

**INFORMATION SNAPSHOT**

# WHICH CMS APPROACH IS RIGHT FOR YOUR BRAND?

As brand leaders are driven to provide more compelling digital experiences across a growing number of channels, headless content management systems (CMSes) have become a more attractive option for marketers and IT developers alike. But what are the main options? What are the key challenges and benefits to each approach?

Weigh the pros and cons across three different CMS types, here:

<b>TRADITIONAL CMS (UNIFIED ARCHITECTURE)</b>	
<b>PROS</b>	<b>CONS</b>
Well-known and popular among non-technical users	Offers basic functionality, with limited scope for creativity
Easy to use	Can be more difficult to integrate with new channels
Content can be published quickly for basic websites	Operating in a coupled fashion makes it harder to reuse content outside the site
Battle tested and reliable	
<b>HEADLESS CMS (DECOUPLED ARCHITECTURE)</b>	
<b>PROS</b>	<b>CONS</b>
Easier to integrate with new channels	Technically demanding
The same content can be published on multiple channels, saving time	Difficult for marketers to use
IT has greater control	Less secure
Separating the front and back ends gives developers more agility	
<b>HYBRID HEADLESS CMS (HYBRID ARCHITECTURE)</b>	
<b>PROS</b>	<b>CONS</b>
Offers the best attributes from both traditional and headless CMS types	Marketers and IT will need to settle on a workflow for producing new content in order to be successful
The same content can be published on multiple channels, saving time	Setup is inherently more complex
Marketers have the ability to create new pages with prebuilt components and edit content in context while developers can take advantage of free time to progress innovative digital initiatives	Some aspects can be technically demanding
Low-code tools enable business users to assemble and rearrange components without needing developer resources	

## SELECT THE DRUPAL CMS APPROACH THAT BEST ALIGNS WITH YOUR GOALS

In the e-book **Headless and Hybrid Drupal 101**, we provide simple overviews on both unified and decoupled architectures, clarify the difference between headless Drupal and decoupled approaches, and suggest the one question you should answer before moving forward with your project.

**READ THE FULL E-BOOK ►**

