

PERFECTSENSE

Perfect Sense is a visionary technology company created to deliver enterprise web publishing solutions and digital consulting services in a more impactful way.

We **empower the art of digital possibility** through Brightspot®, a content management engine built for high-volume media, portfolio, and brand publishers.

OUR EXPERTISE



**PRODUCT & PROGRAM
MANAGEMENT**



**TECHNOLOGY
DEVELOPMENT**



**USER EXPERIENCE
DESIGN**



**CONTENT STRATEGY
& METRICS**

WHAT MAKES US DIFFERENT?



Customer Happiness

We wake up everyday figuring out new ways to delight editors, empower developers, and impact results through our next-gen CMS, Brightspot.



High-Speed, Low Stress

You can create a perfectly tailored solution in line with your business trajectory, investment tolerance, and unique requirements—2x faster than anyone else.



Design-Thinking

We apply user-centric design thinking to ensure clients get the speed, functionality, and control they need to succeed at the highest levels.



Innovation Cadence

Brightspot's lean architecture and ultra-modern codebase means less development time and roadblocks and more freedom for creativity and innovation.



Mission Work

We founded the company in 2008 on the premise that taking care of others is our most important goal. Our work with Special Olympics, First Tee, Feherty's Troops first Foundation, and YMCA motivates us every day.

1,500

SITES
MANAGED

98%

CUSTOMER
RETENTION

170+

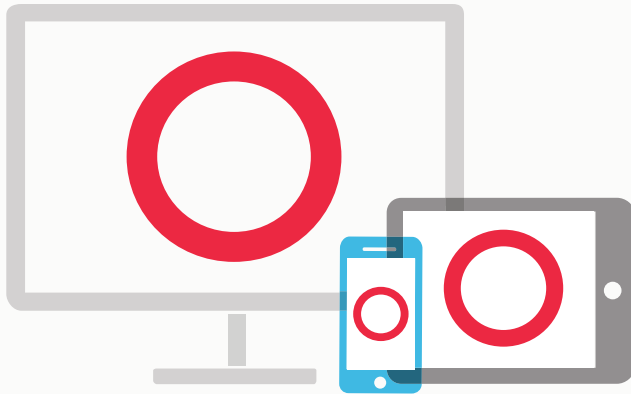
EMPLOYEES

1,426

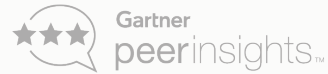
LIVES IMPACTED
THROUGH MISSION
WORK

BRIGHTSPOT®

THE FASTEST PATH TO PREMIUM PUBLISHING



4.8 OUT OF 5 STARS



POWER OF THE PLATFORM

READY-MADE SITES

Use our Express product to spin up new sites in days vs. months, with standard themes and pre-packaged back-end components.

BUILT-IN VIDEO

Streamlined OVP 2-way sync for managing video, playlists and OTT solutions; with native workflows and integrations.

SEAMLESS SEARCH

Google-inspired unified search includes persistent, faceted search; federated search, and saved search from anywhere.

DIGITAL ASSET MANAGEMENT

Manage and search across all your digital assets; enhance images and videos without leaving the CMS.

ADMIN & WORKFLOWS

Define roles and permissions, customize workflows, and create the collaboration environment you need.

METRICS & ANALYTICS

Create visually interesting and actionable dashboards, measuring every piece of content, to provide better insight.

FRONT-END FREEDOM OF CHOICE

Deliver content anyway you want it, with the front-end of your choice: coupled, decoupled, or headless.

UNIFIED PUBLISHING EXPERIENCE

Natively multi-site, multi-channel and responsive enabling global publishing from a single interface.

CONTENT SYNDICATION & PERSONALIZATION

Streamline content syndication and personalization using topics, personas, and segments.

CUSTOMERS ON BRIGHTSPOT



(PARTIAL LIST)

PERFECTSENSE | BRIGHTSPOT™

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