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The Marketers Survey Report

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Have you ever wondered about the upsides that marketers experience and the challenges they run into when working with their digital experience platforms?

What about how easy everyday tasks are to complete?
Or what is the general understanding of the field?

Magnolia launched this survey to find out.

The study was of 501 in-house marketing professionals who are confident in their understanding of CMS/Headless CMS in the UK, US, Germany, Spain and Singapore.

These are the results.

Understanding Technology

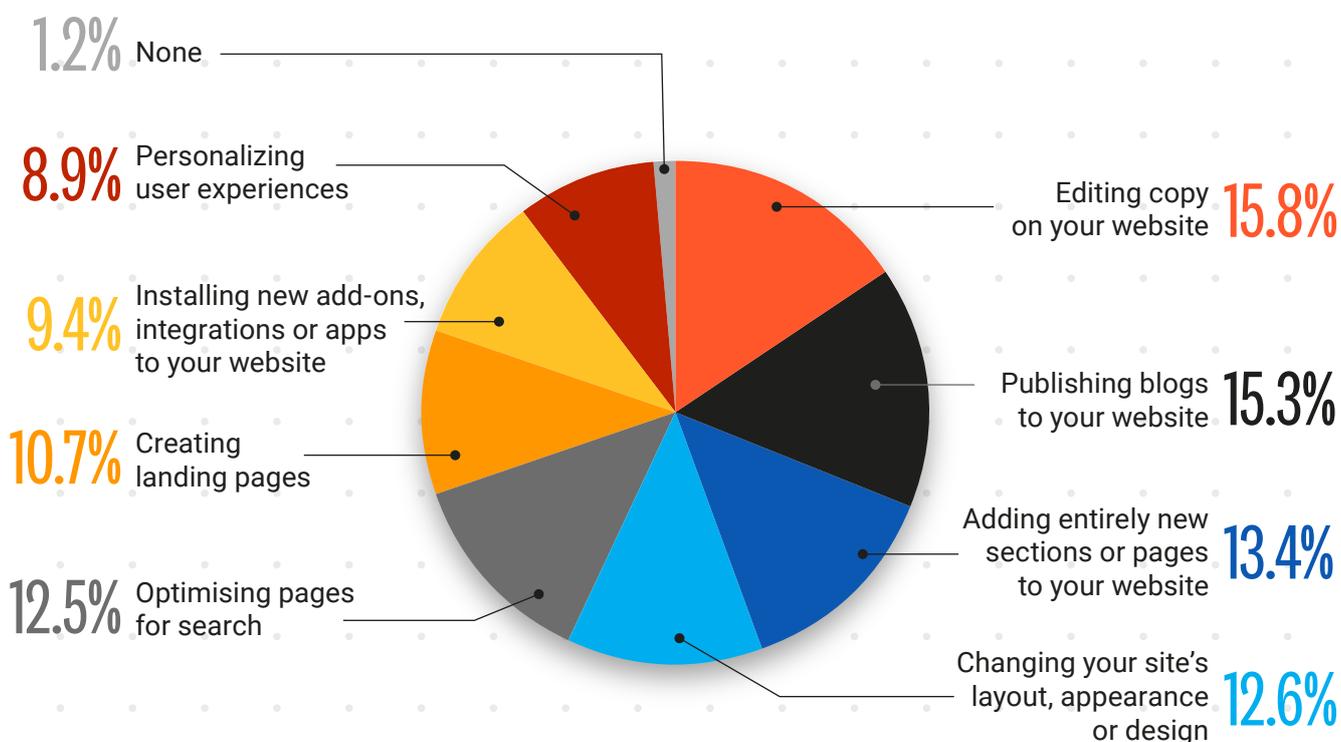
82% of respondents indicated that they were confident in their understanding of a CMS. **58%** expressed confidence in understanding a headless CMS, **60%** a hybrid CMS and **72%** a DXP.

Confidence remained similar in the understanding of other related technologies, including SPAs (**68%**), PWAs (**58%**), DAM (**72%**) and integrations (**74%**).

Getting Help From IT

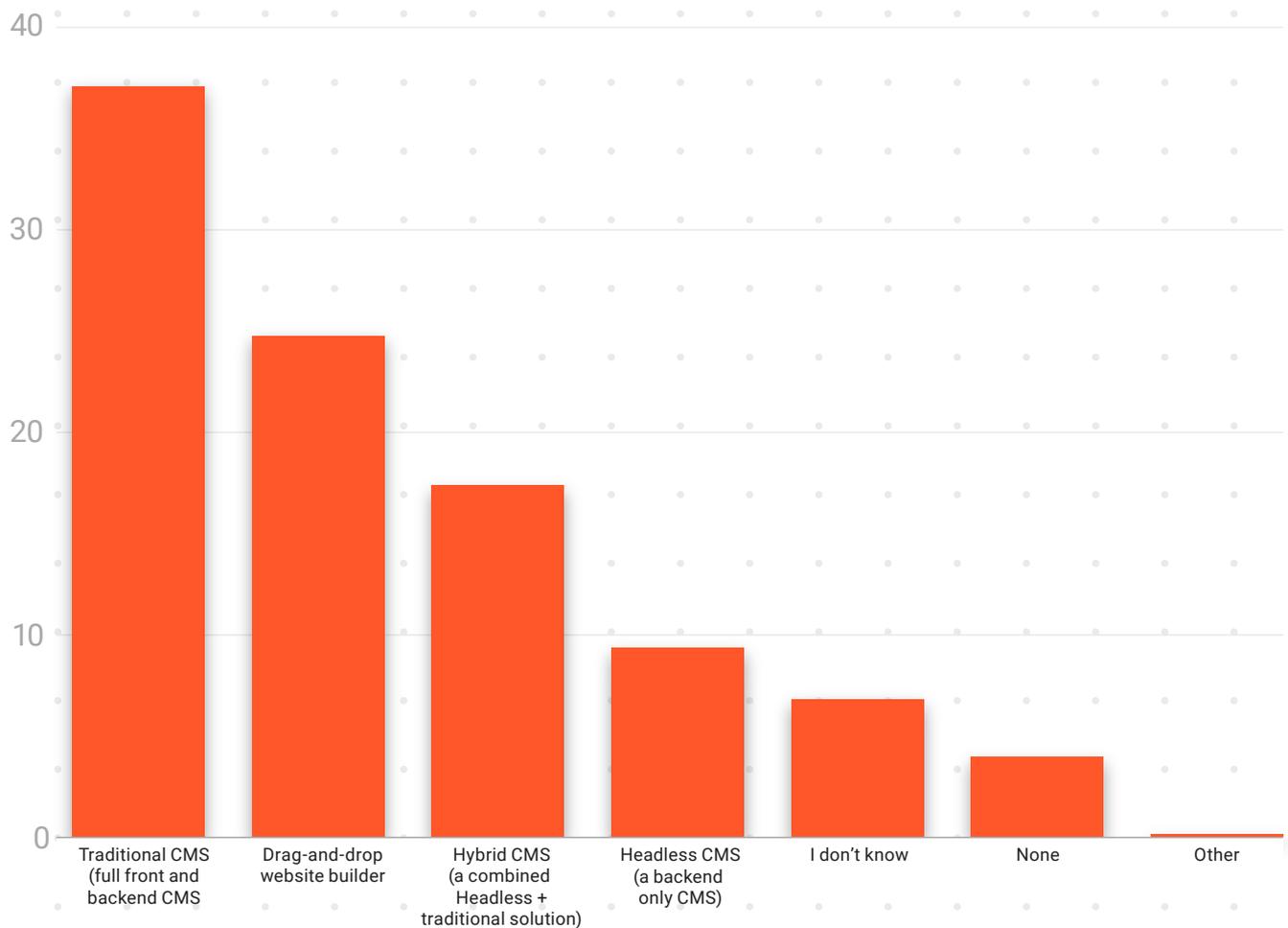
57% of respondents indicated that they could not create a landing page without IT using their current platform. Also, **36%** indicated they could not edit website copy with IT assistance.

Of tasks that could be completed without IT assistance, **62%** can publish blogs, **51%** can change the site layout or design, **38%** can install add-ons or integrations, and **36%** can personalize experiences.



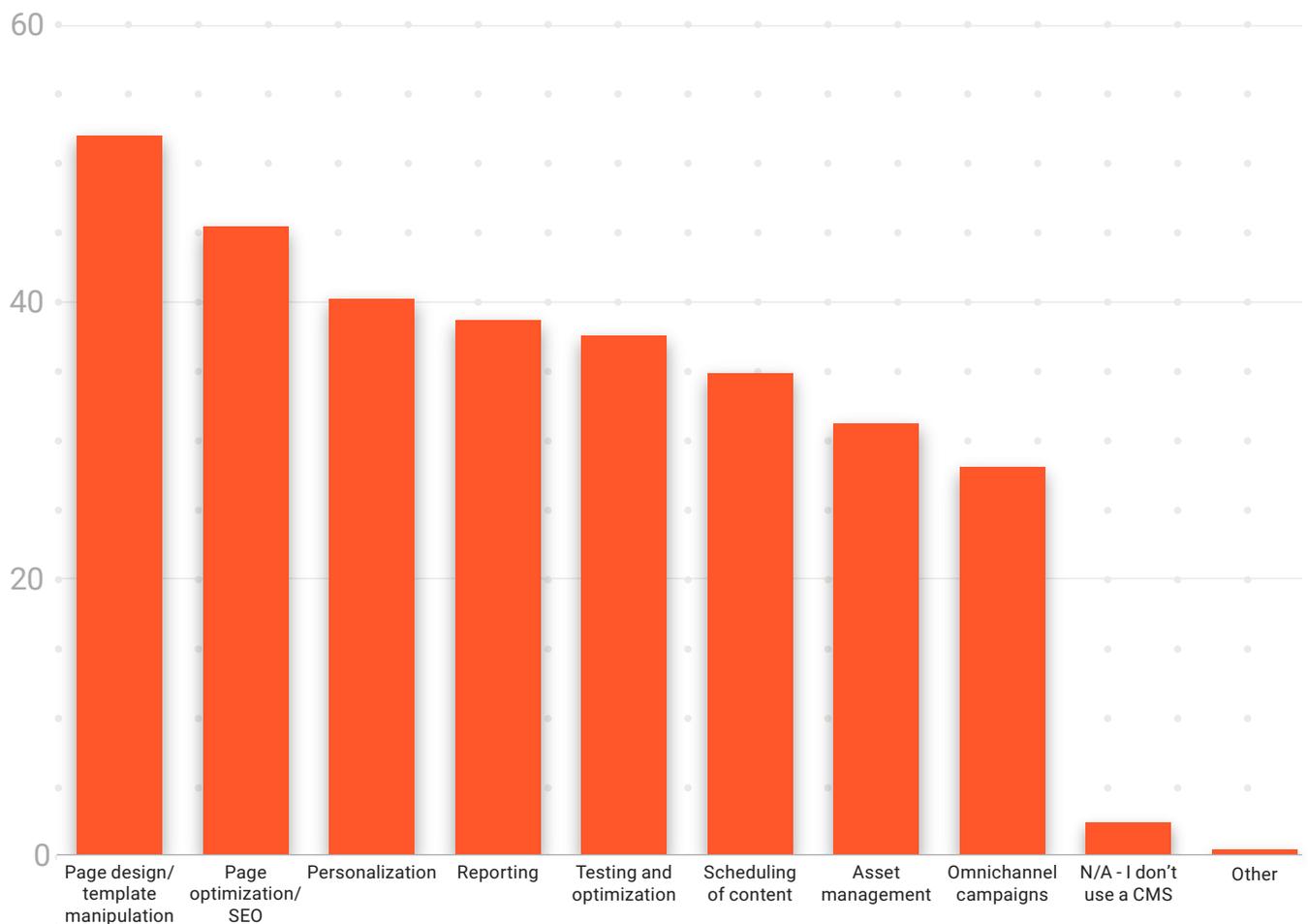
Type of CMS

61% of respondents are still using a traditional CMS or drag and drop builder, with 27% using a headless or hybrid CMS and the others unsure of the type of CMS at their disposal.



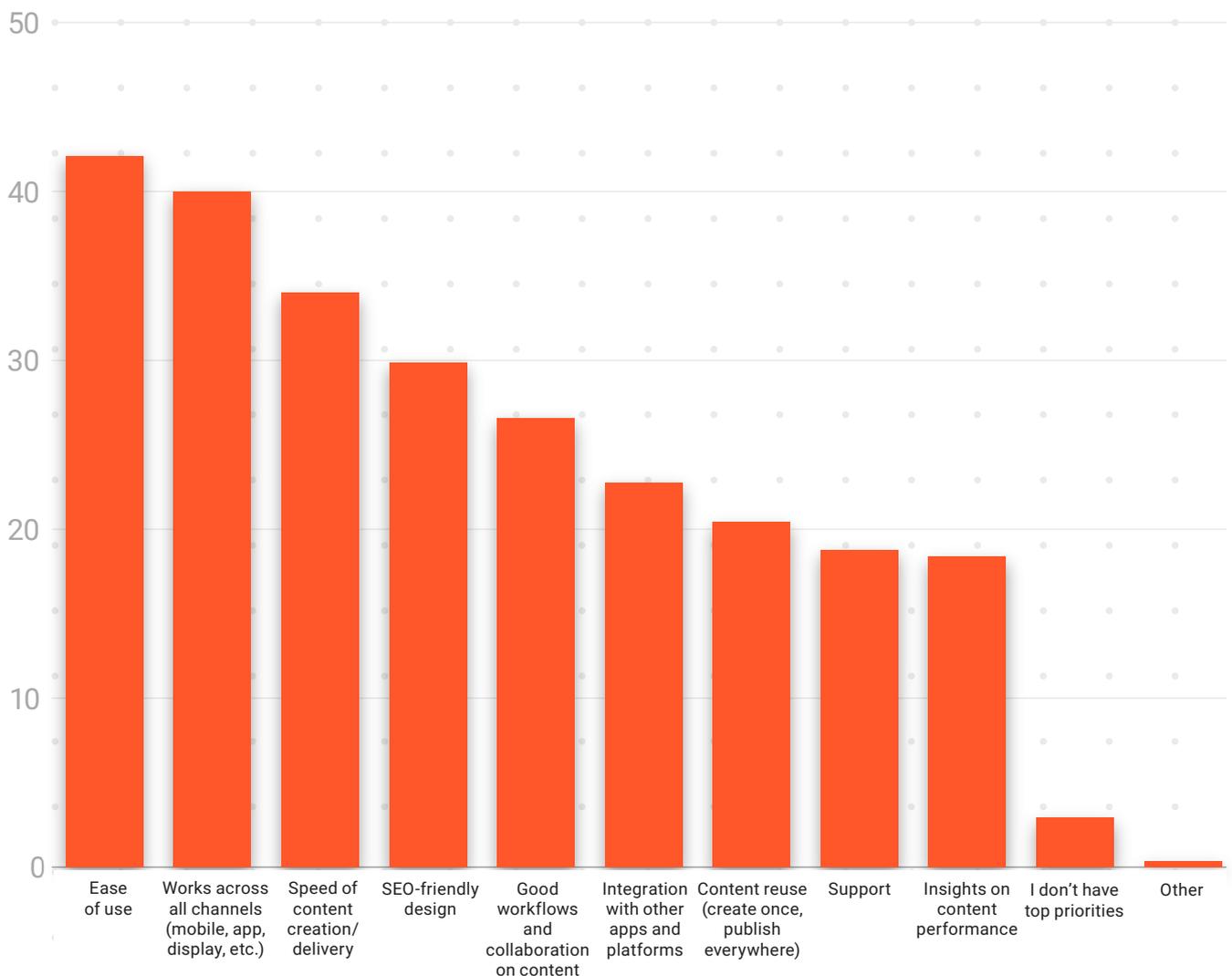
CMS Use Cases

When asked about use cases for their CMS platforms, **52%** of respondents indicated they use their CMS for page design or editing templates, **45%** for optimization and SEO, and **40%** for personalization. However, only **28%** currently use their CMS for omnichannel campaigns that include publishing across multiple channels.



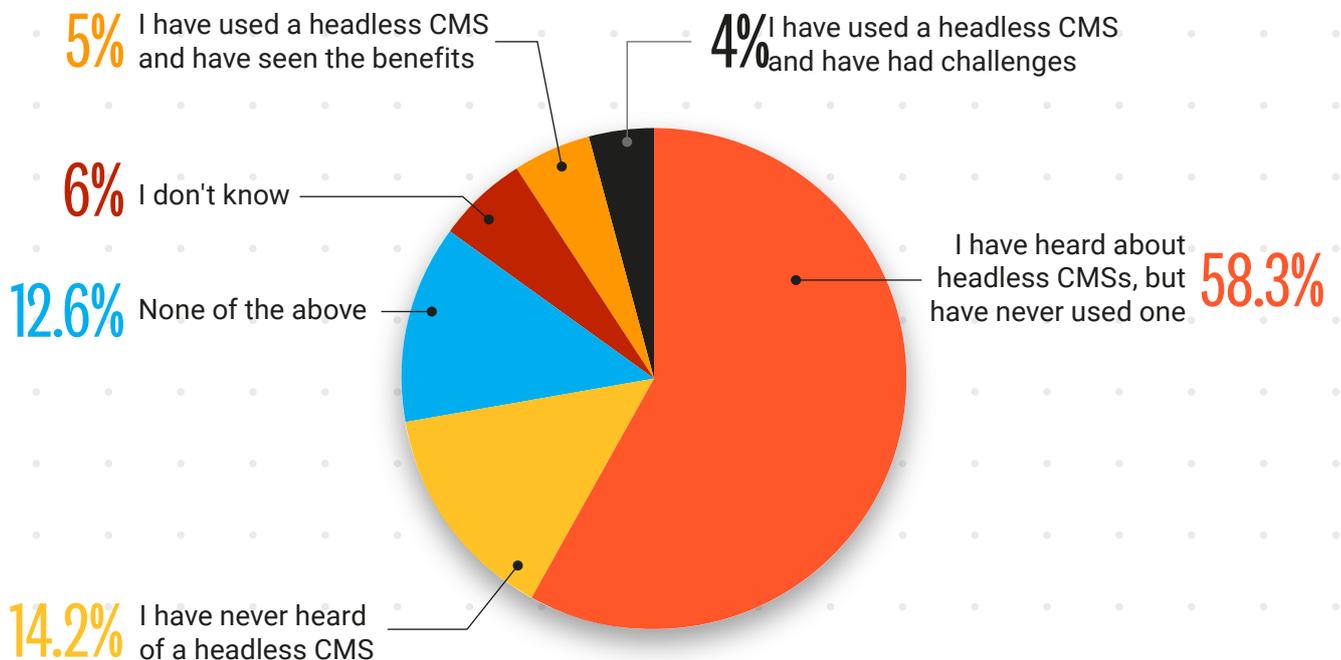
Priorities

The top three priorities for a CMS, according to respondents, were ease of use (42%), that it works across all channels (40%), and that it enabled fast content creation and delivery (34%).



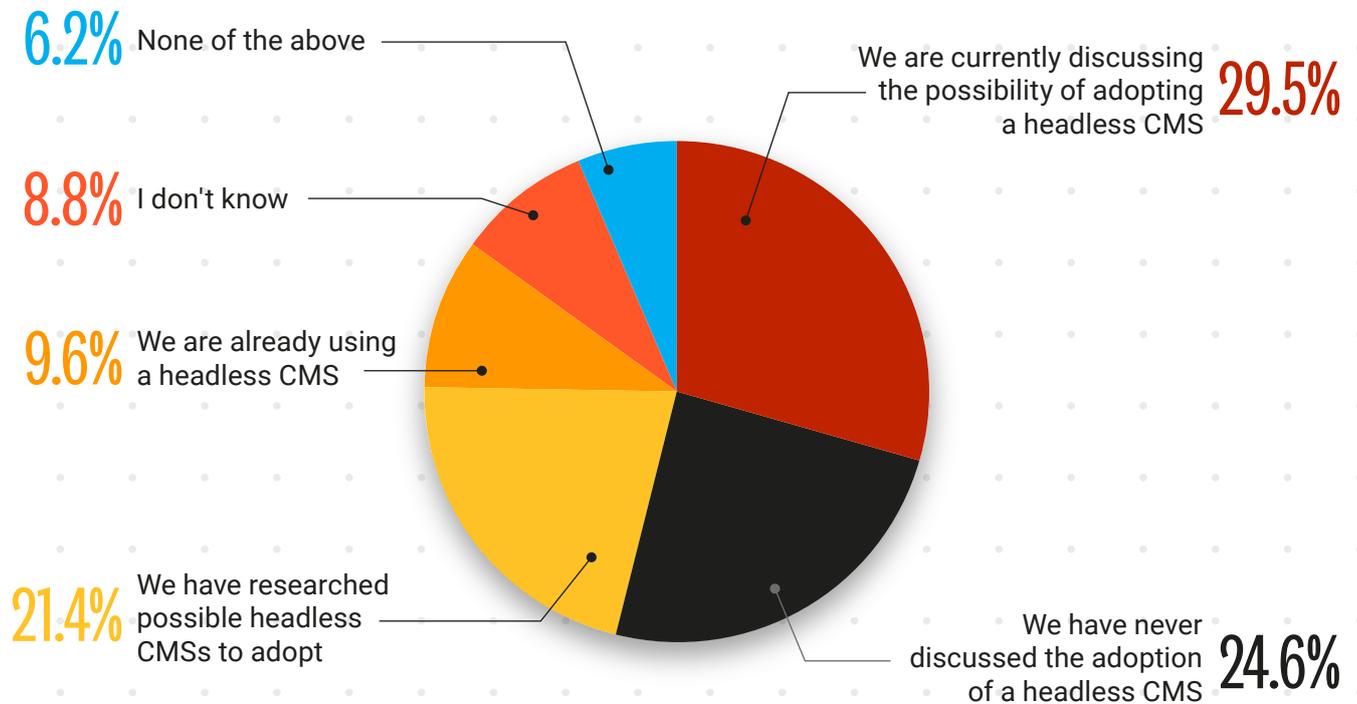
Headless Knowledge

58% of respondents had heard of a headless CMS but never used one. However, only **5%** had used a headless CMS to see the benefits of the platform.



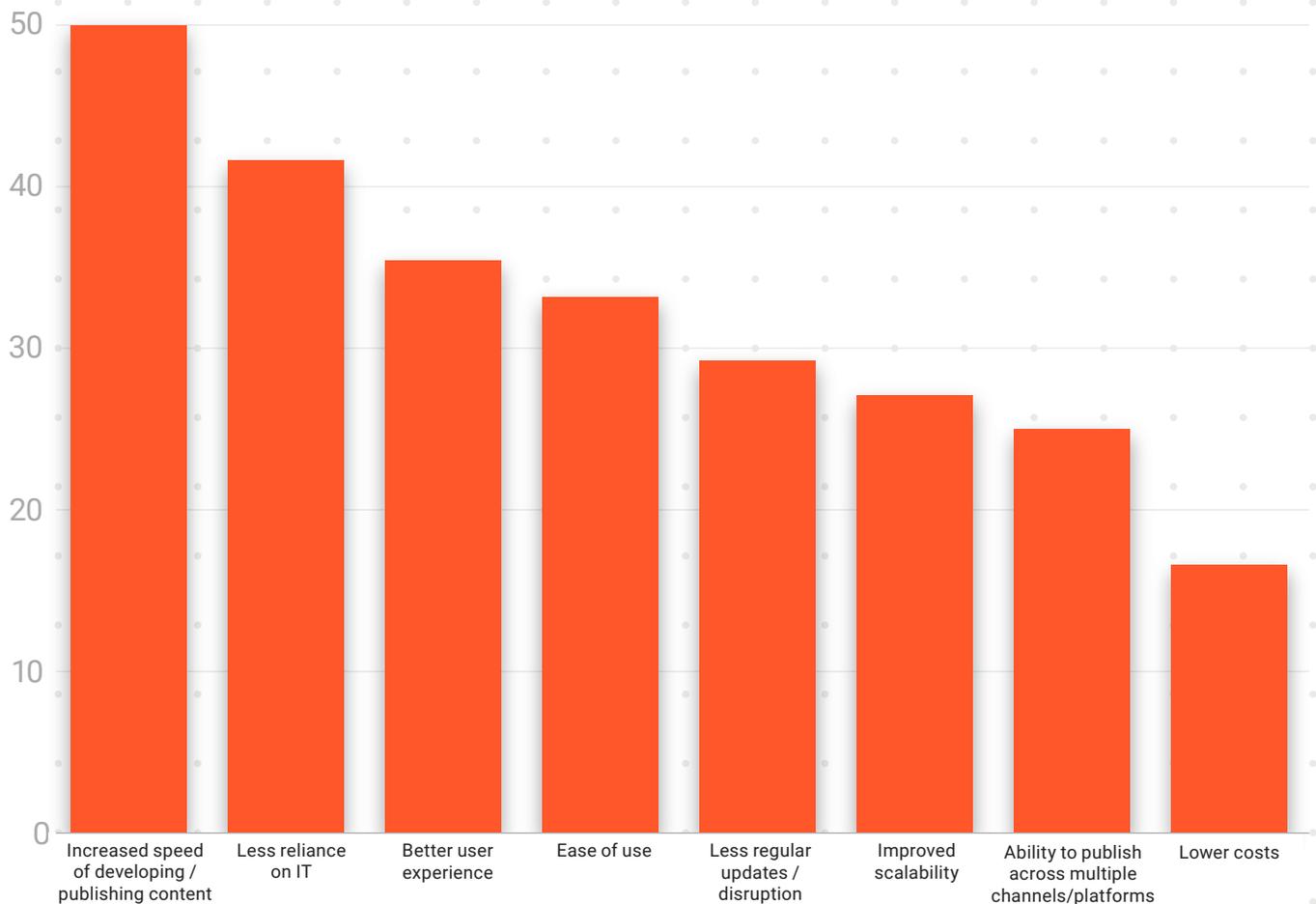
Adoption

30% of respondents indicated that their company was discussing the possibility of adopting a headless CMS, with 21% having researched potential vendors.



Benefits

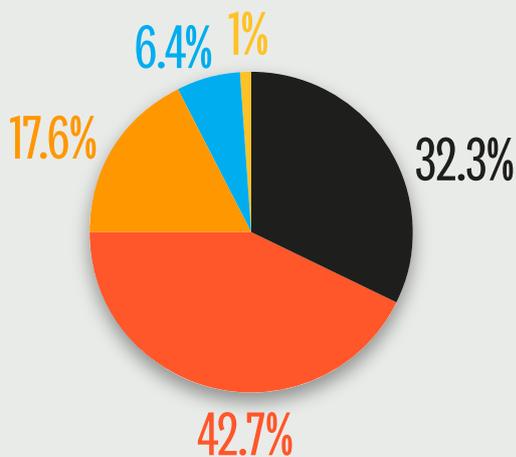
Since switching to a headless CMS, the primary benefits respondents indicated were speed of content creation and delivery (50%), reduced reliance on IT (42%) and having a better user experience (35%).



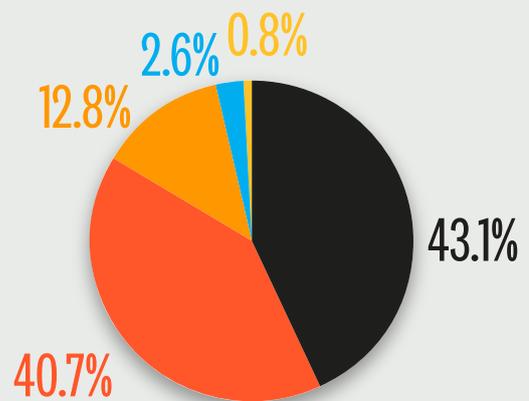
Publishing abilities

For **74%** of respondents, after editing the content on their web application, the mobile website's content automatically updates.

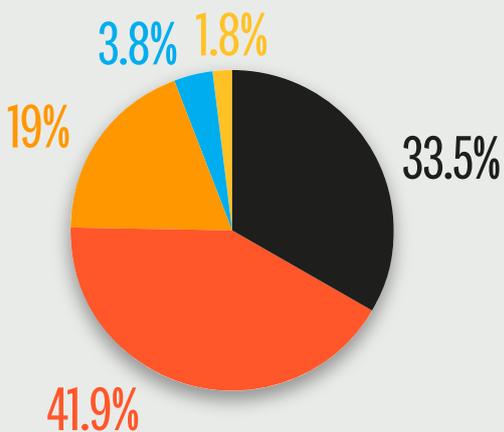
75% of respondents want to be able to manage the brand experience without IT assistance.



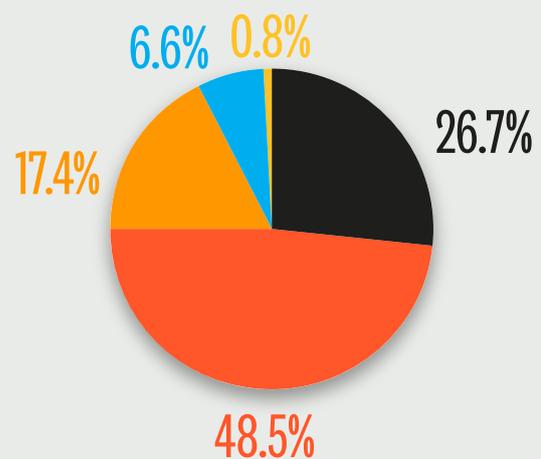
84% of respondents believe marketing content should be seamless across channels.



75% of respondents can provide relevant personalized and targeted content to customers.



68% of respondents expressed satisfaction with their current CMS.



● Strongly agree

● Agree

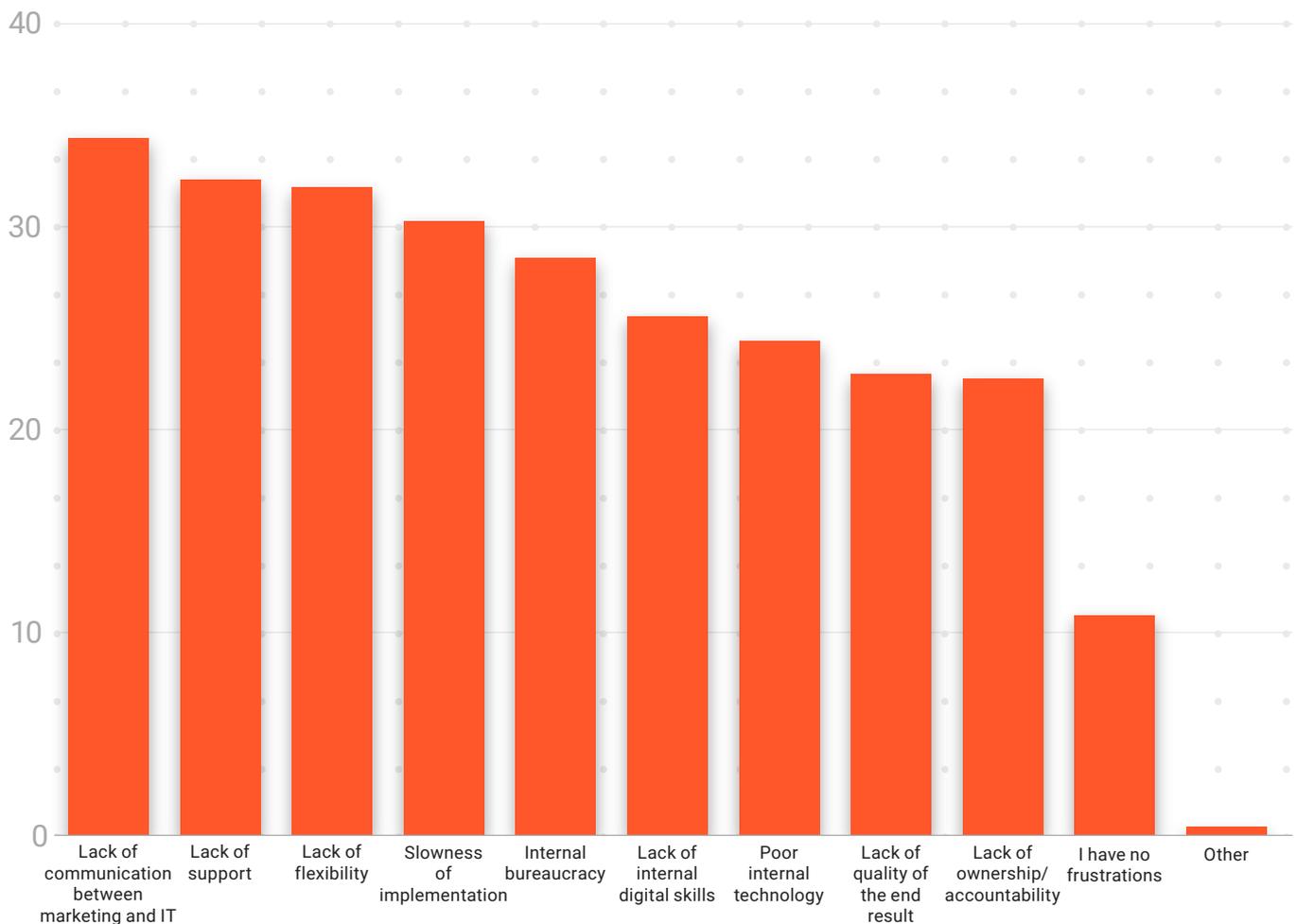
● Neither agree nor disagree

● Disagree

● Strongly disagree

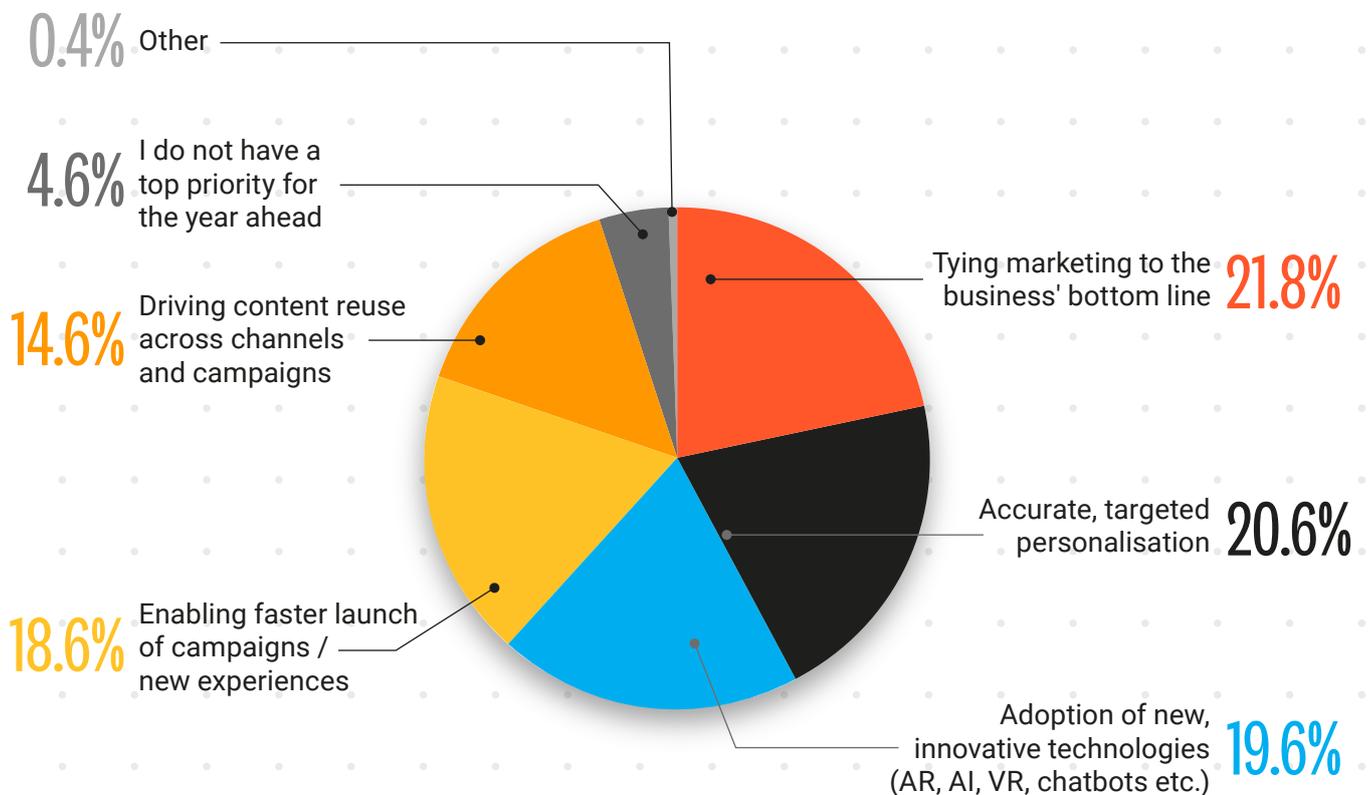
Benefits

- The three biggest frustrations for marketers were a lack of communication between marketing and IT (34%), lack of support, and lack of flexibility (31%).



Priorities

The top three priorities for the year ahead for respondents were linking marketing to the business bottom line (21%), providing more accurate and targeting personalization (21%), and adopting new innovative technologies like AI and chatbots (20%).



Top CMS Providers

Adobe Experience Manager ranked highest in every category, including Ease of Use and Innovation. Magnolia CMS placed in the Top 3 in the Best Value and Best Headless Option categories.

	I currently use this platform		I have previously used this platform		I have heard of this platform		I have never heard of this platform	
	All	Count	All	Count	All	Count	All	Count
Magnolia	12.77%	64	20.56%	103	30.14%	151	36.53%	183
Contentful	12.38%	62	20.56%	103	30.34%	152	36.73%	184
Bloomreach	11.58%	58	19.56%	98	28.94%	145	39.92%	200
Coremedia	12.18%	61	19.76%	99	30.74%	154	37.33%	187
Episerver	9.78%	49	17.56%	88	32.34%	162	40.32%	202
Adobe Experience Manager	30.94%	155	27.54%	138	31.54%	158	9.98%	50
Sitecore	14.57%	73	19.56%	98	34.13%	171	31.74%	159
Amplience	9.58%	48	19.36%	97	30.74%	154	40.32%	202
Acquia	11.18%	56	18.16%	91	32.53%	163	38.12%	191
Contentstack	11.18%	56	16.57%	83	33.93%	170	38.32%	192
Kentiko Content	9.58%	48	16.57%	83	27.54%	138	46.31%	232
Liferay	9.00%	9	19.00%	19	48.00%	48	24.00%	24
FirstSpirit	12.00%	12	14.00%	14	38.00%	38	36.00%	36