

Composable Content: Unlocking Creativity, Delivering Value, and Getting Things Done

L. Nicole France
Evangelist, Director of Content

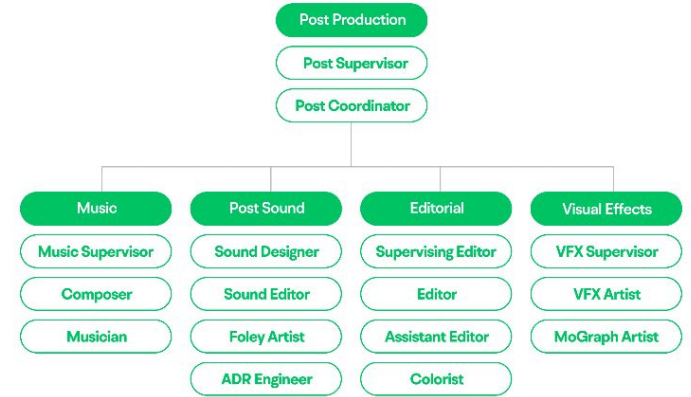
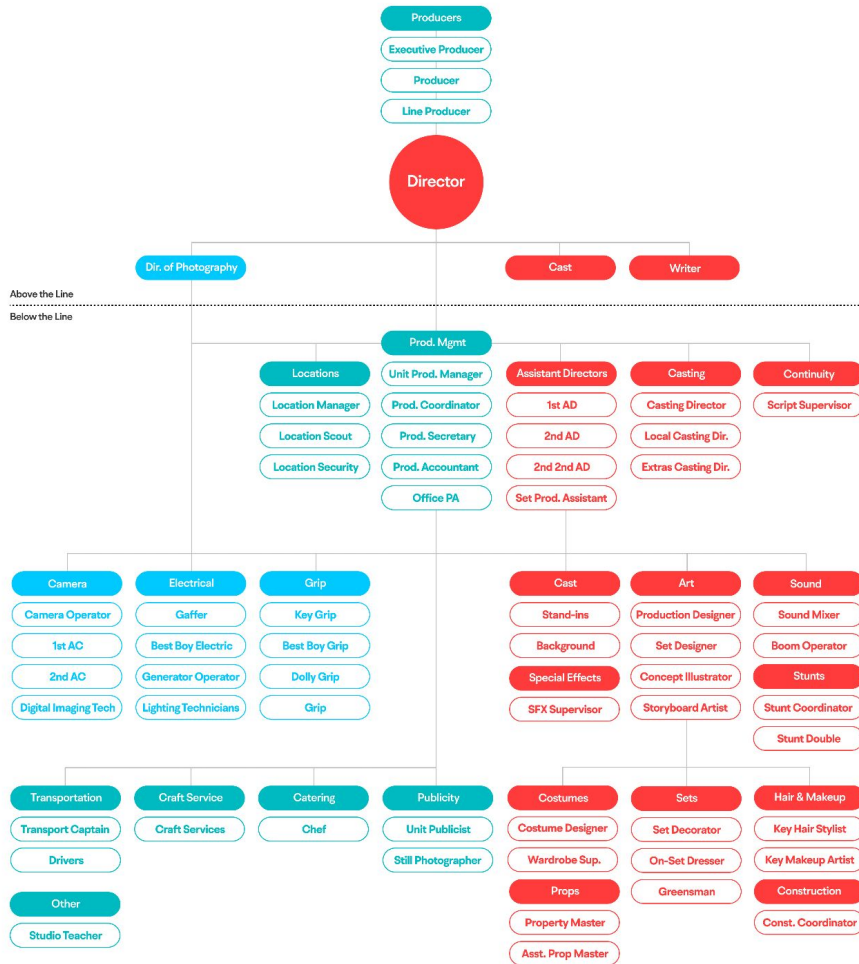


Content is everything.



A long time ago in a galaxy
far, far away...





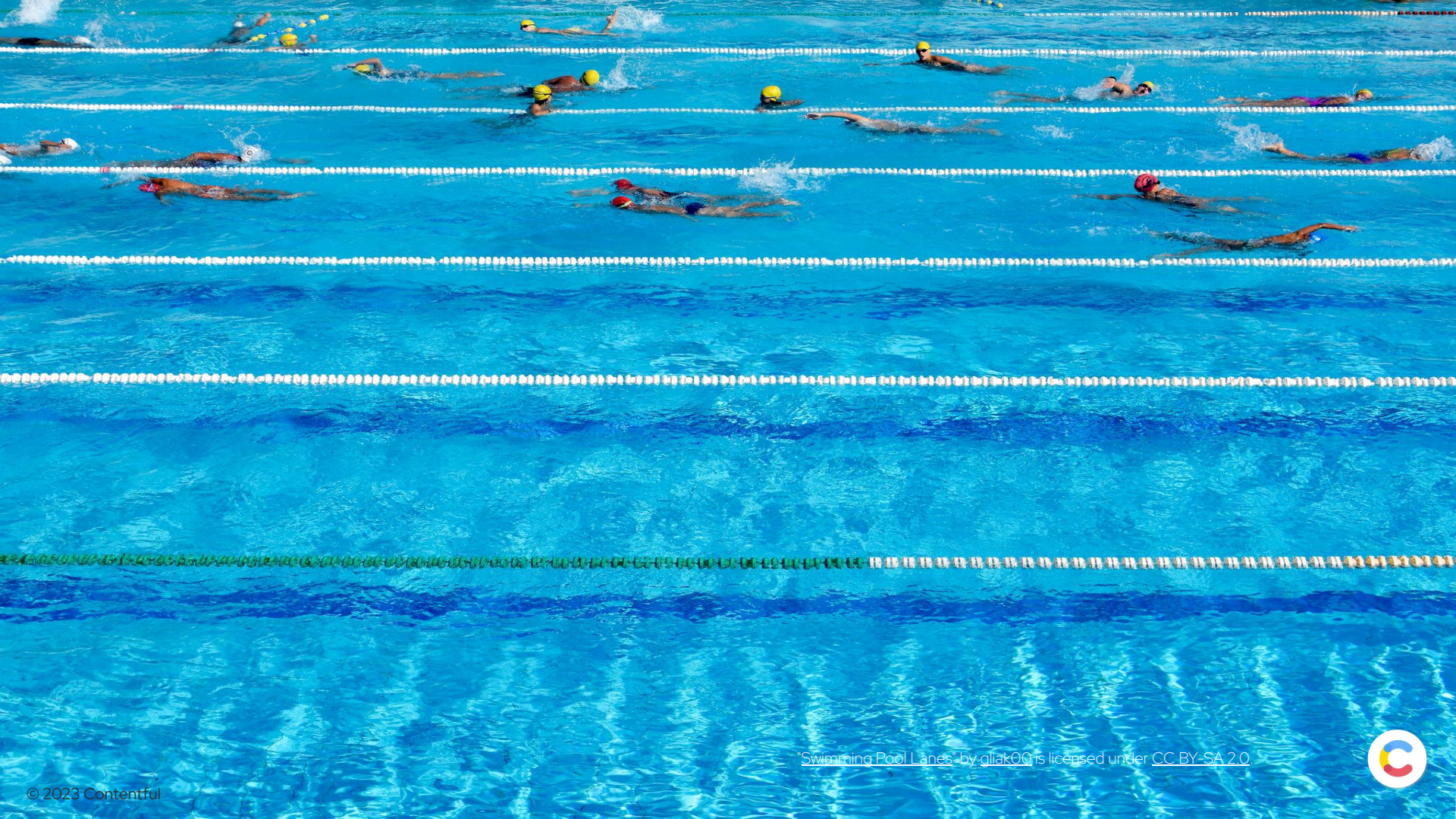
Source: Assemble Magazine





Codependency vs. Coordination





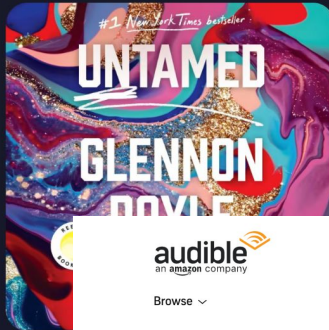
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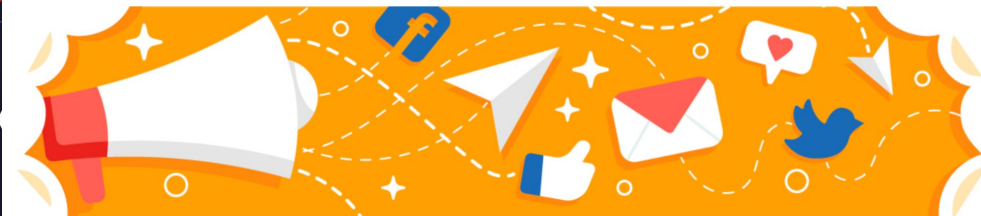
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April 24, 2020

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BUSINESS

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Bosses and economists are troubled by the worst drop in U.S. worker output since 1947



By [Taylor Telford](#)

October 31, 2022 at 6:00 a.m. EDT



A word about
productivity...



Building a Marketing Engineering Platform using Next.js, Cloudflare, and Contentful

📅 February 22, 2022 ⌚ 13 Minute Read 🌐 Web ❤️ 47



Harry Dehal



Josh Santomieri



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Finding the right balance between engineering and marketing has always been a challenge. In engineering projects, one focuses primarily on the user experience (UX), and subsequently, the developer experience (DX) that it takes to get there. But when marketing is added to the equation, the experience of marketing stakeholders, including the content team and designers, needs to be factored in.

Historically, marketing at DoorDash has been divided by DoorDash's three-sided marketplace with Consumer, Dashers (delivery drivers), and Merchant, all with their

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Content type: component-Product-table Type to search for entries Filter




- component-Product-table PUBLISHED
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Product comparison (Pricing page)
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Tags NEW

Products

- topic-Product PUBLISHED ...
Coin Classic / College Students
Coin Classic 
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Coin Black 
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Coin Corporate 

Variants

VARIANT

This is a variant of the following baseline entries.

- component-Product-table CHANGED ...
Product comparison (Pricing page)


mkt.colorfuldemo.com/en/pricing?nt_preview_audience=6kq5O6Zf10R9W5xcJ63tH9

Coin COLORFUL

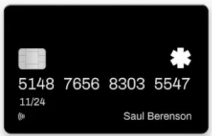
Products Pricing About us Blog

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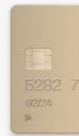
Open a free account and apply for a card online



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Coin Classic

Stay on top of your finances and get personalized tips based on your spending patterns.

Sign up now to receive your limited-edition Classic card celebrating  Pride Month 🌈

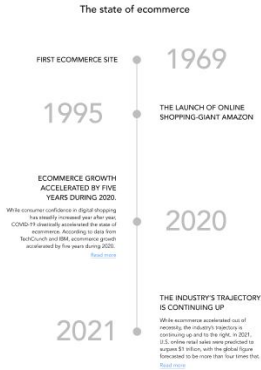
Coin Black

Enjoy free miles, partner discounts, comprehensive insurance and unique travel perks.

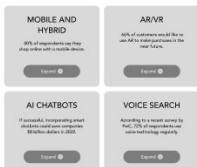
Coin Corporate

Set spending limits, cashbacks, comprehensive insurance and unique travel perks. Dedicated 24/7 support.





Emerging ecommerce trends



What customers expect from ecommerce brands

Quality products are a table-staple in today's market. Consumers are gravitating toward brands that offer reliable goods and production options, but optimal shipping experiences. The reason? Consumer expectations regarding faster, better, and affordable \$100 parcels that fit in a mailbox are rising to put in the top five in consumer confidence. [Read more](#)

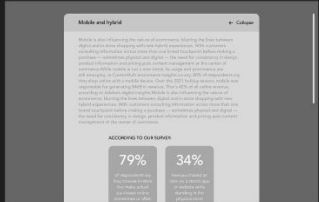


What brands need to deliver to customers

Product fit, shipping time, and easy returns are key factors for customers with online shopping habits. Customers make purchase decisions based on these factors. With a brand's name being nearly irrelevant, it is easy to see why brands need to be managed and marketed. [Read more](#)



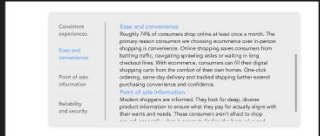
Frame 38



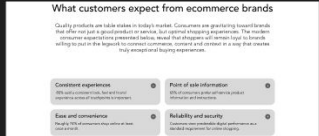
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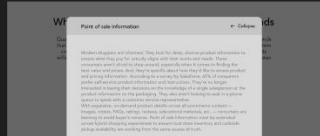
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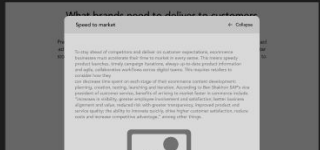
Frame 45



Frame 51



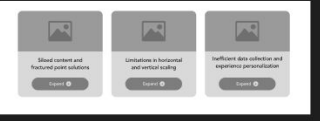
Frame 39



Frame 37



Frame 47





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Credit: San Diego Zoo



Thank you

