crownpeak

Composable Digital Experience Platform (DXP)

INSPIRING DIGITAL TRANSFORMATIONS WITH THE **FREEDOM OF CHOICE.**

Crownpeak offers a wide range of best-in-class content technology products -- each built on composable architecture. Digital teams have the freedom of choice to build out their custom Digital Experience Platform. Crownpeak supercharges enterprise leaders with the flexibility to continuously modernize and individualize their marketing tech stack -- on their terms.
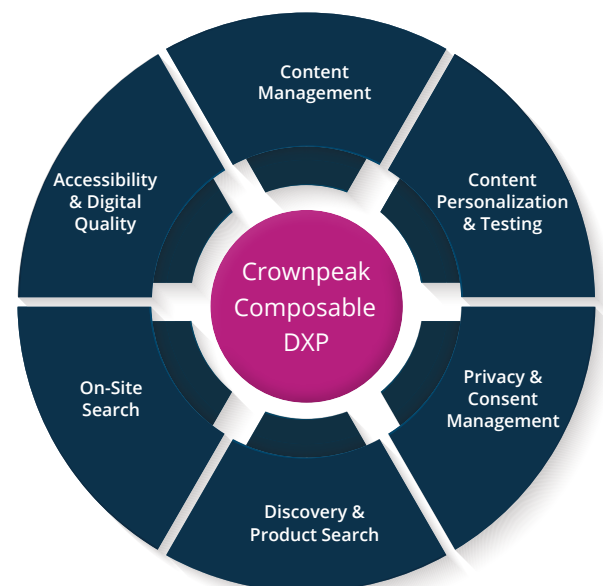
Empower your customers to orchestrate extraordinary digital experiences, at light speed

Core CMS Solution: For both Marketing and IT teams, simultaneously create & deploy content using any technology, to any device, anywhere in the world, without compromise.

Accessibility & Digital Quality Solution: Scan directly against WCAG, ADA, Section 508, EAA, and brand standard guidelines. Mitigate legal risks, increase market share and presence, and boost brand equity and affinity by creating premium, inclusive digital experiences across global brands.

AI-Personalization & Experience Optimization Solution: Enhance the digital customer journeys, increase engagement, improve loyalty, increase sales, and analyze customer behavior.

On-site Search Solution: Accelerate on-site searches and conversions by deploying an intelligent search tool that allows marketing teams to easily create, edit, track, and report on search queries across all digital properties.

Content Management

Accessibility & Digital Quality

Content Personalization & Testing

Crownpeak Composable DXP

Privacy & Consent Management

On-Site Search

Discovery & Product Search

crownpeak

What Makes Us Different

COMPOSABILITY

Customers have the freedom of choice

Onboard what you need, leave what you don't, or come back later when market demand and digital transformation objectives have changed

SPEED-TO-MARKET

Designed for both the Marketing user and IT user

Produce & deliver content on day 1 with marketing and IT skill-match tools and a hybrid-headless architecture, allowing teams to work side-by-side, instead of siloed.

NATIVE ADQ SOLUTION

Native Accessibility and Digital Quality Solution

The only CMS platform that offers a native accessibility and digital quality solution, helping you to achieve end-to-end accessibility on all web and content properties progressively.

> "To optimize customers' online shopping experience, we need technology that enables us to easily combine content and commerce to create a seamless experience. Our marketers are empowered to easily create and manage content across many different languages." - *Daniel Koch, Digital Platform Manager, LaShoe*

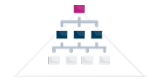| #1	80%	600M	>95%	100+
Top rated DXP on TrustRadius & Recognized on Gartner Peer Insights as a Customers' Choice	Faster implementation than a typical enterprise DXP	Quality issues identified & fixed in 2020	Customer satisfaction	Application, agency, and technology partners globally

> "ADQ makes accessibility compliance achievable, sustainable and fast, and supports us in our journey of continuous improvement." - *Christian Turner, Senior Customer Marketing Manager, British Business Bank*

Trusted by top enterprise organizations worldwide

AMERICAN EXPRESS · Nestlé · TOYOTA · Unilever · healthgrades · Freddie Mac

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