing content and more time polishing marketing campaigns, testing the customer journey, and improving site performance – all of which helps us to give our customers a better digital experience."

**Jasmine Lee**, Chief Digital Officer, U Mobile





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