



# CONTENT SCIENCE

Insight ▶ Idea ▶ Implementation ▶ Impact

We close the content gaps in your efforts to modernize, transform, or scale with AI.

## Solutions

Each solution combines our services and products to make your content make a difference.

### CS BRAIN

**Strategy + Consulting** - With a sophisticated yet collaborative style, we advise, research, and train on content strategy and operations.

### CS FORGE

**Studio** - From creative assets to frontend development to CMS engineering, we make great ideas happen.

### CS LAB

**Insights** - What content is working? What's not? Our CS Lab analysts can help answer those questions and more.

### CS SQUAD

**Staffing** - We bring together the right content talent at the right time to extend your capabilities.

### CS HEED

**Campaigns** - We buy media so the right people notice your content in the right way.

### CS INDUSTRY

**Vertical Solutions** - Industry solutions include health, finance, technology, retail / ecommerce, and more.

## Products



### CONTENT WRX®

Software that takes the hassle out of evaluating content effectiveness



### CONTENT SCIENCE ACADEMY

Online certifications, virtual events, and options to customize for large organizations



### CONTENT IQ™

AI-enabled content platform trained on decades of our expertise

## Insights

### CONTENT SCIENCE REVIEW

Our online magazine with free articles, premium reports, and more

### THE CONTENT ADVANTAGE

The latest book from our founder is earning top ratings

### 50 CRUCIAL CONTENT + AI FACTS

An interactive infographic updated every year





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## Sample Clients

Our diverse roster includes many of the Fortune 50, the Future 50, grow ups, nonprofits, higher ed institutions, and government agencies.



## Why Content Science



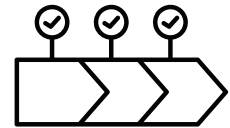
### Unequaled Expertise

With deep and broad experience, we can quickly move you forward.



### Innovative Solutions

Our passion for solving real content problems results in unique solutions that work.



### Proven Track Record

We have advised and trained thousands of professionals and leaders.

## Sample Awards



**“Content Science made us think differently about content – not just me, but everyone involved.”**

– Ray Killebrew,  
VP Experience Design, Equifax

**“ContentWRX was really revealing... the insights can help us move the dial on our content.”**

– Tom Berry  
CMO, CFA Institute