

## Business Value of Adobe Experience Manager Sites



Productivity for digital content teams using AEM Sites

**23%**  
higher



3-Year ROI

**348%**



To breakeven

**12**  
months



**Quote:** "AEM Sites has allowed us to be a lot more efficient and effective in delivering content. It also ties the digital experience together across multiple platforms, whereas before it was very fragmented. It sets us up to be able to do more around the digital experience of the future."

## Creation and Delivery of Digital Experiences



Less time to put up launch page

**56%**



Faster to complete minor editorial change

**64%**



Less time to deliver brand/country page

**66%**



**Quote:** "Everything has a ripple effect, so when you're putting out better content that's faster and more personalized, you're creating a better customer experience, which leads to an uptick in return users and new users. With AEM Sites, our customer engagement has increased by around 10% - 15%. . . And we've increased our conversion rate from around 2% to 7%."

## Impact on Digital Content Teams and Business

**78%**

More content delivered by Web admin teams

**£1.8M**

Additional revenue per year per organization surveyed

**32%**

Higher productivity for web editorial/marketing teams