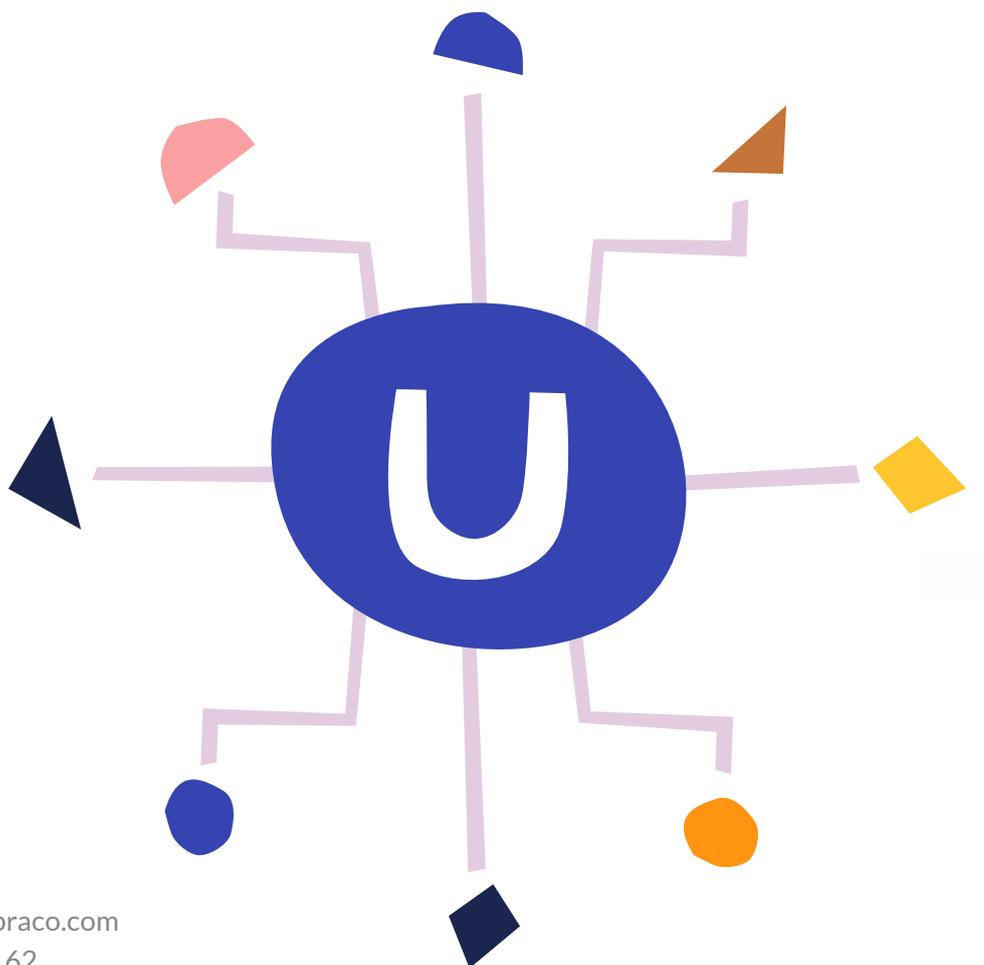


# The State of Headless CMS

Trends and stats from web, marketing, and technical agencies

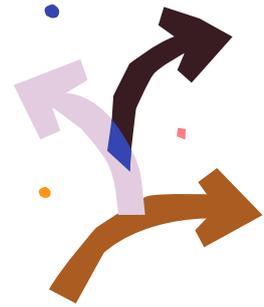


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## Introduction

The increasing demand for multichannel and multi-site solutions has consequently driven demand for Headless CMS among agencies.

More businesses in more industries are fragmenting their digital landscape and future-proofing their content through new technologies, and Headless CMS is a crucial piece of that puzzle.



[Headless CMS](#) is a headless Content Management System that works by separating the content from the presentation layer, providing the freedom and flexibility to use on any number of platforms - not just one website.

As a leader in the industry, we wanted to see exactly where headless CMS usage is growing, and by how much. So we asked the CEOs, CTOs, directors, partners, project managers and software leads in a variety of agencies.

This report is a look at what we have learned from these experts about who is using headless CMS, and why.

## Who are we?

The Umbraco CMS powers more than half a million websites online, and serves agencies of all shapes and sizes across the globe. Furthermore the Umbraco brand is known and trusted as industry leaders and champions of the editor experience. In 2019 we launched [Umbraco Heartcore](#), the headless CMS with an Umbraco heart. Umbraco Heartcore is designed as the best of both worlds, offering the flexibility of headless without sacrificing the editor experience.



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## Why are we talking about headless?

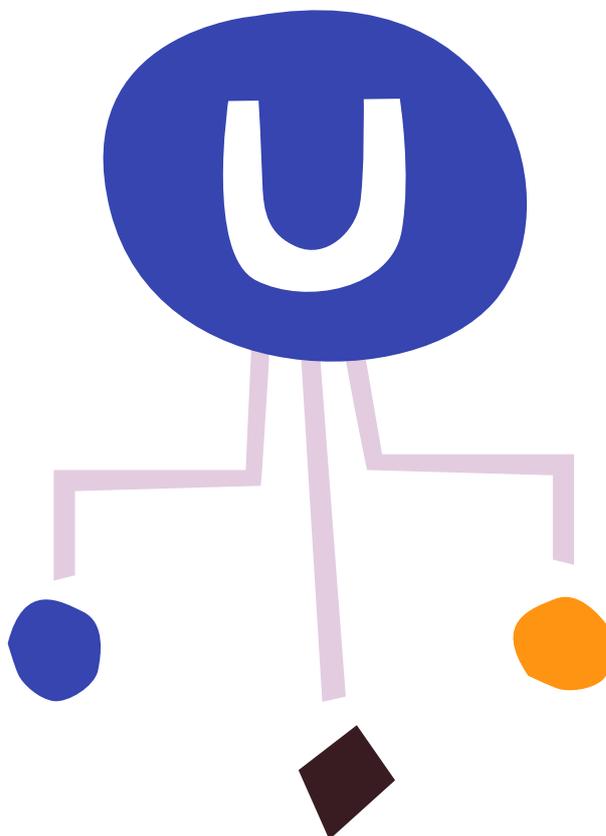
A headless approach enables modern organizations to build agile and future-proof strategies to get to market. A headless CMS empowers a company to be:

- **Relevant:** Deliver the personalized omnichannel digital content that consumers are looking for
- **Agile:** Capitalise on new and changing markets and trends without disruption
- **Flexible:** Creatively repurpose content across delivery channels and adapt to specific customer needs
- **Scalable:** Use API integrations to connect to whichever technologies and architectures chosen

Creating content that's speedily and easily released across any end platform or destination is a win for developers and content managers alike: that's a win for a client's business overall.

What's also clear is that going headless is just as much a strategic business decision as a technical decision; a more relevant, agile, flexible and scalable marketing strategy enables competitive new development opportunities.

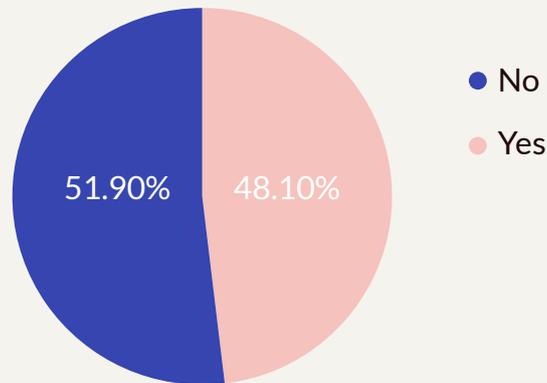
But let's hear what the agencies themselves have to say.



## Survey results and analysis

### INCREASED DEMAND FOR HEADLESS CMS

*Do you experience an increased demand from customers for projects where headless CMS come into play?*

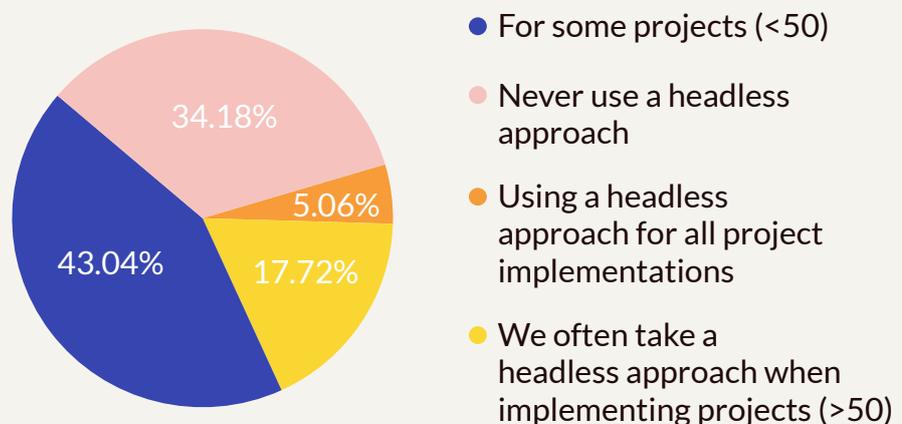


[Read successful headless cases with Umbraco CMS](#)

### Key takeaways:

- Over two-thirds of surveyed agencies take a headless approach at least some of the time.
- Of these, 23% use headless often, or all of the time.
- The demand for headless CMS is growing.

*Do you experience an increased demand from customers for projects where headless CMS come into play?*



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## Analysis

It's clear from these results that the headless market is maintaining momentum. **The question is: Why?**

Let's look at how why both developers and content managers like headless CMS:

## Developers

Headless CMS offers the flexibility that developers crave, which in turn drives the developments in headless CMS trends we see today.



Developers are won over by:

- Automated updates
- APIs to send and retrieve content, like REST and GraphQL
- A content delivery network (CDN)
- Multi-language support for content localization
- Member management, versioning and data types

## Content managers

Content managers: The headless CMS is the ultimate time saver for content managers and marketers who publish content frequently, across multiple platforms. No need for developers' help to publish content - more independent content managers and editors.



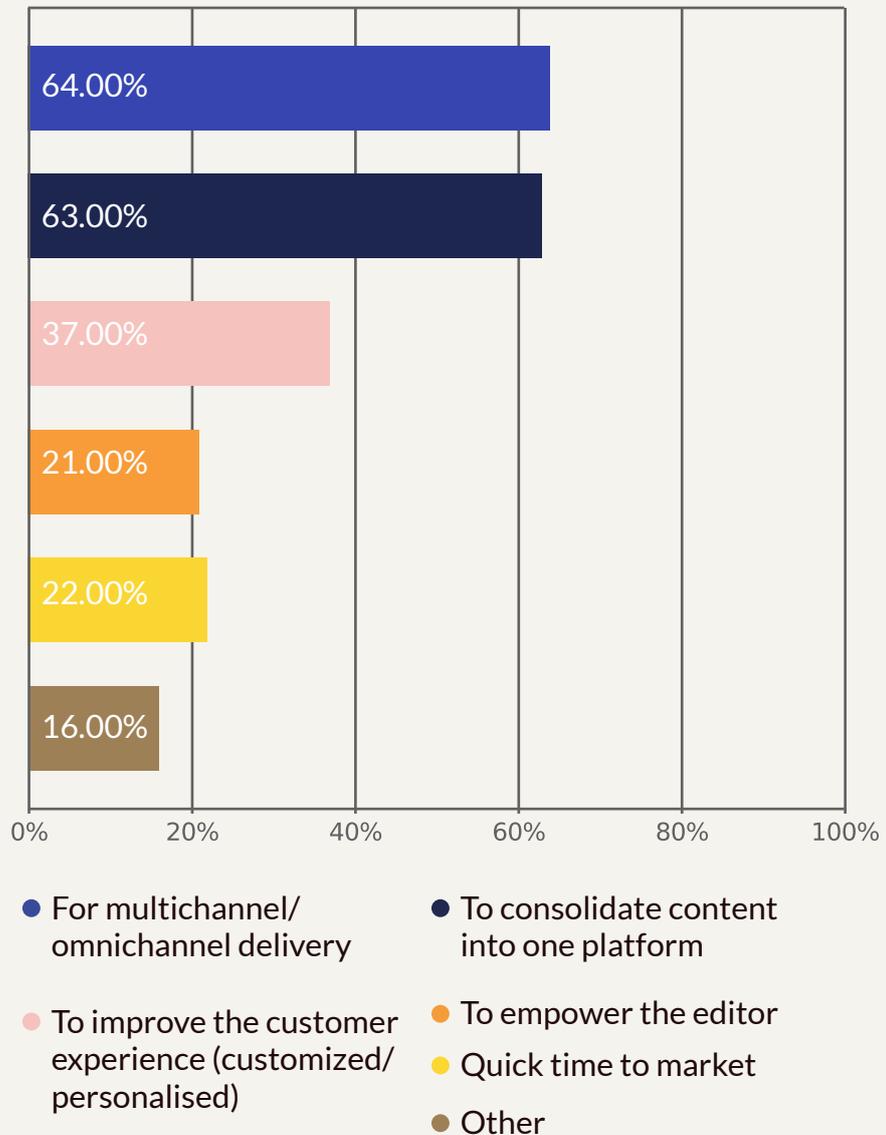
Content managers really love:

- User-friendly editor experience and workflows
- Ability to push content as needed without a developer
- Instant global delivery
- Multitude of content channels to be used



## Why choose headless?

*What would you describe as the main reason(s) for choosing a headless CMS in contrast to traditional CRM approach?*



### Key takeaways:

The top two reasons agencies take a headless approach are:

- multichannel/omnichannel delivery
- consolidation of content into one platform

### Analysis

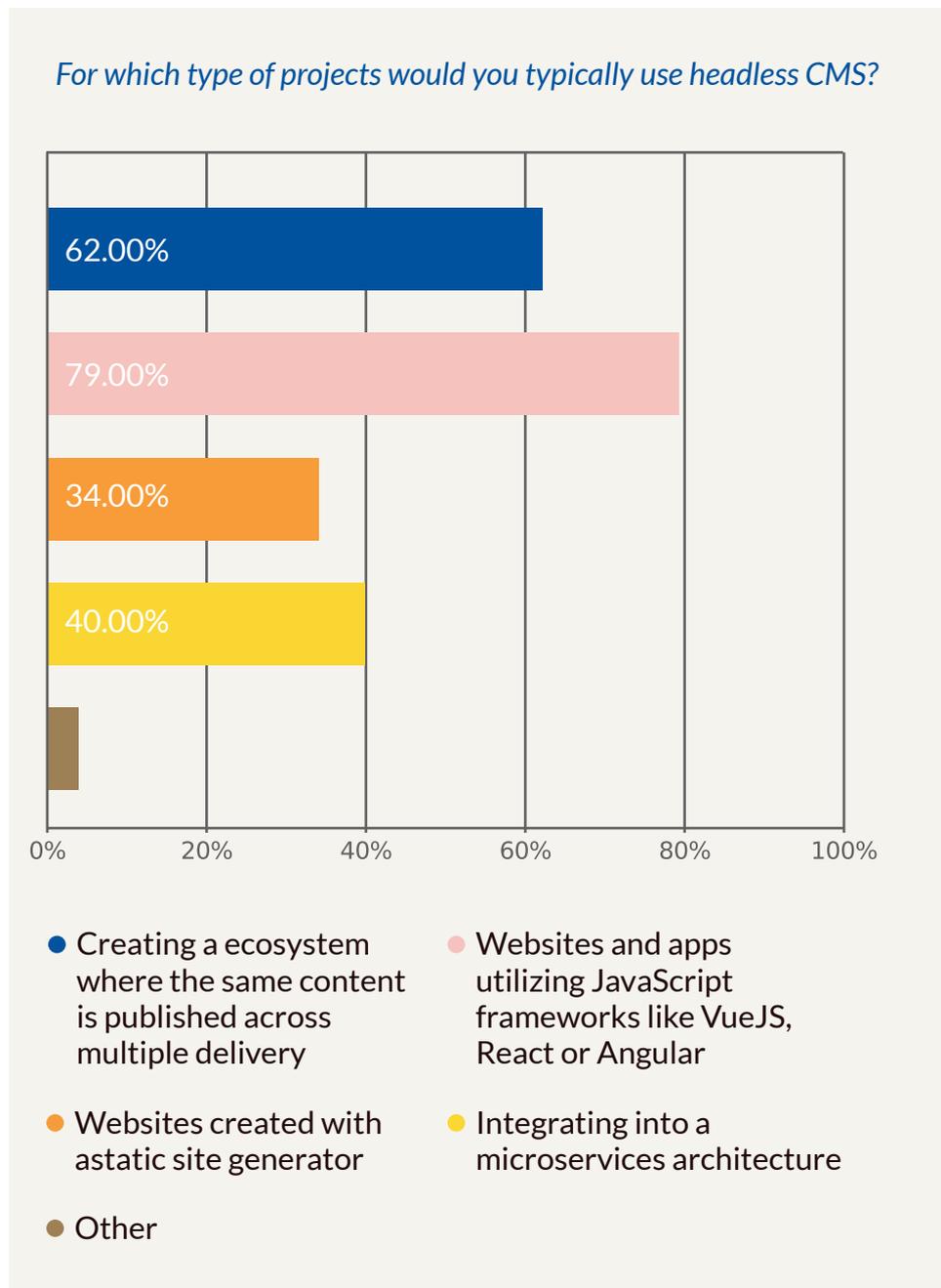
Unfortunately, neither clients nor project managers and executors can predict the future. That's why having a **flexible, modular way of pushing content to multiple outlets** is not just a bonus: it's essential. You may already know

that headless CMS can serve content to mobile apps, digital screens etc., but what about chatbots, smart home devices, or even VR (virtual reality) and AR (augmented reality)?

What about ease of use? Our survey found that 63% of agencies choose to use headless CMS because of the ability to consolidate content into one platform. It's unsurprising, given that this means more control over content, faster time to market, and much happier content editors.

With a headless CMS, content managers can keep a central platform to manage all the content for multiple websites in one place and share content across separate front-end projects.

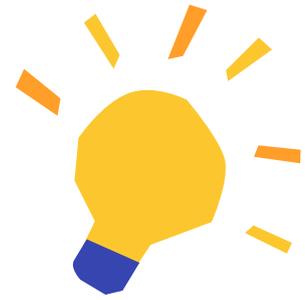
## Digital experiences take over



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## Key Takeaways

- A large number (79%) of surveyed agencies choose to go headless when using JavaScript frameworks.
- Multichannel content ecosystems are still given as a reason 2/3 of the time.
- New technologies such as static sites and microservices architectures still have a part to play.



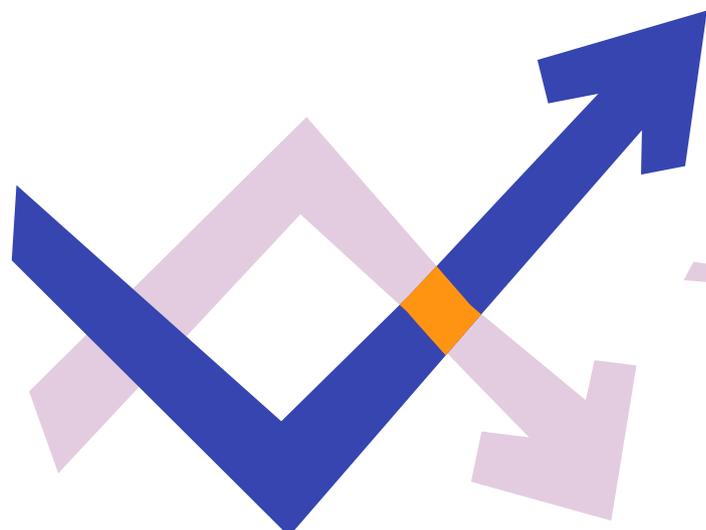
## Analysis

Headless CMS is frontend agnostic - meaning that both back- and front-end developers can use whichever technology or programming language they want - and it doesn't even have to be the same. Such degree of flexibility opens up the possibility of content management for websites and apps with JavaScript frameworks. That goes for JAMStack too (JavaScript, API and Markup). Such opportunities for adopting - and scaling - new technologies ensures an agile solution.

Once again, a majority of agencies choose to use a headless CMS for projects requiring content to be launched to multiple different platforms and channels. Considering the previous results and statistics, it seems that the increase in demand of headless CMS and growing opportunities for multichannel content delivery could be linked.

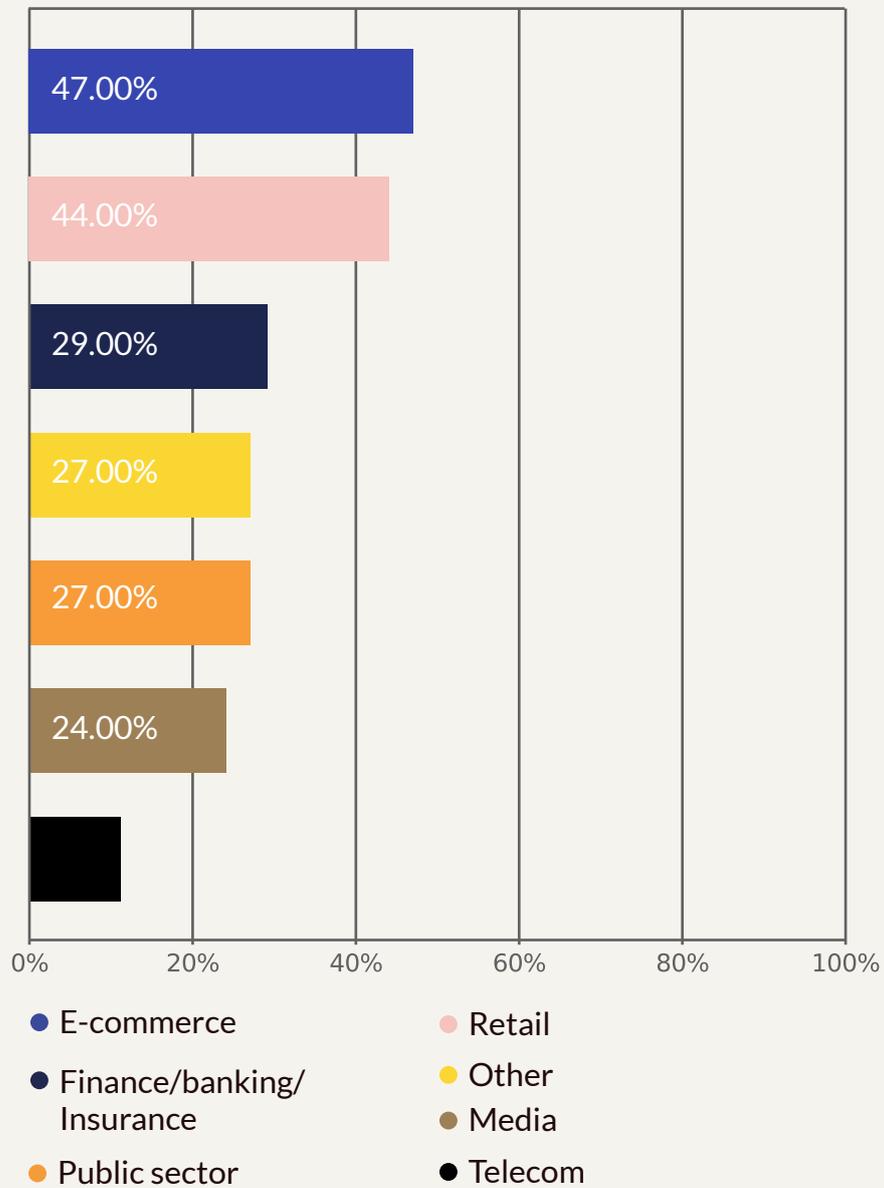
It's also noteworthy that 34% and 40% of agencies listed static sites and microservices (respectively) as reasons to work with headless CMS; the only method of content management in these solutions.

A combination of these ensures agile solutions, fast performance and the ability to instantly deliver a customized message via all relevant channels, thereby connecting your technology setup with your GTM strategy and business goals.



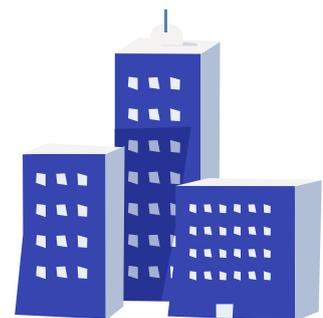
## Headless across industries

Which type of customers/segments do you typically help implement headless CMS?



### Key takeaways

- Agencies implement headless CMS most often for these industries: e-commerce, retail, finance and public sector.
- E-commerce and retail industries continue to be the biggest industries for headless CMS usage
- Steady numbers in the public sector and finance industries



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## Analysis

It's no surprise that the agencies and industries most using headless CMS are those that would most benefit from the structure.

Many of the agencies we work with as partners have years of experience with a headless approach for small, medium and large companies, across multiple industries. We've seen excellent use cases of headless CMS with our customers' projects, like:

- A retail catalog that feeds products and specifications to multiple digital channels
- An e-commerce or banking site that offers a variety of ways to engage with customers, such as a chatbot, a web app, text messages, a voice assistant skill and an augmented reality experience.
- A financial company that must comply with myriad of regulatory requirements when publishing content
- A citizen-friendly, device-agnostic, multilingual portal and text messaging system to deliver city government services that engage residents
- Customer survey kiosks located in restaurants that deliver real-time business insight
- A blazing fast website filled with travel industry content

## Conclusive remarks

From the results of the 2020 Headless CMS Survey, we observe that:

- ✓ The headless market is continuing to grow
- ✓ Retail and eCommerce continue to stand out as the biggest industries for headless CMS use
- ✓ Flexibility and consolidation drive headless CMS adoption
- ✓ Multichannel delivery is the main use case for headless
- ✓ Headless CMS is allowing new technologies to be adopted widespread



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## Umbraco Heartcore:

### A HEADLESS CMS THAT'S HEARTFUL AND HARDCORE

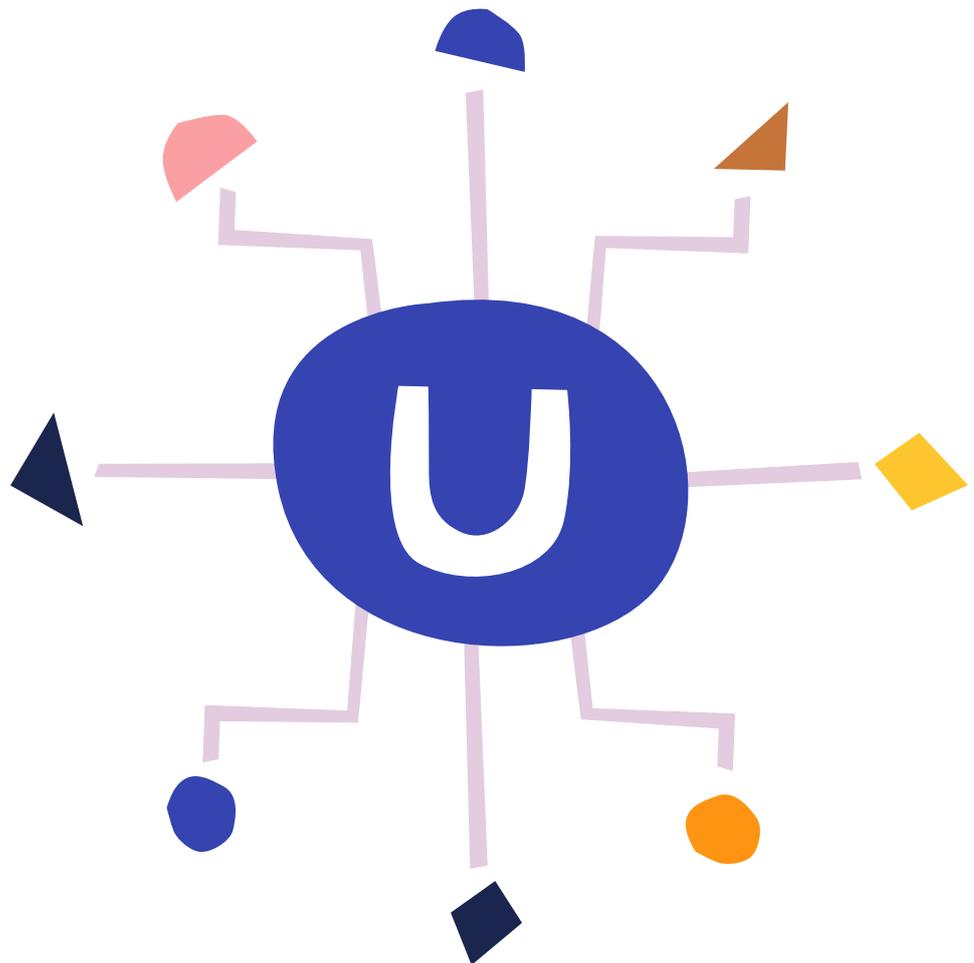
Just like you, we're constantly learning, adapting and improving to the fast-paced market. That's why we conducted this survey, and that's why you should trust Umbraco Heartcore to keep you ahead of the game.

Umbraco Heartcore is built as a best of both worlds headless solution, meaning you can save your content editors from a restrictive editing experience, without stepping on your developers' toes.

Not only do you get an agile SaaS solution that fits with your business goals, but a headless CMS that's built on top of almost 2 decades of continuous development of the open-source CMS that it's built on.

That's what makes it heartfelt and hardcore.

[Learn about Umbraco Heartcore](#)



**Appendix:**

