



Content Management System (CMS) - Hybrid

Bringing the strengths of headless and the user-friendly interface of traditional content management for modern digital builders and marketers.

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Content management systems typically fall within one of three categories: traditional (front and back end is connected), headless (back-end content management is completely detached from any front-end presentation layer) and hybrid systems where back-end API-first content stores remain detached from defined presentation layers, but additional tools and templates are available to aid nontechnical teams to create experiences autonomously.

Hybrid CMS solutions accomplish two key goals. First, they allow digital builders the freedom of a decoupled back end, complete with Restful APIs and services, without compromising efficiency. This is a content solution that has the capacity to deliver to a mobile phone as easily as it can to an IoT device. Second, they satisfy the needs of customer experience and engagement delivery teams from marketing to sales to the field to have real-time access to robust editing tools and templates to create digital experiences.

It is important to note that some hybrid CMS solutions can be implemented as a fully headless CMS. As both are inherently API-first, where content can be both accessed and exposed over API, some solutions offer the flexibility to add on front-end editors and what is often billed as "marketer-friendly" interfaces to their headless back-end solution. Either way, a hybrid CMS is an excellent option for organizations either unsure or unwilling to fully embrace a fully decoupled content management solution.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

10 SOLUTIONS TO KNOW

Constellation evaluates over 35 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

-  **ACQUIA CMS**
-  **ADOBE EXPERIENCE MANAGER**
-  **BLOOMREACH**
-  **BRIGHTSPOT**
-  **HCL DX**
-  **KONTENT**
-  **LIFERAY**
-  **OPTIMIZELY**
-  **PANTHEON**
-  **SITECORE**



THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- API-first
- Flexible user-friendly content authoring and experience creation retaining “drag and drop” or WYSIWYG editors
- Capacity for content personalization
- Reporting and analytics for insights into content consumption and utilization
- DevOps-friendly containerization for optimized infrastructure
- Compliance best practices and solutions
- Workflows
- Rule- and role-based permissions
- Flexible content modeling, including content taxonomy, sorting, and validations
- Localization capabilities for global deployment
- Content preview capabilities
- Security and compliance (access controls and authentication measures)
- Community and user support
- API connections for collecting data for use in personalization and contextual content push
- Global CDN access
- AI/ML-powered contextual search, smart tagging, image/content recognition, and smart recommendations for content implementation
- GenerativeAI to assist with content creation, iteration, personalization and translation
- Agentic AI capabilities to generate text descriptions, translate, tag, recommend, curate and detect non-compliant content are increasingly deployed
- Integrations with marketing, support, or commerce tools
- Scalable content management across brands, lines of business, or geography

BUSINESS THEMES



Marketing Transformation



Next-Generation Customer Experience

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



Liz Miller

VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.

