

Content eXplosion – a Capgemini Connected Marketing offer

Supporting business growth with effective
content management

YOU. At Scale.

Managing the Content eXplosion

On average, every one of us is barraged with more than 5,000 ad messages per day. The proliferation of content and channels makes it increasingly difficult for brands to battle for the attention of connected consumers.

Tasked with driving business growth, CMOs must cut through this noise. To engage consumers and impact sales, they need to identify the right tools and approaches to address each customer with relevant and personalized content, on the right channel, at the right time.

However, mastering content management raises many challenges, not least how best to manage the **scale** of content. The huge volume of assets must be adapted to multiple channels, markets, offers, and customer segments.

Add to this the need for speed and **velocity**. Marketers must create and push their brand content out to the market faster than ever before to achieve the velocity required to satisfy today's always on consumers.

Finally, brands need to create increasingly **complex** content, personalized for each customer, consistent across markets, and scalable on all channels and touchpoints. Ensuring understanding with the content format as well as sources of content.

None of this is possible without the enabling technology and a redefined content strategy.

Content management challenges

- 71% of marketers say they need to create 10x as many assets to support the different channels (Adobe)
- 85% of marketers say they are under pressure to create assets and deliver campaigns more quickly (Adobe)
- 65.8% of marketers say that producing engaging, well-designed visual content consistently is their biggest struggle (Venngage)



The right technology choices

Our technology partnerships with Adobe and other key brands enable end-to-end content management.

We know that smart technologies, such as AI and machine learning, are key to delivering contextualized content that generates engagement and impacts sales.

We help brands build the right technology stack around organizing, orchestrating, and optimizing content. This ensures that their technology choices support the seamless flow of assets and data from the point of creation to the point of consumption.

We use this technology to enhance the customer experience and personalize how consumers engage and transact through content-led commerce.

Unleashing the value of content

Here's how we support our clients on three key pillars, from planning to execution:

Redefining content strategy: Designing a content strategy to offer the best experience to customers, while optimizing return on investment.

Shifting from a channel-centric to a customer-centric approach to offer seamless and consistent experiences across all channels and touchpoints.

Leveraging the best performing content platforms: Implementing content platforms enabling content orchestration at scale and activation in real time.

Harnessing the power of data and insights, leveraging AI, to deliver the most relevant and personalized content in real time, with the greatest efficiency.

Adapting organization & processes: Improving collaboration efficiency with internal and external stakeholders and ensuring consistency all along the customer lifecycle.

Setting up agile ways of working to keep pace with market evolutions and adapt to an ever-shorter content lifecycle.

Service offerings for Content eXplosion

Strategy & Planning

Strategy to Content

- Definition of ambitions and set up of content strategy
- Definition of the target organization, ways of working and governance, required to meet ambitions
- Identification of content platform requirements and target architecture shaping

Content Factory Design

- Design of optimized processes, internally and with external counterparts

Enablement

Customer & User Interface Development

- Customer's touchpoint and internal user's interfaces UX and UI design

Technology Solution Delivery & Integration

- Content platform implementation with the right technology stack, including migration of all existing assets

Organization & Change

- Deployment of the target organization, upskilling and change management

Execution

Content Management & Performance Measurement

- Assets structuration and orchestration within the current platform
- Content creation, distribution and activation across channel and touchpoints
- Content performance monitoring to measure ROI and continuously optimize content creation and management

Relevant content, at the right time, in the right place

By delivering optimized and relevant content across multiple channels, marketers enhance brand value and drive business growth. It's how to speed up time-to-market, increase customer conversion, and improve consumer engagement through personalization and the right channel choices.

Managing the content explosion is also an opportunity to control costs and improve business efficiency. Simpler, joined up processes reduce wasted time and effort across brands, divisions and markets. Automation throughout the content lifecycle enables asset tracking and the cost-effective release of personalized content at scale.



About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries.

Learn more about us at

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