Adobe Experience Manager 🅰

vs

Kentico Xperience ✹

Compared by G2
https://www.g2.com/compare/adobe-experience-manager-vs-kentico

About G2

G2 is the largest and most trusted software marketplace. More than 90 million people annually use G2 to make smarter software decisions based on authentic peer reviews.

Ratings

Meets Requirements	84%	88%
Ease of Use	76%	84%
Ease of Setup	74%	77%
Ease of Admin	74%	82%
Quality of Support	75%	87%
Has the product been a good partner in doing business?	79%	84%
Product Direction (% positive)	77%	85%

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Content for Web Content Management Software

	Adobe	Kentico
Content Authoring	83%	87%
Rich Text Editor	79%	85%
Versioning	78%	84%
Plug-ins/Widgets/Apps	76%	78%
Approval Process	79%	85%
Content Scheduling	80%	85%
Asset Management	81%	82%
Internal Search	73%	77%
Content Repository	81%	85%

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Analytics for Digital Experience Platforms (DXP)

Web Analytics	83%	91%
Campaign Tracking	83%	89%
Audience Insights	81%	92%
Reports & Dashboards	80%	92%
Personalization	85%	91%
Marketing Automation	83%	88%

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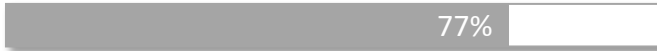
Design for Web Content Management Software

Breadth of Pre-Built Templates	72%	76%
Mobile	75%	79%
Branding/Themes	75%	82%
Customization	78%	87%

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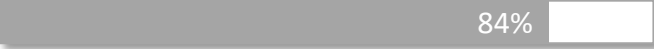
Content Management for Digital Experience Platforms

Breadth of Pre-Built Templates	87%	89%
Mobile	91%	90%
Branding/Themes	88%	92%

Platform for Web Content Management Software

	Adobe	Kentico
User Community	75%	85%
SEO	75%	82%
Flexible Navigation Structures	76%	83%
User, Role, and Access Management	79%	88%
Enterprise Scalability	82%	88%
Internationalization	81%	87%
Dashboards and Reports	77%	82%
API / Integrations	75%	85%

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Design & Development for Digital Experience Platforms

No-Code App Development	74%	83%
Low-Code App Development	73%	84%
Self-Service Capabilities	84%	88%

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