



Cognizant® content and marketing services

Create and deliver personalized content at scale

What causes a customer to click on a call-to-action, visit your website or like a social media post? What keeps them engaged and inspires loyalty?

Content that shows that you understand them and changes as their preferences change. Content that is part of their experience of your brand.

In the experience economy, every touchpoint is a battle for the hearts and minds of customers and employees. Those battles are won or lost depending on your ability to connect with content that is personal, timely and compelling. Engaged customers are repeat customers - but it's not just customers who feel the benefits. A global content strategy increases value for all participants and builds enduring brand equity.

Exceptional experiences depend on personalized content, but delivering experiences for thousands – or even millions – of different people is complicated. How do you make sure your global content strategy and operations create, deliver, manage, and optimize content cost-effectively across channels and markets?

“For an efficient, effective global content supply chain to deliver a transformational user experience, companies need to pair intimacy and industrialization. To better connect, brands need to behave more like humans.”

Mark Taylor, Global Practice Lead, Cognizant Digital Experience

Precision is the key

Serving relevant content to the appropriate person at the right moment requires thorough knowledge of your customers' journeys. Enterprises must manage creative and technology, customer insights and data-driven decisioning, partners and content supply chains, all to deliver customer experiences that exceed expectations.

At Cognizant, we help you overcome the challenges of the content supply chain to deliver on the promise of personalized experiences.

We blend customer insights with commercial data and use AI-driven decision-making to get content to market faster. We improve content reuse to minimize costs and get the most out of your assets. We work with your internal teams to assure the successful adoption of new content strategy and governance processes. Our proven Content Marketing Services methodology improves quality control and brand consistency in every market.

Our content and marketing services help clients:



Improve content reuse by 40 – 70%



Accelerate speed to market by 20 – 50%



Reduce costs by 20 – 40%

Our approach

We believe that a successful personalized content approach that bridges the gap between creative and technology requires both the science of intimacy and the art of industrialization.

The science of intimacy begins with customer journey mapping to inform your global content strategy. This process reveals what content is most relevant in the moments that matter to customers and employees. We can then reimagine your approach to content, working with your brand and marketing teams to identify gaps and lay the foundation for a customized governance and operating model.

The art of industrialization relies on AI-enabled production and automation tools that support all aspects of content creation, distribution and optimization - driving scale, speed and the agility to quickly adapt to the market's changing expectations.



What we offer

Our Content and Marketing Services offerings will help your digital, brand and marketing teams deliver the differentiated customer and stakeholder experiences that drive engagement and value:

Content strategy:

Maps the content journey to deliver a strategy that will engage your target audience in their preferred channels with a governance structure that ensures consistency across markets.

Content and digital experience platforms:

Build, run and innovate on leading content and marketing technology platforms – from the established enterprise platforms through to emerging platforms to support agile content operations.

Content production and factory:

Reduce cost while adding scale, speed and asset reusability to global content creation, production, adaptation and localization.

Content management and publishing:

Increase efficiency with content authoring, management, compliance, publishing and DAM librarian services – powered by AI and automation.

Content effectiveness and optimization:

Establish key measures, monitoring tools and analytics to enhance marketing effectiveness and achieve desired business KPIs.

Digital learning and training content:

Engage employees and improve performance through the design and delivery of innovative learning strategies, user adoption and training content.

Content innovation:

Design, build and prototype emerging content solutions. Including AR, VR, voice and smart modular content.

Get up and running, fast

Discover challenges and opportunities (2 weeks)



- Develop human-centric service design to create new operating model
- Audit skills, platforms and data
- Analyze content strategy, quality

Build - test and validate (6-12 weeks)



- Prioritize opportunities with brands
- Prioritize and pilot solutions
- Define delivery roadmaps

Scale - implement and pace (Ongoing)



- Plan, produce and manage content and campaigns (ongoing)
- Measure and optimize content
- Support culture change management

Content and marketing services industry examples

Financial services

Auditing thousands of pieces of content enables personalized messages distributed through the Adobe platform

Healthcare

Personalizing content for patients differentiates you from the competition

Life sciences

Accelerating omnichannel customer engagement and compliance for clinical and commercial partners globally to increase engagement for HCPs and patients alike

Manufacturing logistics & utilities

Creating immersive content experiences using VR to improve supply chain and manufacturing adoption

Retail, consumer goods & hospitality

Automating across content supply chain drives revenue growth

Communications, media & technology

Unifying the content strategy and governance model to help a global tech giant plan and publish content within corporate guidelines



Why Cognizant?

Cognizant has helped some of the largest companies in the world create exceptional experiences for their customers and employees through personalized content services. Cognizant delivers a unique blend of strategy, design, innovation and technology that helps enterprises take control of an optimized global content supply chain, aligning data, UX and content. Our Content and Marketing Services experts take a human-centered approach to design and content creation. These experts understand our clients' businesses, the markets they operate in, their employee ecosystem and their customers. Then they apply that understanding to scale personalized content production, delivery, measurement and management that ensures our clients deliver relevant content that engages and inspires.

To learn more, visit www.cognizant.com/digital-experience



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

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