

Adobe Experience Manager Sites

Adobe Experience Manager Sites enables organizations to deliver intelligent digital experiences across all channels at scale. With it, marketers can create Single Page Applications (SPAs), and manage digital experiences across websites, IoT devices, and on-site screens using intuitive tools enhanced by intelligence to drive customer adoption and success. IT appreciates a single platform that connects all the capabilities of Experience Manager through common standards, shared core services, microservices, and APIs and that allows for extensibility and easy integrations. Marketers and IT benefit from the native hybrid capabilities of Experience Manager Sites for managing both headless and headed content on one unified platform.

With Experience Manager, organizations can take advantage of the on-demand and self-service capabilities of the cloud while meeting the most rigorous security requirements.

Omnichannel fluid experiences

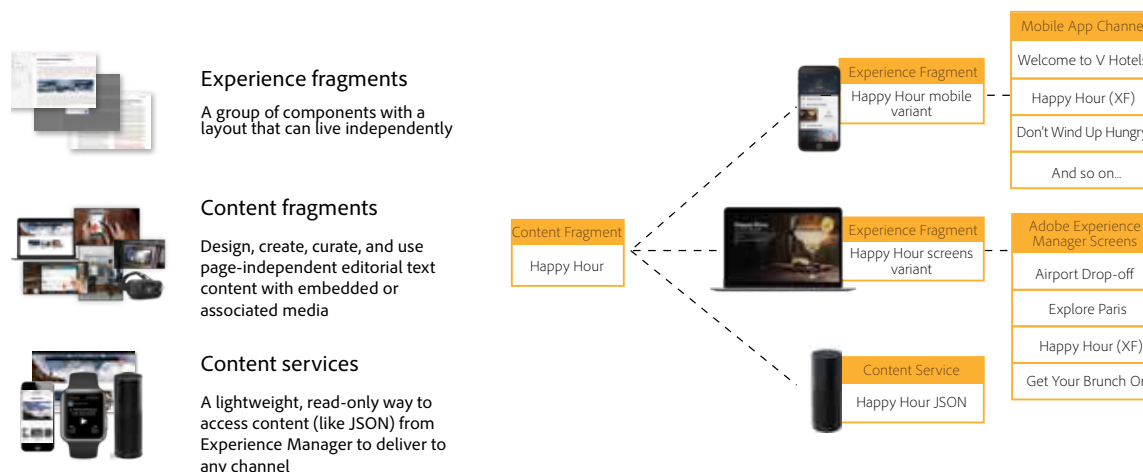
With the increasing number of channels that marketers need to support to reach their audiences, they need to create and manage experiences that are destined for multiple touchpoints in the customer journey. Experience Manager Sites helps marketers execute on their digital strategy easily and quickly. Fluid experiences enable brands to optimally deliver experiences across a wide range of mature and emerging channels. Brands can compose and deliver fluid experiences from one central environment and a unified, extensible platform.

Key capabilities

- Omnichannel fluid experiences
- Content intelligence
- Marketing and IT velocity
- Cloud scale and security

Key benefits include:

- **Reusable and self-contained fluid experiences**—Fluid experiences can exist across all channels—paid, owned, and earned—allowing brands to create content quickly and easily as well as manage different variations of fluid content based on delivery channel, audience segment, or other business rules.
- **Extension of digital presence beyond websites**—Experience Manager Sites allows you to manage digital experiences beyond your web property, including the Internet of Things (IoT), in-venue signage, Single Page Apps (SPAs), and Progressive Web Apps (PWAs).



The unique capabilities of Experience Manager fluid experiences support true omnichannel delivery.

Experience Manager Sites fluid experiences support omnichannel capabilities by providing:

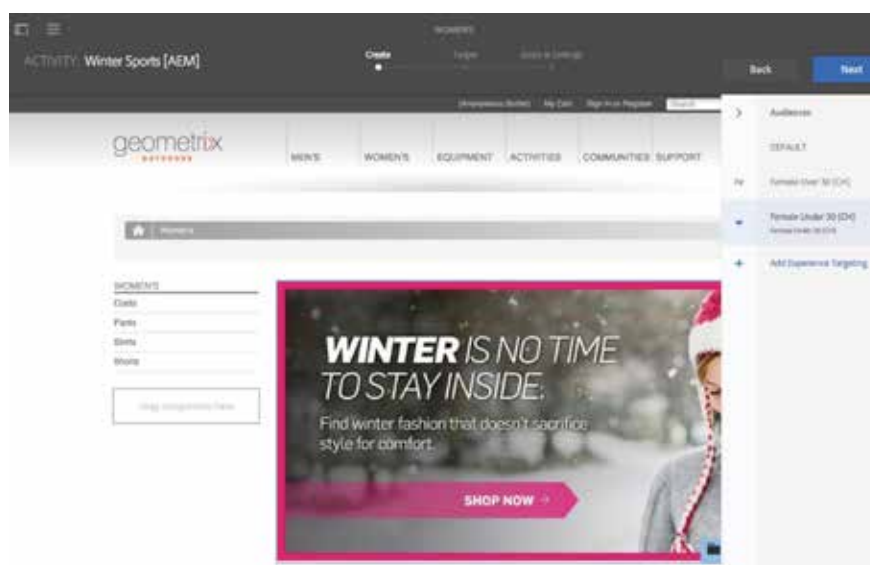
- **Content fragments**—A modular and channel-agnostic way of content authoring that is not tied to layouts or templates. With the power of machine learning and natural language processing (NLP), you can use such capabilities as intelligent text summarization to get shorter versions of your content that are best equipped for certain channels and customer segments.
- **Experience fragments**—Create and manage groups of one or more components with an embedded layout that can exist independently of the destination and can be referenced within pages. Experience fragments make it easy and efficient to manage the content you push to affiliated and owned properties from a single platform and with a single edit.
- **Content as a Service**—Programmatic access to the content repository to get content the way you need it for delivery to a multitude of third-party applications, including mobile apps, IoT applications, smart devices, and in-venue screens.
- **SPA editing**—Preview and edit SPAs built on your favorite framework, allowing marketing and developer authors to collaborate and edit content seamlessly regardless of the authoring framework used for creating the SPAs.
- **In-venue digital screens**—Experience Manager Sites gives you one place to design, deliver, and fine-tune all of your digital displays—from interactive kiosks to digital signage. With it, you can transform ordinary in-store shopping into engaging experiences that keep customers coming back.
- **Easy commerce integration through an open and integrated framework**—Marketers can self-publish changes, measure the effectiveness of e-commerce, and deliver content effectively to any device. Experience Manager Sites provides an open and extensive commerce API framework that streamlines integration with third-party commerce and fulfillment platforms, based on a wide choice of prebuilt integrations. For more information on the Experience Manager Sites experience-driven commerce capability, visit www.adobe.com/marketing-cloud/experience-manager/ecommerce-platform.html.

Content intelligence

Today brands must produce, execute, and iterate compelling content at an ever-increasing velocity to engage with consumers. To handle these challenges, Experience Manager Sites and Adobe Sensei, the artificial intelligence (AI) and machine learning framework of Adobe Cloud Platform, automate the delivery of personalized content at scale, empowering marketers to work smarter and faster. Smart features—combined with out-of-the-box capabilities to create, measure, analyze, and optimize website content, digital experiences, and campaigns via analytics reporting and testing and targeting—give brands strong market advantages.

Key benefits include:

- **Content insights from creation to delivery**—Actionable insights on content effectiveness across the customer journey enable brands to adjust content and channels quickly for improved customer experiences.
- **Create and scale personalized experiences**—Automatically deliver content that intelligently adapts to individuals' behavior and channels.
- **Optimize the next best offer**—Use data and machine learning to deliver custom offers to customers to drive higher conversion and engagement based on customer preferences.
- **Contextually optimize content for all devices**—Automatically deliver content optimized for screen size, connectivity bandwidth, channel, and location regardless of how the content was authored.



Marketers can leverage the same authoring interface to create personalized experiences and perform testing.

Content intelligence in Experience Manager Sites helps marketers work faster and smarter by providing:

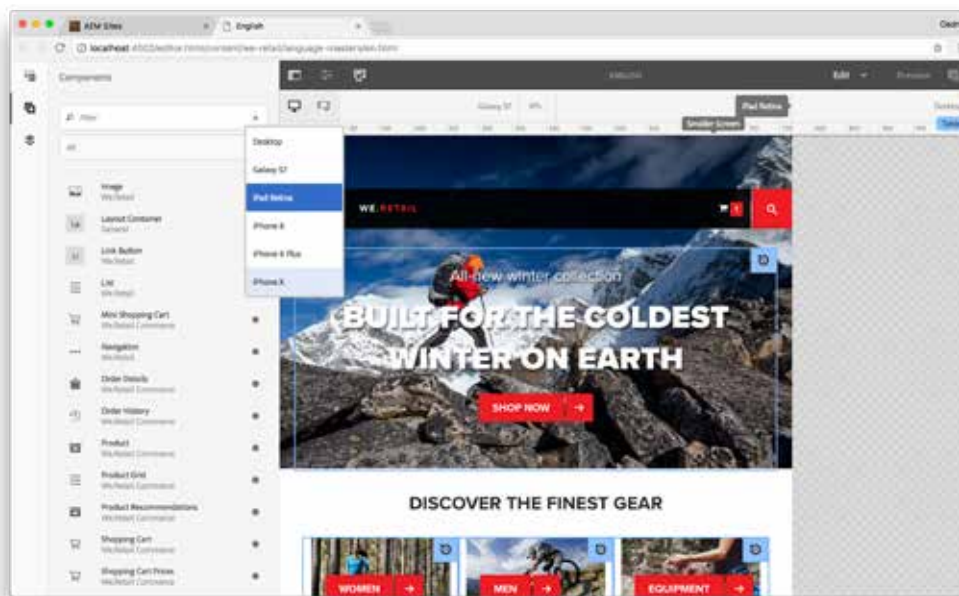
- **Intelligent content summarization**—Adobe Sensei automatically summarizes text based on the desired word count to optimize the delivery of content across different channels.
- **A/B testing and rule-based targeting in a single user interface**—Experience Manager Sites assists in performing real-time A/B tests, scheduled content delivery, continuous site improvement, and the implementation of advanced targeting rules.
- **Contextual analytics and reporting**—Using a unified dashboard brands can get data-driven insights and measure how their content and assets are performing. Features like Activity Map help marketers quickly and efficiently visualize data and make better data-driven decisions. The artificial intelligence and machine learning capabilities available through Adobe Sensei power features such as predictive intelligence and smart content.

Title	Modified	Published	Unique Visits	Time on Page	Revenue
Men's	1 year ago	8 minutes ago	↑ 935 k	1.2 min	↑ 15 M
Women's	1 year ago	8 minutes ago	↑ 953 k	0.8 min	↑ 20 M
Equipment	1 year ago	8 minutes ago	↑ 622 k	0.7 min	↑ 9 M
Seasonal	1 year ago	8 minutes ago	↑ 412 k	0.45 min	↑ 13 M
Activities	3 months ago	8 minutes ago	↓ 972 k	1.9 min	↓ 25 M
Community	2 years ago	8 minutes ago	↑ 732 k	↑ 2.5 min	↑ 6 M
Support	2 years ago	8 minutes ago	↓ 102 k	2.3 min	↓ 2 M
Brand	1 year ago	8 minutes ago	↑ 64 k	0.2 min	↑ 348 k
Company	1 year ago	8 minutes ago	↑ 44 k	0.3 min	↑ 130 k

With Experience Manager Sites, marketers can make data-driven decisions based on insights and take action as part of the authoring experience.

Marketing and IT velocity

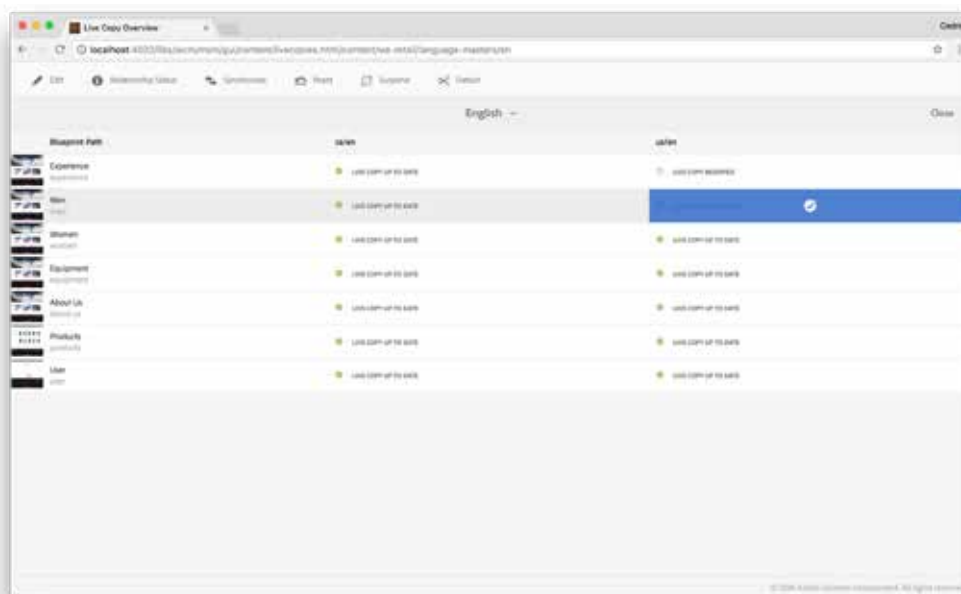
With the ever-increasing number of channels available today and the growing importance of globalization, managing digital experiences has never been more complex. Organizations looking to grow their digital marketing strategy must be able to easily manage experiences and content across all channels—owned, earned, and paid—while satisfying customer expectations around the globe for relevant and engaging experiences. With a unified platform, marketing and IT can leverage a common solution to easily manage the complexity of modern digital experiences for enhancing brand advocacy and capturing customer mindshare.



Experience Manager Sites provides a truly intuitive user interface to create responsive content.

Key benefits include:

- **Intuitive authoring**—As brands are tasked with supporting greater content velocity, they need a truly intuitive user interface that promotes rapid content creation and rollout of new initiatives and faster time to market. Experience Manager Sites provides a unified platform and central content composition environment for brands to create and deliver relevant and engaging multichannel digital experiences.
- **Multisite management from the same user interface**—Promote marketing ownership of digital experiences within a framework that protects your brand and provides consistency in corporate campaigns and messaging—across a global web presence and any number of sites that your brand requires.
- **Advancement of brand advocacy**—Easily connect and engage with customers using easy-to-build and customizable social communities as well as curated user-generated content on your properties, without any coding and through easy configuration and drag-and-drop capabilities.

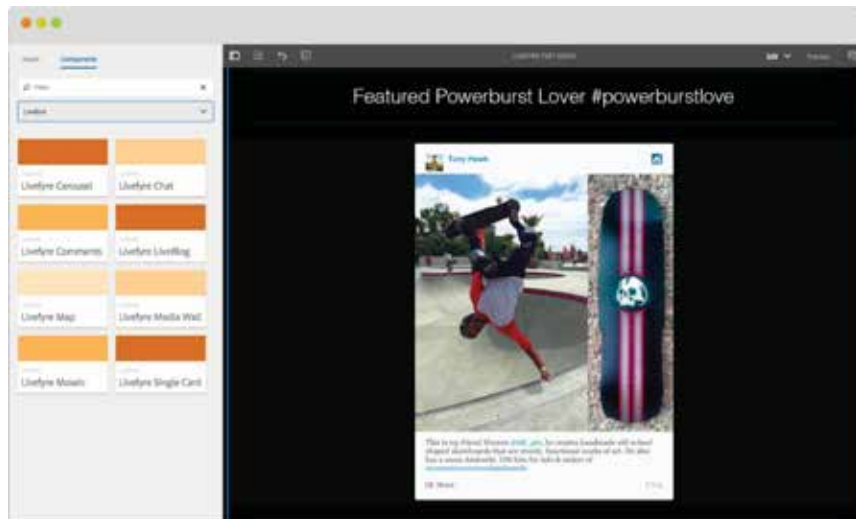


Experience Manager Sites provides industry-leading capabilities for multisite, multilingual content management.

Marketing and IT velocity enabled by Experience Manager Sites helps brands deliver quality experiences faster by providing:

- **Easy-to-use content authoring**—You get such capabilities as in-context WYSIWYG content authoring and editing with easy-to-use keyboard shortcuts, including undo and redo capabilities, a touch-optimized user interface, and drag-and-drop content and experience assembly. Visual search, in-context and in-line control over page properties, security, translations, search engine optimization (SEO), and launch and expiration times all help you get things done faster and more easily. For more information on the Experience Manager Sites authoring environment, visit www.adobe.com/marketing-cloud/experience-manager/sites-web-content-management.html.
- **Responsive by default mobile content management support**—Marketers can build fully responsive mobile websites that automatically adjust to all devices by using the same code and content and setting multiple breakpoints for different screen sizes. This capability does not require any technical skills, as all functionality is already embedded in the platform. Responsive web design helps customers enjoy a consistent experience, whether they're on a desktop, tablet, or mobile device.

- **Out-of-the-box components**—Components in Experience Manager Sites provide various functionalities designed into each page, such as images, text, or navigation. While Experience Manager excels at providing high levels of customization, it also provides out-of-the-box and ready-to-use components that allow marketers to get their digital experiences up and running quickly.
- **Consistent page and component styles**—Create a consistent style and design across components or pages using the Experience Manager Style System that allows authors to simply select the styles they need from the available options you set—instantly adapting fonts, colors, and formats—as they’re designing pages.
- **Granular levels of personalization across regions and business units**—Experience Manager empowers regional teams to edit and update content according to local interests while still maintaining global consistency.
- **Embedded translation and localization services**—Easily spread your global message with translation management connectors to major translation vendors that can translate content into multiple languages. For more information on the multilingual and multisite management capability, visit www.adobe.com/marketing-cloud/experience-manager/multisite-management-localization.html.
- **Social communities**—Integrate your social community insights with other marketing data to drive value and loyalty and improve the impact of your overall digital experiences. In addition, you can create and customize mobile-ready communities to reach your customers on the go. For more information on the social communities capability, visit www.adobe.com/marketing-cloud/experience-manager/communities-social-cms.html.
- **User-generated content (UGC)**—With Experience Manager Sites, tap into the power of UGC—everything shared socially on the web—to create a constant flow of fresh and high-quality content on your own sites. You can find UGC that audiences trust, categorize and manage that content, and augment your content with UGC to create more engaging experiences and build loyalty and trust with your customers. To learn more about the Experience Manager Livefyre UGC capability, visit www.adobe.com/marketing-cloud/experience-manager/livefyre-ugc-platform.html.



Add UGC to your digital experiences with a simple drag-and-drop interface.

Cloud scale and security

With Experience Manager Sites, midsize organizations and enterprises can easily take advantage of the on-demand and scalable capabilities of the cloud.

Key benefits include:

- **Streamlined operations in the cloud**—With Experience Manager Managed Services, IT can streamline operations in the cloud. With Adobe as your single partner for cloud hosting and support, you get the help you need with the security you require and the flexibility you want—without the hassle and costs of going elsewhere. You get a cloud infrastructure with a flexible system configuration, full-service system management, continuous deployment, and easy change management.
- **Customizable, hosted, and managed solution**—Managed Services enables marketers to accelerate innovation and reduce time to market by passing the hosting and management stages to Adobe. With Managed Services, organizations can rely on Adobe's expertise in managing the most complex and business-critical Experience Manager and other Adobe enterprise solution deployments all over the world.






Managed Services promotes customer success by providing:

- **Expert support and best practices**—Dedicated resources to aid during development, testing, and go-live—and ongoing assistance with production and non-production environment maintenance, with 24x7 solution monitoring and customer support
- **Extensibility and full customization possibilities**—Extensive options to customize the environment as needed for various aspects of content management such as integrating securely with third-party enterprise applications (both on-premises and in the cloud), Single Sign-On (SSO), Adobe solutions, and unique system requirements
- **Scalability for rapid expansion**—On-demand resources to temporarily scale infrastructure (hardware, network, and licenses) as the load increases to preserve optimal performance, as well as scale the application to new global locations
- **Extensive security compliance**—Application compliance with the highest of industry standards such as FedRAMP, HIPAA, GLBA, ISO 27001, SOC 2 Type 2, and many more
- **Self-service customer portal**—With Cloud Manager, the ability to launch and continually improve, monitor, and test your digital experiences whenever you need and want—at cloud scale, speed, and security

For more information on the cloud scale and security capability offered by Managed Services, visit www.adobe.com/marketing-cloud/experience-manager/managed-services-cloud-platform.html.

Beyond product innovation: Transform the customer journey

Adobe is committed to developing industry-leading solutions. We also offer essential resources to help you transform your entire organization to deliver better digital experiences. Here are some key resources to help you lead and succeed.

 SERVICES	 COMMUNITY	 INSIGHTS	 ORGANIZATIONAL SKILLS	 GUIDANCE
400+ certified implementation partners	Industry-leading engagement (IMMERSE, Summit, and regional user groups)	Adobe Sensei AI and machine-learning innovations focused on experiences, 100 trillion transactions/year	Most extensive digital learning services, offering over 100 courses	Digital maturity assessment and prescriptive guidance for success

About Adobe Experience Manager

Adobe Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, and IoT. The solution spans digital experience management including web and mobile, digital asset management, social communities, and forms and documents. Experience Manager integrates with other Adobe solutions, allowing businesses to use data insights to deliver targeted content to identified segments and transform content into engaging, personalized experiences—optimizing customer engagement and lead generation and accelerating revenue.

For more information

www.adobe.com/go/aem



Adobe, the Adobe logo, Adobe Sensei, and Livefyre are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2018 Adobe. All rights reserved. 9/18