Checklist: Must-Have Criteria of a CMS for B2B Ecommerce For B2B Marketers

Criterion	What Magnolia can do
Omnichannel-ready Can I manage content for as many different channels as I wish with the CMS?	Magnolia is completely open to any kind of digital frontend. The content is managed centrally for all channels.
Linking the website and online shop Can I create seamless customer experiences from content and ecommerce features?	Products from the shop or the PIM are treated like native CMS content and can be freely combined with other assets.
Creating campaigns without the support of IT Can I design and adapt campaigns myself without having to trigger a feature request for every single change?	With Magnolia, developers can produce flexible templates and provide marketers with design freedom.
Integration of MarTech tools Can I use features and data from analytics or optimization tools directly in the CMS?	Magnolia can be combined with practically any tool. Marketers can use the tools from the central CMS interface
Usability & authoring experience Can I work creatively with convenient, high-performance content editors without requiring technical knowledge?	Genuine WYSIWYG editors with many editing features, as well as an internal live preview, support creative work with Magnolia.
Multi-site capability Can the CMS efficiently manage multiple sites, languages and currencies?	Some Magnolia customers manage over 50 websites and 30 languages in just a single CMS installation.
Workflows and roles for the cooperation Can I define our own processes for content creation and approvals in the CMS? Can I define roles with different rights?	International content teams with hundreds of authors organize their cooperation directly in Magnolia.