

CONTENTFUL AND DENTSU MERKLE

Transforming the customer experience with innovation and precision



CUSTOMER BENEFITS

Exceptional digital experiences begin here

Top brands drive revenue with engaging, personalized experiences that resonate with individual customers and work seamlessly across multiple touchpoints and channels. By leveraging modern technology, data, and analytics, they are driving revenue with cohesive, hyper-personalized experiences. But many brands still struggle with outdated technology and slow, complicated processes that hinder their ability to respond to market changes and customer needs quickly.

What's more, legacy systems can make it harder to implement the modern, flexible solutions brands need to deliver the experiences customers expect.

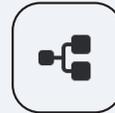
Contentful and Dentsu Merkle are uniquely positioned to help businesses reach their goals and aspirations through comprehensive solutions and complementary strengths in technology, strategy, and experience. Dentsu Merkle's composable commerce accelerator works seamlessly with Contentful, significantly reducing the time and resources required to implement modern, composable architectures.

Together, we streamline the integration process and offer robust orchestration capabilities that empower you to achieve your digital transformation goals, deliver rich, personalized customer experiences, and drive sustainable growth.

Organizations that leverage Contentful's platform and Dentsu Merkle's advanced strategies will outpace the competition by:



Delivering exceptional customer experiences: By integrating content management with data analytics, we enable you to use customer insights to create dynamic, hyper-personalized experiences and deliver them seamlessly across channels, increasing engagement and driving revenue.



Optimizing marketing efficiency: API-first integrations, data-driven decision-making, and streamlined workflows help you scale operations seamlessly across multiple touchpoints, digital interfaces, and markets and give you the agility you need to respond to market changes quickly.



Completing end-to-end digital transformation: Contentful and Dentsu Merkle offer comprehensive solutions for digital transformation. This includes everything from content strategy and development to customer data management, personalization, and performance tracking, allowing organizations to achieve their digital transformation goals, enhance customer experiences, and drive sustainable growth.



Driving revenue growth: Increase sales and revenue through effective marketing strategies, optimized sales processes, and expanded market reach.

KEY VALUE

The partner advantage



Dentsu Merkle, a global customer experience management (CXM) company, specializes in data-driven marketing and customer engagement solutions. With expertise in technology, analytics, and creativity, Dentsu Merkle helps leading brands across industries:

- Navigate digital transformation effectively while achieving measurable results.
- Deliver personalized, omnichannel experiences that drive business growth.
- Enhance customer relationships through innovative strategies, platforms, and tools, including advanced integrations with Salesforce, Contentful, and other digital ecosystems

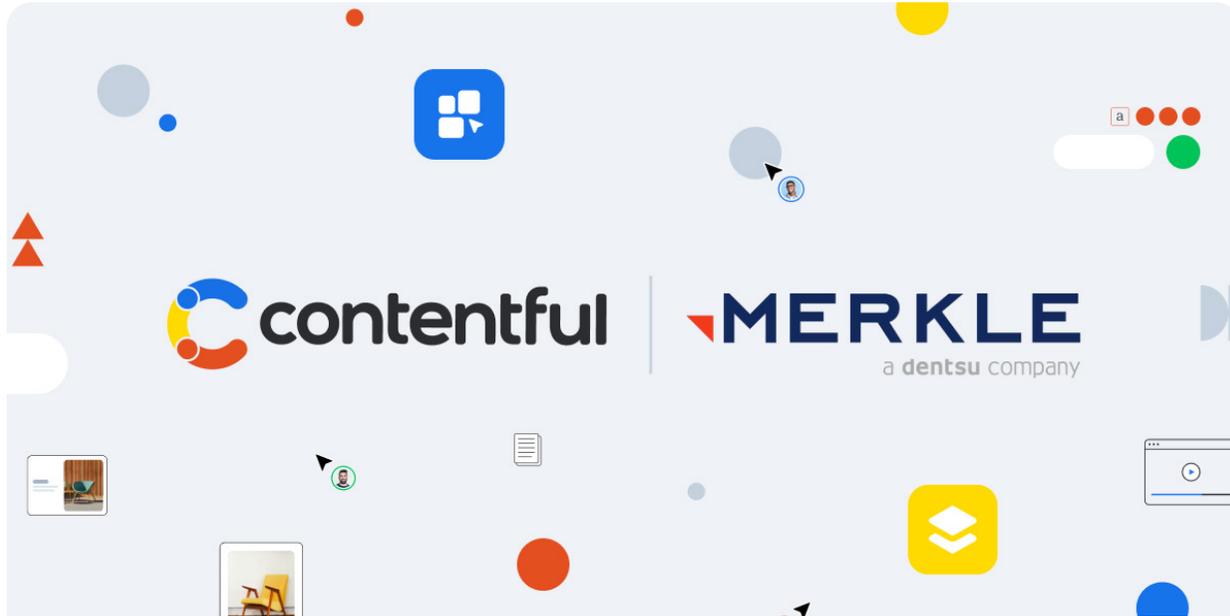


The Contentful delivers speed, agility, and consistency at scale, empowering enterprises to create, manage, and distribute content efficiently.

- Deploy and update digital experiences in minutes, not months.
- Reuse content across channels to ensure brand consistency.
- Leverage built-in AI tools for collaboration, automation, and streamlined workflows.
- Extend functionality with the App Framework to meet unique business needs.
- Seamlessly integrate with your existing or evolving tech stack via API-first architecture.

CUSTOMER ROI

Driving Value for Customers



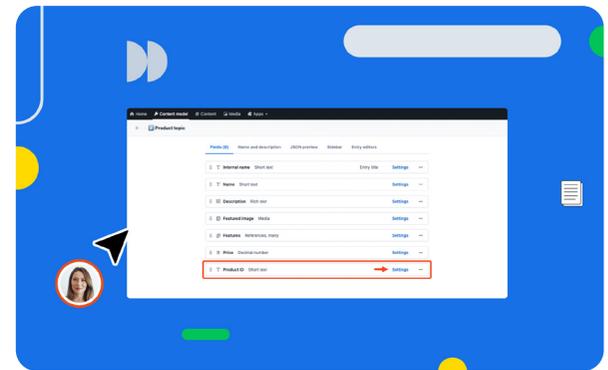
Partner with Contentful and Dentsu Merkle

Together, Contentful and Dentsu Merkle are redefining how enterprises deliver engaging, personalized digital experiences.

Partner with us

CASE STUDY

THE SALESFORCE COMMERCE CLOUD CONNECTOR APP BY DENTSU MERKLE



The Salesforce Commerce Cloud Connector app by Dentsu Merkle integrates Salesforce B2C product and category data into Contentful, streamlining content updates and enabling faster, seamless omnichannel customer experiences. It allows businesses to stage, customize, and personalize experiences quickly, improving agility and conversion rates while reducing dependency on IT teams.