

Campaign delivery from **weeks to days**. Your team works on campaigns, not copy. Scale content production without scaling headcount.

THE CHALLENGE

Most marketing teams already know AI can help with content. But making it work reliably at enterprise scale, without putting your brand at risk, is the real challenge. Content demand is growing faster than teams can hire, and immature AI output multiplied at scale erodes trust.

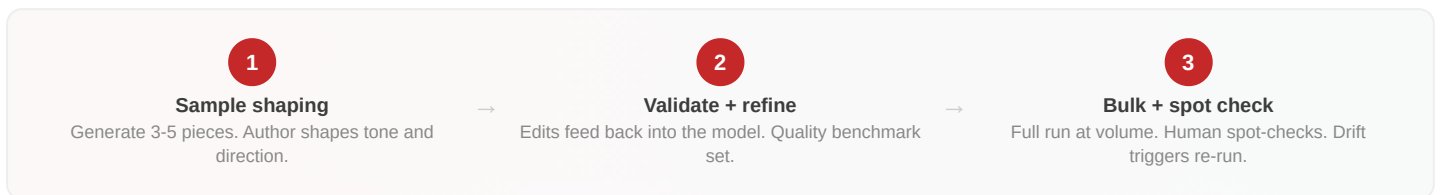
THE SOLUTION

The Content Factory by delaware is the production engine that connects Optimizely's AI capabilities with structured workflows, brand context, and progressive human validation. You brief once. The factory produces. Your team reviews and publishes.

HOW IT WORKS



PROGRESSIVE VALIDATION: HUMANS AT EVERY DECISION POINT



WHAT THE CONTENT FACTORY ADDS TO OPAL

- Content-type blueprints**
Pre-built workflows for webinars, product pages, blogs, FAQs, landing pages. Deploy, don't build.
- Managed brand context**
Brand, regional, project, and content-type rules maintained across every piece of output.
- Sample-then-scale**
Never bulk-produce without validating first. Prevents immature content multiplying at scale.
- Deterministic SEO scoring**
PASS/FAIL criteria applied consistently. Objective quality that does not vary between runs.

PROOF

Weeks → Days
Campaign delivery time
Content Factory beta

53.75%
Less time per campaign
2025 Opal Benchmark Report (DiD, 47k interactions)

89.5%
AI-generated text accepted
2025 Opal Benchmark Report

IDEAL USE CASES

- Website migrations
- Multi-market localisation
- Content refresh projects
- Bulk PIM enrichment
- Webinar & event content