

# Contents to Showcase Next-Gen Content Orchestration Platform at Web Summit 2024

**Lisbon, November 2024** — Contents, a leader in AI-powered content orchestration, is thrilled to announce its fourth appearance at Web Summit 2024, where we will unveil our new Enterprise Platform. This innovative solution addresses the core needs of global organisations, focusing on governing successful marketing content, enhancing online visibility through SEO, and ensuring scalability and brand consistency. It also supports multilingual and multichannel distribution, improves readability and engagement, and provides data-driven insights while ensuring GDPR compliance. Attendees will discover how Contents is transforming content orchestration into a scalable asset for businesses.

## Marketing Superpowers for organisations

Contents has developed the Enterprise Platform to tackle very relevant business challenges. This platform orchestrates content workflows, elevates brand quality, and enhances operational efficiency, streamlining content operations for organisations of all sizes. As a result, they can achieve impressive KPIs, including 120% cost savings, a 150% increase in efficiency, a 22% rise in traffic, 10X faster creation, a 10X productivity boost, and 18X scalability.

*“Our vision is to empower organisations to navigate the complexities of the digital landscape through intelligent content orchestration.”* - stated **Massimiliano Squillace, CEO of Contents** - *“The new Contents Enterprise Platform enables businesses to harness AI not just for creation but for a holistic approach to content management, ensuring that every piece of content serves a purpose in driving engagement and revenue growth.”*

The Contents Platform is a transformative solution for businesses looking to optimise their content strategies globally. It enhances **collaboration** and **workflow efficiency** while ensuring effective distribution across multiple channels. With seamless integration into existing IT systems and digital properties, Contents enables organisations to improve cost efficiency ensuring consistency

## Visit Contents at Web Summit 2024

Attendees are invited to book a personalised demo with the Contents team via the [event app](#) and [visit stand E341](#). Key executives—including CEO and Founder **Massimiliano Squillace**, CMO Valentina Russo, and Regional Manager Southern Europe Alessandro Calatroni—will be exceptionally present for this occasion to share insights, demonstrate the platform, and discuss the company’s strategic vision for 2025 following the successful Series B funding round in January 2024.

## About Contents

Founded in Milan in 2021, Contents secured \$25 million in Series B funding from investors like Alkemia and Thomson Reuters Venture. With offices in Spain, France, and Italy, and plans to expand into the GCC, the company serves over 100,000 clients with scalable, AI-driven content solutions that enhance marketing effectiveness.

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