Magnolia is different from other options on this list in that this Swiss-based headless CMS is built specifically for mid- to large-size organizations. It comes already equipped with features that enterprises need like personalization, a customizable four-eye workflow, and live-preview. These capabilities often have to be custom built in other headless systems.

Another area Magnolia stands out is its ability to get authors and developers working in parallel. Developers can code in their language of choice (React, Vue, Angular, etc.) and easily pull in content from Magnolia. Using the built-in Visual SPA Editor, authors and editors can then add content and make changes with zero coding needed. Marketers gain independence while developers retain control of the code.