

# Accelerate your content supply chain

ZAIDYN® Content



## Meet demand for fast, scalable content

Life sciences marketing teams feel pressure to deliver personalized content, faster—across brands, channels and markets.

ZAIDYN Content speeds up campaign timelines by modernizing the content life cycle, from creation through medical, legal, regulatory (MLR) review, approval and reuse. Built for life sciences, it embeds compliant agentic AI into everyday workflows so teams can move faster without added risk. With native integrations to leading DAMs like Veeva Vault PromoMats (VVPM), Workfront, and Adobe Experience Manager (AEM), the software fits seamlessly into how teams already work.

Cut rework, shorten review cycles and make approved content easy to find, adapt and scale globally with:

- Comprehensive automated pre-MLR checks (fair balance, editorial, brand styling and more)
- Automatic claim-to-reference linking
- Intelligent autotagging

So you can launch faster and get personalized content at scale.

## Creating real-world impact

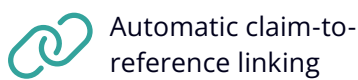
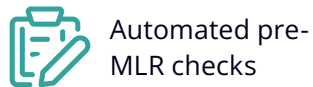
ZS delivers measurable marketing impact with ZAIDYN Content, fast-tracking asset delivery, reducing medical, legal, regulatory friction and enabling content reuse at scale:

Up to **50%**  
faster to launch campaigns

**60%**  
less medical, legal, regulatory reviewer effort

**3-5x**  
more reusable and derivative content

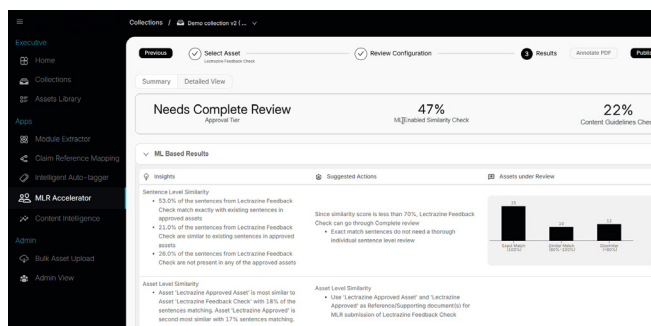
## Key features



## Our technology

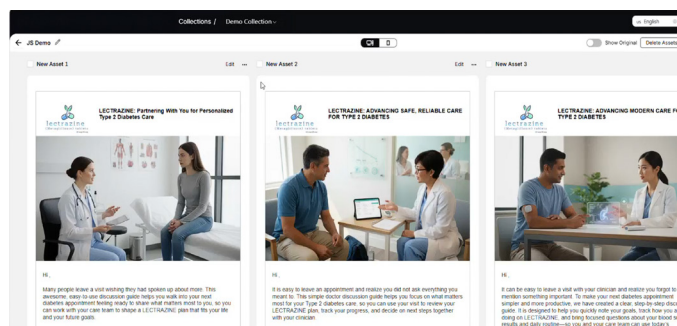
ZAIDYN Content makes personalization scalable, helps teams easily find and reuse content, supports global-to-local adaptation and boosts output without compromising compliance.

### MLR Content Accelerator



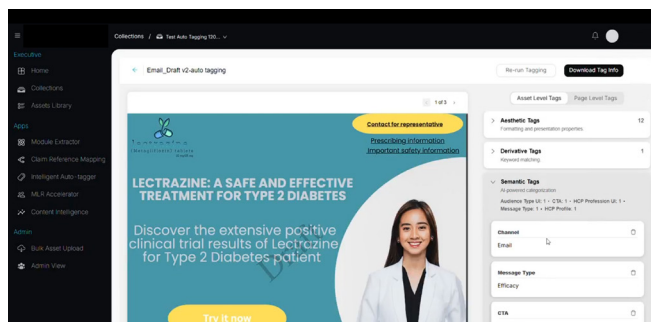
Reduce rework and accelerate MLR approvals with automated compliance checks, similarity-based review and automatic referencing.

### Content Generation



Create compliant first drafts and variants grounded in approved claims, brand guidelines and regulatory standards.

### Content Personalization



Enable trusted reuse, localization and personalization of approved content across brands, channels and markets with intelligent tagging.

### About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 15,000 employees in over 35 offices worldwide. To learn more, visit [www.zs.com](http://www.zs.com) or follow us on [LinkedIn](https://www.linkedin.com/company/zs).

