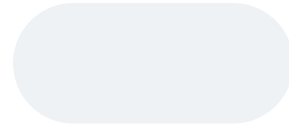
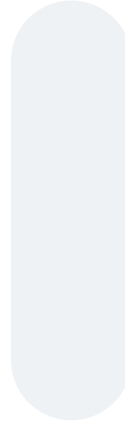


VML & CONTENTFUL

Agile, composable and accessible brand interactions



CUSTOMER BENEFITS

Redefine how you engage

Customer experience is crucial for business growth, and content plays a pivotal role in shaping that experience. Brands often find themselves challenged to meet the demand for personalized, timely, high-quality content.

Contentful and VML will help you change that. We are redefining how brands engage with their customers at every touchpoint. By merging Contentful's content management with VML's expertise in brand and customer experience, and commerce, we empower you to deliver innovative, personalized engagements that meet the needs of today's dynamic consumers and drive significant business growth. Our partnership provides flexible content strategies, enabling fast time to market through composable and innovative approaches that turbocharge storytelling and make an impact at every touchpoint.

The Contentful® Composable Content Platform enables you to orchestrate the creation of a unified content source, delivering highly personalized and trusted experiences across multiple channels and interactions. Paired with VML's extensive experience, we offer end-to-end solutions encompassing communications, CRM, CX, data, production, and technology to ensure seamless customer journeys and optimized content delivery across the complex customer ecosystem.

Our collaborative approach equips you with the tools and strategies needed to adopt agile content strategies that prioritize customization and scalability while leveraging data and analytics to identify customer preferences and trends. Together, we create impactful digital experiences that foster growth and consumer trust.

Organizations choosing Contentful and partnering with VML can expect the following:



Seamless omnichannel experiences and personalization:

Deliver highly personalized and consistent interactions across all digital and physical touchpoints that enhance customer engagement and satisfaction.



Agility and scalability through composable architectures:

Rapidly adapt to market changes and scale your operations with best-in-class tools and technologies.



Enhanced collaboration and global reach:

Streamline your operations, work more efficiently across geographies, and deliver high-quality, consistent brand experiences worldwide.

KEY VALUE

The partner advantage



- VML, with its global family of over 30,000 employees across 150+ offices in 60-plus markets, leverages brand experience, customer experience, and commerce expertise to create meaningful connections with consumers to drive growth.
- Its Enterprise Solutions division, home to over 7,000 technologists, consultants and data scientists, delivers on the demand for applications of AI, technology driven transformation and operational efficiencies, unlocking the power of technologies like the Contentful Composable Content Platform.
- As a leader in digital transformation, VML combines creativity with cutting-edge technology to deliver personalized, omnichannel experiences that resonate with today's dynamic consumers and give brands a competitive edge in the marketplace.



- The Contentful Composable Content Platform scales up and down to support your content needs whenever and however you need it to.
- An API-first platform built to integrate into your existing tech stack or serve as a solid platform when crafting a tech stack that matches your unique requirements.
- Built-in features have been designed with collaboration and autonomous work in mind, ensuring consistently efficient time-to-market for all content types.
- Build and extend the Contentful platform with our App Framework to customize your solution to meet your business needs.

Creating differentiated value for our customers

CASE STUDY

Hydrow makes waves in content marketing [→](#)

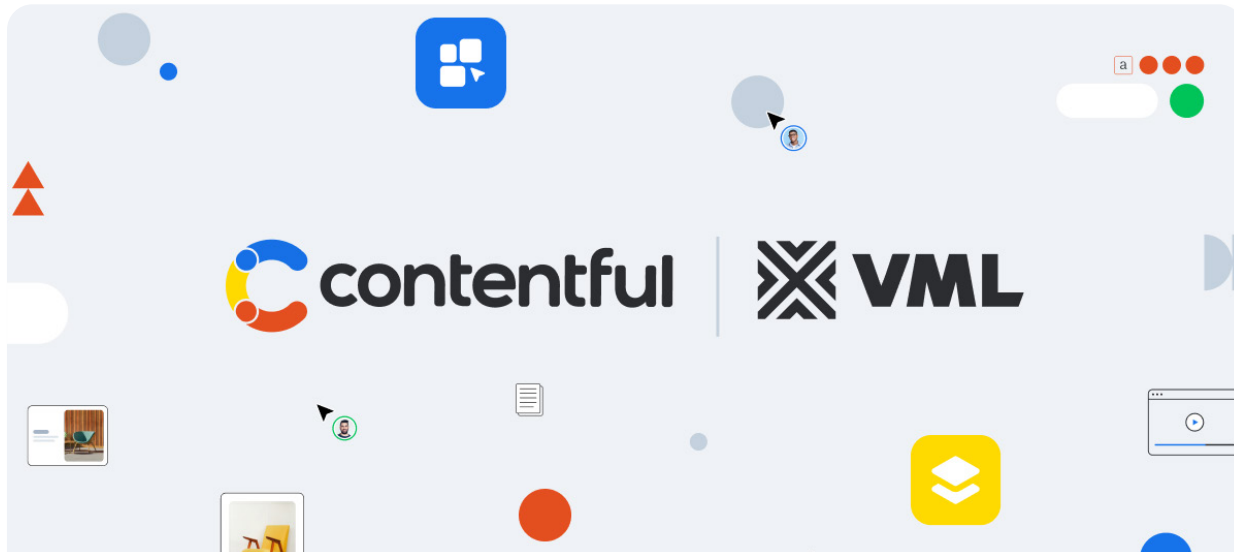


“

We're using Contentful to bring intentional storytelling to members and prospects in a way that allows us to measure its performance and iterate on those findings.”

Reuben Kabel

Senior Vice President of Engineering,
Hydrow



Partner with Contentful and VML

Now is the time to drive innovation and growth with Contentful and VML. By choosing our combined solutions, you're not only getting a digital strategy and full-service solution offering. You're engaging partners dedicated to driving innovation and growth in the digital landscape.

Partner with us

CASE STUDY

Isero: A journey towards personalised product recommendations →



CASE STUDY

Championing composability: Hydrow →

