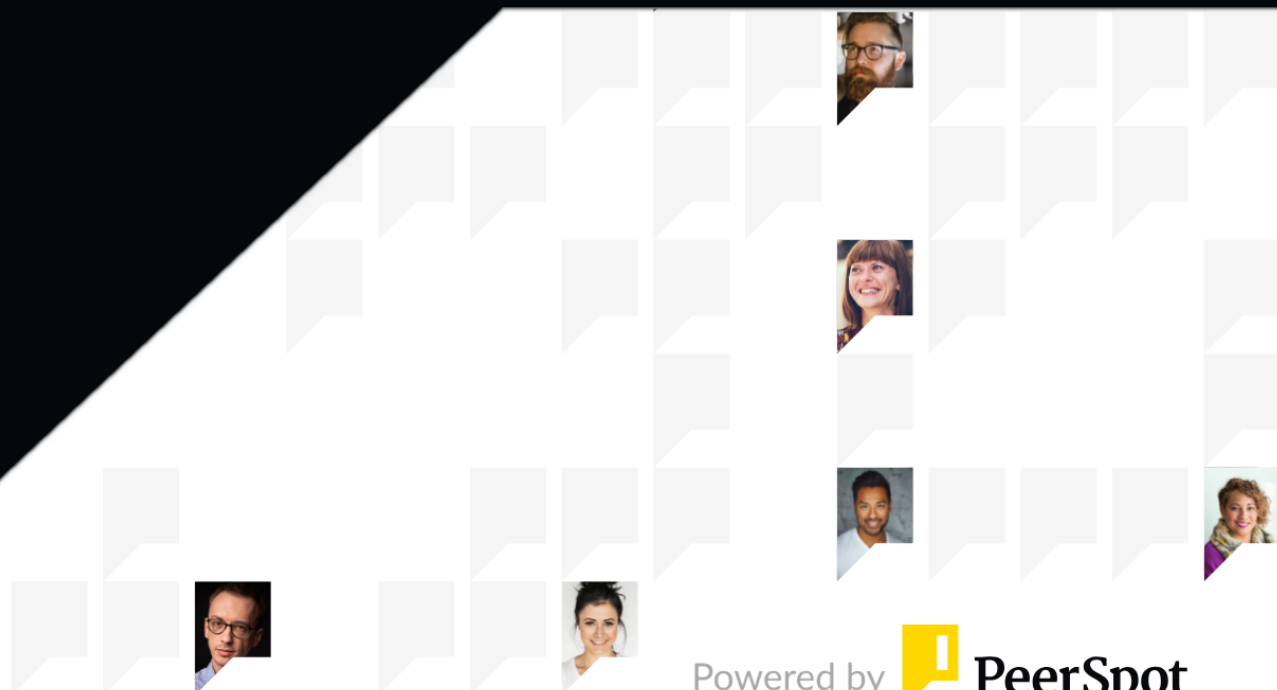




Adobe Experience Manager

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Adobe Experience Manager

Adobe Experience Manager Recap

Adobe Experience Manager offers powerful content and digital asset management capabilities, allowing users to streamline content replication and integrate with tools like Adobe Target and Analytics.

Adobe Experience Manager is a comprehensive platform used for content management, website development, and digital asset management. It allows marketers to efficiently manage and publish content without needing extensive coding knowledge, enhancing operational efficiency through integration with Adobe Target and Analytics. The platform supports omnichannel distribution and multi-site management, leveraging experience fragments to replicate content seamlessly across platforms. Users appreciate the platform for its scalability and robust personalization features, improving collaboration and reducing overall costs.

What are Adobe Experience Manager's Key Features?

- **Content Management:** Offers intuitive tools for creating, managing, and publishing content across digital channels.
- **Digital Asset Management:** Centralizes asset management to streamline content reuse and improve consistency.
- **Experience Fragments:** Enables content replication across multiple channels for seamless user experiences.
- **Integration:** Enhances efficiency by integrating with marketing tools like Adobe Analytics and Adobe Target.
- **Omnichannel Support:** Provides consistent messaging and branding across different platforms and devices.

Which Benefits and ROI Should Users Consider?

- **Improved Collaboration:** Facilitates teamwork through component reuse and workflow automation.
- **Cost Reduction:** Reduces expenses through efficient multi-site management and content repurposing.
- **Scalability:** Supports growing business needs with scalable content solutions.
- **Personalization:** Delivers personalized user experiences enhancing customer engagement.
- **Analytics Integration:** Offers valuable insights into customer interactions, improving strategic decisions.

Organizations within industries like retail, healthcare, and finance utilize Adobe Experience Manager to develop tailored digital experiences, efficiently managing websites and assets for better customer engagement. Retailers use it to deliver personalized promotions, while healthcare providers enhance patient information access. In finance, it ensures compliance

and manages customer communications effectively.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Being able to connect everything to one universal system was a game changer for us, giving us an overall better digital experience.”



Hilax Chamberlain

Digital Marketing Manager at Ford Motor Company



“The best feature is the experience fragment; if you want to replicate content across multiple websites with 1,000 or 20,000 pages, this feature helps accomplish it in a fraction of seconds.”



Verified user

Senior Technical Program Manager /Senior Lead Solution Architech- Product Technology & Gen AI at a insurance company with 10,001+ employees



“Adobe Experience Manager is one of the best enterprise-level content management and digital experience platforms available.”



Prasad Boddu

project manager at FedEx

- ✓ “A certain client has definitely seen approximately fifteen to twenty percent improvement in their web engagement and conversions on the personalized pages, especially when those experiences were connected and retargeted with other engagement campaigns in MoEngage.”



Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

- ✓ “Using Adobe Experience Manager has positively impacted our organization by improving our efficiency significantly.”



Shivam Sharma

Frontend Developer at a consultancy with 11-50 employees

- ✓ “Over the past two to three years, the organization has grown rapidly with Adobe Experience Manager as a best and supportive tool.”



Verified user

Senior Project Engineer at a tech vendor with 10,001+ employees

- ✓ “Adobe Experience Manager offers several best features, including user-friendliness and a more secure platform than any other content management systems I have worked with.”



Verified user

Project Manager at a consultancy with 51-200 employees

What users had to say about valuable features:

“Adobe offers many tools for marketing and targeting. Commerce and other tools have been explored. As a well-developed tool, Adobe Experience Manager has provided extensive experience..”

Verified user

Senior Project Engineer at a tech vendor with 10,001+ employees

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“The standout features of Adobe Experience Manager are the centralized content management and the personalization capabilities, making it easier for large enterprises to manage websites, assets, and content across multiple regions and brands from a single platform. Another strong feature is its integration within the Adobe ecosystem, especially with Adobe Analytics and Adobe Target, which helps clients deliver more personalized digital experiences based on user behavior and audience segmentation.

“The biggest impact usually comes from the personalization and the content management at scale. Large enterprises manage huge volumes of content across regions, products, and customer segments, so Adobe Experience Manager helps them deliver consistent, yet personalized experiences much faster..”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“Adobe Experience Manager offers several best features, including user-friendliness and a more secure platform than any other content management systems I have worked with. It has proven to be an excellent tool not just for developers and technical roles, but also for non-technical roles such as project managers and account managers, making it a solid platform for management.

“Adobe Experience Manager has positively impacted our organization by serving as an excellent tool for building websites. We have migrated most of our sites from different content management platforms such as WordPress, Squarespace, and Craft to Adobe Experience Manager because we appreciate the content modeling and the ability to reuse templates for pages. It has been a wonderful tool for us..”

Verified user

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Project Manager at a consultancy with 51-200 employees

“The best features Adobe Experience Manager offers are website and content management, digital asset management, and personalization and experience delivery.

The personalization and experience delivery features have helped my organization by enabling us to deliver personalized content across channels such as web, mobile, and applications.

Adobe Experience Manager increases operational efficiency through centralized assets and reduces time spent searching, editing, and managing files.

I also value the integration with Adobe Target and Adobe Analytics, which makes analysis of our markets very easy so that we can make data-driven decisions..”

Prasad Boddu

project manager at FedEx

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“Adobe Experience Manager offers enterprise-level digital assets management and very robust customization, brand value consistency, and omnichannel delivery. It saves development and maintenance time.

“The digital asset management and omnichannel delivery features have benefited my team by managing our digital assets, ensuring brand consistency, and enabling us to deliver customized content easily to our clients. Organizing and obtaining information from results is beneficial. Strengthening our online experience as a brand is valuable. Easy integration with other Adobe services improves productivity and provides a smooth experience.

“Adobe Experience Manager has positively impacted my organization by enabling component and page reuse, which reduces application size. It saves manual effort for maintaining all applications, improves traffic, and ensures consistency across all our applications. It provides better security, scalability, and makes our applications more robust..”

Hilax Chamberlain

Digital Marketing Manager at Ford Motor Company

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“The best features Adobe Experience Manager offers include content management, which is super powerful, AEM Forms, which is great for enterprise, workflow automation, multi-site and multi-language support, and integration and scalability. The standout features for me are Adobe Experience Manager's powerful content management, its ability to build dynamic forms with workflows, and its strong integration capabilities with other enterprise tools.

“Using Adobe Experience Manager has positively impacted our organization by improving our efficiency significantly. We can update content and forms much faster without depending heavily on developers. It also helps streamline workflows and reduce manual work, which improves overall productivity. Additionally, it provides better consistency across our website and forms, so teams work faster and with less manual effort.

“I cannot share specific outcomes or metrics, but we definitely see improvements such as faster content updates and reduced dependency on developers. Tasks that earlier took hours or days can now be done in minutes using Adobe Experience Manager. We measure this mainly through reduced turnaround time for updates, fewer manual steps in workflows, and quicker form processing..”

Shivam Sharma

Frontend Developer at a consultancy with 11-50 employees

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Other Solutions Considered

“One of my clients did evaluate the tool Contentful or Optimizely alongside Adobe Experience Manager before deciding to go with Adobe Experience Manager..”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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“Adobe Experience Manager is an upgrade from CQ5, which was previously used. According to training sessions, CQ5 was the previous solution before it was upgraded to Adobe Experience Manager..”

Verified user

Senior Project Engineer at a tech vendor with 10,001+ employees

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“I have worked with other similar solutions that solve parts of the complete set of solutions AEM provides, but none of them have the ability to handle so many of those areas in an integral way.

For Web Site and Content Management in general, sample tools are Drupal, Joomla, and Wordpress..”

Verified user

[Read full review](#) 

AEM/CQ5 Developer at a non-tech company with 1,001-5,000 employees

“We had something called 'Trader' – not an official product name, but a customized tool the company used. The problem was everything was in one place.

For example, you might have product information in Salesforce, but in Trader, everything was in one place – product information, contacts, analytics.

The company wanted a distributed environment: content in a different platform, frontend in a different platform, analytics, Adobe Target, Salesforce for product information, MuleSoft for integrations. They divided it across different products, and that migration is currently ongoing..”

Prince Shivhare

[Read full review](#) 

Architect at Endeavour Group

“I have experience with Drupal and Magento, where the catalog system was used by Amazon, though they don't use it anymore. Magento is used by Flipkart and eBay. I also have experience with other custom-based solutions.

“Drupal is a completely different company. While they also provide a content management system, Adobe Experience Manager is more premium, flexible, feature-oriented, and offers different templating options where custom solutions can be built easily. Drupal has restrictions and requires a longer development process. Drupal developers are not easily available in the market. With Adobe Experience Manager, you can transition from a Java developer to an AEM developer, making resource allocation easier..”

Verified user

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Senior Technical Program Manager /Senior Lead Solution Architect- Product Technology & Gen AI at a insurance company with 10,001+ employees

ROI

Real user quotes about their ROI:

“Adobe Experience Manager has provided significant returns on investment, especially in applications with large numbers of users. Its ability to change content without deployments is beneficial..”

Vengadesh Raj

Engineer - Product and Platform Engineering at Altimetrik (Deployed at FORD)

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“I have seen specific outcomes from using Adobe Experience Manager, such as a reduction in manual efforts, particularly for maintaining all our applications. There has been a 65% reduction in manual work. Our traffic has increased by 45%. Security has been very robust and has improved by 70%..”

Hilax Chamberlain

Digital Marketing Manager at Ford Motor Company

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“A certain client has definitely seen approximately fifteen to twenty percent improvement in their web engagement and conversions on the personalized pages, especially when those experiences were connected and retargeted with other engagement campaigns in MoEngage.

“I can provide one simple example for one of my retail clients. They indicated that from Adobe Experience Manager's capabilities, they have reduced the content publishing time by nearly sixty to seventy percent and they saw an uplift of approximately fifteen percent in their engagement on personalized landing pages. This definitely saves them time and gives them enough time to think about the next content..”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

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Use Case

“Adobe Experience Manager is my main headless CMS that helps with creating, managing, and publishing websites and landing pages in my organization.

A specific example of how I use Adobe Experience Manager for websites and landing pages is that it enables our marketers to update content without coding..”

Prasad Boddu

project manager at FedEx

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“I have been using Adobe Experience Manager for over three years, focusing on building scalable content solutions, managing workflow, and implementing AEM Forms for enterprise use cases.

“My main use case for Adobe Experience Manager is managing website content without coding, as it is a tool where you can place and update content and create forms easily. A day-to-day example is when I create a loan application form using drag-and-drop fields, add validations such as a phone number must be 10 digits, connect it to the backend so data can be stored, set up a workflow so when a user submits it goes to the approval team, and update the form anytime with no need to redeploy the full app. I use AEM Forms to create and manage forms such as loan and registration forms, handle validation, and connect them to workflows. My main use case of Adobe Experience Manager is managing website content and building forms where I can quickly create, update, and publish content or forms without heavy development effort..”

Shivam Sharma

Frontend Developer at a consultancy with 11-50 employees

[Read full review](#) 

“Adobe Experience Manager is one of the most powerful and scalable CMS platforms I have ever used. It serves as our central content management tool for managing all our applications and delivering a consistent digital experience across them. The component-based architecture reduces development and deployment time. It manages our digital assets, ensures brand consistency, and enables us to deliver customized content easily. It seamlessly integrates with almost every enterprise solution and provides built-in analytic tools for improving customer engagement and better operational efficiency.

“A specific example of how I use Adobe Experience Manager in my daily work is that it functions as a secure solution for personalized content delivery across all applications, ensuring consistency and brand value. It complies with all security standards and has a large user community for better support. It is a powerful and reliable platform that has been truly helpful in my organization. Being able to connect everything to one universal system was a game changer for us, giving us an overall better digital experience..”

Hilax Chamberlain

Digital Marketing Manager at Ford Motor Company

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“I personally have not used Adobe Experience Manager, but I have observed a retail client that uses Adobe Experience Manager to manage their personalized website content, and while they use MoEngage, that platform handles their push and email engagement based on user behavior.

“Let me take a common example from my retail client using Adobe Experience Manager alongside MoEngage, where Adobe Experience Manager personalizes the website landing pages and content, while MoEngage handles the user engagement through push notifications, emails, and the app journeys. For instance, if a user browses loan or product pages managed through Adobe Experience Manager but does not convert, that behavior can trigger a personalized re-engagement campaign through MoEngage. Together, they help create a more connected and consistent customer experience across web and app channels.

“When combined with platforms like Adobe Experience Manager, it creates a more complete customer lifecycle approach. Adobe Experience Manager manages the experience and the content layer while MoEngage drives engagement, retention, and conversion through behavioral campaigns..”

Mayank Gambhir

[Read full review](#) 

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

“Adobe Experience Manager is used for developing components, content management, and developing experience fragments and content fragments. Assets are used for the DAM for storing files and documents. All of this is used in day-to-day development.

“When there is a similar requirement while changing the content of any component, a single component can be developed and reused, achieving the same requirement in a few minutes. With plain development, the whole page would need to be authored twice a day or have the whole content repeatedly. Adobe Experience Manager allows for developing a component, having reusability, and achieving this in a shorter time.

“The main use of Adobe Experience Manager is for reusability and content management. This is the main theme of Adobe Experience Manager.

“For targeting within Adobe Experience Manager, if particular users specific to the product base or any type of targeting is needed, Adobe Target can be integrated. Day-to-day targeting allows for reaching exact unique users, sending those product details, and achieving targeting accordingly..”

Verified user

[Read full review](#) 

Senior Project Engineer at a tech vendor with 10,001+ employees

“Adobe Experience Manager manages most of our websites, and content management is conducted exclusively through the AEM platform. Whenever we need to publish a new page, blog, or podcast, we access Adobe Experience Manager to make the necessary changes in the components, retrieve assets from the DAM, and publish the required pages.

“Adobe Experience Manager serves as our primary platform for day-to-day operations because we have been using it for an extended period. We build websites, develop components, and create custom and core components for new web pages. We continuously update these components to ensure compliance with AEM guidelines and to verify that our website is accessible and passes all required tests.

“Adobe Experience Manager is user-friendly for our team because we have robust content authoring in the components, allowing authors to build pages from reusable components and use already-available templates to manage content without development assistance, as those components are prebuilt. We also have Digital Asset Management where we can retrieve assets after uploading the necessary details, and it maintains a central library of all images, videos, and documents. It is straightforward to access all data at once, and there is a strong content workflow model with approvals, so without proper permissions, users cannot perform any actions. Content reuse and consistency are key factors, and it provides enterprise governance and security for each user role, with granular permissions and SSO support, ensuring compliance-friendly controls..”

Verified user[Read full review](#) 

Project Manager at a consultancy with 51-200 employees

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The licensing plus implementation and maintenance cost is very expensive, making it not suitable for small organizations, and the setup is very complex..”

Prasad Boddu

project manager at FedEx

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“Setting up Adobe Experience Manager is easy unless you want to customize anything. The setup process can become problematic if you try to change or customize extensively..”

Thomas Becker

Managing Partner(Austria) at a integrator with 11-50 employees

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“Implementing Adobe Experience Manager in my organization was easy, especially because customer support was very helpful. After going through the learning curve, it becomes straightforward..”

Hilax Chamberlain

[Read full review](#) 

Digital Marketing Manager at Ford Motor Company

“Setting up Adobe Experience Manager is complex and requires a good understanding of Java and content management systems. The setup is especially challenging for those unfamiliar with it..”

Vengadesh Raj

[Read full review](#) 

Engineer - Product and Platform Engineering at Altimetrik (Deployed at FORD)

“The setup process is quite flexible, with complete support from Adobe. Setting up is straightforward, and while cost effectiveness might be lacking, finding developers and implementing custom solutions is easy. You can build whatever you want across Adobe Experience Manager due to its flexibility..”

Verified user

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Senior Technical Program Manager /Senior Lead Solution Architech- Product Technology & Gen AI at a insurance company with 10,001+ employees

“For AEM as a Cloud Service, Adobe sets everything up, so it's not time-consuming. You just raise a request with Adobe, and they'll create a program for you. If you have three projects, you'll have three programs.

Under each program, they'll create multiple environments – dev, stage, production. In Adobe Experience Cloud, everything's connected. They have pipelines, a repository, and the admin console where you manage users. It's very easy. You set up a repository, commit your code, and run the pipeline.

For the last three years, it's been on the cloud. Some clients want to work on-premises, and others work on cloud, but I've been working on cloud for the past three years..”

Prince Shivhare

Architect at Endeavour Group

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Customer Service and Support

“My experience with customer support has been extremely positive. When reaching out to them, they respond quickly and offer solutions. I highly appreciate them, and the large community is also very helpful and answers questions straightforwardly..”

Hilax Chamberlain

Digital Marketing Manager at Ford Motor Company

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“Adobe's technical support is so-so. They are attentive to big companies but tend to be negligent towards mid-sized companies. You rarely have a direct contact with Adobe and often work through suppliers..”

Thomas Becker

Managing Partner(Austria) at a integrator with 11-50 employees

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“I have worked very closely with the Adobe customer teams and their account managers. So, their support performance is very good. They have the capabilities to help, and it depends on your account and the contract. They will help you a lot..”

Kanhaiya Kumar

Associate at Red Hat

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“The Adobe Experience Manager support team is very friendly and responds very quickly. Previous tickets raised with Adobe customer support received quick responses, with all supported documents and links provided to resolve the issues. The customer service rating is five out of five..”

Verified user

Senior Project Engineer at a tech vendor with 10,001+ employees

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“The response has been very quick. The resolution time depends on the type of ticket raised. For P1 tickets, the resolution time is approximately four hours. For P2 or P3 tickets, it takes around 8 to 10 hours TAT. The response time is quick, and they provide resolutions. If they don't have an immediate solution, they coordinate with other team members..”

Verified user

Senior Technical Program Manager /Senior Lead Solution Architech- Product Technology & Gen AI at a insurance company with 10,001+ employees

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“I inquired about the customer support with two or three of my clients who have used Adobe Experience Manager. All of them generally viewed it very positively since they are enterprise clients. Especially during implementation, the Adobe support teams and partner ecosystems are considered knowledgeable for large-scale deployments.

“I would rate the customer support around four out of ten. The enterprise clients usually appreciate the expertise and structured support processes, especially for complex implementation. The ratings might usually drop slightly because some customers feel that support escalations can be a bit slower for non-premium support tiers for non-enterprise clients..”

Mayank Gambhir

[Read full review](#) 

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

Other Advice

“Adobe Experience Manager is one of the best enterprise-level content management and digital experience platforms available. My advice to others looking into using Adobe Experience Manager is that this platform will enable all marketers to improve their marketing strategies globally. I rate Adobe Experience Manager a nine out of ten..”

Prasad Boddu

project manager at FedEx

[Read full review](#) 

“Moving forward, every organization needs to have Adobe Experience Manager license wherein the work can be done in a shorter period of time and achieve a lot of things with this tool. It is advised to have up-to-date information on Adobe because there are many updates available that can achieve more while developing and enhancing sites. Keeping up-to-date with Adobe's official sites is necessary. This review has a rating of five out of five..”

Verified user

Senior Project Engineer at a tech vendor with 10,001+ employees

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“Adobe Experience Manager integrates very seamlessly with other platforms and tools in my organization, so I have no concerns with that.

“I feel very comfortable with the security of Adobe Experience Manager because of its robust security features, and we have not experienced any data breaches since

we started using it.

“My advice to others considering Adobe Experience Manager is that it is a good tool when consistency across all applications related to design, assets, or content is needed. It reduces application size because it enables component reuse repeatedly without any problems. Managing everything is straightforward and secure. I recommend this solution highly.

“Adobe Experience Manager is very flexible and transparent for developers creating the UI across all applications using a single platform. From managing assets and content, it is excellent, easy, and quick. I would rate this product nine out of ten..”

Hilax Chamberlain

Digital Marketing Manager at Ford Motor Company

[Read full review](#) 

“Adobe Experience Manager should be evaluated as a long-term digital experience platform rather than just a CMS. It delivers the most value for organizations that need personalization, multi-channel content management, and integration across a broader marketing ecosystem. I also recommend having a clear implementation and governance strategy from the beginning because the platform is powerful, but it works best when the content workflows, integration, and ownership models are very well-defined from the start.

“The clients generally find Adobe Experience Manager's AI-assisted capabilities very useful for speeding up the content creation, tagging, and personalization workflows. The outputs are considered fairly reliable for marketing and content operations use cases, but most enterprises still keep human review and approval layers in place, especially for customer-facing content, because accuracy and brand tone consistency remain very important for them.

“I would rate this review eight out of ten..”

Mayank Gambhir

Manager, Customer Success at a real estate/law firm with 501-1,000 employees

[Read full review](#) 

“Adobe Experience Manager is an excellent platform for large enterprise development websites. We currently support a multinational company using this platform.

“When we use reusable components for building new pages or landing sites, it has definitely reduced the time required to redo any tasks. Since we are reusing existing page components and available themes, it is simpler for us than performing the work manually.

“For others seeking a robust and secure platform with comprehensive details who are running most of their campaigns and digital ads on Adobe, Adobe Experience Manager is an excellent platform to consolidate cross-channel data and bring everything together in one place. However, if they already have a digital meta intelligence or similar setup for their cross-channel platforms, they may not find Adobe Experience Manager suitable, as it is a robust platform where everything can be visible together simultaneously.

“I provided a rating of eight for Adobe Experience Manager based on the considerations and restrictions discussed throughout this review..”

Verified user

Project Manager at a consultancy with 51-200 employees

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“In our setup, Adobe Experience Manager integrates with tools such as [Adobe Analytics](#) for tracking user behavior, [Adobe Target](#) for personalization, and backend APIs for [CRM](#) systems for handling form data. These integrations are very valuable because they turn static content into a complete user experience. The main challenge I have seen is that setting up and debugging integrations can be complex and often requires coordination with backend teams.

“Overall, Adobe Experience Manager works well for our needs, but performance could be slightly better for large forms or heavy pages, although nothing major.

“My advice to others looking into using Adobe Experience Manager is to start simple and understand the basics before jumping into complex use cases. Plan your content and form structure properly because Adobe Experience Manager works best when things are well-organized. Take time to learn components and workflows, as it really helps in the long run. Start simple, plan well, and gradually build complexity. Adobe Experience Manager works best with a structured approach.

“Overall, Adobe Experience Manager is a powerful and reliable platform that works really well for enterprise content and forms. I would rate this review an 8 out of 10..”

Shivam Sharma

Frontend Developer at a consultancy with 11-50 employees

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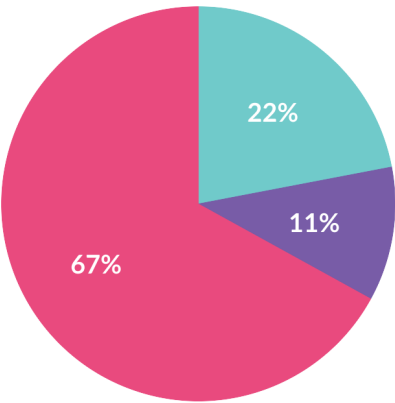
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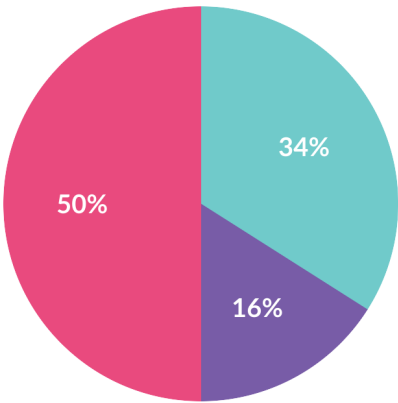


Company Size

by reviewers



by visitors reading reviews



 Large Enterprise  Midsize Enterprise  Small Business

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