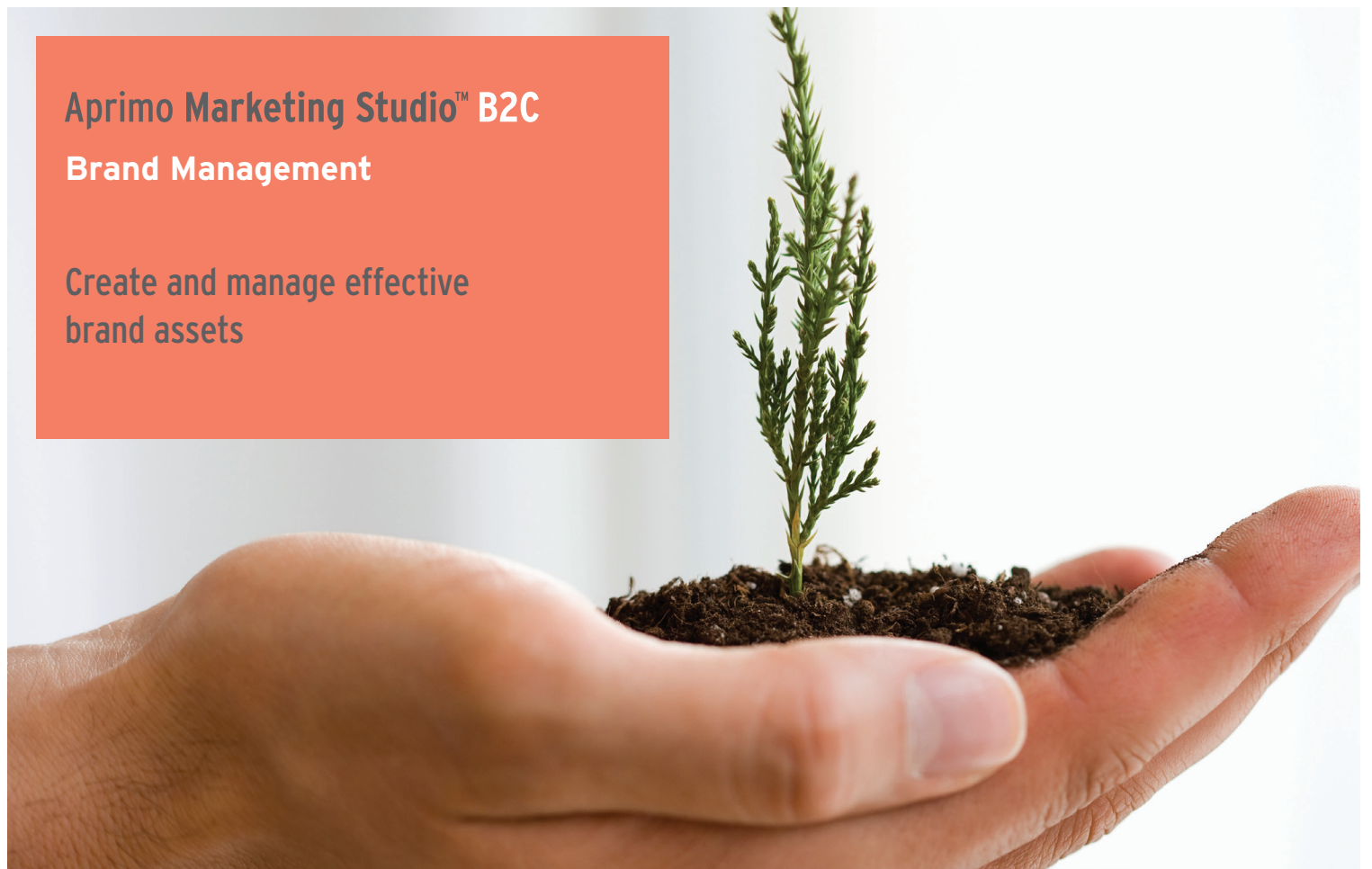


Aprimo Marketing Studio™ B2C

Brand Management

Create and manage effective brand assets



Use a digital asset library to reduce brand asset development time and increase centralized and decentralized user access and use

As marketing undergoes revolutionary upheaval, Aprimo® enables marketers to turn change into a competitive advantage through modular software that streamlines marketing processes, provides greater control of marketing spend in alignment with business objectives, and drives increases in measureable marketing ROI.

COLLABORATE TO CREATE BRAND ASSETS

Traditional brand messages are disintegrating, or otherwise, significantly changing shape due to emerging off- and on-line communication channels. Even with structured, standardized creative and production processes for brand content, marketers are quickly finding they don't meet demands of today's digital communications. Marketers need flexibility and agility to adapt processes to marketing changes.

The Brand Management solution offered in Aprimo Marketing Studio™ lets you increase production efficiency for all your brand assets. Whether producing ads for traditional off-line media distribution or personalized emails for a multi-wave marketing campaign, Brand Management lets you develop a mix of streamlined that align with the unique needs of each brand asset you create. Centralize reviews and approvals for marketing materials. You'll increase quantity and quality.


Integrated Marketing Software

- > Reduce print production costs by 30%
- > Reduce time spent searching for marketing content by 40%
- > Reuse and repurpose marketing assets to reduce costs by an average of 6%
- > Increase effective use of approved marketing assets in campaigns across channels by 12%
- > Enable the field to build, re-use, and customize or localize collateral as needed
- > Enhance “green” initiatives by substantially decreasing paper consumption

KEY PROOF POINTS

- > Give team members 24x7 access to digital assets
- > Reduce marketing cycle time
- > Prevent field teams from using outdated marketing assets
- > Enhance collaboration in creating marketing materials
- > Let local teams create localized content easily

For more information, please visit www.aprimo.com

The best consumer brands have mystique. But, there should be none in your processes, or in where and how you use them to meet business objectives.

MAINTAIN A DIGITAL ASSET LIBRARY

Give your extended team members easy, round-the-clock access to a brand asset library so they can use access and use brand materials. You derive greater value from your marketing investment while the decentralized team flexes local marketing muscle. You decide who has access to which assets—such as strategic partners, vendors, sales and field marketers. Let them download the latest versions of marketing collateral and localize the content for greater impact. You can monitor, track and report on asset usage and share reports across the organization to show marketing’s contributions and value.

Use Brand Management’s asset library as a standalone repository, or combine it with another digital asset management system to leverage pre-existing asset management solutions. Either way, Aprimo gives you a searchable, web-based repository of your brand content with the ability to monitor and measure usage – who, when, where, and how assets are used in consumer-facing marketing initiatives.

You’ll always have the answers. And, when marketplace changes means a change in the question, you’ll be able to adapt and have new answers.

KEY FEATURES OF BRAND MANAGEMENT

With Brand Management you can:

- > Improve team collaboration and lessen time and resources needed to create marketing assets
- > Centralize and capture reviews, including detailed annotations for all to see and comment or expand [on]

- > Control user access to and use of marketing assets while also insuring brand and legal compliance
- > Store digital assets in the central brand library, defining editing rights for users to edit or customize for local use
- > Track and monitor how often digital assets are used, by whom, and within what marketing initiative(s)
- > Reduce marketing expenses by taking ownership of creative assets that you can update and revise

Wherever you begin, Aprimo can help you navigate through marketing’s revolutionary changes to develop an ongoing, anywhere, anytime dialogue with your audience that results in more meaningful, more efficient interactions with customers everywhere.

ABOUT APRIMO

Aprimo’s integrated marketing software enables B2C and B2B marketers to successfully navigate the changing role of marketing by taking control of budget and spend, eliminating internal silos with streamlined workflows and executing innovative multi-channel campaigns to drive measurable ROI. Only through the use of Aprimo’s modular and on demand software, Aprimo Marketing Studio B2C and Aprimo Marketing Studio B2B, can marketers truly integrate marketing organizations, manage, deliver and track the right message targeted to the right audience over the right channel and translate Marketing efforts into measurable business impact and revenue. Hundreds of thousands of Marketers trust Aprimo to revolutionize their marketing including Bank of America, Honda, King Pharmaceutical, Pearson Education Ltd, Time Warner Cable-NY and Wal-Mart.