Adobe Experience Manager: Web content management

Adobe Experience Manager web content management capabilities provide an open, standards-based platform for delivering engaging, multichannel customer experiences that drive online business success. They give marketers and IT the agility to attract new audiences, deliver targeted content through actionable data and social interactions, leverage rich media assets, and optimize multichannel outreach for increased click-throughs, conversions, and revenue.

The job of a marketer has never been more complex. With the explosion of consumer touchpoints and social media, customers have the ability to consume and share content whenever or however they like. The ability to manage information and content across all channels while satisfying customer expectations of a relevant and engaging experience is critical for enterprises looking to grow their online business strategy. To meet these challenges, organizations seek solutions to manage content and assets efficiently using a unified system.

Enterprises must be able to manage an array of marketing solutions to enable these immersive customer experiences across the fragmented landscape: web, mobile sites and apps, social, targeting, digital asset management, multi-site management, and optimization. Without a common layer, business and IT often have to deal with the technical integrations of single point products, delaying time to market and missing opportunities for maximizing conversion and retention.

Adobe Experience Manager web content management capabilities provide a browser and touch-based user interface for marketers to create interactive, media-enriched, multichannel customer experiences that build an engaging digital presence, drive more effective campaigns based on relevant and personalized customer information, and grow online social communities—all on a common platform. Experience Manager also empowers IT with unified tools and a platform to rapidly develop and deploy new templates, designs, governance, and components for web, mobile, and social channels. Leveraging a common solution, both business and IT users can easily manage the complexity of creating unique customer experiences on owned digital properties to enhance brand advocacy and capture customer mindshare.

Streamline content marketing

Intuitive user experience promotes rapid publishing, optimization, and rollout of new initiatives on all digital channels.

- Browser and touch-based UI with responsive web design (RWD) built entirely on vectors for editing and moderation of activities and workflows in the authoring environment
- Multi-launch capabilities to manage future releases of multiple web pages
- In-place content authoring with easy-to-use keyboard shortcuts, including undo and redo capabilities
- Drag-and-drop page assembly, including online forms, built-in A/B/n tests, and multivariate tests
- Visual search and drag-and-drop content reuse
- Visual resizing, rotating, and cropping of images
- In-line control over page properties, security, translations, search engine optimization (SEO), and launch and expiration times
- JSR-286 and OpenSocial compliant for drag-and-drop portlets and gadgets
Mobile capabilities

Customers demand to access a brand’s digital properties however and wherever they like. Developing for multiple mobile operating systems, form factors, and devices is critical for customer reach and access. The Experience Manager mobile capabilities enable enterprises to create mobile web applications that span across the multitude of smartphones and tablets through built-in emulators that demonstrate the exact look and feel. Built directly into the platform, organizations can also incorporate RWD, enabling users to optimize their web experience based on the size and form factor of their device.

Out-of-the-box integration with Adobe PhoneGap™ libraries, a powerful mobile development framework, provide drag-and-drop capabilities to easily create HTML5-based mobile applications with little to no coding required. Marketers can easily create mobile applications for devices that include GPS, touch, accelerometer, and camera capabilities and deploy these apps directly to the app stores themselves.

- Rapid preview of responsive layouts in the authoring environment
- Responsive image delivery that optimizes for target device
- Device detection for mobile site delivery
- HTML5 mobile application development through PhoneGap
Content optimization
Web content management empowers marketers to create, analyze, and optimize site content, campaigns, and targeted user experiences. The easy-to-learn authoring environment supports in-place editing, drag-and-drop page composition from a rich library of web components, and intuitive controls for SEO. It also assists in marketing optimization with integration to Adobe Target to perform real-time A/B and multivariate tests, scheduled content delivery, continuous site improvement, and analytics.

- Authoring of testing and targeting variations of any component directly within Experience Manager
- Actionable data on component preferences presented directly within the page interface
- Advanced tools for rolling out campaigns and promotional websites quickly and managing multilingual content and global brand messaging

Multisite management
Promote marketing ownership of the online customer experience within a framework that protects brand and promotes consistency of corporate campaigns and messaging across a global web presence.

- Defined page components for creation and modification
- Templates for cascading style sheets with support for custom-generated corporate fonts
- Inherited page components for global and regional banners and campaign promotions
- Multilingual productivity tools and workflows to speed up the rollout of updated messaging
- Built-in workflows to easily localize content to best target various geographies
Social communities

Customers have come to expect social capabilities on each digital brand property they visit. Adobe Experience Manager social communities features help companies make their websites social with user-generated content alongside premium content. Marketers can use out-of-the-box functionality to offer social login, social plug-ins, comments, ratings, forums, blogs, groups, social calendaring, extended user profiles, activity streams, badging, and more. Site owners have full moderation and permission-based controls over what content appears where and when.

- Social widgets for Facebook and Twitter plug-ins
- Social login through Facebook and Twitter for authentication and personalization through profile data
- User-generated components to build social support for sites, forums, calendaring, and blogs
- Badge components to attach to social profiles for gamefication
- User-generated content moderation UI and workflow

Marketing Campaign Management capabilities

Adobe Experience Manager marketing campaign management capabilities empower digital marketers to plan, design, launch, and optimize marketing campaigns that drive demand and increase brand engagement across multiple digital channels. Marketers can author and deliver content for specific customer segmentations, reuse collateral, and manage marketing campaigns across various channels, including landing pages, email, mobile, and websites.

- Rapid landing page creation capabilities without coding efforts
- Workflow for personalized email delivery with ExactTarget integration
- Salesforce integration to leverage the Force API within the component development framework
Experience-driven commerce

The Adobe Experience Manager commerce capabilities allow marketers to drive the entire shopping experience, including enhanced product category pages, product detail pages, and checkout. Marketers and e-commerce managers can self-publish content, test ideas, and make changes to the customer experience. The integration framework accelerates the connection between Experience Manager and e-commerce platforms, such as hybris, so marketers and e-business leaders can rapidly customize the shopping experience.

- Open and extensive commerce API framework to reduce time to integrate third-party commerce and fulfillment platforms
- Extensive integration with the hybris commerce platform
- Integration with Adobe Target

Form and document management

Include easy-to-use, secure enterprise forms and documents in your web engagement strategies with Adobe Experience Manager document services, customer communications, and document security capabilities powered by LiveCycle. Marketing and e-business organizations in complex or regulated markets can create and manage online forms to enroll or serve clients, securely share and track personalized client documents, and deliver batch or on-demand customer communications through multiple channels.

- Detect and optimize form and document experiences for desktop or mobile users.
- Create form templates automatically rendered to paper, PDF, or HTML5.
- Integrate enterprise electronic forms data into critical business processes.
- Deliver personalized correspondence via web portal, email, or paper using templates, content blocks, attached documents, and custom-authored content.
- Define document rights and trace their usage regardless of location.

Web conferencing

Deliver compelling immersive events, maximize attendance, and measure results for optimized outcomes, leveraging the Adobe Experience Manager webinars. Easily create landing pages using drag-and-drop capabilities to drive attendance rates to critical web conferencing events.

- Tools and templates to create rich and fully customizable event landing pages, catalogs, and emails
- Ability to target event promotions to specific audiences based on user profiles
- Built-in analytics to identify top-performing promotions, measure webinar engagement, and generate rich visual interpretations
- Intuitive event layouts and controls, dynamic multimedia content, social media integration, and real-time engagement monitoring tools
Advanced site search and navigation
Out-of-the-box support for advanced site search and navigation help ensure that visitors quickly find the content they need.

- Full-text and metadata-based search
- Search summaries, similar pages, and recommendations
- Automatic boosting of page rankings based on observed user behavior
- Search filtering based on tags, type, languages, and other facets to refine search results
Media library for web content management
Adobe Experience Manager allows marketers and publishers to regain control over their digital assets to deliver high-quality brand, campaign, and content experiences. With its deep integration to Adobe Creative Suite®, marketers can collaborate with creative professionals and digital agencies to simplify planning, production, search, and global distribution of product shots, images, banners, and other valuable content. With the Adobe Experience Manager media library, your organization is well equipped to create valuable experiences that strengthen brands, accelerate campaigns, and increase the ROI of customer facing content.

- Deep integration with Adobe Creative Suite and tools via WebDAV
- Content repository with browse and asset management UI
- Asset comment and annotate features
- Metadata, rendition, and workflow management
- Rights management and versioning capabilities

IT agility for achieving time to market goals
IT can use the Adobe Experience Manager web content management capabilities to develop and deploy new templates, designs, and web components to business users for their sales and marketing campaigns. Web content management provides a feature-rich development environment with support for lightweight RESTful web scripting, simple packaging and deployment of application changes, and easy sharing of community contributions through the Package Share application ecosystem service. In addition, web content management provides immediate application updates, hot backups, and hot join clustering with on-demand scalability through support for hybrid on-premises and cloud-hosted deployments.

About Adobe Experience Manager
Adobe Experience Manager, part of the Adobe Marketing Cloud, offers a unified content management platform for both marketing and IT that includes web content management, marketing campaign management, digital asset management, mobile, commerce, and social applications. Adobe Experience Manager integrates with other Adobe Marketing Cloud solutions, allowing businesses to use analytics to deliver more targeted content to identified segments as well as transform digital properties from static content to focused vehicles for personalized engagement that optimizes lead generation and revenue acceleration.

For more information
www.adobe.com/go/aem

Supported environments

Server platforms
- Linux®
- Microsoft® Windows Server®
- Solaris®
- IBM® AIX®
- HP-UX
Adobe Experience Manager is optimized to run in a virtualized infrastructure, such as the Amazon Elastic Compute Cloud (Amazon EC2) and VMware vSphere.

Java® runtime versions
- Java SE 6 (1.6)
- Java SE 7 (1.7)

Java EE-compliant application servers
The Adobe Experience Manager solution comes packaged with an application server. Alternatively, it can be installed in the following:
- JBoss Application Server
- Oracle WebLogic Server
- IBM WebSphere Application Server
- Apache Tomcat

Client platforms
- Microsoft Windows®
- Mac OS X and iOS
- Linux

Browsers
- Internet Explorer 7, 8, 9, and 10
- Firefox
- Chrome

Recommended configurations are included with standard maintenance. Additional configurations are available on request.