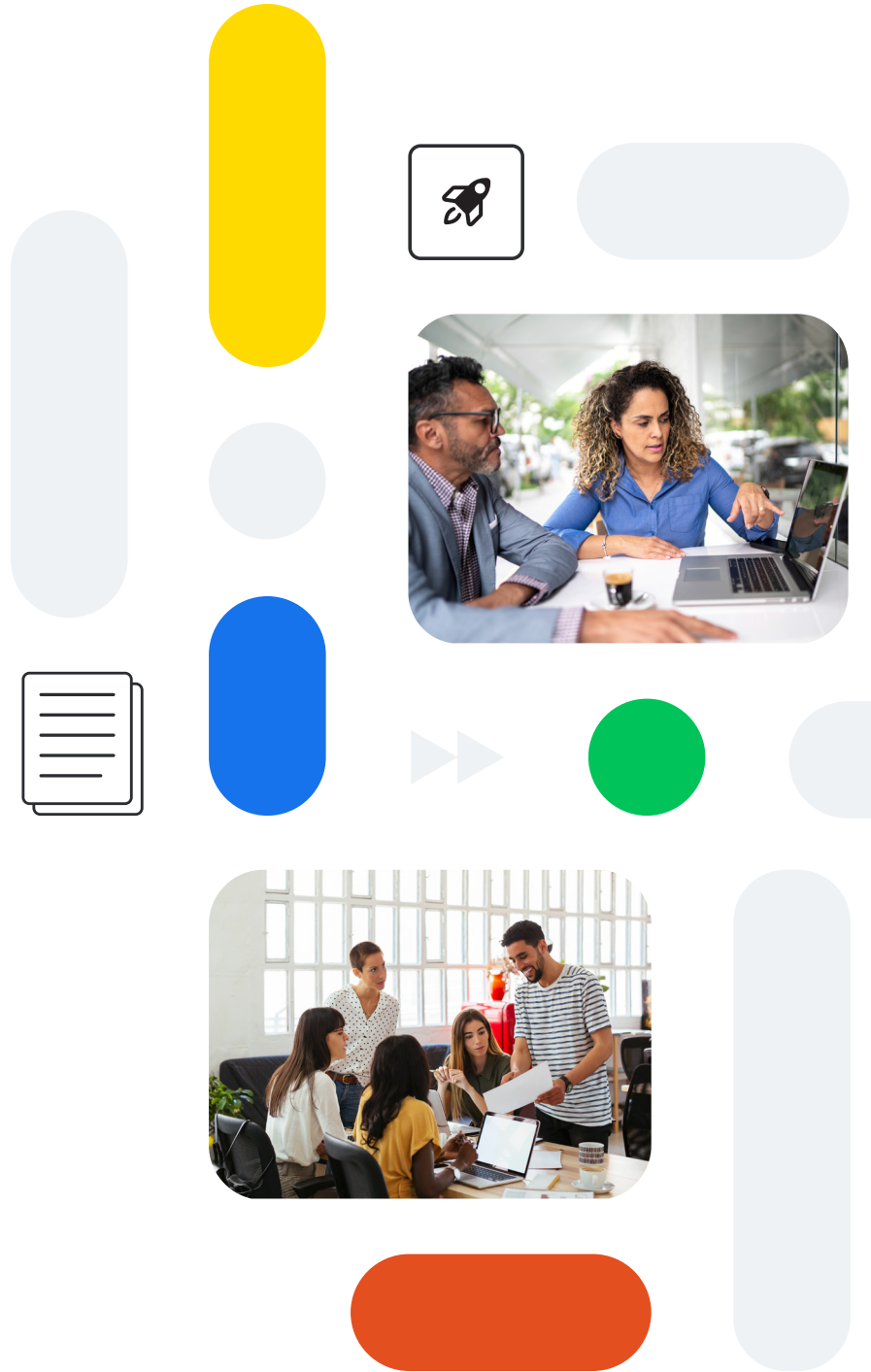


DIGITAS AND CONTENTFUL

# Experience the power of unified digital solutions



## CUSTOMER BENEFITS

# Commercial and cultural impact starts here

Personalized experiences are increasingly crucial in today's business landscape. Customers expect tailored solutions that cater to their specific needs and preferences. The businesses that can deliver on these expectations stand to gain a competitive edge by fostering closer customer relationships and increasing customer satisfaction.

The challenge, however, is attempting to offer personalized experiences with outdated technology and a disconnected strategy. Neither of these will get the job done. Nor will they positively impact your bottom line.

Contentful and Digitas, part of Publicis Groupe, can help you change that. Together, we team with global brands and businesses of all sizes to develop connected digital journeys, build innovative customer experiences, and deliver industry-leading solutions to create digital solutions with impact.

The Contentful Composable Content Platform empowers organizations to architect, personalize, and deploy captivating digital narratives across multiple channels with unprecedented agility and scalability. Meanwhile, Digitas' deep industry knowledge and technical acumen provide invaluable expertise to help build the right strategy for your business while maximizing the impact of your content.

## Organizations that choose the Contentful Composable Content Platform and Digitas to create connected digital experiences will:



**Build connection and impact:** by creating and delivering elevated customer experiences that elicit an emotional connection.



**Become cultural leaders:** who drive change through innovative strategies and intelligent content solutions.



**Unlock commercial impact** by streamlining operations for cost savings and delivering tailored solutions that drive revenue.

## KEY VALUE

# The partner advantage



- We partner with brands and businesses to create seamless digital experiences through visionary product development, cutting-edge platforms, and integrated marketing operations.
- We connect diverse people, ideas, and expertise in innovative and exciting new ways, working with amazing clients to make a positive impact daily.
- We harness the power of connection, combining creativity, data, technology, marketing, and media to drive tangible results and measurable outcomes.
- We focus on creating connections to help our client's businesses grow in a world of unprecedented change and disruption.



- The Contentful Composable Content Platform is intelligent enough to scale your content needs whenever and however you need it to.
- Increase speed to market by deploying and updating new experiences in minutes instead of months.
- Create once and reuse everywhere to drive brand and messaging consistency across all devices, channels, and markets.
- Integrated AI features have been designed with collaboration and autonomous work in mind, ensuring 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.
- An API-first platform that can integrate into your existing tech stack or serve as a solid platform when building out a tech stack that fits your unique needs.



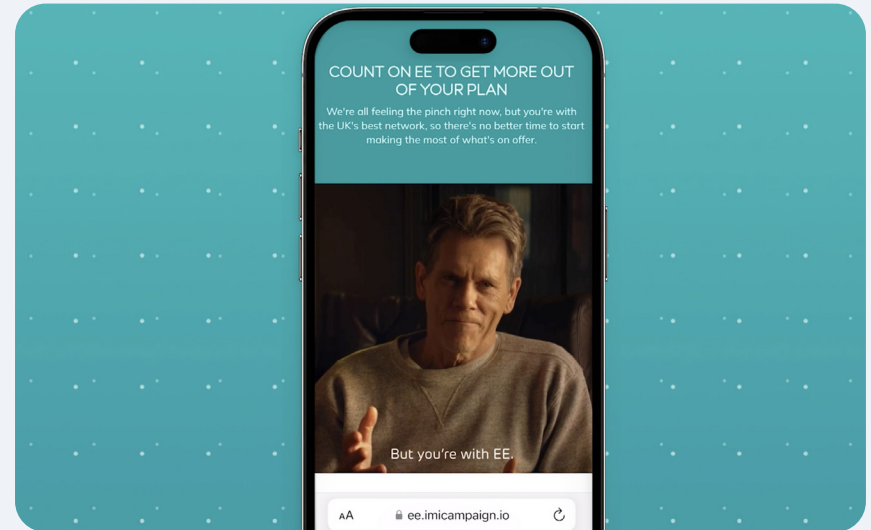
## CUSTOMER ROI

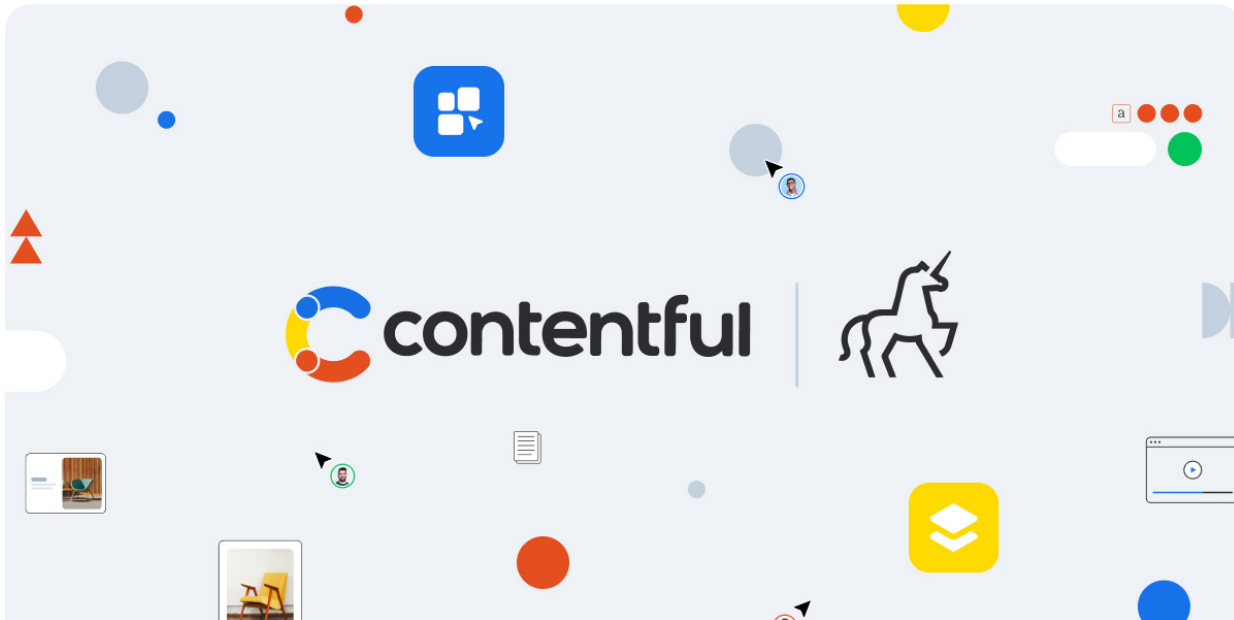
# Creating differentiated value for our customers

### CASE STUDY HOW DIGITAS DEVELOPED THE OFFICIAL GLASTONBURY 2022 APP IN JUST 77 DAYS



### CASE STUDY EE CASE STUDY





## Partner with Contentful and Digitas

Contentful and Digitas are helping your business grow through connected digital experiences.

[Partner with us](#)

