

The State of CMS in the Financial Sector

The financial marketer's guide to
content management systems



State of CMS: Finance

In 2020, Magnolia released its State of CMS report, exploring the content management plans, challenges and preferences of 200 marketers and IT professionals.

Delving even deeper into Magnolia's research, this ebook examines the unique needs and challenges of marketers in the financial sector. Through this analysis, we'll explore the hurdles that financial marketers need to overcome, the growing disconnect between marketing and IT teams, and how new AI and omnichannel technologies are changing the CMS market.

So if you're a financial sector marketer, thinking about investing in a new content management solution, or switching from your current provider, then this is the guide for you.



How are financial brands using their CMS?

For marketers in the financial sector, CMSs provide the basis for the majority of digital marketing initiatives, projects and plans.

While the potential use-cases for content management systems have expanded dramatically over the last ten years, most financial brands are still only using them for the basics – scheduling content and managing assets.

Outside of the financial sector however, CMS' are being used for an array of other purposes, such as search optimization initiatives, analytics reporting and fully "omnichannel" marketing campaigns.

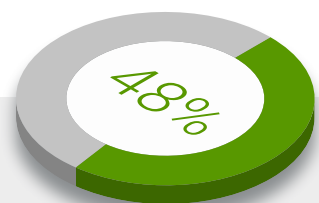
How are financial marketers using their current CMS?



Scheduling content



Asset management



Testing & optimization

What is an omnichannel campaign?

"Omnichannel campaigns provide seamless and effortless, high-quality customer experiences that occur within and between contact channels"

— Frost and Sullivan

What's holding the financial sector back?

Given the potential of today's content management systems, why aren't marketers using them to their full effect?

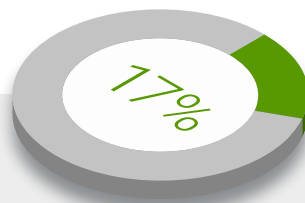
Internal bureaucracy is a key challenge in the financial sector, with one in five marketers recognizing it as their biggest struggle. Slowness of implementation is another major concern – with many CMSs proving cumbersome and poorly integrated within the brand's wider IT infrastructure.

As a result of these challenges, many marketers are having to over rely on the support of IT...

Key challenges for financial marketers



Internal bureaucracy



Slow implementation



Lack of ownership of initiatives

The marketing / IT disconnect

Installing a CMS should empower marketers to manage the digital elements of their roles in real-time. Unfortunately, many marketers in the financial sector don't have this freedom, with nearly a third still relying on IT to make even basic edits to their websites.

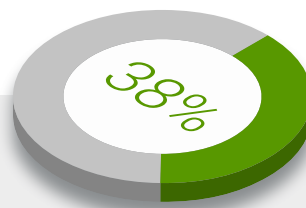
This represents a fundamental problem on the part of many popular CMSs – which fail to account for the complex sign off processes and vast IT infrastructure that financial brands must contend with. The result is slower project activations for marketers, and less time for IT to focus on the issues that really matter to them.



of financial marketers need IT to make even basic edits to their website



of financial marketers need IT to make basic changes to SEO



of financial marketers need IT to analyse customer data



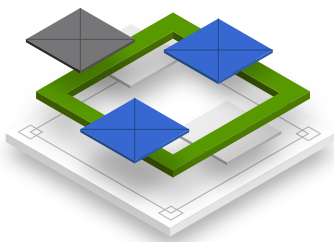
of financial marketers feel their IT department is not open to collaboration

Slow, IT-dependent projects, based on cumbersome marketing technologies – if this sounds like your marketing experience, it may be time to upgrade to a new, fresher, and more modular CMS.

[Read our Alior bank case study to see how one financial firm overcame it's cumbersome martech experience.](#)

What financial brands should look for in a CMS

When selecting the perfect CMS, several considerations came out top of mind for our financial sector marketers:



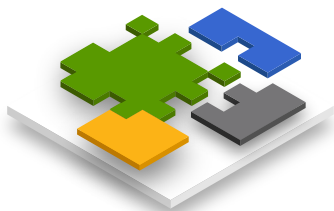
Easy to customize:

63% of financial marketers agree that a good CMS must be easy to customize, which is key to quickly providing product information across multiple endpoints. The research shows that 93% would rather have a custom-built CMS interface than rely on a fixed “marketing suite”.



Easy to use:

88% of marketers in the financial sector rank ease of use as a top priority for their content management systems. With already slow processes in place within the financial sector, a cumbersome, difficult-to-use CMS is the last thing that marketers need.



Integration with other tools:

96% of marketers are looking to run all of their marketing initiatives through a single platform in 2020. Instead of an ‘all-in-one’ solution however, the best platforms should act as a ‘hub’ around which other tools can be added, integrated and built. Rather than pushing for a single monolithic platform, it’s vital that your CMS is compatible with other solutions – providing flexibility and customization. For financial brands, the ability to integrate with CRM tools which can be personalized based on previous purchases is essential.



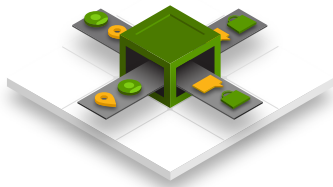
Secure and IT friendly:

No matter how much freedom marketers may want, the reality is that — in the financial sector — security and IT compliance will always take priority. As such, marketers need a CMS that can both meet these strict requirements and provide the flexibility needed to design, implement and launch creative campaigns. The more secure CMSs will typically be java-based and support a wide range of security standards and certifications.



Omnichannel ready:

86% of financial brands are adopting 'headless' content management systems. This means that content can be created and managed regardless of the end device — making it perfect to display across web, mobile and other digital channels.



AI ready:

66% of financial marketers are looking to adopt AI-based marketing technologies in 2020, making it their top priority in the year ahead. In the finance sector, AI chatbots can be used to answer frequently asked questions, while AI algorithms can be used to offer real-time quotes to customers. In some cases, AI can even analyze market data like earnings releases, economic reports and company product launches to draw relationships between news events and asset prices. As such, it's vital that content management systems take advantage of the latest machine learning tech, or provide the freedom to integrate with the very latest AI platforms.

Magnolia: A flexible CMS for the financial sector



“Thanks to Magnolia and its features, our website’s visitors are now more likely to choose our offer because they receive relevant content and personalized information”

— Ewa Krassowska, Marketing Manager, Alior Bank

Magnolia is a scalable CMS designed for banks, insurance and finance businesses. Our CMS provides an easy-to-use platform built with both marketers and IT professionals in mind.

For marketers, Magnolia can be used to develop highly effective omnichannel marketing campaigns.

For developers and IT teams, the CMS provides a secure architecture, open standards and a rich set of integration tools. This makes it the perfect CMS for financial firms with a strong commitment to both customer security and the customer experience.

But don’t just take our word for it. Check out our customer testimonials below...

Installing the Magnolia CMS, Alior Bank saw a...

46%

Increase in mobile traffic

42%

Increase in loan sales

54%

Increase in search traffic

Trusted by the world’s biggest financial brands



What the experts say



“Magnolia is very intuitive to operate and enables our editors to update content quickly. Plus, the CMS is extremely powerful, flexible and therefore perfectly suited for our ambitious platform.”

— Björn Meister, Project Manager at Hannoversche



“In terms of the final result of the project, it was exactly what we expected. From the customers’ point of view, I think there was really added value because we received feedback, particularly through customer services, which showed us that customers were happy with the result.”

— Novella Bellonia, Head of Digital Marketing, Groupe Mutuel



“There is indeed a technology that is a key feature of Magnolia: the light modules. Light modules allow the developer to work really efficiently within a modern environment.”

— Christophe Rodriguez, IT Architect, Groupe Mutuel

Want to join the world’s biggest financial brands on Magnolia CMS?
Get in touch below to see the platform in action.

GET IN TOUCH



Magnolia is a leading digital experience software company. We help brands outsmart their competition through better customer experiences and faster DX projects. Get full headless flexibility and seamless workflows across best-of-breed digital experience stacks. Global leaders such as New York Times, JetBlue, Avis and Atlassian all rely on Magnolia for maximum reliability, high speed project implementation and exceptional omnichannel experiences.

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