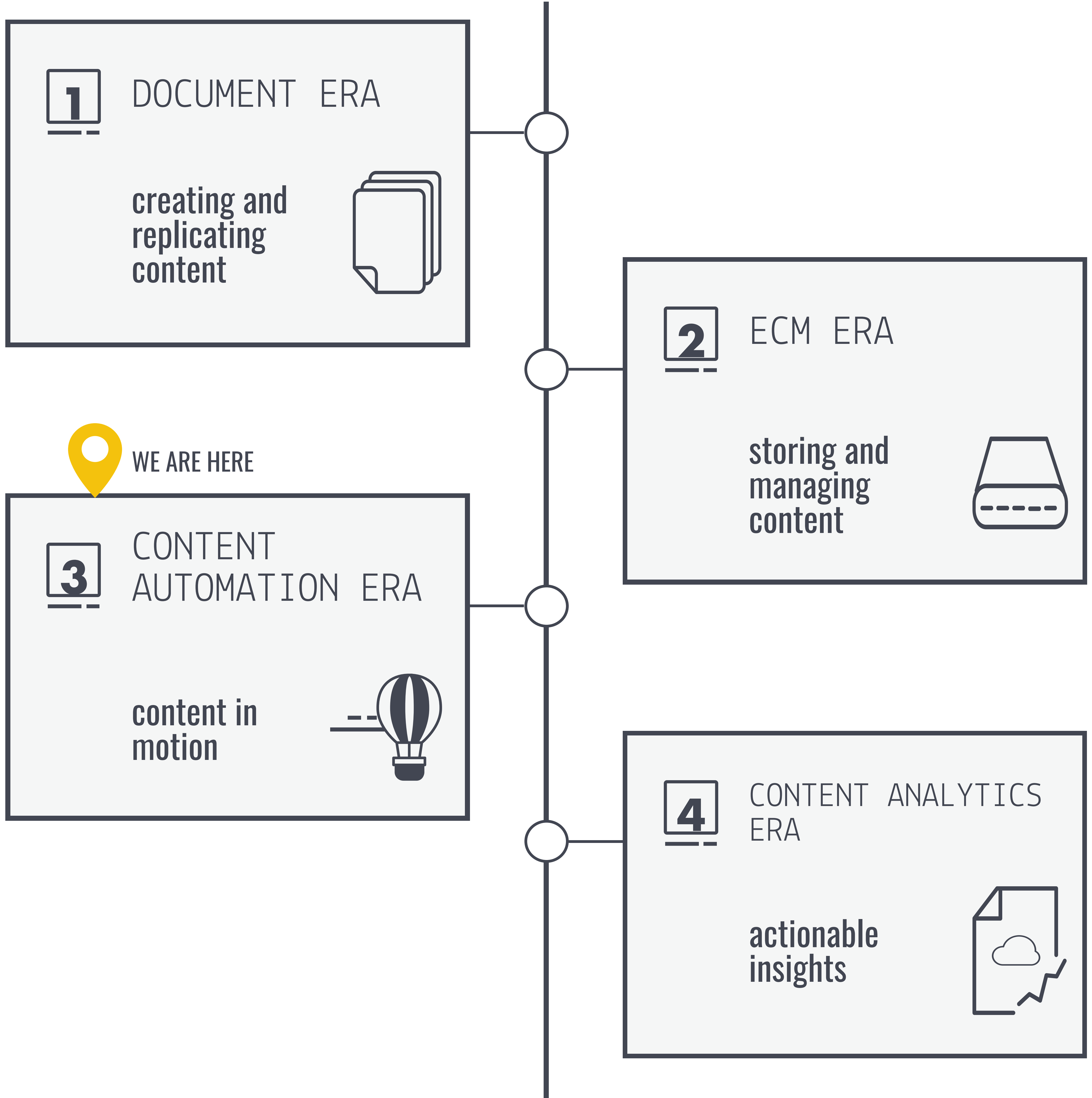


THE ERAS of CONTENT

Aragon Research believes that content is heading toward a more intelligent era.



THE SHIFT to MODERN CONTENT PLATFORMS

WE ARE HERE

1st Generation

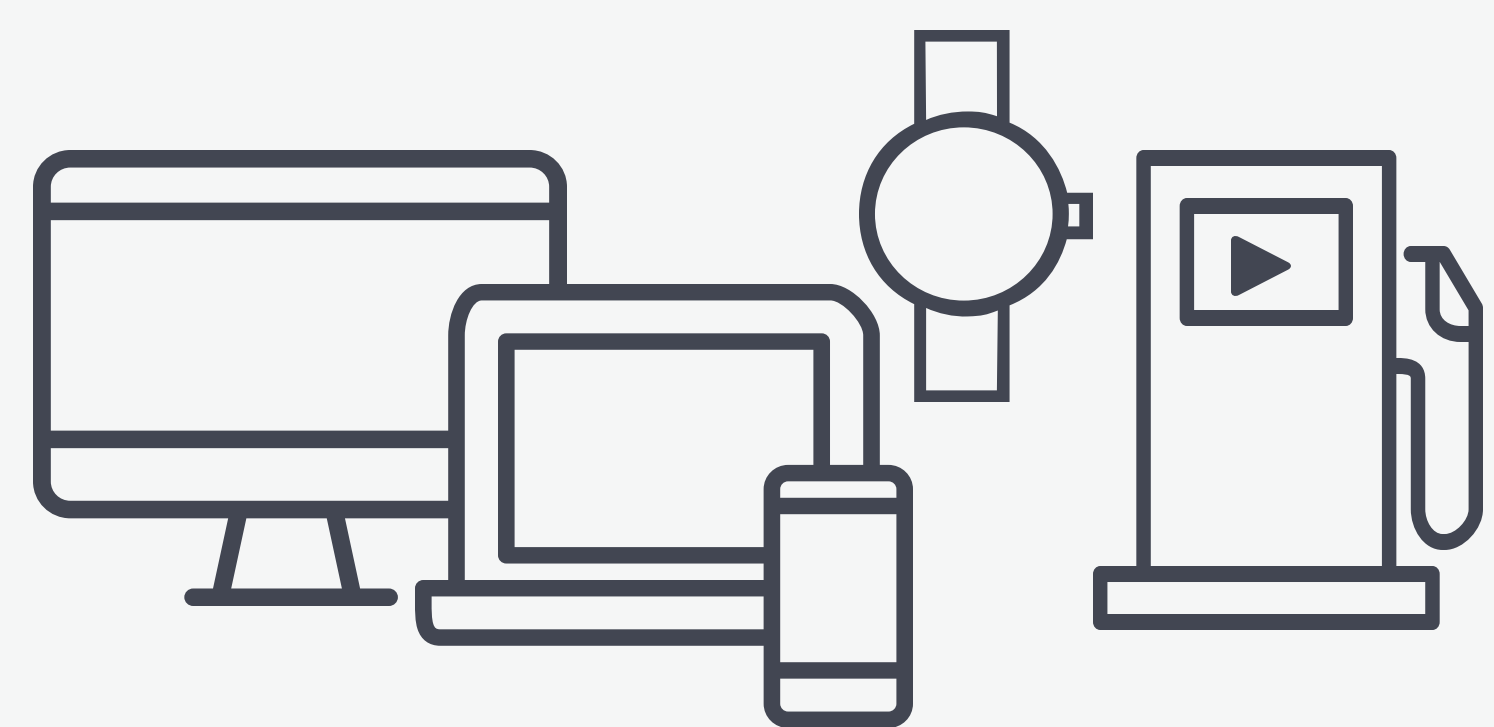
TRADITIONAL CMS



Content management has traditionally been integral to the marketing tech stack, involving running the website and the customer experience. A traditional CMS is optimized for a browser on a computer.

Next Generation

HEADLESS CMS



As more devices have come online (e.g., displays in stores, cars, and offices), a headless CMS is able to provide dynamic content delivery to any device.