Aprimo Digital
Asset Management
Many enterprises are using Digital Asset Management (DAM) as the content hub for their marketing and customer experience operations. It is a storage house. Aprimo does so much more: it enables marketers, creatives, agencies, and merchants to collaborate on the creation and approval of content and drives brand experiences across channels and regions.

Why is DAM important for marketing?

There is an increase of buyer expectations and digital marketing channels. Successful marketing organizations are making sure every customer touch-point counts. This requires relevant and rich content. Aligning a content lifecycle to the customer journey/behavior requires a strategic approach towards content, from ideation to delivery.

Marketing and commerce teams today face a flood of new content to keep up with these rising demands. Digital asset management (DAM) solutions can help. Marketers gain the unique ability to manage and execute the full content lifecycle from creation to distribution across all channels on a single platform. With DAM, you gain a better on-time customer experience.

Aprimo Digital Asset Management lets you create, manage and deliver engaging and personal experiences across channels.

Unlike other solutions, Aprimo DAM is designed to manage content complexity easily, increasing content velocity (faster time-to-market).
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FEATURES

Content lifecycle management

Content collections

Channel formatting & rendering

Enable omni-channel content strategies to drive personalized brand stories.

Reuse & re-purpose content

Easily re-purpose content across global campaigns to ensure global consistency and lower content recreation costs.

Secure, role-based access

Give agencies and channel partners easy access to on-brand content.

Open Content Repository

Enable global marketing, commerce, and sales easy access to on-brand content.

Unlimited scale

Proven enterprise, global scale with high performance.

Filter, Search and Discover Assets

Easily allow business users to find and share.

Any Asset Type

Manage all content types, including text, image, and video.

FEATURES

Asset upload and versioning

Asset download and sharing

All content types and metadata supported

Search and filtering

AI-driven auto-tagging

Azure cloud enabled (SaaS)

Archiving

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- **Content collections**
- **Channel formatting & rendering**
- **Enable omni-channel content strategies to drive personalized brand stories.**
- **Reuse & re-purpose content**
- **Easily re-purpose content across global campaigns to ensure global consistency and lower content recreation costs.**
- **Localize, translate & personalize**
- **Effectively reuse and re-purpose content across the globe.**
- **Secure, role-based access**
- **Give agencies and channel partners easy access to on-brand content.**

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**Any Asset Type**
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**Content enrichment**

- **Channel formatting & rendering**
- **Enable omni-channel content strategies to drive personalized brand stories.**

- **Reuse & re-purpose content**
- **Easily re-purpose content across global campaigns to ensure global consistency and lower content recreation costs.**

- **Localize, translate & personalize**
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- **Secure, role-based access**
- **Give agencies and channel partners easy access to content.**

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- **Content lifecycle management**
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- **Multi-lingual & Multi-cultural asset management**
- **Contextual aware facets**
- **On-the-fly content rendering**
- **Flexible access models**

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- **Flexible access models**
Creative and marketing collaboration

- Standard workflows
- Reviews & approvals
- Content expiration
- Task inbox
- Brand management

Business process alignment
Structured workflows help standardize processes.

Content and brand governance
Ensure content is always current and on-brand.

Digital Rights Management
Manage digital rights, lowering costs associated with content misuse.

Features
- Annotations
- Task inbox
- Content expiration
- Brand management

Forging 360° product experiences

- Combined product information & product content management
- Configurable product structures
- Product relationships and groupings
- Product content localization
- Configurable product inheritance

Features
- Annotations
- Task inbox
- Content expiration
- Brand management

Manage catalogs & associations
Provide global product insights by managing catalogs, relationships and content associations.

Synchronize global campaigns
Allow merchandisers and marketers to work together for global launches and campaigns.

Visualize all product content.
Provide a single place for merchants to unify product attributes with product content.

Content and brand governance
Ensure content is always current and on-brand.

Creative and marketing collaboration
Marketers, creatives, and agencies can easily collaborate to review and approve content.

Combined product information & product content management
Visualize all product content.

Product Enrichment Workbench
The go-to-place where product data meets creative content.

Features
- Annotations
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**Content distribution & delivery**

**Connectivity to channel technologies**
Easily distributed approved, on-brand content to channel partners.

**Extended delivery model**
Easily link into delivery systems like web CMS, commerce platforms, and campaign management, to ensure consistent omni-channel experiences.

**Portal for easy access**
Allow marketers, agencies, and channel partners on-demand access to content.

**Reporting & content usage**
Gain view into download and upload statistics, to gain a better understanding of content performance.

**FEATURES**
- Brand portal
- Out of the box connectors
- Open API (REST)
- Content reporting
- Business intelligence consumption ready
- Personalized user interface

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**Aprimo DAM**

**Technical Advantages**

- Lower total cost of ownership
- Open content architecture & API
- Embedded PCM (product content management)

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**Saas**

**Global enterprise readiness**

**Technical performance at scale**
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**08**
What do you get with the Aprimo DAM solution?

A scalable, enterprise-class Aprimo DAM solution has the following attributes and capabilities:

• It provides a complete marketing system of record capabilities. For example, central storage for robust metadata management, powerful asset search functionality, and rich media resources (photo images, audio resources, video and other marketing content).

• It will support the activities of marketers across the entire life cycle of rich media resources, from creation to distribution. The enterprise-class Aprimo DAM solution enables workflow automation, support collaborative content development, and provide content creators access to DAM functionality within familiar technology workspaces.

• It will support the publication and distribution of rich media resources in multiple formats, via multiple channels and devices.

• It is designed and built using an open architecture that enables easy and thorough integration with other enterprise information systems.

The Aprimo advantage

The market shift towards customer experience requires today’s marketers to bridge the gap between the customer experience and marketing complexity. Aprimo gives you a marketing operations experience that involves enhanced capabilities, technologies, and best-in-class services that save time and money.

Aprimo gives the advantage:

• Strong history as a global leader and an enterprise marketing innovator in the industry.

• Seamless ecosystem integration through scalable, integrated suite of products.

• Manage complex, omni-channel marketing challenges with a single system of record.

• Agile implementation with Aprimo’s quick time-to-value activation methodology which shortens time to market.

• Cloud based SaaS solution provides unparalleled scalability, reliability, and lower total cost of ownership.

The pressure is on. Marketers need Aprimo to provide agility and visibility. We are the only company that can optimize spend, resources, and content into one integrated SaaS solution. We give marketers an advantage that includes increased innovation, faster implementation, scalability to match business growth and a significantly lower total cost of ownership.

Get the Aprimo advantage.
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About Aprimo

Aprimo’s performance driven marketing operation technology gives marketers the advantage to govern and grow their brand.

Aprimo delivers the advantage with its innovative Marketing Operations Hub. We allow marketers to manage budgets, data, people, and content throughout the ideation, workflow and campaign delivery of the brand experience while maximizing provable ROI.