



# Evaluator's Guide

Every day 8,800 companies in 30 countries use Episerver CMS to create, deliver and optimize web experiences. Together they influence \$18 billion in omnichannel revenue every year.

## Episerver CMS core capabilities:

- Easily create and manage content and campaigns in one screen. No reliance on IT to create new experiences.
- Built-in features for automatic A/B testing, lead generation, and project collaboration. Better results faster.

## What makes Episerver different:

- All that makes your site smarter over time. Personalized search, recommendations and content for every visitor.
- Built-in data capture and analytics. Insights that help you quickly optimize campaigns.
- Higher ROI, quicker conversions and improved lead generation – at a fraction of the cost.

## FORRESTER®

*“Episerver is solid across core web CMS extensibility and architecture, keeps pace with modern developer expectations, and is pushing ahead in practitioner features like testing and personalization.”*

**- Forrester Research, Inc.**

Forrester has named Episerver a leader among web content management vendors.



## Mazda increased engagement by 200%

*“Our results were impressive with Episerver. We have much higher engagement, smooth navigation and new features,” says Ben Rounsefell, Sr. Manager, Digital, Customer Engagement at Mazda.*

*“We went from an online brochure to a mobile-driven, data-driven immersive platform,” Rounsefell says. “If I was being asked to recommend Episerver, I wouldn’t have a hesitation. The technology backing the project was flawless.”*

## Gartner®

*Gartner has named Episerver a Leader in its Magic Quadrant for WCM three years in a row.*

## How to buy Episerver

- Schedule a 30-minute discovery call where we learn about your requirements.
- See a personalized demo based on your needs.
- We help you find a certified Episerver implementation partner.

[Click here to get started](#)

Get a price quote based on your needs



# Technical information

## Episerver Digital Experience Cloud Service

The performance and ease of deployment of an SaaS with the extensibility and toolchain support of a PaaS.

- 365/24/7 monitoring and support.
- Elastic scaling without manual intervention.
- Unlimited websites with separate content.
- Full-stack redundancy and backup.
- Content delivery network.
- Unique application-level SLA.
- Governance with managed deployment.
- Full customizability using Visual Studio.

## Easy development and integration

Episerver sites are built in ASP.NET MVC, a web application framework developed by Microsoft, or by using our Headless REST API.

Architects and developers can use our extensive set of APIs to make a big impact with a minimum of code.

Episerver easily integrates with external systems using our Service API. This REST-based API helps you connect systems faster.



### The English Football League launches 75 websites

*The English Football League selected the Episerver Digital Experience Cloud Service to quickly launch more than 75 websites for clubs and fans in 2017. They wanted flexibility for clubs and scalability for the future. All sites were ready in just nine months, and received more than three million pageviews in the first month.*



### Absolut launches new campaigns in the cloud

*"We definitely would recommend the Episerver Digital Experience Cloud on Azure because it is more stable and seamless than other digital marketing platforms," says Fredrik Lagerträd, Digital Manager, Growth, The Absolut Company.*

*"The solution itself is very customizable and provides exceptional global support. The Episerver Digital Experience Cloud enables you to use it the way you need to, rather than the product dictating how to use it."*

## Learn more in our developer community

Visit our developer community and documentation site, [Episerver World](#), for more information about developing with Episerver CMS. You can also read our [Technical Evaluator's Guide](#) and learn about systems we integrate with in our [Add-on Store](#).