Get to Know the Hybrid CMS

Today's pioneering marketers are focused on delivering the most compelling digital experience possible. And certainly, content is at the core of the experience creation process.

Traditional CMSs are easy to use, in part because the back end is tightly integrated with the front-end presentation layer. But they're not nearly as well-equipped to support new channels and are far from customizable.

Headless solutions, meanwhile, generally require extensive developer skill or involvement to add new content or make updates to the website.

The good news is that there's a new way to address these challenges: with a hybrid CMS.

One way to distinguish between traditional and headless CMSs might be to imagine two restaurants:

- In a traditional restaurant, a patron places an order, the food is cooked, then the meal is plated and delivered so the customer can dine *right there*.

- In a modern restaurant, a patron places an order (through the app of their choice), the food is cooked, then the meal is packaged and delivered (using their courier of choice) to a specific *location of their choice*.

Hybrid CMS: The Best of Both Worlds

A hybrid CMS essentially blends the best attributes from both traditional and headless CMS types. Users create content through an editor and store it in a database. The content can be served flexibly either through the existing front-end rendering layer or retrieved by an entirely separate front-end rendering layer via APIs. As a result, marketers and other non-technical users can create digital experiences without relying on developers or other specialists.

Hybrid CMS

Browser | Front end HTML/CSS/JS | Back end PHP | API | Front end HTML/CSS/JS

Progressively decoupled
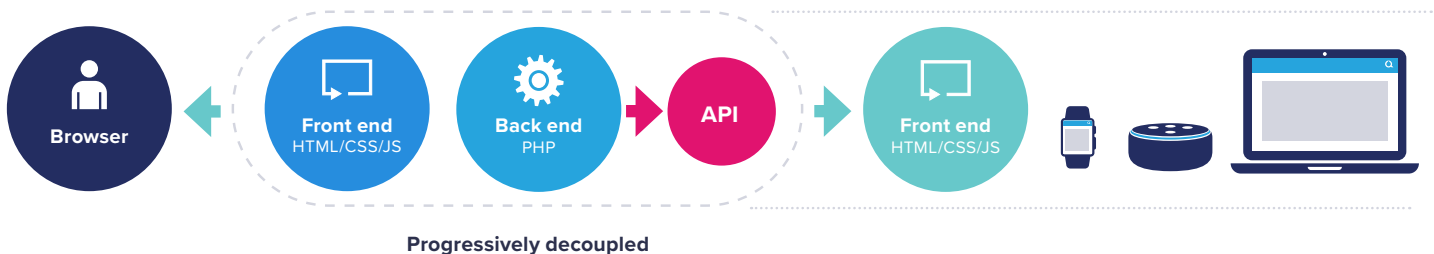
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to better understand the differences between traditional, headless, and hybrid CMS approaches.

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