Opticon

Content production 2.0: Creating, publishing and streamlining for the omnichannel future

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Inefficient processes lead to wasted resources

40%

Of marketers struggle to meet content creation demands

Source: Sirkin Research

3.9

Hours are spent on average reviewing and approving content on different channels

Source: Litmus

35%

Of available content is unusable

Source: Forrester

65%

Of content is wasted

Source: Forrester

Agenda

1. The omnichannel mindset
2. Omnichannel Authoring & Delivery (in action!)
3. Q&A

01

The Process

The omnichannel mindset

The omnichannel mindset

Create content once, distribute it anywhere

- Faster time-to-market
- Better access across your tech stack
- Higher quality content and campaigns
- Get the most out of your content

Composability and structured content

- Create content once to be used across any channel
- Easily update content and have changes reflected everywhere
- Developers can easily choose and arrange content components to build out newsletters, landing pages, and more

Developers care about

Marketers care about

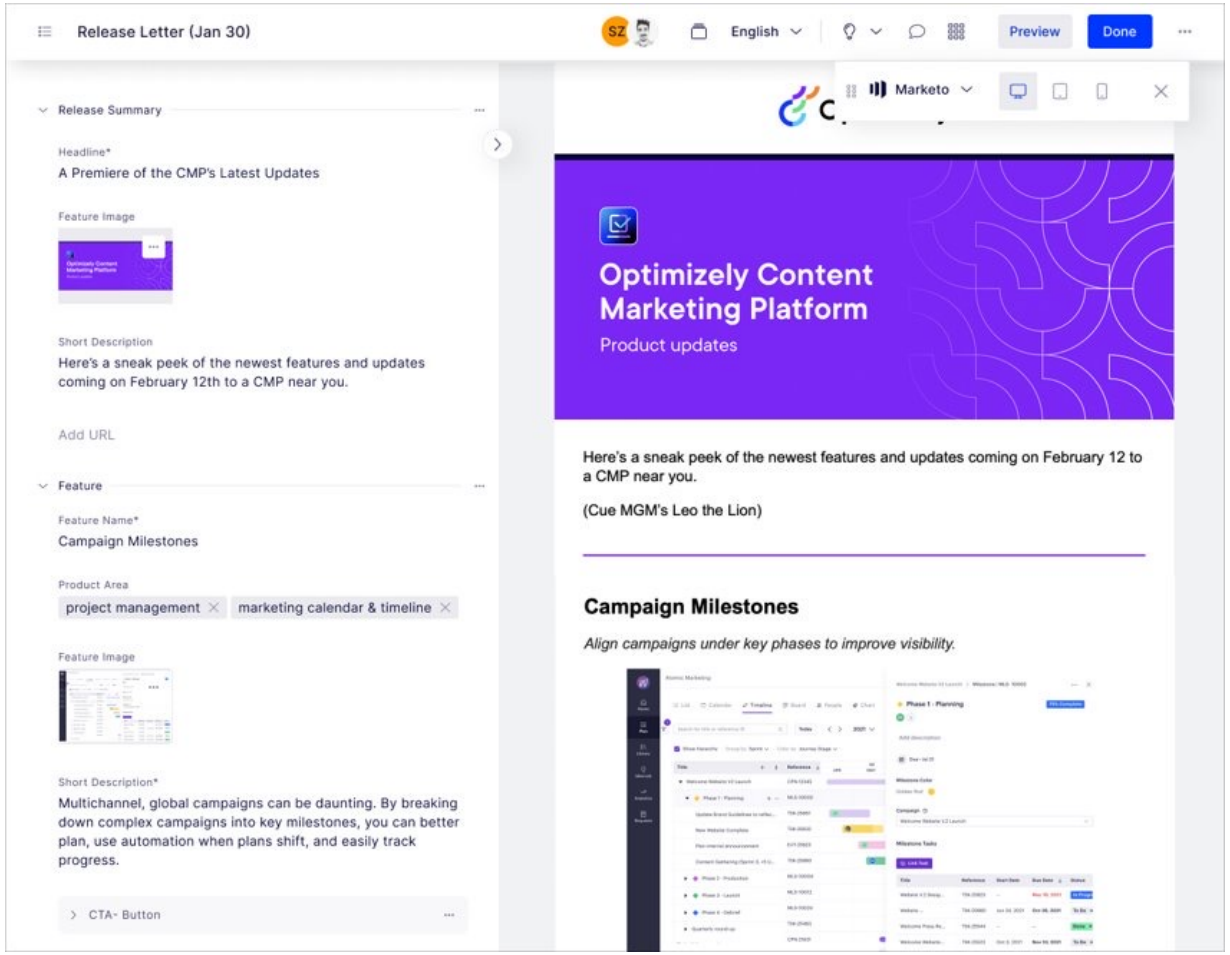
02

The Technology

Omnichannel Authoring & Delivery

Omnichannel Authoring & Delivery

- Create content **once** and use it for landing pages, emails, newsletters, and social posts, and preview and publish across various channels – without leaving the CMP.
- The new editor experience features:
  - Inline commenting
  - Generative AI and ChatGPT
  - Channel-specific previews



03

How we use it

Launching Omnichannel Authoring & Delivery with omnichannel marketing

Questions?

*Don't forget to provide feedback on this session by filling out the survey available in the event app.