

# The State of CMS: 2020 & Beyond

Includes research from  
400 CMS users across  
marketing and IT teams



# Introduction

The nature of content management is changing. Today, businesses don't want to simply upload content and hope that it is seen. They want to know that the assets they develop are hitting the right audience, in the right mindset, at the right time. This change has led to an expansion of the CMS space, with ever more content management systems evolving into "digital experience platforms" (DXPs).

At the same time, the nature of technology is also changing. With audiences engaging across more devices than ever before, brands are looking for new ways to ensure their content is flexible, real-time and ready for the omnichannel age.

To understand this evolving landscape, we commissioned a survey of over 400 CMS users across the US and UK. With 200 from the marketing department and 200 from IT, this comprehensive research sets out to build a deeper understanding of what it is that businesses want and need from their CMS.

From who should own deployment, to how brands are preparing their 2020 content approach, this research provides a deep dive into the state of CMS both now and in future.

By sharing this data for free, we hope to inspire greater innovation across the CMS industry and to help businesses make the very best decisions when it comes to adopting their own content management systems and approach.

## Who should read this report?

- **Marketers** looking to adopt a new CMS or improve their content approach
- **IT leaders** planning to adopt a new CMS
- **Business leaders** hoping to understand more about the benefits of a modern CMS
- **DX professionals** looking to understand the future of digital experience
- **CMS developers** looking to improve standards across the industry

# Who *really* owns the CMS?

## 79%

of IT teams believe they should have final say over which CMS is purchased

When it comes to deciding which content management platform to use, both marketers and IT teams push for final say. Despite this, the typical decision path is far more complicated, with no one department getting to dictate which CMS to invest in. While this may sound complicated, it's actually great news for the digital experience.

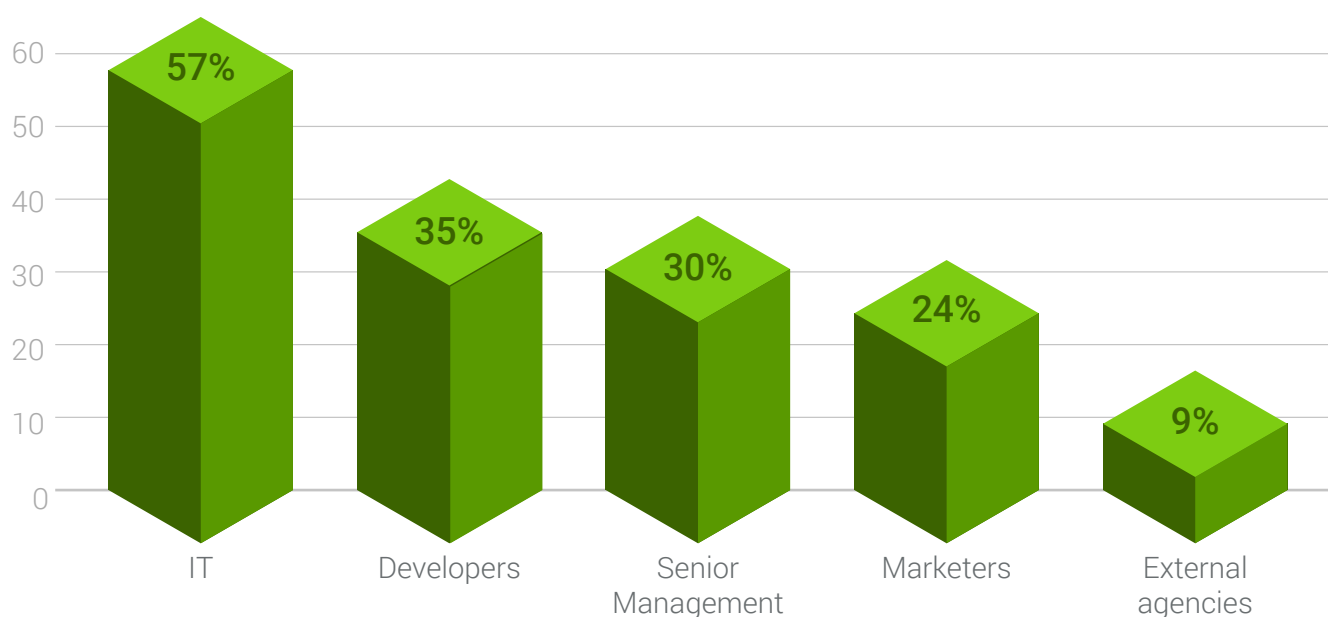
## 80%

of marketers believe they should have final say of which CMS is purchased

When selecting a CMS, it can be all too easy for teams to make siloed decisions that only fulfil their needs. IT teams typically lean towards platforms that provide maximum security, while developers opt for those with open architectures and robust APIs. Marketers also have their own preferences, tending to look for SEO, design and publishing speed.

While there are plenty of specialist CMSs designed solely with IT or marketers in mind, the most effective platforms are those that provide benefits to both groups, focusing on security, flexibility and simplicity for the end user.

## Who are the CMS purchase decision makers?



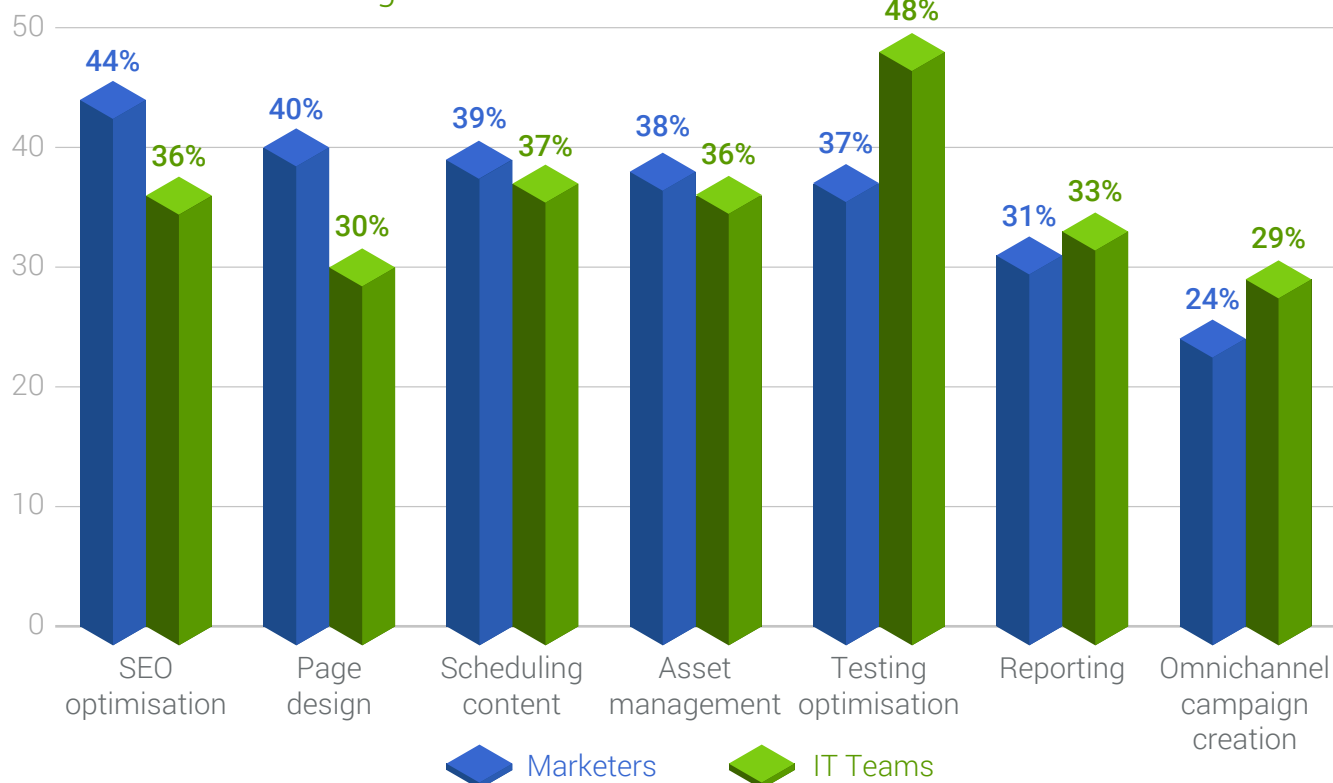
# How are teams using their CMS?

Today's content management systems are extremely versatile. The days of providing a simpler way to manage responsive websites have long since passed, with modern CMSs providing a huge array of publishing, testing and optimization tools. Increasingly, these tools expand beyond the traditional notion of a CMS and into the realm of a DXP (Digital Experience Platform).

Despite these advances in technology, marketers are not yet using these tools to their full potential. Instead, the majority stick to more traditional use cases such as search optimization, scheduling content and page design. On the IT team's side, while there is appreciation for the wider business value that a CMS can bring, the most common use cases remain site testing and optimization.

Interestingly, despite the huge potential of omnichannel content, the vast majority of businesses are yet to make the most out of their content management systems to create truly omnichannel campaigns.

## How are teams using their CMS?



# The push for headless

Over the last year, two significant trends have shaped the CMS industry.

The first has been the increasingly mainstream use of a headless CMS. A headless CMS delivers raw content via APIs to any number of channels, such as desktops, smart watches, digital kiosks and so on. By separating content from presentation, marketers can reuse a single piece of content on any channel, helping to futureproof businesses ahead of the rise of the internet of things.

65% of IT teams are already running a headless CMS, while 50% of marketers are now using this technology to deploy their cross-platform marketing materials.

## 65%

of IT teams are currently running a headless CMS

## 50%

of marketers are already using their headless CMS to deploy cross-platform marketing materials

## Selecting a headless CMS

**“It is essential to design experiences from the outside in. Begin with what is supposed to happen and identify the content requirements... When it comes to selecting a vendor, be sure to recognize key differences for managing snackable content. Dig in and compare how various content hubs manage metadata and incorporate content tags into the APIs that are called to deliver digital experiences at the desired endpoints.”**

— Geoffrey Bock, Principal, Bock & Company

# DXP adoption

The second major trend is still leaving many businesses divided. A growing number of CMS providers are moving away from content management systems to offer fully-fledged 'digital experience platform' (DXPs). These all-encompassing solutions offer various different marketing features as well as integrating with other platforms to provide complete control within a single user interface — something which 72% of marketers, and 74% of IT teams prefer.

The challenge for many of today's DXPs is that their multi-functioning "suites" have been built through acquisitions — merging together various systems rather than building from the ground up. The end result is slower, more complex, and more cumbersome for users and IT teams.

To address this, many brands are now investing in "DXP as architecture" solutions. By providing this infrastructure, brands can build their perfect DXP from the ground up, rather than investing in a costly suite. This means that brands can reduce complexity, streamline costs and customise their DX arsenal to suit their individual business needs.

## 72%

of marketers would opt for an all-in-one solution — but the vast majority still want to be able to customise the back-end of their DXPs

## 74%

of IT teams would opt for an all-in-one solution — but the vast majority still want to be able to customise the back-end of their DXPs

## What is a digital experience platform?

**"DXP is the centerpiece in the tech ecosystem that brings content, data, experiences, applications and micro-experiences into one layer. Therefore, integration with multiple in-house, legacy, adjacent technologies is a must. The goal is a unified, continuous and optimized experience. You need integration with other systems to accomplish that."**

— Irina Guseva, Gartner Senior Research Director for DXPs and web CMS

# CMS frustrations

Despite many IT teams being happy with their CMS, marketers are less convinced. While nearly half of IT teams saying that the mobile responsiveness of their site meets a 'very high standard', over a quarter of marketers believe that it is at best 'average to poor'.

More than a third (36%) of marketing professionals also believe that their on-site personalization is either average or poor, while 83% say that they are frustrated with their current process for launching digital assets. This shows a severe disconnect between the expectations of marketing and IT, with 60% of marketers saying that their current CMS doesn't meet their evolving marketing needs.

## Happy IT teams

74%

of IT professionals believe their on-site personalisation runs to a high standard.

77%

of IT teams believe their cross-channel content runs to an 'above average' standard.

44%

of IT teams believe the mobile responsiveness of their website meets a 'very high standard'.

## Unhappy marketers

36%

of marketers believe their on-site personalisation is at best 'average or below'.

83%

of marketers are frustrated with their current process for launching digital assets.

60%

of marketers feel their current CMS doesn't meet their evolving marketing needs.

## What frustrates marketers when launching digital assets?

- Slowness of implementation (32%)
- Lack of quality of the end result (25%)
- Lack of support (25%)
- Lack of internal digital skills (25%)
- Internal bureaucracy (25%)

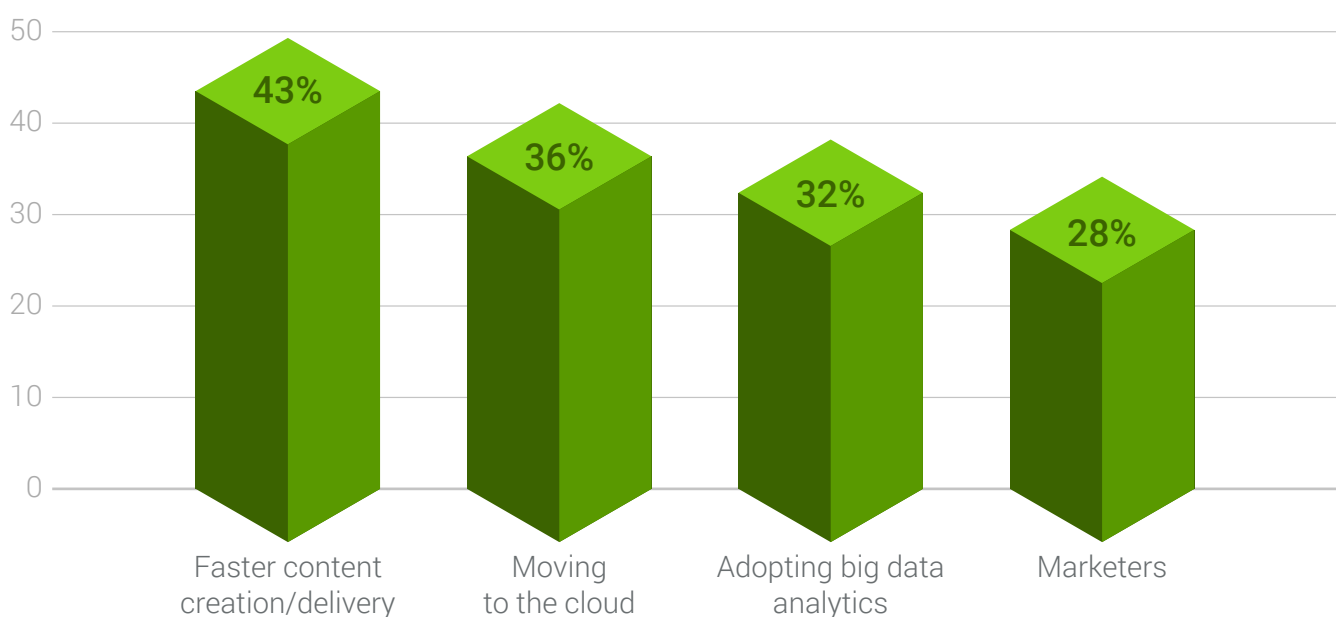
# CMS priorities for 2020

Looking ahead to 2020, marketing and IT teams have a number of key priorities when it comes to technology adoption, content distribution and the use of a CMS. For IT teams selecting a CMS, security, flexibility and cross-platform integration lead the charge. While for marketers, rapid content delivery and easy customization are by far the most important features.

Despite their focus on more technical considerations, IT teams are very much aware of the demand from marketing, with 'increasing the speed at which digital content can be launched' being listed as the #1 DX objective for 2020.

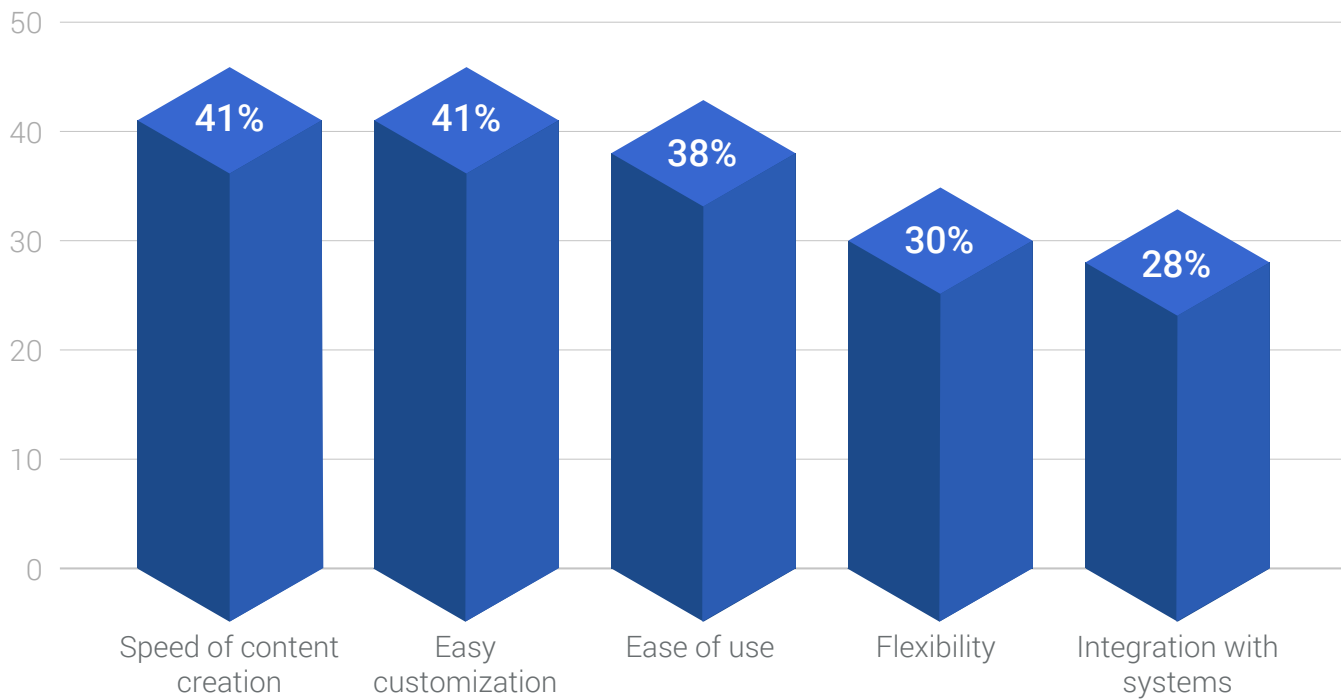
To achieve this goal, businesses need to focus on adopting CMSs that place a high priority on speed and simplicity — without compromising on security, flexibility or integration.

## Digital experience priorities 2020

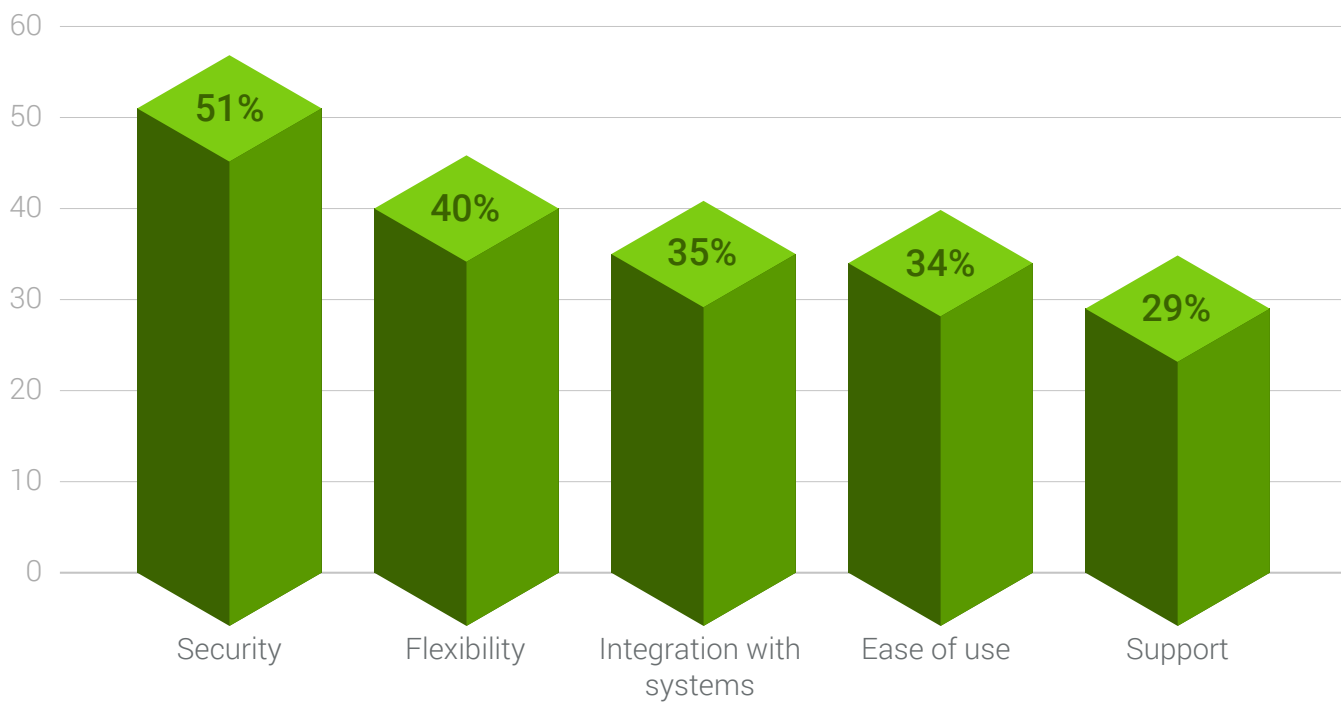




### CMS priorities for marketers



### CMS priorities for IT teams



# Why Magnolia?

At Magnolia, we're committed to creating a straight-talking CMS, with a simple user experience that works for everyone.

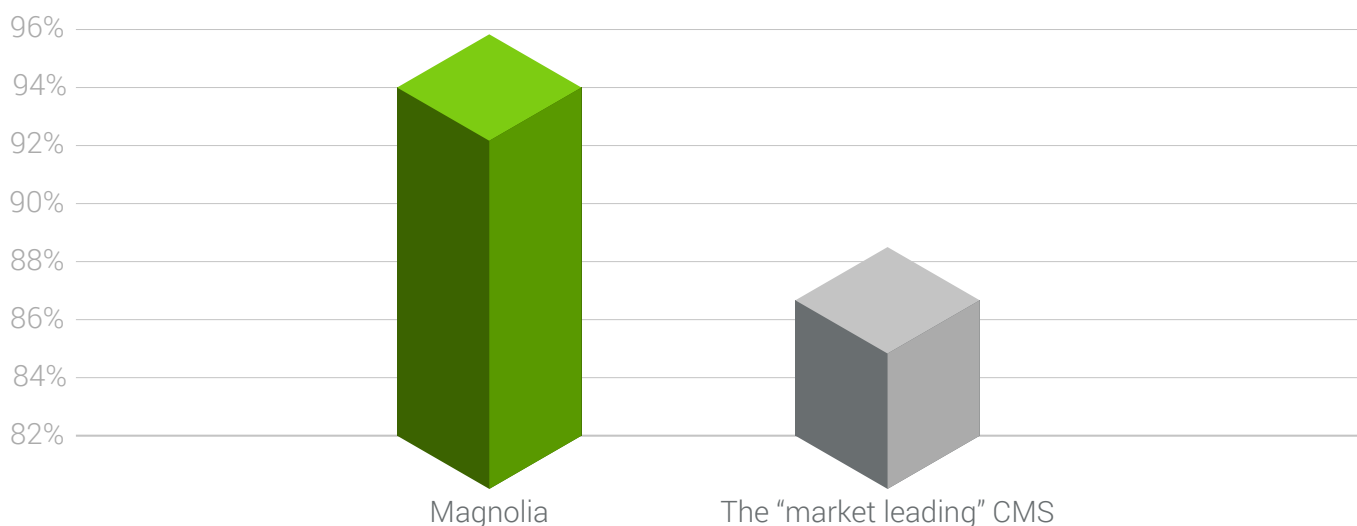
Through our industry-leading research, we have witnessed first-hand the evolving nature of digital business, marketing and IT. Through these insights, it has become increasingly clear that many of today's content management systems simply aren't keeping up.

Of the 400 UK and US professionals surveyed within this report, only 38% strongly agreed that their current CMS meets their evolving needs. For an industry built on innovation, that's just not good enough.

Magnolia takes a fresh approach. By offering both an enterprise grade CMS and a CMS for general use, we tailor our system to meet your needs. We offer traditional, headless, hybrid and DXP-integration solutions, while our strong heritage in open source makes us the ideal choice for marketers, IT teams and developers alike.

As a result of this ongoing commitment to innovation, 89% of IT teams and 94% of users agree that Magnolia meets all of their current and evolving digital experience needs — more than those of our closest six competitors and the market leader.

## Does your current CMS meet your marketing needs?



# Where next?

To find out more about the future of CMS, or how Magnolia sets itself apart from the competition visit

<https://www.magnolia-cms.com/>

Or, to see who else is adopting our straight-talking approach, read our case studies:

<https://www.magnolia-cms.com/clients.html>



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