

2020 Content Management Report | Adobe



Adobe 2020 Content Management Report

**Why digital needs to
get physical.**



You want to create the kind of content your audience wants to receive. We surveyed both consumers and marketers to get you answers on how to do that, and how your marketing colleagues are rising to the challenge.

In order to grow, marketers need to engage their customers with the right content, in the right place, at the right time.

This content not only reports directly on consumer wants and concerns, but will also identify some specific challenges our audience faces.

Supporting points:

The report answers some of your biggest questions around the following:

- How people consume content
- Which channels have the most influence on brand engagement and purchase decisions
- Consumers' and marketers' biggest content challenges
- Where consumers and marketers stand on personalization
- How shoppable content can increase conversions
- The role of emerging media in immersive experiences