



Adobe named a Leader in headless content management.



We're excited to be named a Leader in the IDC Market Scape: Worldwide Hybrid Headless Content Management Systems 2023 Vendor Assessment. Read an excerpt of the report to learn the strengths of Adobe Experience Manager Sites, including:

- The ability to control the content delivery at the authoring environment.
- An advanced in-context visual editor for headless and templated experiences
- Generative AI to create on-brand content variations for personalization.