



# Five Essential Elements of a CMS

The Heart of a Digital Experience Platform



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Future-Proof Your Ability to Deliver Outstanding Digital Experiences

**Because so many aspects of the customer journey have moved online, brands want to deliver outstanding, personalized experiences across all digital touchpoints.**

Meanwhile, AI-powered technologies are disrupting — and in many cases expediting — how content is created, customized, and delivered.

Whether you've come to view generative AI as more opportunity than threat may not matter. It's here and it will continue to change how organizations plan, operate, and achieve success going forward.

In the context of this big technology development, perhaps the first high-level task is to assess where your organization sits along the capabilities curve when it comes to delivering digital experiences.

How would you rank your organization against competitors here? Would you say you're still in the early stages of digital experience capability? Are you making progress? Have you moved ahead of others in some ways?

A growing number of companies recognize the value of a comprehensive digital experience platform (DXP) to help enhance their capabilities. Without a DXP, they would not be able to create and optimize digital experiences across channels so efficiently.

But all digital experiences — whether optimized or not — share one common characteristic: They are built around content and assets.

A composable DXP certainly enables organizations to drive more value from their data, personalize digital experiences, and orchestrate omnichannel campaigns among other things. But it will always depend on an underlying content management system (CMS).





Organizations that underestimate the importance of selecting the right kind of CMS do so at their peril. As AI-driven applications continue to proliferate, the CMS is evolving into a content orchestrator at the heart of digital experiences.

In light of these developments, what should you look for in a CMS?

To adequately support a modern DXP, a CMS must be flexible. It needs to help your organization meet ever-shifting customer expectations while remaining adaptable enough to meet the demands of an entire business — large or small.

To do all that, a CMS must:

- ◆ **Facilitate customization, optimization, and innovation**

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- ◆ **Be easy to use**

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- ◆ **Streamline collaboration across roles and business units**

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- ◆ **Boost security, compliance, and accessibility**

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- ◆ **Deliver dynamic content across all relevant channels**

**But the fact is, it's not always easy for brand leaders to find and implement the CMS that will serve them best.**

They might simply move forward with a solution that their predecessor chose or use a CMS that's already available in their tech stack. But to achieve your strategic objectives for the long term, it's better to select a content platform that affords you maximum choice and flexibility.

The point is, you should not compromise when selecting a CMS. It has to meet the needs of everyone involved in building, assembling, and optimizing digital experiences.

In this e-book, we provide an overview of the current CMS landscape, including where the various options excel and where they fall short. We also outline what you should look for in a *modular CMS* — the only type of CMS engineered to deliver just about any kind of digital experience you can dream up.



# It Takes a Team to Deliver Outstanding Digital Experiences



## Typically, the CMO and marketing team are responsible for devising a brand experience that will attract, engage, and retain customers.

But bringing that experience to life digitally is more of a team effort, relying on experienced and talented stakeholders from across the organization. It's no surprise, then, that the CMS at the core of these efforts must meet all of their needs.



### Business Stakeholders

For those on the business side – digital marketers, content creators, experience designers, line of business users – the CMS has to be easy to use. And it must easily connect to all relevant digital channels.



### IT Stakeholders

For those on the IT side – enterprise architects, admins, developers – the CMS needs to be flexible when it comes to integrating with enterprise systems and scalable when it comes to growth and ongoing innovation. Developers especially need to be able to add new features quickly, empowered by tools that help them build on what's already in place.



### Security Stakeholders

Finally, because everyone needs to focus on maintaining security, the CMS must ensure digital experiences don't expose the organization or its data to cyberthreats.

Don't be tempted to privilege the needs of one group (security professionals, for instance) over those of another (like, content creators).

## Your CMS must meet the needs of all these stakeholders.

And when your CMS meets these needs right out of the box, it helps streamline, enhance, and accelerate all your digital experience initiatives.



# Consider the Strengths and Weaknesses of Existing CMS Options



Since digital experience creation is a team effort, it's not surprising that today's CMS solutions fall into up to five different categories, each appealing to different business areas. Consider the pros and cons of each type — and note which roles may not get all they need.

CMS Types	Pros	Cons	Who Loses Out?
<b>Traditional Web CMS</b> Established enterprise tools primarily intended for use on corporate websites	Secure and scalable	Difficult to use Difficult to integrate with existing tools or new channels	Devs and enterprise architects
<b>Consumer Site-Building Tools</b> Commercial tools used primarily by consumers and small businesses	Easy to use	Not secure or compliant Not scalable Limited in terms of features, connectivity, and architecture	IT security professionals
<b>Headless/Decoupled CMS</b> Tools offering back-end CMS functionality not dependent on a particular front-end solution	Flexible architecture Easy to connect to other systems and channels	Difficult to use Difficult to secure Difficult to scale and govern	Marketers and business users
<b>SaaS CMS</b>	Quick setup No maintenance	Limitations in general capabilities / hard to extend Not good for complex workflows	Marketers and business users
<b>Hybrid CMS</b>	Flexible modular architecture Extensibility from a large library of packaged capabilities Hybrid and headless Easy to use	Requires updates to codebase	Virtually no one



## As you can see, the hybrid CMS looks promising, but other standard CMS offerings are bound to disappoint one stakeholder or another.

Unfortunately, this disappointment can have real consequences for your business. **If a given solution:**



**Is difficult to use** (like traditional and headless tools), marketers and line of business owners may go rogue, finding workaround solutions that lead to issues with security, governance, and digital experience sprawl.



**Doesn't help streamline your workflows or facilitate language support**, you might spend more time than you ever expected to get your message out across different regions.



**Is difficult to integrate with your existing stack or emerging channels** (like a traditional CMS or consumer site-building tools), you may wind up devoting valuable resources to custom integration and maintenance. You may also continuously struggle to keep the entire system secure.



**Exposes your brand to security risks or compliance violations** (like many consumer site-building tools), you can incur fines, remediation costs, and damage to your brand's reputation.

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To avoid these consequences and meet the needs of all stakeholders, you shouldn't compromise or gamble on risky trade-offs. Instead, adopt a modular and hybrid CMS that fulfills every requirement for flexibility, ease of use, collaboration, security, and more.





# Five Essential Elements of a CMS



**For the reasons outlined above, thousands of organizations around the world have concluded that Drupal CMS is the ideal platform for building and delivering outstanding digital experiences.**

Drupal is a free, open source CMS that provides maximum flexibility for your business. Here, we'll delve into five essential capabilities to look for in a CMS – along with related use cases – so you can better appreciate why so many business leaders continue to adopt and use Drupal.



Element 1:

# Demand a CMS That Facilitates Customization, Optimization, and Innovation



**By now, the monolithic approach to CMS software – inherent to many all-in-one offerings, where the interface, content, and data exist in a single package – is quickly becoming outdated.**

By its very nature, monolithic software isn't all that flexible. Inflexible software prevents teams from moving fast and makes it harder to deliver digital products and services.

By contrast, modular and composable software enables organizations to assemble solutions from existing building blocks that best align to their objectives.

This choice, flexibility, and ability to customize enables leaders to move faster and adjust to changing business needs. Drupal's **modularity** allows developers to combine and reuse modules, themes, and libraries to create customized solutions. That modularity is one of the key ingredients that makes [Drupal CMS](#) a composable platform.

When teams use a modular CMS that allows seamless integration of diverse components, they are better positioned to craft sophisticated digital experiences for their audiences in less time. Another key advantage to the modular approach is that organizations set a foundation of business resilience they can build on — along with the ability to pivot when market conditions change.

In addition to having the ability to choose just the right module for your needs, Drupal CMS opens the door to increased composability.

**Packaged integrations**, for instance, address a wide range of business needs and save you a lot of time and effort because you don't need to develop them yourself. In fact, Drupal has over 50,000+ pre-packaged capabilities to extend and integrate with your composable technology ecosystem — and ultimately optimize the digital experiences you deliver.



# Mars

Mars Wrigley produces some of the world's most beloved brands, including Halloween favorites like M&M'S, SNICKERS, and SKITTLES.

## The Challenge

Mars realized it needed to develop a unified strategy for providing customers with more engaging digital brand experiences. Leadership wanted a way to quickly develop new brand experiences but was concerned about consistency, maintenance, and costs. At the time, Mars brand websites were hosted on multiple legacy and other content management systems.

## The Solution

Mars worked with digital partner EPAM to realize its vision of the "starter kit," a constantly growing toolkit of shared components that provided all Mars brands with a well-defined process and consistent starting point for building brand and campaign pages.

This infrastructure, which included shared core functionality, flexible and configurable front-end display components, as well as a library of pre-built integrations, allowed internal development teams and third-party agencies to easily launch, manage, and enhance Mars sites.

With a shared, configurable theme, site builders can easily apply brand-specific design guidelines into each property, maintaining the individual identity while benefiting from a consistent structure. A library of similarly configurable front-end components like carousels, accordions, newsletters, and reviews provide a robust set of building blocks for site builders.

Mars also partnered with Cognizant to scale the starter kit platform and build, deploy, and operate their CPG brands' digital properties. The starter kit platform these teams created achieved its primary goal of bringing consistency to its digital systems, processes, and experiences across multiple markets.



**MARS**





## The Results

Thanks in large part to their ability to customize and optimize experiences much more easily, Mars has brought consistency to its digital platforms while simultaneously achieving:

 **55**

on-time brand site launches in just 10 months

 **40%**

reduction in ongoing maintenance costs across all sites on the platform

 **20-40%**

reduction in brand site development time using the starter kit instead of developing from scratch

 **20%**

total combined cost savings



## So, the modular approach to Drupal CMS lets you endlessly customize and optimize your digital properties.

But, staying competitive over the long term also relies on how seamlessly your digital experience applications allow you to integrate the latest technology.

A prime example of this kind of innovation would be **generative AI**. To be sure, generative AI is changing the way people create content. It's also well on its way to becoming an essential productivity tool that can help people streamline workflows and better manage their content. What's notable here is that, as quickly as generative AI applications appeared, developers were able to integrate them with Drupal CMS.

Can you imagine the possibilities that will continue to emerge?

With an AI assistant tied into your CMS, you can generate and refine content directly within the interface. It can also help kickstart the ideation process and streamline workflows. For example, you will no longer need to jump between different tools when you can generate content with AI and collaborate with others in a structured way.

It's an exciting development. As time moves forward, it will be interesting to see how digital experience-related roles change. Marketers, writers, designers, and other content developers could

evolve into content orchestrators of sorts. Certainly, as more ideas and content become auto-generated, more human in the loop (HITL) workflows will appear, and there will be a need for more governance.

The emergence of generative AI is perhaps the perfect example of why it's so important to choose a CMS that lets you integrate emerging technologies quickly and easily. Because Drupal CMS is an open platform, taking advantage of generative AI wasn't something users had to wait very long for.



# AI Integration

No matter what sector your organization competes within, success may hinge in large part on how quickly and effectively you can deliver rewarding experiences across touchpoints that keep pace with technology advancements.

## The Challenge

Generative AI is certainly a technology advancement worth keeping pace with in terms of content creation. People on your various teams may have experimented with applications like Jasper AI, CoPilot, or ChatGPT. But what's the best way to incorporate tools like

these into a more seamless content development workflow?

## The Solution

We have a few answers for that now, but the number of options is likely to start growing quickly. Since Drupal is better suited for fast, easy integrations than any other CMS platform, you can already tap the power of generative AI directly within the Drupal CMS interface. Thanks to modules freely available on Drupal.org, you can integrate artificial intelligence capabilities that power applications like ChatGPT, GPT-3, Github CoPilot, and more.

Already a key part of Acquia's DXP, Acquia DAM facilitates comprehensive digital asset management capabilities to streamline content workflows and enhance the digital experiences you can deliver. Now, it also offers [AI Assistant](#), a chatbot integrated into the comments functionality of the Acquia DAM Workflow proofer. There, anyone reviewing a proof can ask the AI Assistant a question and get a response in seconds. Though not a replacement for collaborating with your design and marketing colleagues, AI Assistant can act as your always-on sounding board and idea generator.



## The Results

With the power of AI available directly within the Drupal CMS interface, an organization's marketers and content teams are no longer restricted to the team's own experiences and imaginations. The more they use solutions like [the OpenAI module for Drupal](#) or AI Assistant from the Acquia DAM Workflow proofer, the better they can become at producing even better content, faster. Integrating generative AI with Drupal can also help with tasks like:

- ◆ **Recommending headline ideas**
- ◆ **Paring back copy to fit within character count limits**

- ◆ **Generating design ideas**
- ◆ **Reviewing grammar**
- ◆ **Drafting relevant social media copy**
- ◆ **Finding relevant video ideas**
- ◆ **Drumming up suggestions on how to differentiate content**
- ◆ **Syncing content and metadata**
- ◆ **Upload and automatically sync content from various sources**



Element 2:

# Ensure That Your CMS Is Easy for All Key Stakeholders to Use





The demand for content has never been greater. In fact, the need for content is so great it can no longer be created and managed by a single team. So, everyone needs to contribute. Marketers, line of business owners, regional teams – everyone. For this reason, your CMS needs to be easy for everyone to use.

What does ease of use look like? Well, it starts with page building tools created with non-technical users in mind. These tools should be designed so anyone in your organization can become proficient at page creation with as little as two hours of basic training.

To speed up the creation process, your CMS should feature dozens of pre-built templates and components. It should also feature

a visual layout canvas for simple, drag-and-drop page building. The ease of page building should also be supported by preset, customizable design elements.

Ease of use means that marketers and other non-technical users can create digital experiences without relying on developers or other specialists. This will be important both to marketing stakeholders as well as their counterparts in IT. If the CMS is easy to use, the time to market for new pages or properties can be measured in hours, not weeks.

Of course, ease of use isn't an invitation to chaos. On the administration front, the right CMS will allow for control of roles and permissions down to the component level.



# Bayer Consumer Health

A global life sciences organization with more than 100,000 employees and three divisions — pharmaceuticals, consumer health, and crop science — Bayer must maintain an enormously complex digital ecosystem.

## The Challenge

Saddled with an aging legacy CMS that was rapidly approaching end of life, the Bayer Consumer Health digital team found themselves needing to migrate nearly 1,600 websites – representing 170 brands – around the world onto a new platform on an aggressive timeline.

Bayer Consumer Health faced a change program of colossal scale and complexity. Each brand has its own content strategy, audience profile, functionality, visual identity, regulatory needs, language, and market presence.

Bayer Consumer Health's leadership team understood the importance of aligning stakeholders across the organization on a common, centralized content strategy. The tricky task of repurposing established, useful content onto new sites in an efficient manner meant that ease of use would be paramount.



## The Solution

Bayer partnered with digital customer experience professionals Coherence to create a common design system that leveraged underlying patterns within visuals across 23 Bayer Consumer Health brands. Next, they leveraged Drupal CMS and Acquia Site Studio in conjunction with decoupled components to empower local market business users to take more responsibility over the key webpages and content they created and maintained.

Not only did this allow developers to reallocate their efforts toward more innovative projects, but it also enabled local markets to meet various legal, regulatory, and language

requirements and facilitated standardization and component reusability across the enterprise.

## The Results

With the combination of Drupal CMS and Acquia Open DXP, Bayer Consumer Health enabled local markets to become more flexible and nimble.

Leveraging an agile approach where ease of use was enhanced, stakeholders within the local markets were able to build and update content without involvement from IT, expediting their timeline. Previously, it took months to deliver just one site; now, they're delivering three sites per day.

Using one primary design system and core codebase with

60 core components, Bayer Consumer Health completed 437 sites in 1.5 years, resulting in:

 **\$15 million**  
efficiencies in IT and third-party costs in three years

 **40%**  
reduction in time to market

 **57%**  
organic traffic

 **13%**  
increase in visit length

 **19%**  
decrease in bounce rate



Element 3:

# Demand a CMS That Lets You Streamline Collaboration Across the Enterprise





So, we've established how important flexibility is when choosing a CMS. Flexibility stems from connectivity and will pay dividends when you're looking to streamline cross-functional collaboration. Building great digital experiences requires collaboration between marketers, designers, content creators, and developers. A content management system that enables more efficient collaboration among these is vital.

Due to the various site-building models Drupal CMS affords you, collaboration can be enhanced dramatically. Developers can apply a high-code approach to their work, especially when they set out to create new modules. Then, marketers can leverage the modules they need from a

component library to assemble the pieces of a new web experience together.

This high-code, low-code, and no-code approach helps remove friction between marketers and developers. Marketers gain more control over their tasks and workflows, without having to wait for developers to support them through unforeseen technical obstacles. It also empowers developers by removing many routine, unexpected, and time-consuming tasks from their work days and giving them more time to innovate and be creative. When marketers and developers can work in parallel on their respective projects, timelines can move faster and digital experiences can be optimized.



# Stanley Black & Decker

Stanley Black & Decker is a world leader in tools and storage with a Global Tools and Storage business unit that sells products for 15 brands.

## The Challenge

Leadership at Stanley Black & Decker wanted to move forward on an extensive digital and e-commerce transformation initiative with the goal of driving customer obsession, extreme innovation, and growth. Additionally, the company wanted to activate customized e-commerce sites for local markets. In order to achieve this, the company would need to streamline workflows and enhance collaboration across all its business units.

## The Solution

Early in the process, stakeholders believed that part of this transformation would include the implementation of a new digital experience platform with a composable foundation. Composability enabled the digital experience agency Coherence to create a custom, flexible design system around Drupal CMS that supports the size and scale required by Stanley Black & Decker and its multiple brands.



Stanley  
Black &  
Decker





This modular global website platform, dubbed DUPLO, streamlines collaboration dramatically for all users across business units and different geographies. The Drupal CMS-based solution helps expedite site builds by empowering stakeholders within local markets to individualize their sites – including with language variations – through an intuitive, low-code user experience. These sites are accessible by design, have security standardization, and maintain global governance and brand guidelines.

### The Results

Cross-functional teams at the organization used Acquia Site Factory and Acquia Site Studio to create four new sites

for three brands in just three weeks. Based in large part on its stakeholders being able to collaborate more effectively across business areas and long distances, Stanley Black & Decker was able to achieve:

 **70%**  
reduction in MVP time to market

 **30**  
sites live across 6 brands in less than 4 months

 **60%**  
reduction in cost per market website



Element 4:

# Choose a CMS That Enables You to Prioritize Security, Compliance, and Accessibility



## A data breach or some other major security incident can quickly set your business on the back foot – or worse.

The CMS solution you select has to address this first and foremost. Frankly, if your site isn't secure, violates compliance regulations, or can't be used by everyone, nothing else will matter.

The right CMS should protect your brand. To that end, it must fulfill the requirements for all industry certifications related to security and data protection, including ISO27001, SOC2, FedRAMP, HIPAA and PCI. It must also meet local regulatory compliance standards such as GDPR, CCPA, ADA, and

Section 508. The right CMS will also feature an integrated and supported CDN and application firewall. In addition, it should allow for 24x7 support and monitoring as well as remote administration.

While security should matter to everyone, all of this functionality will be particularly important to the CIO, the CISO, and the infosec and compliance teams. At the end of the day, however, there can be no compromise around security and compliance. If the CMS you are considering requires that you make such compromises, that should knock it out of the running immediately.

Ensuring that the digital experiences you deliver are accessible is certainly more

important than ever. Currently, over a billion people worldwide experience some form of disability, and there is a one in four chance that the average person will experience a disability in their lifetime.



**25%**  
chance that the  
average person  
will experience a  
disability in their  
lifetime

To build on that point, don't overlook the need to optimize accessibility for your own team. Look for a CMS that puts

accessibility front and center, making it simpler for staff – with a range of abilities – to administer, configure, and author content.

Ultimately, the right CMS should also make accessibility very easy to implement. Ideally, your CMS adheres to guidance from the Web Accessibility Initiative – Accessible Rich Internet Applications (WAI-ARIA). This guideline of technical specifications was established by the World Wide Web Consortium to make websites accessible for people who experience disabilities.

**When accessibility is central to your CMS, it helps ensure that you can reach the widest audience possible.**



# Dexcom

Dexcom manufactures life-saving continuous glucose monitoring (CGM) products, pairing wearable sensors with a suite of accompanying glucose data analysis tools. It enables people with diabetes and their healthcare professionals (HCPs) to manage their glucose easily and effectively without the need for painful, invasive finger prick tests.



## The Challenge

Despite having a leading position in the United States, Dexcom was a challenger brand in EMEA and needed to rapidly grow brand awareness in multiple regional markets. Due to the complexity of healthcare regulations across EMEA, however, each country had to have its own dedicated website and tailored materials for HCPs.

The company needed a solution that would help its key stakeholders launch secure, reliable websites quickly and easily in multiple languages and countries. The same solution would also need to serve as a central platform to drive future digital marketing initiatives.

## The Solution

Dexcom worked with digital transformation agency Cyber-Duck to examine its existing U.S. HCP website to better understand user interaction. Cyber-Duck analyzed user interactions using existing data touchpoints, created core content modules that would work on Drupal CMS, and mapped the content requirements and information architecture to create a robust website template for each market in Acquia Site Factory.

Acquia Site Factory allowed Dexcom to easily launch high usability, accessible websites in multiple languages, resulting in both time and cost savings. This enabled Cyber-Duck to focus on higher

value development tasks like accessibility, SEO optimization, and regression testing.

**Additionally, Acquia provided a reliable, secure platform that reinforced HCPs' confidence in the quality of the product and the Dexcom brand.**

## The Results

Through Drupal CMS and key capabilities from the Acquia DXP, Dexcom can now deliver a consistent user and brand experience across all sites, while they are still tailored to meet local regulatory needs and allow local teams to individually manage site content.

They also achieved:

 **30**

**websites launched across EMEA**

 **86,000**

**users attracted through those websites**

 **200,000**

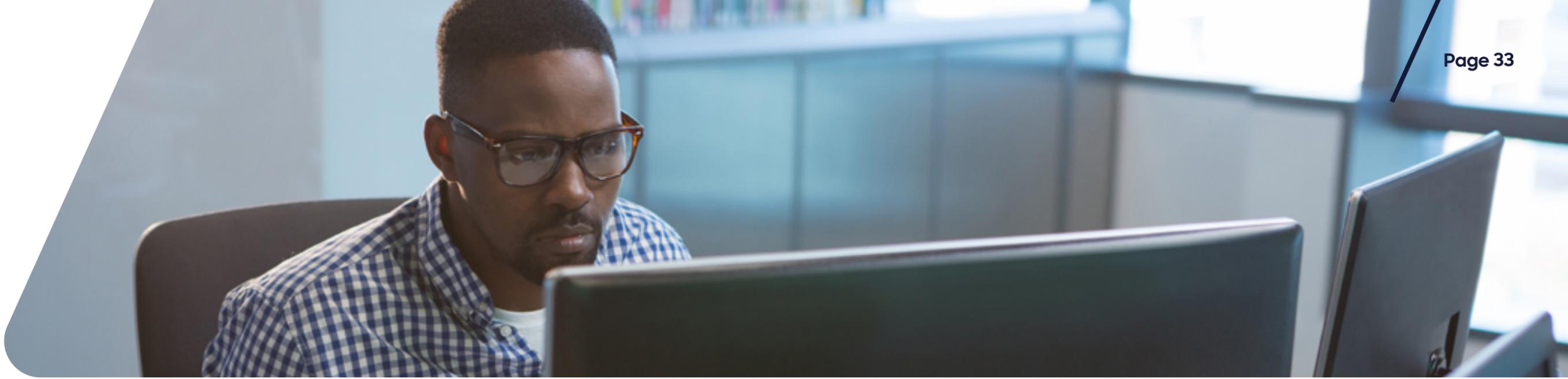
**page views garnered through those websites**



Element 5:

# Make Sure You Can Deliver Dynamic Content Across All Channels





**Once you've invested time and resources into creating high quality content, you will want to deliver it to as many people within your ideal audience as possible.**

That means making sure that your core content is primed for discoverability via search engine optimization (SEO) and stored in a way that maximizes its use across many different channels.

A flexible architecture, one that allows you to take advantage of both headless and traditional CMS architectures, helps make this a reality. Though there can be some confusion as to whether a headless or hybrid CMS might be best for you, it may simply depend on what kind of team you have.

In fact, a hybrid modular CMS better positions you to deploy content to new digital channels as they are introduced. Of course, the channels that customers use and the forms of content they

look for continue to evolve. This means your CMS also needs to evolve, so your business can more easily keep pace with changing customer behavior and customer expectations.

A CMS based on open source technology and supported by a robust, vibrant community can adapt to this ongoing evolution more quickly and easily. To be sure, no existing enterprise- or consumer-grade CMS can compete with a CMS relying on a community that is 1 million-

plus strong and boasts 10,000 active developers.

The CMO and the marketing team will certainly appreciate a flexible solution that allows them to leverage any channel in which their customers are engaged – web, mobile, or whatever's next. Enterprise architects and the CIO will likewise appreciate how a modular, composable approach facilitates the reuse of functionality and supports a consistent delivery model.



# Birdi

Birdi is the fast and friendly digital drug store of the future. The company is on a mission to make prescription home delivery better by offering low drug prices, free and flexible delivery options, and expert help when customers need it.

## The Challenge

With 60% of consumers expecting a digital healthcare experience that mirrors the convenience and quality of retail, and more than a quarter (26%) of consumers saying they'd switch providers for a better digital experience, Birdi wanted to provide customers with a fast, easy, and affordable way to purchase their medications.

To successfully launch the new brand website and app, Birdi needed a partner to craft a frictionless solution that would improve and simplify the current customer experience.

The company tapped digital innovation partner Bounteous to bring the new experience to life with Drupal and its composable architecture.



Gained a  
**42%**  
increase in digital  
prescription orders



Five Essential Elements of a CMS

### The Solution

Bounteous collaborated with Birdi’s branding agency to bring the new experience to life using Drupal, React, and Gatsby. The new Birdi site serves as a stellar example of headless Drupal as it pulls data from both the CMS and Birdi’s existing database into a seamless, functioning website. And the decoupled approach also provides Birdi with the agility, flexibility, and freedom to use different CMS and e-commerce systems in different regions without having to completely reinvent the wheel.

### The Results

The Birdi site went live in 2021 – on time and budget – with the Birdi app launch following in October 2021. Within six months of launching the new site – and without any media or marketing – Birdi saw:

 **42%**  
increase in digital  
prescription orders

 **120,000**  
sessions recorded, including  
more than 50,000 site visitors,  
and more than 25,000 orders

 **50,000**  
individual prescriptions filled

# Future-Proof Your Ability to Deliver Outstanding Digital Experiences



The composable enterprise relies on modular, packaged business services to empower organizations to build once, and reuse combined elements. That way, delivering new, unique digital experiences is faster, easier, and more efficient.

**The composable approach enables new technologies and new channels to be activated quickly.**

It combines content and data into a single, connected solution that lets brands assemble personalized journeys using the latest innovations in machine learning, automation, and more.

It also enables marketers to conduct A/B testing in order to optimize engagement and conversions. Above all, it allows organizations to pivot quickly and accommodate new customer expectations regarding how they want to engage.

Choosing the right CMS means assessing options in terms of all the critical capabilities we have laid out here. Compromising on any of them will limit your ability to grow and adapt, burden your internal resources, limit your ability to innovate, and, at its worst, expose your brand to avoidable costs, not to mention brand-damaging security and compliance issues.



CMS Types	Pros	Cons	Who Loses Out?
<p><b>Hybrid / Modular CMS</b></p> <p>Built to support and integrate at the heart of the modern DXP</p>	<p>Modular / Customizable / Extensible</p> <p>Enabling cross-functional team collaboration workflows</p> <p>Multichannel content delivery</p> <p>Integrated generative AI</p> <p>Ease of use</p> <p>Security, compliance, and accessibility</p>	<p>None</p>	<p>No one</p>

**Drupal CMS was built with all these needs in mind. It is the only modular, enterprise content management system.**

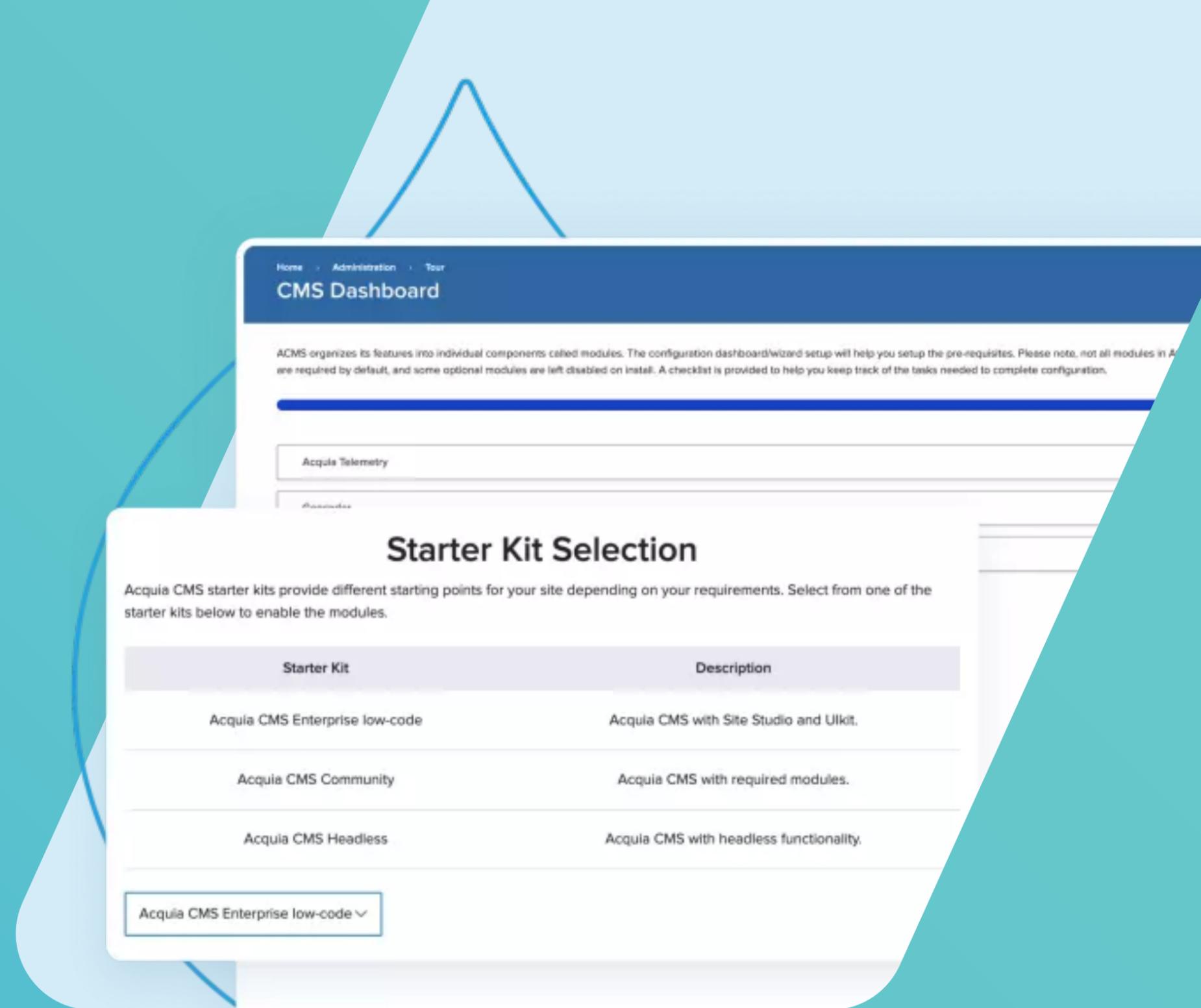
Ultimately, the goal for most brands is to build a productive customer journey that engages users with an immersive digital experience. By using Drupal CMS and leveraging relevant elements of Acquia DXP as needed, organizations can more efficiently create content that resonates with users — which leads to increased engagement, conversions, and brand loyalty.



# Ready to Try Drupal CMS?

Learn more about how Acquia can support your move to Drupal CMS, the only modular CMS that does it all.

[Learn more](#)



# Acquia

ACQUIA.COM

## About Acquia

Acquia empowers ambitious digital innovators to craft productive, frictionless digital experiences that make a difference to their customers, employees, and communities. We provide the world's leading open digital experience platform (DXP), built on open source Drupal, as part of our commitment to shaping a digital future that is safe, accessible, and available to all. With Acquia DXP, you can unlock the potential of your customer data and content, accelerating time to market and increasing engagement, conversion, and revenue.

