

PRESS RELEASE

## Dentsu Isobar Announces Partnership with Acquia to Deliver Cloud-Based Digital Experience Management Solutions



November 7 / Tokyo

Digital agency Dentsu Isobar has announced a partnership with Acquia, digital experience company provider of Drupal, the open source CMS aimed at global clients. This partnership will enable both parties to expand their consultation, planning, development and implementation capabilities to introduce Acquia's solutions supported by Dentsu Isobar's extensive digital marketing know-how, accumulated expertise and worldwide achievements to support client's digital marketing needs.

This partnership is critical for the continuous optimization of customer experiences as many industries continue their investment to realize higher levels of satisfaction in the data management segment. Dentsu Isobar advocacy for Brand Commerce, strengthens customer engagement beyond awareness and consideration, across all touchpoints. Content management foundations are to be strengthened by Acquia for high levels of satisfaction at the contact points between businesses and customers.

Using an API-first approach, this partnership will provide a wide variety of solutions that incorporate Marketing Automation (MA), Customer Relationship Management (CRM) platforms that include purchasing experiences powered by Isobar Commerce's partnerships with Magento, Salesforce Commerce Cloud, Marketo, among others to ensure an efficient content management and customer experiences essential for commerce activities.

Acquia's core product, Drupal is an open-source CMS for web content management currently used by leading government institutions and is renowned for its flexibility and security with a global proven track record of numerous large-scale websites. Drupal is being adopted by large-sized companies in Japan and has been recognized as a Leader alongside Adobe and Sitecore at Gartner's Magic Quadrant for Web Content Management 2017, presenting a broad view of its positioning in relation to other competing vendors in the market.

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### **About Acquia**

Acquia is the open source digital experience company. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community - giving our customers the freedom to build tomorrow on their terms. To learn more, visit [acquia.com](http://acquia.com).

### **About Dentsu Isobar**

With 400+ people across 2 offices in Japan, Dentsu Isobar is a part of Isobar, a global digital agency of 6,500 people across 45 markets, united by our mission to transform businesses, brands and people's lives with the creative use of digital. Informed by our consultancy practice, we deliver digital transformation, solving complex business challenges through our marketing, ecosystems and products & services offering. Isobar has won over 300 awards in 2017 including Asia-Pacific Digital Network of the Year. Key global clients include Coca-Cola, adidas, Enterprise, P&G, Philips and Huawei. Isobar is part of the Dentsu Aegis Network, a wholly-owned subsidiary of Dentsu Inc. [www.dentsuisobar.com](http://www.dentsuisobar.com)