

CS FINANCE | THE MANAGEMENT OF LARGE AMOUNTS OF MONEY

Apply modern content approaches to financial services, investment services, credit monitoring, fintech, + more.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations from other verticals and applying them to finance.

BENEFITS



More effective content



Reduced risk of fines + litigation



Better business + consumer outcomes

SAMPLE PROJECTS + NEEDS

Whether you're trying to communicate with customers, empower employees, or modernize your products + services, content is critical.

- ▶ ALIGN CONTENT ACROSS THE CUSTOMER OR USER JOURNEY
- ▶ IMPROVE DIVERSITY IN EMPLOYEE RECRUITMENT
- ▶ TEST EFFECTIVENESS OF CONTENT WITH SPECIFIC CUSTOMER OR USER SEGMENTS
- ▶ CLOSE THE CONTENT GAP IN DIGITAL TRANSFORMATION
- ▶ APPLY PLAIN + INCLUSIVE LANGUAGE WITH DIVERSE AUDIENCES AT SCALE
- ▶ IMPROVE CONTENT CONSISTENCY + HARMONY
- ▶ STREAMLINE CONTENT OR COMMUNICATION OPERATIONS
- ▶ IMPROVE VISIBILITY OF CONTENT IN SEARCH ENGINES + OTHER CHANNELS
- ▶ EMPOWER TEAMS WITH MODERN CONTENT SKILLS
- ▶ COMMUNICATE MORE EFFECTIVELY IN A CRISIS SUCH AS DATA BREACH
- ▶ COMBAT MIS/DISINFORMATION, FRAUD, + DARK PATTERNS
- ▶ ASSESS READINESS TO USE GENERATIVE AI

SAMPLE CLIENTS



BBVA

EQUIFAX



PennMutual

CFA Institute



CONTENT WRX

Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"CONTENT SCIENCE MADE US THINK DIFFERENTLY ABOUT CONTENT--NOT JUST ME, BUT EVERYONE INVOLVED."

Ray Killebrew, Equifax



CONTENT SCIENCE

Insight • Idea • Implementation • Impact