



Product Factsheet

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DIGITAL MARKETING CENTER

www.BrandMaker.com



Scale Marketing

Master Content and Budget

BrandMaker provides an all-in-one marketing software to efficiently run your marketing operations. The Marketing Efficiency Cloud is a modular solution suite which is designed to manage the entire marketing process : from planning and budgeting to creation and development, asset management through to advertising material production as well as logistics. Analytics closes the loop: BrandMaker offers all you need to monitor and improve marketing performance, from high-level ROI dashboards to detailed conversion reports.

Provide your marketing teams with a centralized workspace to plan campaigns, create content and empower channel partners: BrandMaker is the central place to orchestrate all your marketing activities.

Digital Marketing Center

Bridge the gaps between classical marketing and digital marketing. Digital Marketing Center (DMC) is a backend which Reporting Center uses to visualize data. Use Digital Marketing Center to plan digital campaigns, put them into action in the relevant channels as well as collect and arrange the achieved results for a precise overview of their performance.

MANAGE

Easily execute campaigns

Minimize your efforts during the campaign process and use Digital Marketing Center to plan and implement digital campaigns in the relevant channels. The achieved results are compiled and formatted in a clear manner.

All information at a glance

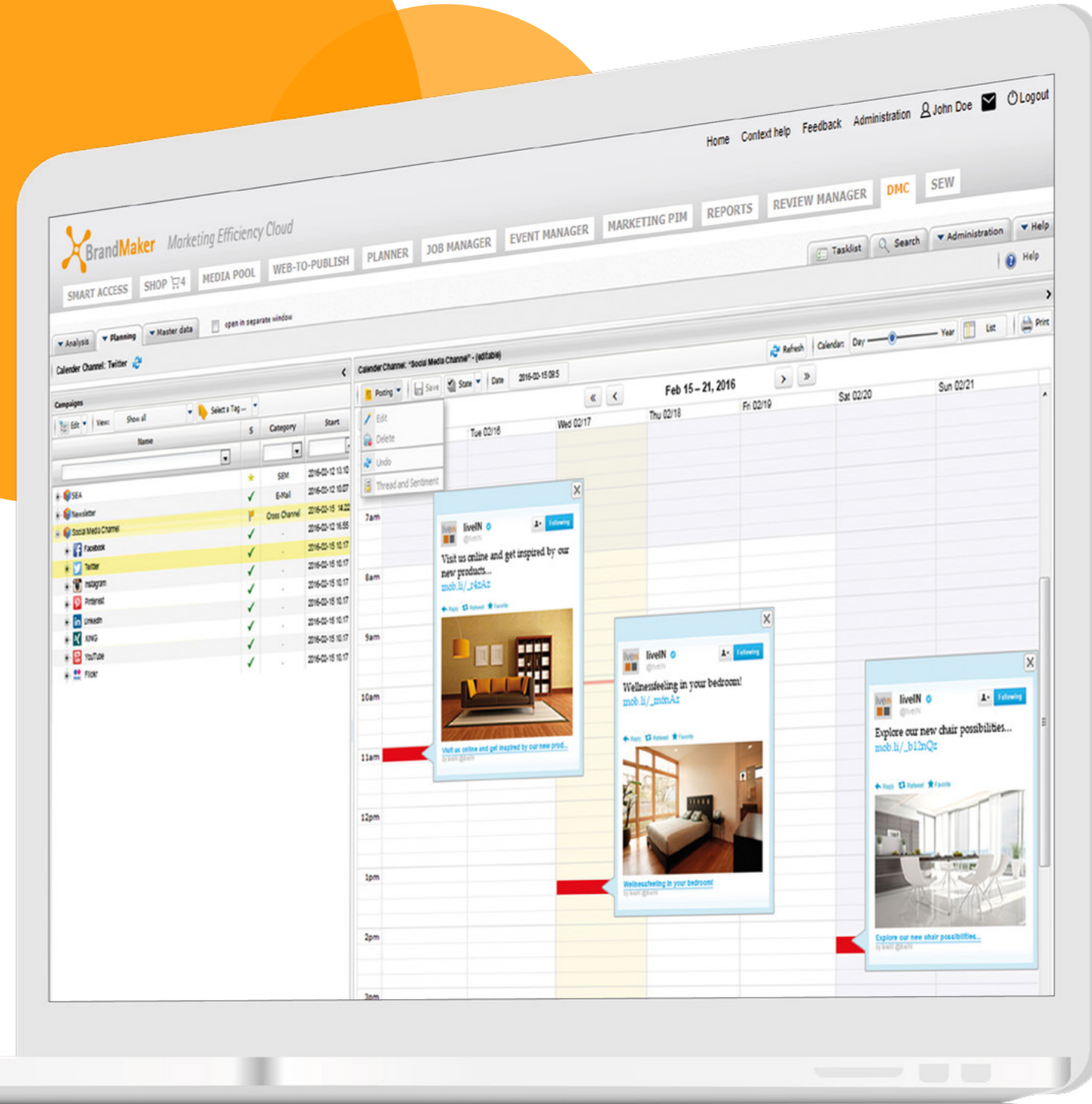
With freely configurable dashboards you have all relevant campaign information at a glance. Make fast and justified budget decisions thanks to automated and valid campaign data.

Agile campaign management

With Digital Marketing Center you can execute comprehensive and agile campaign management across all channels. Integrate digital marketing into your overall marketing planning and close the gaps between individual digital disciplines like SEA, newsletter, affiliate or social media.

Integration with other modules

Integrate Digital Marketing Center with other BrandMaker modules, such as Marketing Planner, Media Pool and Job Manager.



PUBLISH

Easily manage structured links

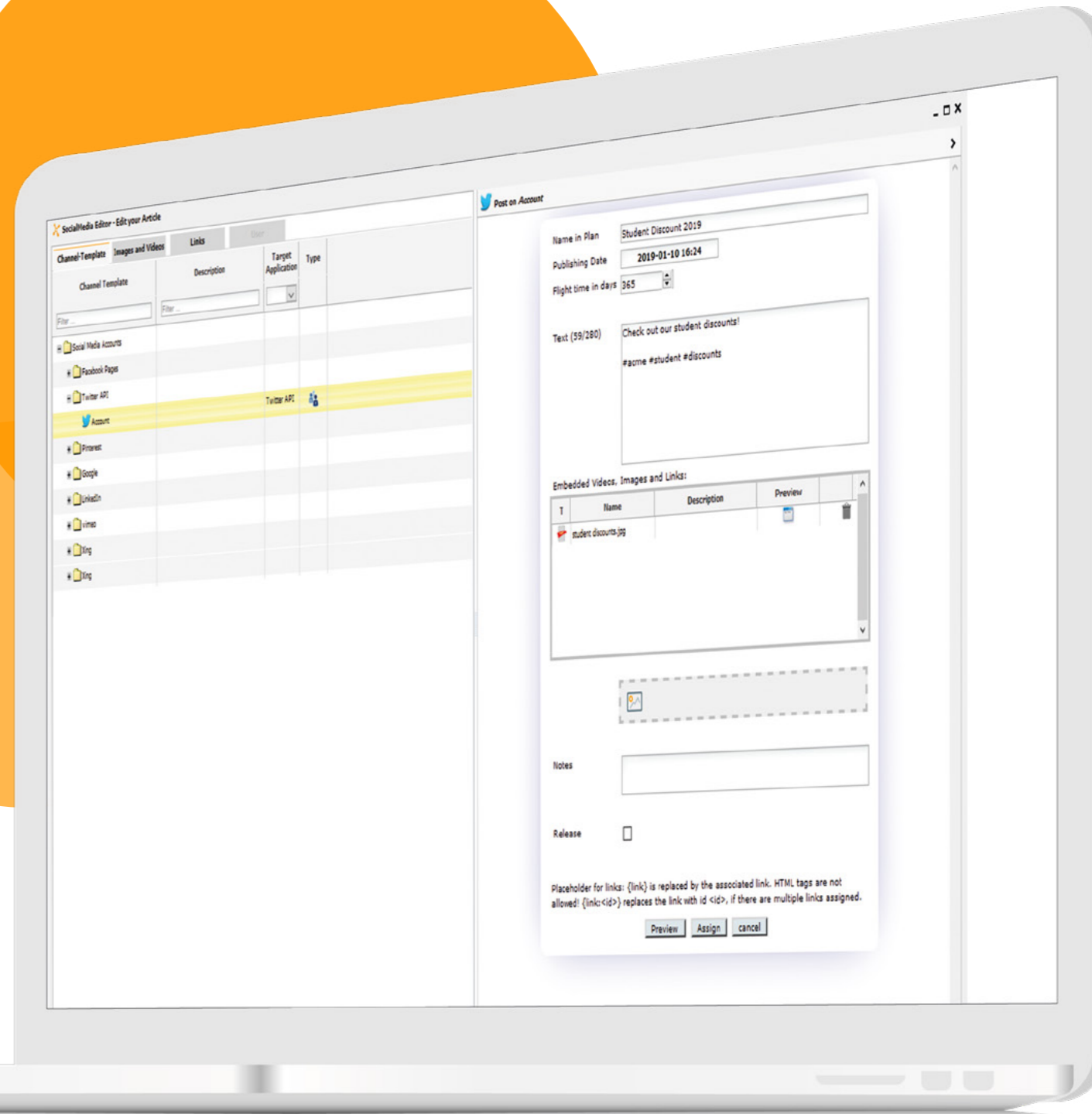
Forget time-consuming manual link management and never have to update a monster spreadsheet full of links again. Digital Marketing Center provides all online campaigns with unique IDs and tracking codes for automated performance evaluation.

Easily put campaigns into action

Manage all social efforts from a central location and publish content to all relevant social media channels directly. The campaign results are tracked immediately, providing the basis for consistent KPI-based performance monitoring.

Optimize the customer experience

To reach your target groups effectively, an integrated social media calendar lets you plan, publish and track your posts. Schedule your content and automatically execute posts across multiple social media channels.



MONITOR

Consistent performance monitoring

Digital Marketing Center consolidates data in one central source and evaluates it based on customizable dimensions and metrics. The result is a truly comprehensive dashboard and agility across every channel.

Real-time performance feedback

Digital Marketing Center provides your marketing team with real-time performance feedback. Analyze the results of your campaigns through instantly synchronized data and constantly optimize your marketing activities.

Maintain control over cross-channel campaigns

Digital Marketing Center compliments existing tools, enhancing them with centralized overviews and providing automatic control over your channels. It helps you collect, consolidate and structure results from all channels. Easily monitor cross-channel campaigns and get holistic results of all online activities.

Get a clear overview

The results achieved are arranged in one central dashboard to ensure a structured overview. This enables you to make statements about campaigns' success and the ROI of your marketing activities at any time.

