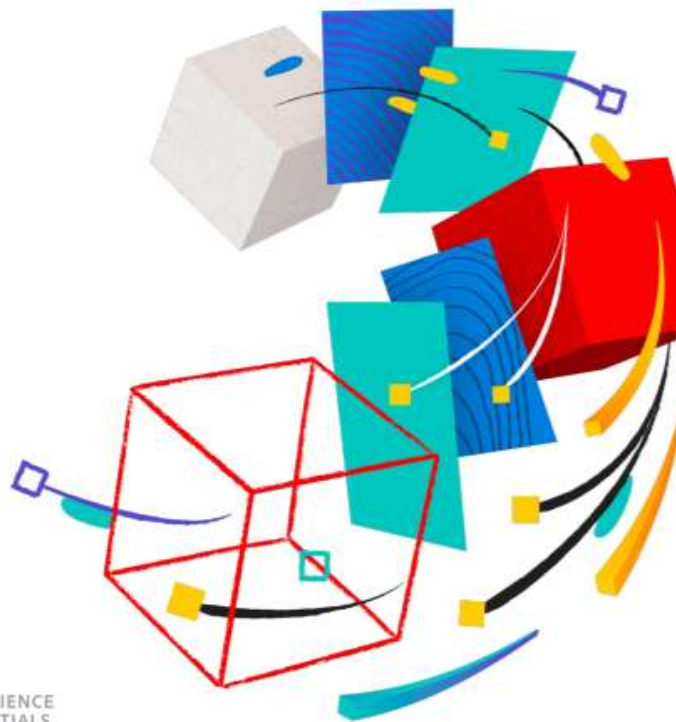


# How to have content for every touchpoint and each individual



EXPERIENCE ESSENTIALS

## Content for every moment.



EXPERIENCE ESSENTIALS  
Content

Our customers experience a range of challenges in bringing the right content to market and doing so at speed. This asset will provide an overview of what elements are needed to create content for every moment, and how content management, asset management, and personalization working together can increase the ability to offer outstanding experiences.

The current moment is changing the way we interact with each other as individuals, as well as the way with businesses engage customers. For DX leaders in marketing and IT, the need to accelerate the move to digital has never been more pressing.

Best practices have been changing rapidly. The pivots we make today will help us to be stronger once this has passed and better prepare us for the new reality and future disruptions to how we work and engage with customers.