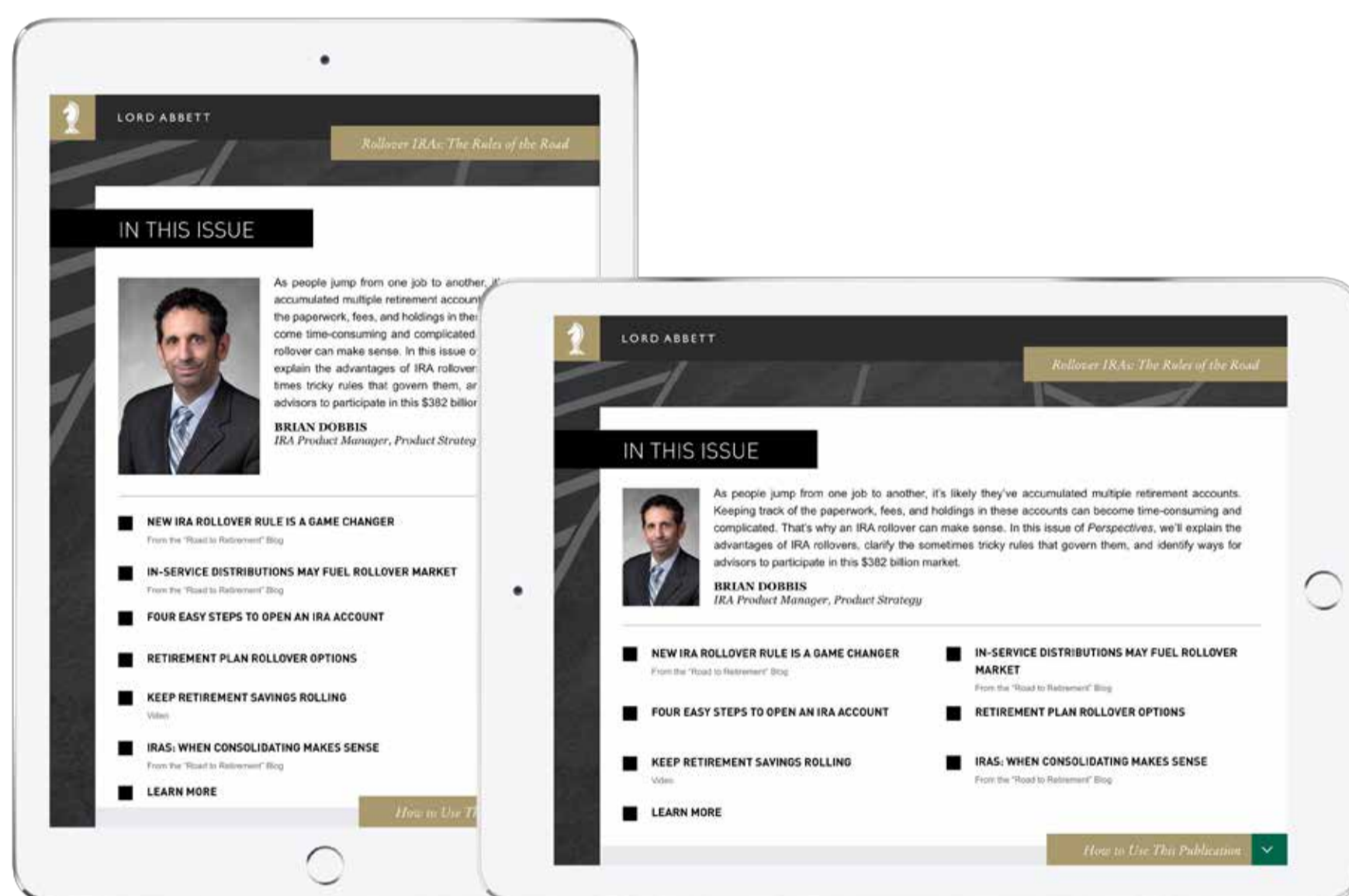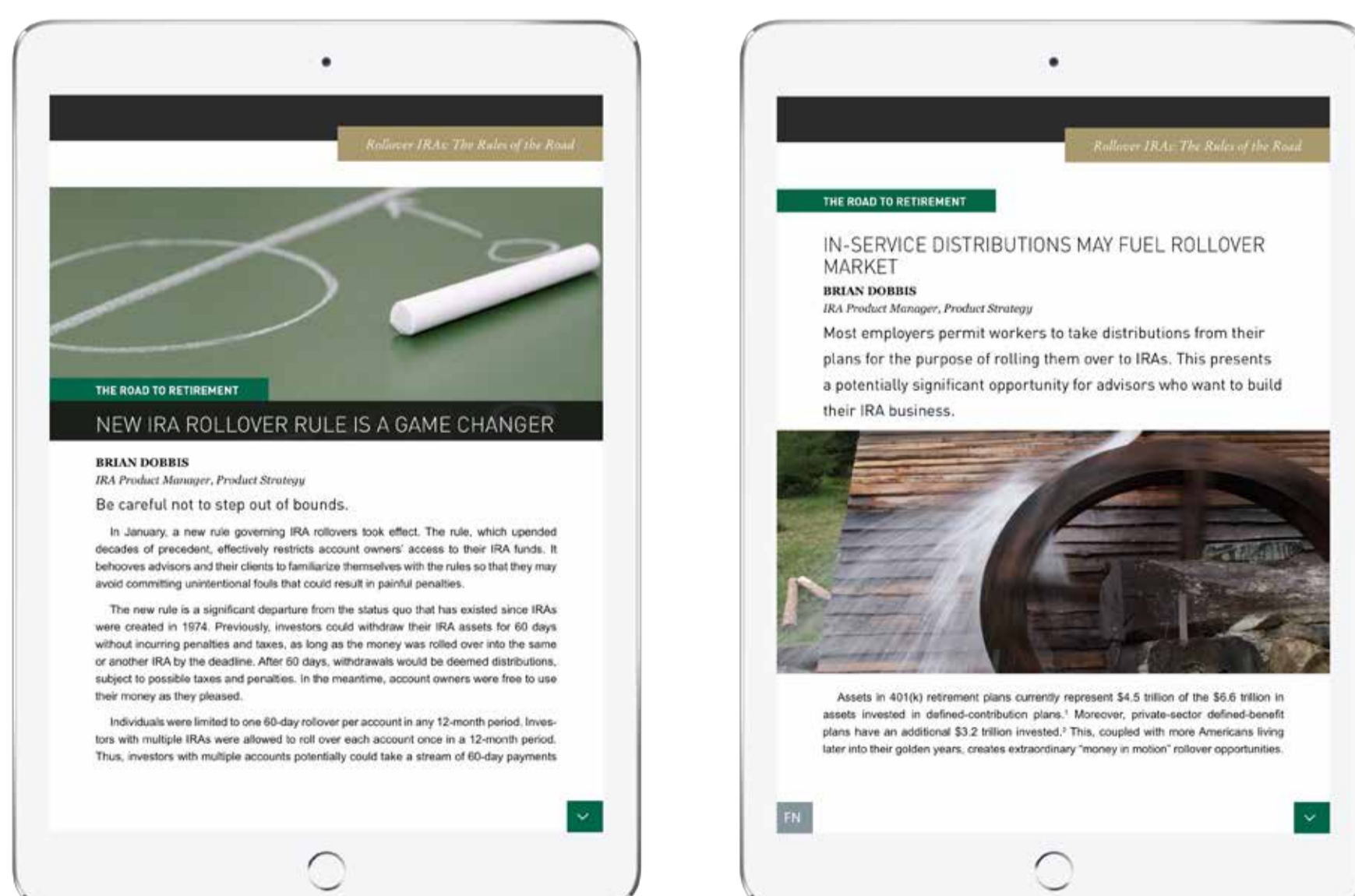LORD ABBETT®

We automated the creation of Lord Abbett's digital publications by leveraging both CMS and Adobe Experience Manger.

Efficient Content Production and Design

Creating content requires no development experience, and can be authored through a drag-and-drop environment.
Designs are a 1:1 recreation of InDesign work and dual orientation is done automatically by the system.
Templates also ensure that branding consistency is adhered to throughout production.

Award Winning

Lord Abbett AEM is the winner of a silver award in the Digital Media Apps Campaign category at the annual Financial Communications Society awards.