

Apply modern content approaches to diverse retail and ecommerce contexts.

SOLUTION OVERVIEW

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

BENEFITS



More traffic + visibility



Faster digital transformation



Better CX + more sales

SAMPLE PROJECTS + NEEDS

Whether you're trying to attract more customers, better merchandise products, align customer experience across channels, or apply AI, content is critical.

- ▶ Align content across the customer journey
- ▶ Improve personalization impact + scale
- ▶ Elevate content vision + strategy
- ▶ Set + implement content standards
- ▶ Test effectiveness of content with specific customer segments
- ▶ Model + structure content for personalization + multichannel delivery
- ▶ Improve content consistency with your brand + across channels
- ▶ Implement AI + modern tech for your content operations
- ▶ Reduce risk of FTC fines or legal issues
- ▶ Establish intelligence + reporting about content impact
- ▶ Improve order status + customer service communications at scale

SAMPLE CLIENTS



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

"CONTENT IS CRITICAL TO AN IMPACTFUL EXPERIENCE, SO A SIMPLE CONTENT VISION CAN HELP ALL THE TEAMS INVOLVED IN CREATING, DELIVERING, PROMOTING + OPTIMIZING CONTENT STAY ALIGNED DURING THE COMPLEXITY OF EXECUTION."

Ben Quigley, The Home Depot



CONTENT SCIENCE

Insight • Idea • Implementation • Impact