




# Adobe named a Leader in headless content management.



IDC MarketScape  
IDC MarketScape: Worldwide Hybrid Headless Content Management Systems 2023 Vendor Assessment  
Marci Maddox

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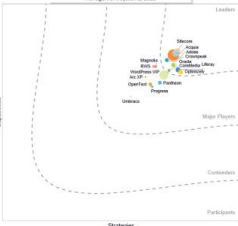
THIS IDC MARKETSCAPE EXCERPT FEATURES ADOBE

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IDC MARKETSCAPE FIGURE

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FIGURE 1  
IDC MarketScape Worldwide Hybrid Headless Content Management Systems Vendor Assessment



Source: IDC 2023  
Please see the Appendix for detailed methodology, market definition, and scoring criteria.

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We're excited to be named a Leader in the IDC MarketScape: 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