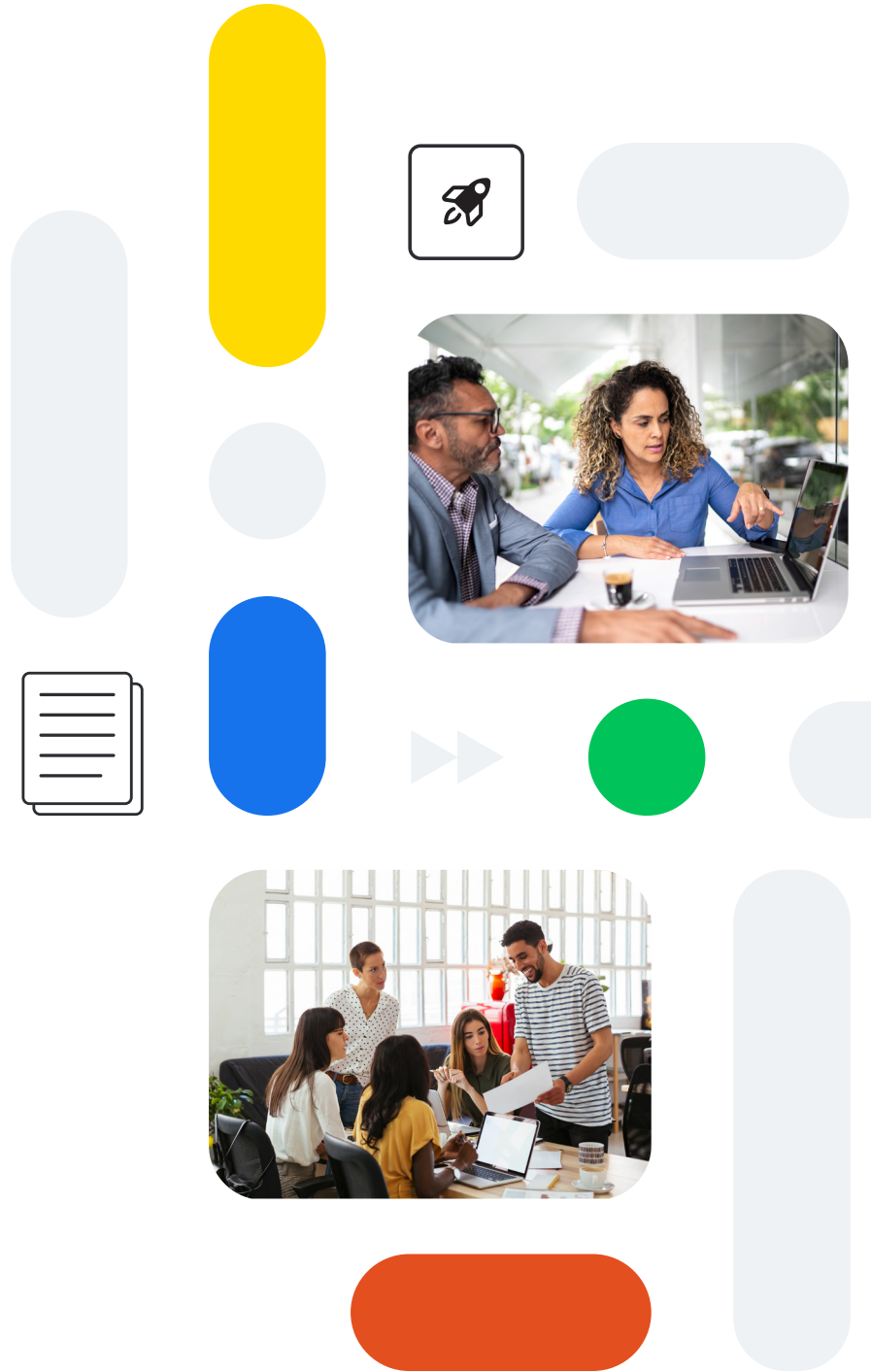


PUBLICIS SAPIENT AND CONTENTFUL

Transform how you craft and scale personalized digital experiences



CUSTOMER BENEFITS

Set the pace for progress.

Brands today need help to create content that resonates with their audience while effectively reaching customers across various channels and touchpoints. These challenges can hinder the delivery of a seamless customer experience. Fragmented, outdated content management systems hinder an organization's ability to deliver consistent, targeted experiences across multiple channels. Marketing, design, and development teams struggle with inefficient technology and data silos that result in bottlenecks. Coupled with high maintenance costs from legacy systems, brands are under pressure to innovate while managing the rising expectations of digital-savvy customers.

[Publicis Sapient](#), a key player in the [Publicis Group](#) ecosystem, has joined forces with Contentful to spearhead a digital transformation revolution. This partnership empowers organizations to orchestrate and amplify tailor-made digital experiences at unprecedented speed and scale. Together, we deliver AI-powered personalized experiences that transform customer interactions. Our partnership allows organizations to accelerate innovation, elevate customer engagement, slash time-to-market, and drive ongoing optimization.

The Contentful® Composable Content Platform empowers you to create once and reuse everywhere across any digital experience, helping brands deliver the right message to the right people on the right channel. Paired with Publicis Sapient's expertise in digital transformation and their groundbreaking SPEED approach (Strategy, Product, Experience, Engineering, and Data), companies benefit from the agility of a startup and the impact of an industry titan. This comprehensive methodology cohesively addresses all crucial aspects of the digital revolution, enabling businesses to rapidly adapt and thrive in today's competitive digital landscape.

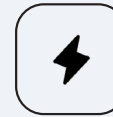
We don't just enhance digital experiences and content strategies; we reimagine them, turning every customer touchpoint into an opportunity for disruptive innovation and value creation. This approach enables brands to deliver highly

targeted omnichannel experiences that resonate across markets and generations, boosting customer lifetime value and driving incremental revenue. With Contentful and Publicis Sapient, you're not just keeping up but setting the pace.

Organizations that choose Contentful and Publicis Sapient can expect to:



Accelerate innovation and drive growth with customer-centric, curated digital content that generates higher ROI.



Build a resilient digital ecosystem that adapts to emerging technologies, channels and market demands to enhance scalability and future-proof operations.



Get ready to act on insights, make data-informed decisions, and maximize engagement and conversion through highly targeted content.



Reduce operational costs and boost team efficiency by streamlining collaboration workflows and content management processes.



Deliver exceptional, on-brand, personalized digital experiences at scale that meet the customers' needs and create lasting impact.

KEY VALUE

The partner advantage

publicis sapient

- Our global team of 20,000+ across 53 offices drives transformative change through AI-enhanced digital business strategies.
- Our SPEED+AI approach—strategy, product, experience, engineering, data, and AI—sets us apart, helping you identify and realize value at pace and scale.
- We work side-by-side with our clients from ideation to implementation to ensure their digital visions become a reality. By integrating a holistic approach to how organizations think, organize, operate and behave – and blending customer centricity with best-in-class strategy and engineering –we’ve helped organizations radically transform for over 30 years.
- Publicis Sapient Named a Leader in 2023-2024 IDC MarketScape for Worldwide Experience Design Services and Experience Build Services.
- Our impact extends beyond balance sheets—we’re fostering innovation that drives economic growth, champions sustainability, and enhances lives globally. In an era of uncertainty, we see possibilities, helping organizations not just meet but exceed customer expectations, thereby reshaping industries and societies worldwide.

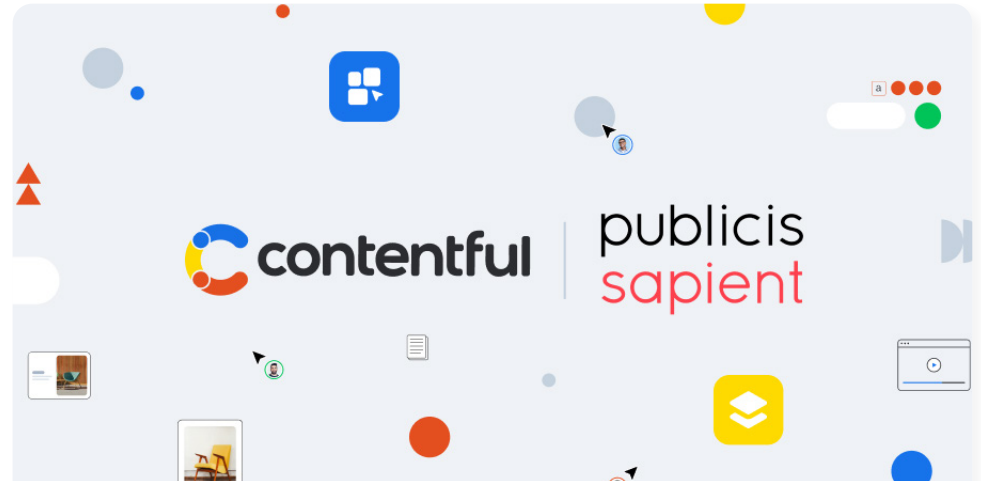
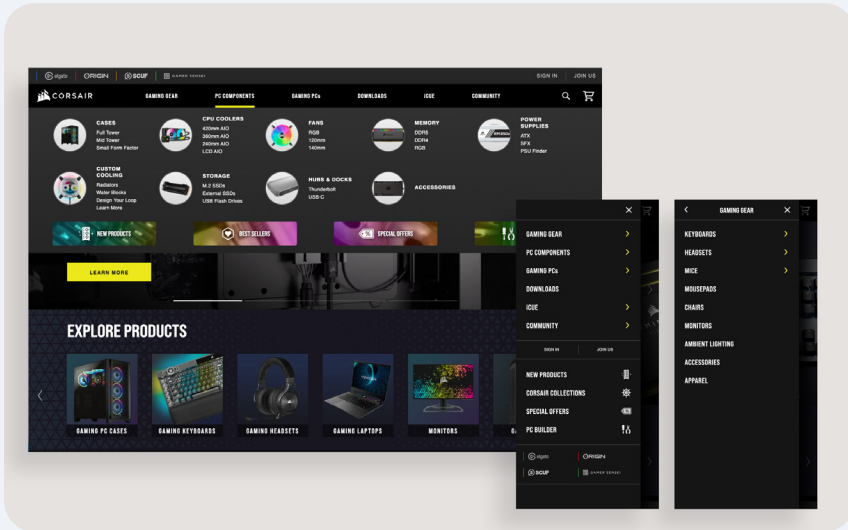
contentful

- 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 its App Framework to customize your solution to meet your business needs.
- Leverage AI-driven personalization capabilities to deliver tailored content experiences, enhancing engagement and conversion rates across diverse audience segments.

CUSTOMER ROI

Creating differentiated value for our customers

CASE STUDY
**COMPOSABLE COMMERCE IN ACTION: HOW CORSAIR
REVOLUTIONIZED TECHNICAL PRODUCT DISCOVERY**



Partner with Contentful and Publicis Sapient

Now is the time to drive transformative change with Contentful and Publicis Sapient. By choosing our combined solutions, you're propelling business forward—accelerating growth, enabling modernization, and elevating customer experiences to new heights.

[Partner with us](#)