

DEPT® & CONTENTFUL

Deliver richer content experiences at scale



CUSTOMER BENEFITS

Where creativity meets technology

The next generation is always on the go and expects a constant stream of relevant content from the brands they engage with. It takes rich experiences and high-quality content to capture their attention. Leading brands are winning customers with rich digital experiences that tell their brand stories in a meaningful way. But many businesses are limited by legacy tech stacks, inefficient processes, or bad data.

Together, Contentful and DEPT® are lifting those limitations. Contentful brings the building blocks of content together so that you can create content once and reuse it everywhere, in any digital experience. DEPT®, a global digital agency, combines creativity, data, and tech to help you create end-to-end digital experiences that keep you ahead.

Combined, we enable you to launch personalized experiences quickly, and effectively migrate from legacy systems to composable content and commerce solutions that help you inspire customers, activate new channels, and scale for the future. Tell your stories through richer content-driven experiences, reduce reliance on IT, and push the boundaries of what's possible with future-ready, accessible technical solutions that set new standards for digital business.

Organizations that choose Contentful and DEPT® to power their storefronts will:



Enable marketing teams to end their reliance on IT and scale their creative output to increase speed to market.



Create more personalized, accessible content experiences with a flexible, composable tech stack that empowers teams to act on insights from content testing.



Maximize the ROI of their tech stack and modernize for the future, supported by the ADA/DASH accelerator.

KEY VALUE

The partner advantage

DEPT®

- DEPT® is pioneering technology and marketing services to help brands stay ahead. As a full-service digital agency, our team of 4,000+ digital specialists across 30+ locations on five continents delivers end-to-end digital experiences on a global scale with a boutique culture.
- As a fully integrated digital agency, we support creative strategy and campaigns, ecommerce experiences, SEO, digital marketing, AI/data intelligence, and more to help your organization grow and develop.
- With developers certified in Contentful technology, our teams have broad experience in the technical aspects of setting up a content platform and the organizational processes that accelerate success, enabling you to deliver digital experiences at scale.
- Our specialists and [ADA/DASH accelerator](#) can augment existing teams to help you build and deploy modern headless marketing and commerce sites faster.

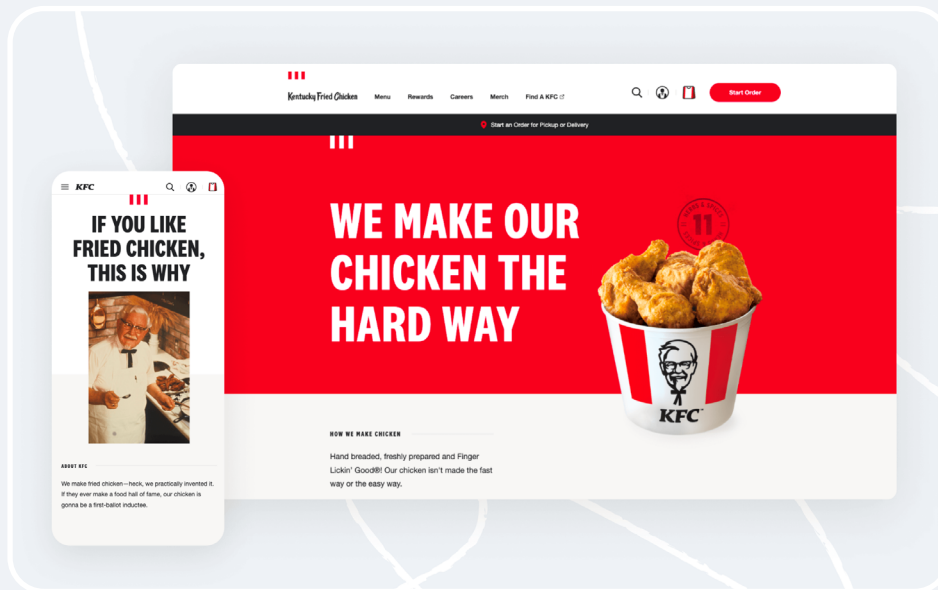
contentful

- Contentful is agile and scales with your content needs whenever and however you want it to.
- Our API-first platform can integrate into your existing tech stack or serve as a solid foundation when building a tech stack that fits your unique needs.
- Built-in AI features, designed with collaboration and autonomous work in mind, increase efficiency and accelerate time to market.
- Extend the Contentful platform with our App Framework to customize your solution to meet your business needs.
- Create once and reuse everywhere to drive brand and messaging consistency across all devices, channels, and markets.
- Empower teams to deploy and update new experiences in minutes instead of months.

Creating differentiated value for our customers

CASE STUDY

KFC builds finger-lickin' good digital experiences with Contentful →



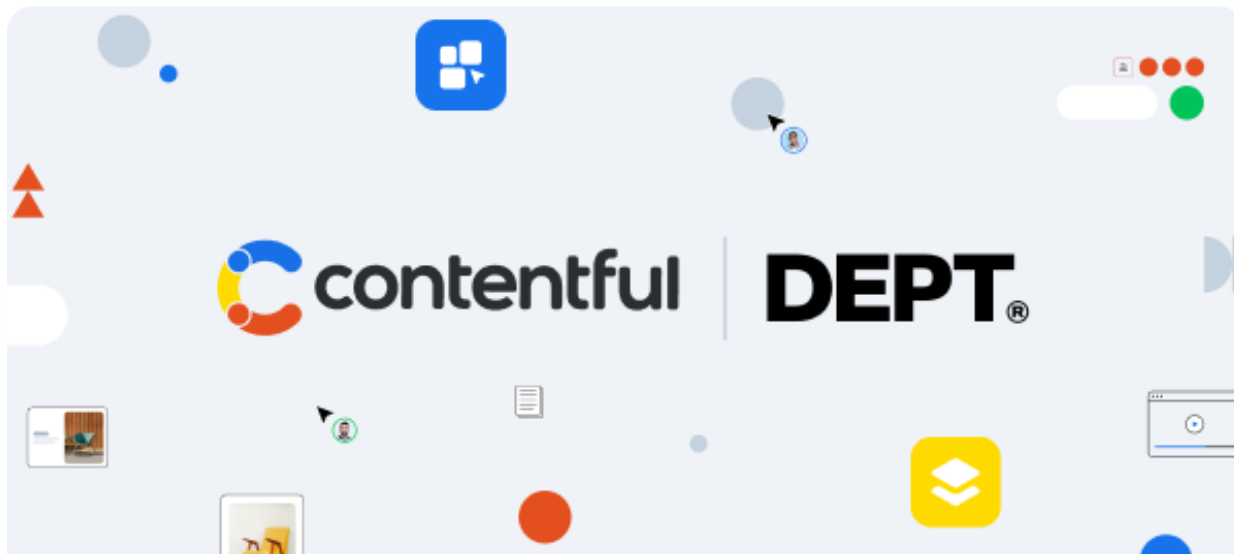
DEPT.®

“

Contentful has the capabilities to power and personalize content across customer touchpoints – from kiosks to digital menu boards in the drive-thru. Whether it's one customer looking for a double stacked tower or a family of six ordering buckets, Contentful allows us to deliver relevant content”

Ashley Travis

Sr. Director Digital Experience & Product Growth
KFC Global



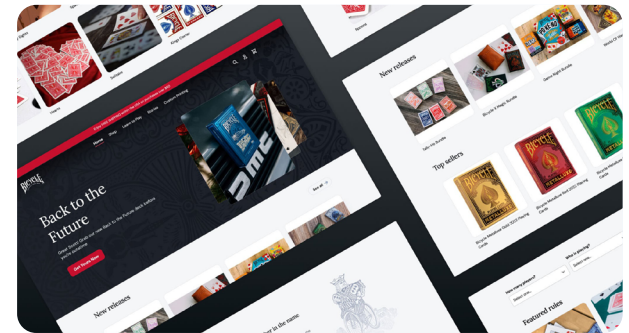
Partner with Contentful and DEPT

Now is the time to drive innovation and growth with Contentful and DEPT. 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

Creating an ecommerce experience for the leader in playing cards →



CASE STUDY

Transforming the Eurovision village into a 3D virtual world →

