



Headless CMS Personalization: How it Works

How Headless CMS offers personalization features that help improve user experience and boost conversion rates.

The consumer expectations for a personalized user experience are growing.

In fact, according to research by Segment, 71% of the people surveyed are frustrated when digital experiences feel impersonal. Customers expect omnichannel experiences that seamlessly connect each of their devices and retain their attention throughout the customer journey.

Plus, as global entertainment and eCommerce behemoths like Amazon and Netflix set the bar for user experience higher every day, personalization has become an increasingly important part of the internet.

A headless CMS offers personalization features that help improve user experience and boost conversion rates by giving visitors exactly what they want when they want it.

With these types of personalized interactions, there's no need to create new pages or tweak layouts every time something changes. Instead, you just have to personalize certain content fields so they update the content according to the visitor type.



Overcoming The Limitations of The Traditional CMS

In a traditional CMS system, all content is managed through the backend interface by an admin. This makes sense because editors are often not tech-savvy enough to use code directly on their websites.

A traditional CMS—or coupled CMS—is linked tightly between the front end and the backend. All content and digital assets are created, managed, and stored on the site's backend. The back end is also where website design and customization applications are stored.

Unlike a traditional CMS, a headless CMS is entirely decoupled from the presentation layer/frontend—or the head—and the backend is your content repository, known as the “body”. When you separate your content repository “body” from its presentation layer “head,” it becomes a headless CMS.

What truly makes a headless CMS better than a traditional CMS is its content-first approach with full APIs to access and display content in any desired way. With this approach, a headless CMS enables you to author your content through the RESTful API and deliver that content wherever you need it.

Legacy CMS platforms lack the API-driven architecture capabilities to connect with other systems seamlessly, which means that if they don't have native personalization features, leaving you stuck without personalization features. And those traditional CMSs that have personalization features might cost more than a headless or hybrid headless CMS—also called agile CMS—that can integrate with third-party tools to enable personalized content delivery.

Curious to see a
Headless CMS in action?

[Book a Walkthrough >](#)



Benefits of Personalized Content

If you're not currently considering personalization within your content strategy you risk falling behind the competition.

Serving personalized content that matches your target user's intent can make a huge difference when compared to traditional approaches to content delivery.

Let's talk about some of the business benefits of leveraging the headless architecture to give your content editors the tools to deliver dynamic content.

Much More Relevant Product Recommendations

If you've ever been bombarded with irrelevant product recommendations from a commerce platform, you know how annoying it can be to have a website recommending you something you don't want.

Website personalization uses customer data to recommend products that are both fresh and relevant to that type of user, which increases the likelihood of them purchasing something from your store.

Product recommendations generate business through uplift conversion rates and average order values.

According to Frosmo compared to the control group of an electronics store, the visitors that saw personalized recommendations has 170% higher conversion rate and 41% higher average order value.

Highly Converting Landing Pages

Personalizing content types and fields enables your marketing team to change parts of your landing pages to suit different audiences.

In fact, according to KIBO, 63% of consumers are influenced by personalized recommendations on home and landing pages. Creating a seamless, personalized landing page that shows the customer what he or she is looking for can increase your conversion rate.

Increased Time On-Site

A personalized experience can definitely increase the time your potential customers spend on your site. Users will stick around for longer if the website or app they're visiting is talking to them. Plus, content personalization gives users a reason to explore the site and try your products or services because they seem like they're tailored for them specifically.

[Learn More >](#)

AI-driven personalized content recommendations

The previous example showed how to manually create targeting rules. For scalable content orchestration, you would want to use AI-driven content recommendations.

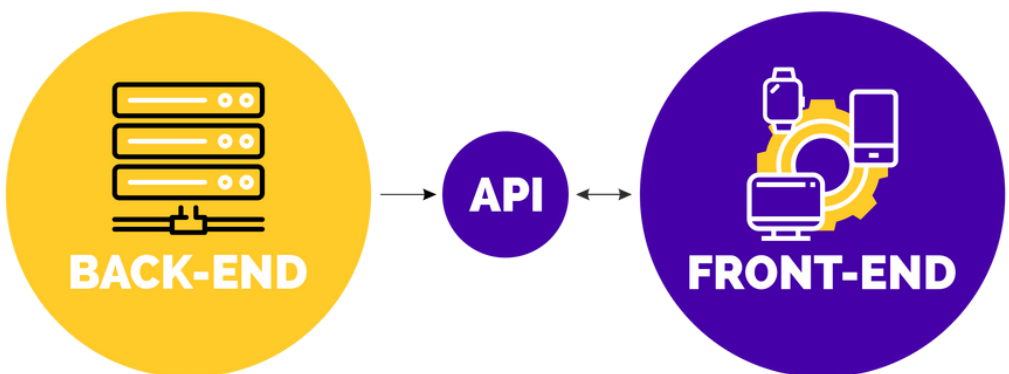
According to Mikael Gummerus, the CEO of personalization and recommendation software vendor Frosmo, “AI -driven content recommendations will significantly improve your click-through rates and eventually conversion rates of visitors who saw personalized content. With one customer we saw a 5 times higher CTR for personalized article recommendations and a 50% uplift on conversion rates compared to the control group.”

So how does that work? Instead of defining targeting rules, you select a recommendation strategy such as “Others also viewed” or “Similar articles”. Then you just let the personalization software do the magic of dynamically selecting which content to show to each visitor.

Using content recommendations has many benefits:

They save time from the marketing team. Instead of manually selecting what content to show on each slot, the engine takes care of it. All your articles, new and old, have relevant and dynamic content recommendations attached to them. This reduces bounces and increases time spent on the site. Visitors find relevant content easily and feel that the site is serving their needs for information. It helps you drive business and reach targets such as lead generation or smooth user experience.

HEADLESS CMS



Manage & Store Content
(Database)

Deliver Anywhere

Headless CMS Use Cases:

Visit Orlando

Visit Orlando, the official tourism association for Orlando, Florida - home to Disney World and one of the most visited tourist destinations in the US - wanted to increase their engagement, conversion rate metrics, and ticket sales.

To achieve this goal they wanted to manage their content across various channels and personalize marketing campaigns for a targeted audience.

Visit Orlando was severely hampered by an inefficient ticket management system and process and needed to revamp its entire digital strategy and bring everything under one umbrella.

Through Agility's Headless CMS they now have a multi-site, multi-channel content management system and a new ticket sales and POS solution. Their team is now able to focus on adding new properties onto the platform, both as new website instances or as digital channels.

"In December, my team had taken a 4-day weekend for Thanksgiving for the first time in many years, thanks to Agility CMS!"

- Shawn Hart, Director of Web Development & Enterprise Applications Visit Orlando



VisitOrlando.

Visit Orlando: 20% increase in revenue with agile Headless Commerce

Agility helped Visit Orlando reduce manual processes and increase revenue by 20%.

10%

Conversion rate increased

20%

Online Revenue Increased

25%

Online engagement increased



CINEPLEX®

Cineplex: Ultimate Performance, Scalability and Usability for Movie Theater Giant

"With Agility we can decouple content from code, allowing content editors to work on their updates while we focus on what really matters: making our platform better for our users." - Vinícius Philot, Frontend Web Developer

1.6M

Daily Page Views

90k

App Installs

+15%

Ad Revenue

Cineplex

Cineplex, a leading name in the Film Entertainment and Content, Amusement and Leisure, and Media sectors, accommodates over 70 million guests per year on its digital platforms.

The initial challenges Cineplex faced was a system that didn't allow freedom of design and was extremely limiting in terms of performance, scalability, usability, and multilingual capabilities.

They needed to improve the overall customer experience across various channels and improve conversation rates.

Agility's CMS has allowed Cineplex to increase the scalability of the site and to optimize its hosting resources.

The latest iteration utilizes a new hosting environment across load-balanced servers for optimal site speed and performance.

The site is now handling more traffic with less CPU load than in previous years.



"The platform provides a consistent user experience for our content team to easily make updates to movie/theatre details, content and metadata, news, blogs, contests and more."

- Jeffrey Kent, Former Chief Technology Officer at Cineplex

Headless CMS: Go Content-first to Future-proof your Brand

Consumers are making use of more devices and channels than ever before, and brands have to meet them there to provide quality omnichannel experiences. Going headless, whether that's through a pure headless CMS or a decoupled CMS, is the simplest way to achieve that.

Adopting a content-first approach, which seeks to make your content the focal point of your digital presence, while your many front-ends and their frameworks can be evolved and expanded, is the most logical way to ensure that your brand and its content can meet consumers wherever they end up going. Whether that's smart speakers, digital signage, VR headsets, or something else exciting.

About Agility CMS: The only Headless CMS with Powerful Page Management Built-in

Agility CMS allows you to define 3 things that make working with website pages really easy for both content editors and developers:

- Page Management
- Module Definitions
- Digital Channels & Sitemaps

Developers set up the templates and definitions, while content editors determine on what pages they want to use those templates and definitions.

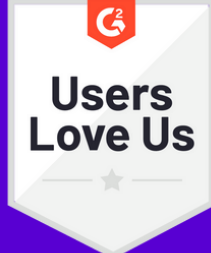
This part of the content architecture is fundamental to the success of any CMS solution that includes a website.

Essentially, Agility CMS is a Headless CMS that keeps your website pages organized and easy to manage for everyone on your team - developers, marketers, content editors, SEO teams, etc.



“We have been working with Agility for just over two years. The easy-to-use platform provides the flexibility we need to easily create and publish content to all of our websites. Their excellent customer service team and online support library are great resources for our team to learn and grow with the Agility CMS platform.”

ANDREA DI TOMAS
Graphic Arts Technician at the English
Montreal School Board



Agility CMS is a Content Management System (CMS) with built-in Hybrid components for better Editor Experience.

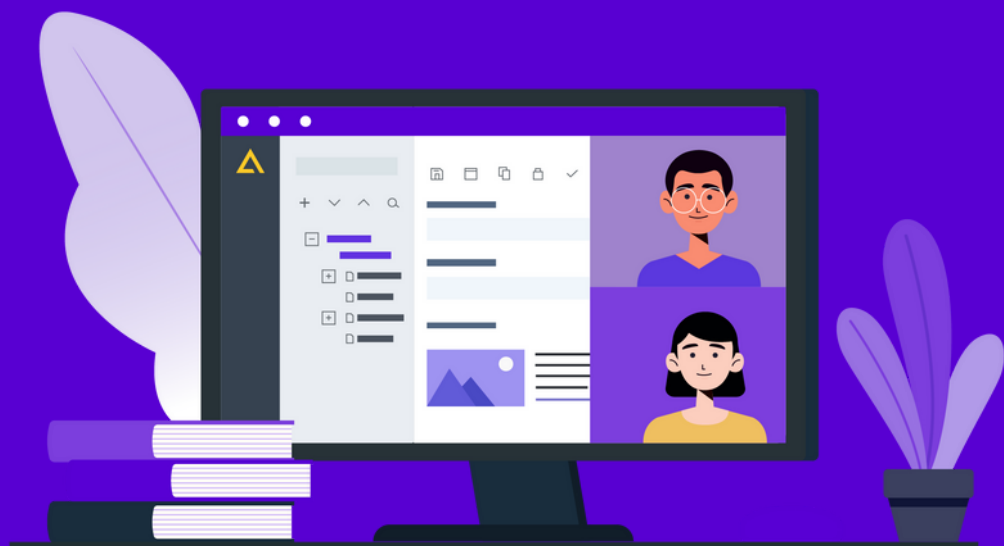
The platform adopts all the aspect of Headless CMS that makes an omnichannel approach easy, with the understanding that Page Management is of utmost importance in any website project.

Agility is proprietary CMS with full Support and Security that gives creative freedom to both Developers and Marketers and eliminates friction between the teams.

Developers have full freedom to use any coding language and any framework and code and define custom Page Templates and Module Definitions.

These pre-defined custom Modules and Page Templates are available to the Marketing Teams to effortlessly create a variety of pages to meet their fast-changing needs and market requirements. Agility CMS believes in Content First Approach and heavily invests in helping clients to build future-proof Content Architecture.

[Book a Demo >](#)



Agility CMS Differentiators

- It is a modern Enterprise-grade Composable DXP with flexible Headless approach in its heart.
- Unlike many other Headless CMS, Agility CMS also offers tools for Enterprise teams to effortlessly manage content delivery to websites and apps like Page Management, Sitemaps, Content Modelling.
- With Page Management built-in, developers don't have to build an entirely new way to manage pages and routing. At the same time, marketers can easily edit content across a variety of channels without any coding experience.
- Agility CMS provides enterprise-level security and support, it is SOC2 compliant.
- Agility CMS is Jamstack friendly and allows to start quickly with your favorite frameworks and deploy with a few clicks.

Details



License Model: Agility CMS is a multi-tenant SaaS platform, and hosted on Microsoft Azure Cloud



Price: Starts with FREE Developer Edition. Paid plans have extensive TRIAL. [Learn more.](#)



Key Components: Page Management, Content Relationships, Content Modelling, POS, Search, User Generated Content, Personalization, Digital Asset Management. Unlimited content models, Locales, API calls,



Upgrades: Automatic, monthly platform updates.

