

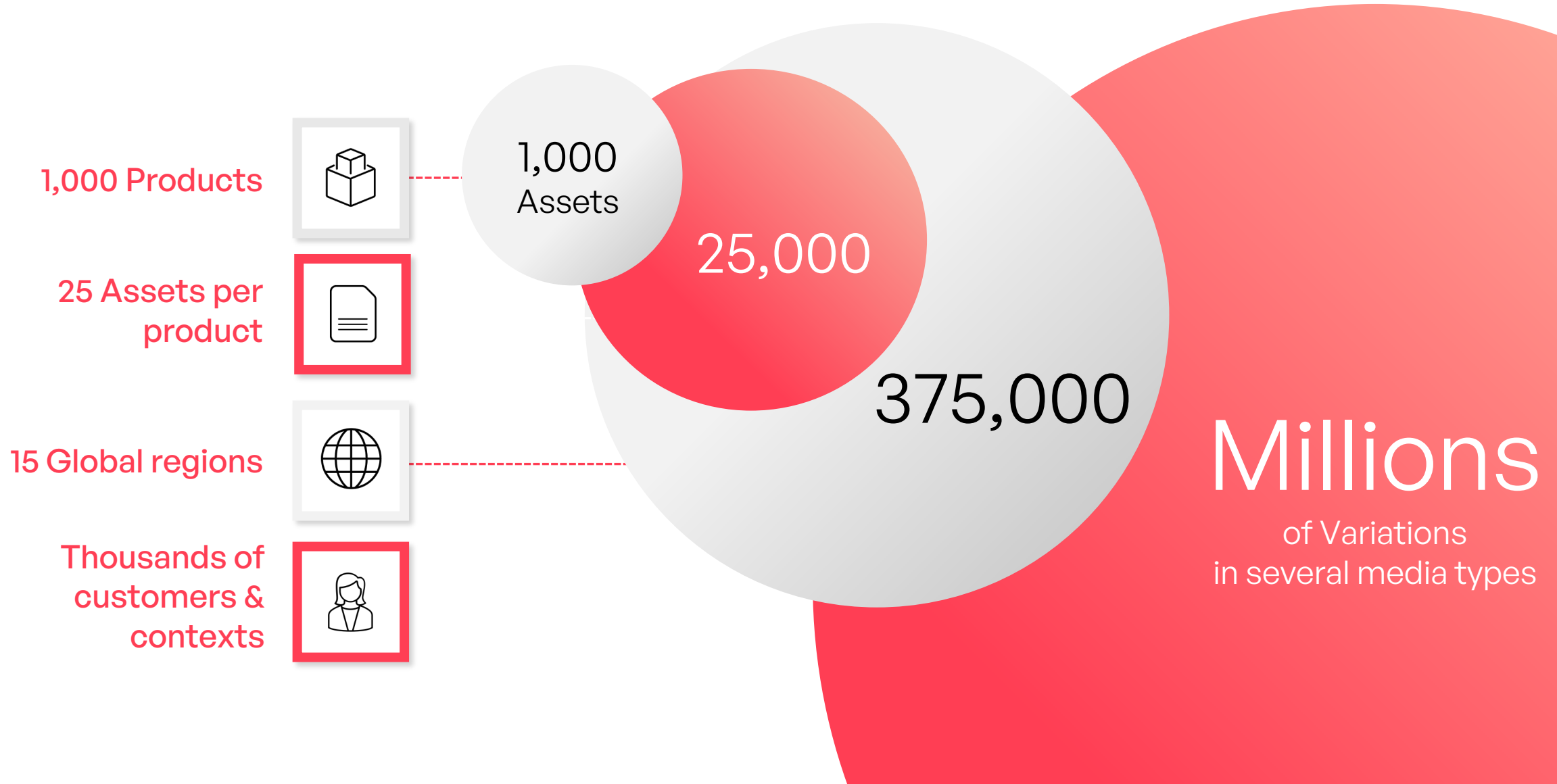
gradial

*Unlock your content supply chain
with AI Agents that actually work*

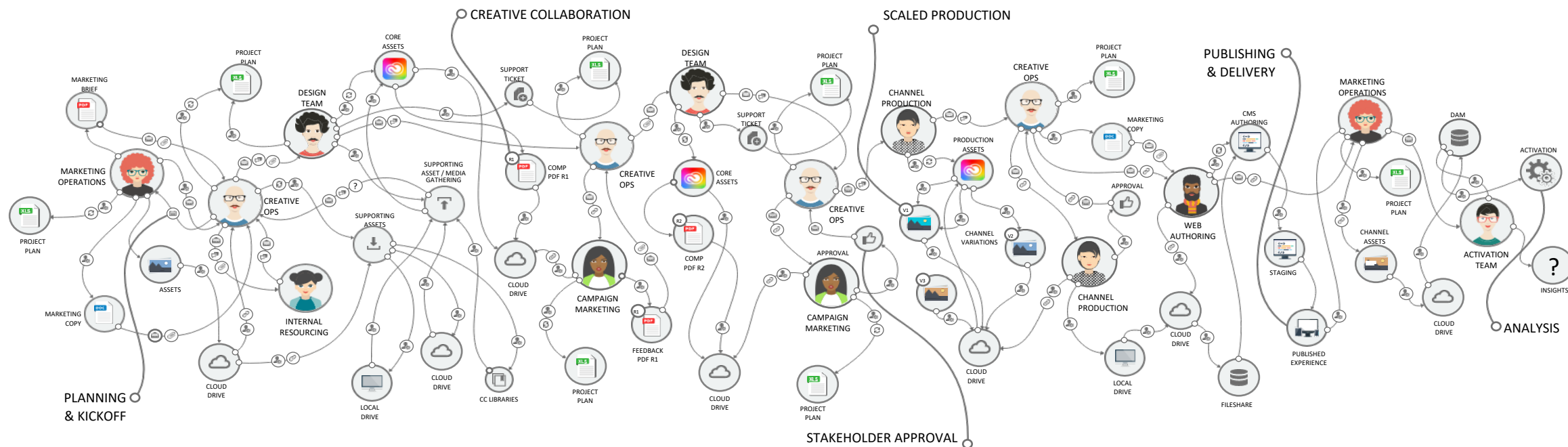
Introduction



Demand for content is growing



But content supply chain is a convoluted web



Key CSC challenges



Low adherence to brand standards



Time-consuming review, work, and approvals



Regulatory / legal compliance risk



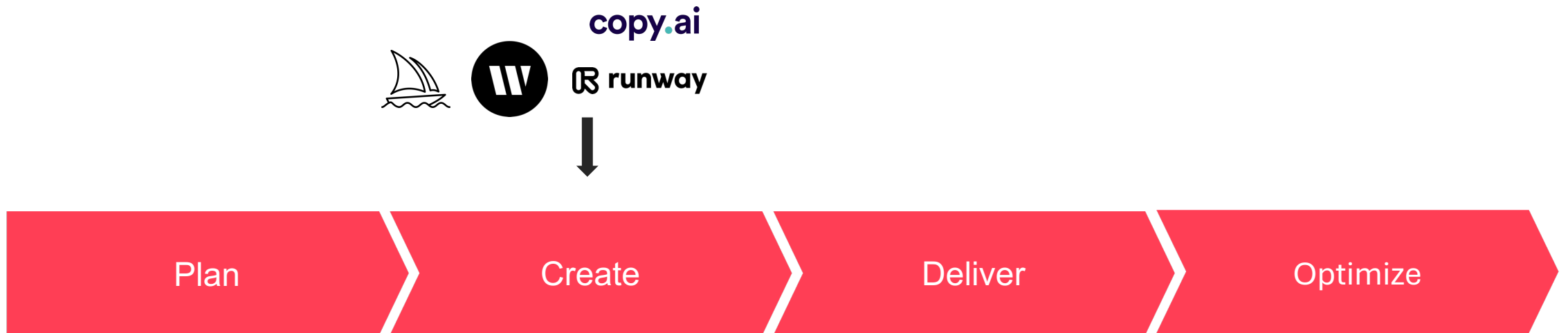
Inability to truly personalize experiences



Limited insights on performance and ROI

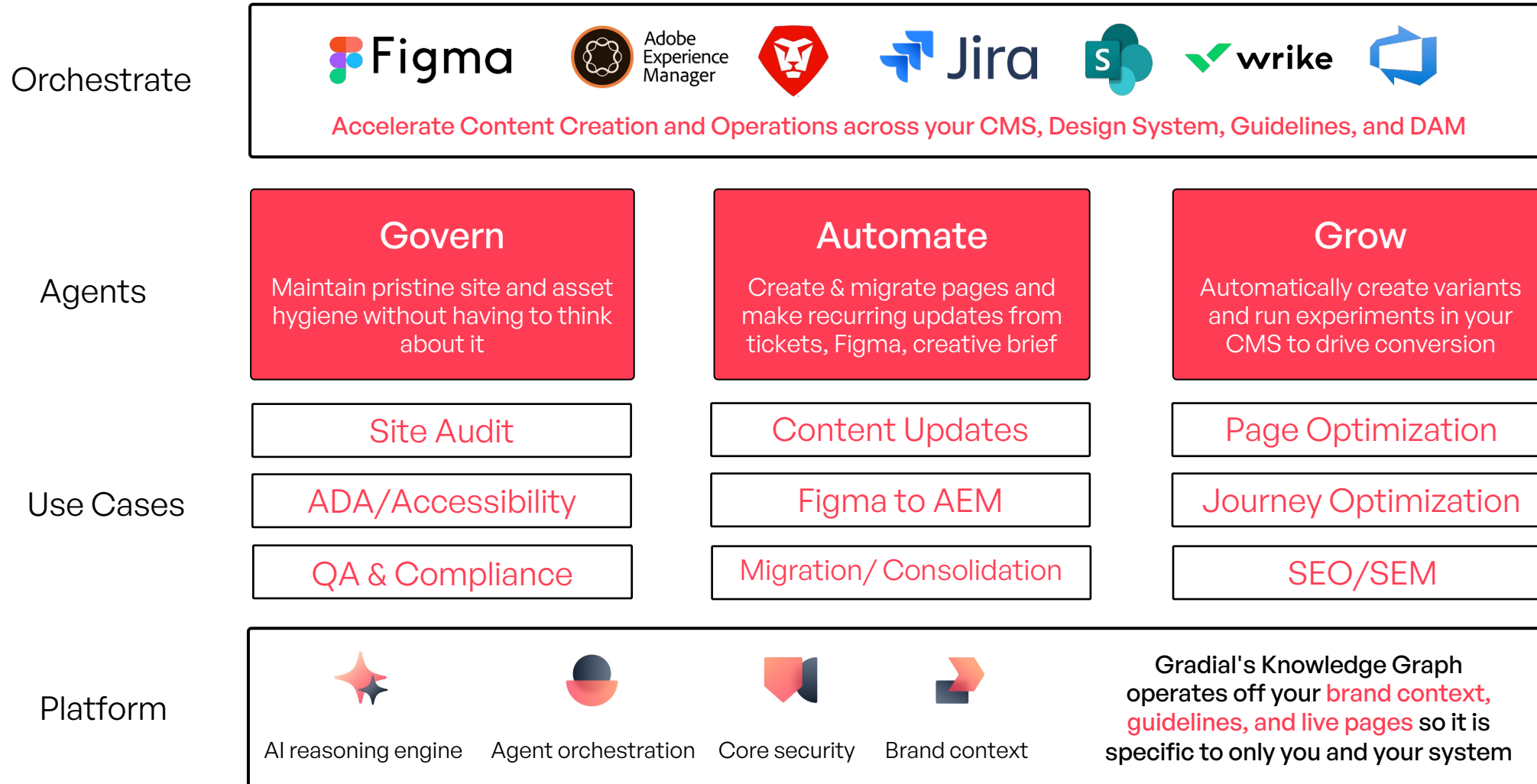
And current solutions *focus only on content creation*

The entire content supply chain needs attention – from creation all the way through execution and optimization



Gradiant automates content operations with an AI marketing agent so launches, migrations, and content updates, and campaigns are instant

Gradiant AI Agent core capabilities



Welcome to the agentic content supply chain



100%

QA and brand adherence

35%

Year 1 operational savings

8x

Faster publishing speeds

2-3%

Improved conversions