CS Media + Publishing

MASS COMMUNICATION + PRODUCTION OF CONTENT

Apply modern content approaches to diverse media + publishing contexts.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations and applying them to media and publishing contexts.

BENEFITS

Faster digital transformation

More audience growth

Data-informed strategy + tactics

SAMPLE PROJECTS + NEEDS

Whether you're trying to grow your audience or innovate with AI, content strategy + operations are critical.

▶ Implement AI + modern tech for your content operations

▶ Deliver the right content across the audience journey

▶ Set + implement content standards

▶ Test effectiveness of content with specific audience segments

▶ Facilitate new technology selection

▶ Assess opportunities to improve content engagement

▶ Optimize content for search engines + other emerging channels

▶ Define content vision + strategy for a new product, feature, or offering

▶ Establish intelligence + reporting about content impact

▶ Audit content for migration to new technology

▶ Model content for new experiences

▶ Optimize content authoring experiences

SAMPLE CLIENTS

THOMSON REUTERS®

LIONSGATE®

CMG COX MEDIA GROUP

WILEY

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.

"THE ANALYSIS AND RECOMMENDATIONS FROM CONTENT SCIENCE WERE HELPFUL IN MEETING OUR GOALS. I FELT THAT CONTENT SCIENCE WAS LIKE AN EXTENSION OF MY PERSONAL TEAM."

Dave Nusspickel, Wiley

CONTENT **SCIENCE**
Insight · Idea · Implementation · Impact