



Product Factsheet

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JOB MANAGER

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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.

Job Manager

Precise, fast and transparent processes: Job Manager is the central tool for project management and workflow control, as well as the dashboard for all open jobs.

PLAN

Professional planning

Reduce project stress and execute marketing projects in a structured and organized manner. Avoid isolated “random acts of marketing” and align plans across regions and teams.

All information at a glance

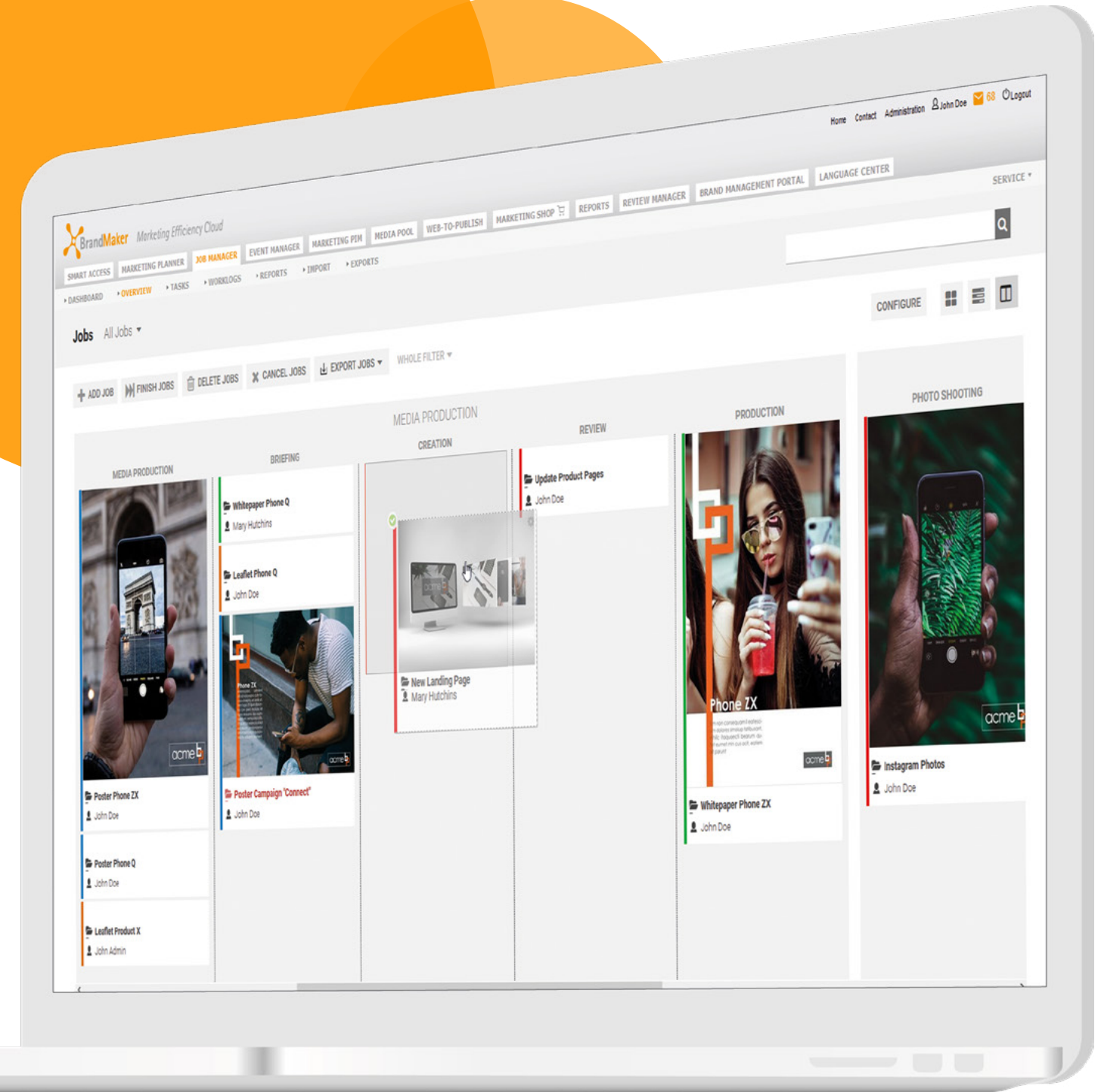
With our Kanban, Gantt or list views you gain a quick overview with pinpoint accuracy about your current jobs.

Boost productivity

Always know your to-dos and current projects: Use Job Manager as central module for job, project and workflow management. Boost the productivity of your teams with clear structured and well-designed processes.

Know the status

Complete change history and audit trail of changes enable you to get an accurate and real-time status of your marketing tasks.



BRIEF

Improve project collaboration

Align tasks with your team, in-house members as well as external partners like agencies or print service providers. Rights and roles for each individual workflow step ensure confidential handling of all information.

Drive ownership and commitment

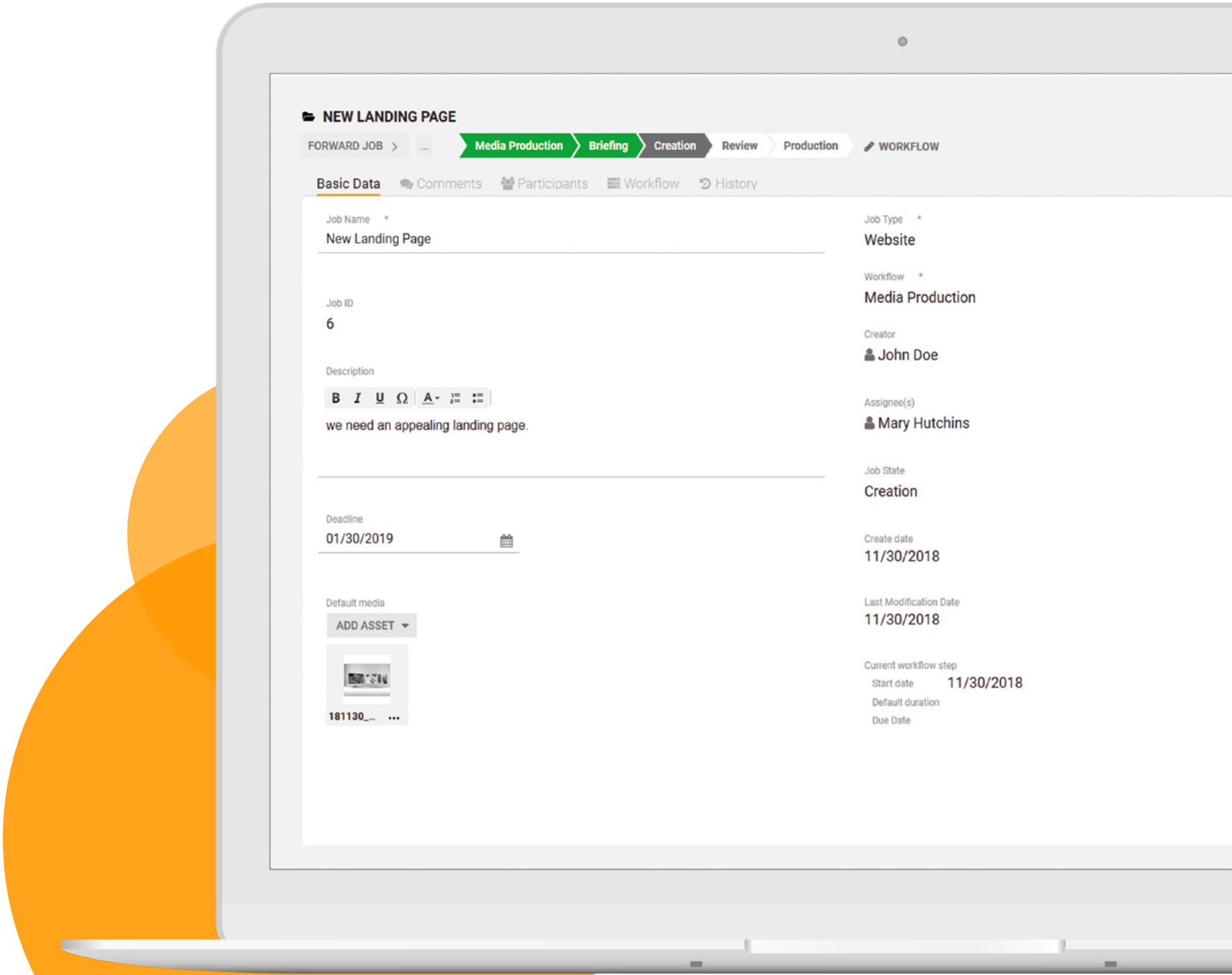
Make sure activities get done before their deadline and assign individuals as well as teams to tasks. Highly configurable workflows allow automatically forwarding tasks to the responsible processors.

Transparent quotation processes

Brief agencies and share all project information in one overview to reduce the number of iterations. Clarify expectations with agencies and suppliers and present clear instructions to production service providers.

Know your to-dos

Organize your work according to your needs: See what to do next with personalized to-do lists sorted by priority.



CREATE

Share project-specific information

Create an online job ticket for each project with all job information. This way, you can easily share information about project participants, tasks, status, reviews and much more.

Streamline the content creation process

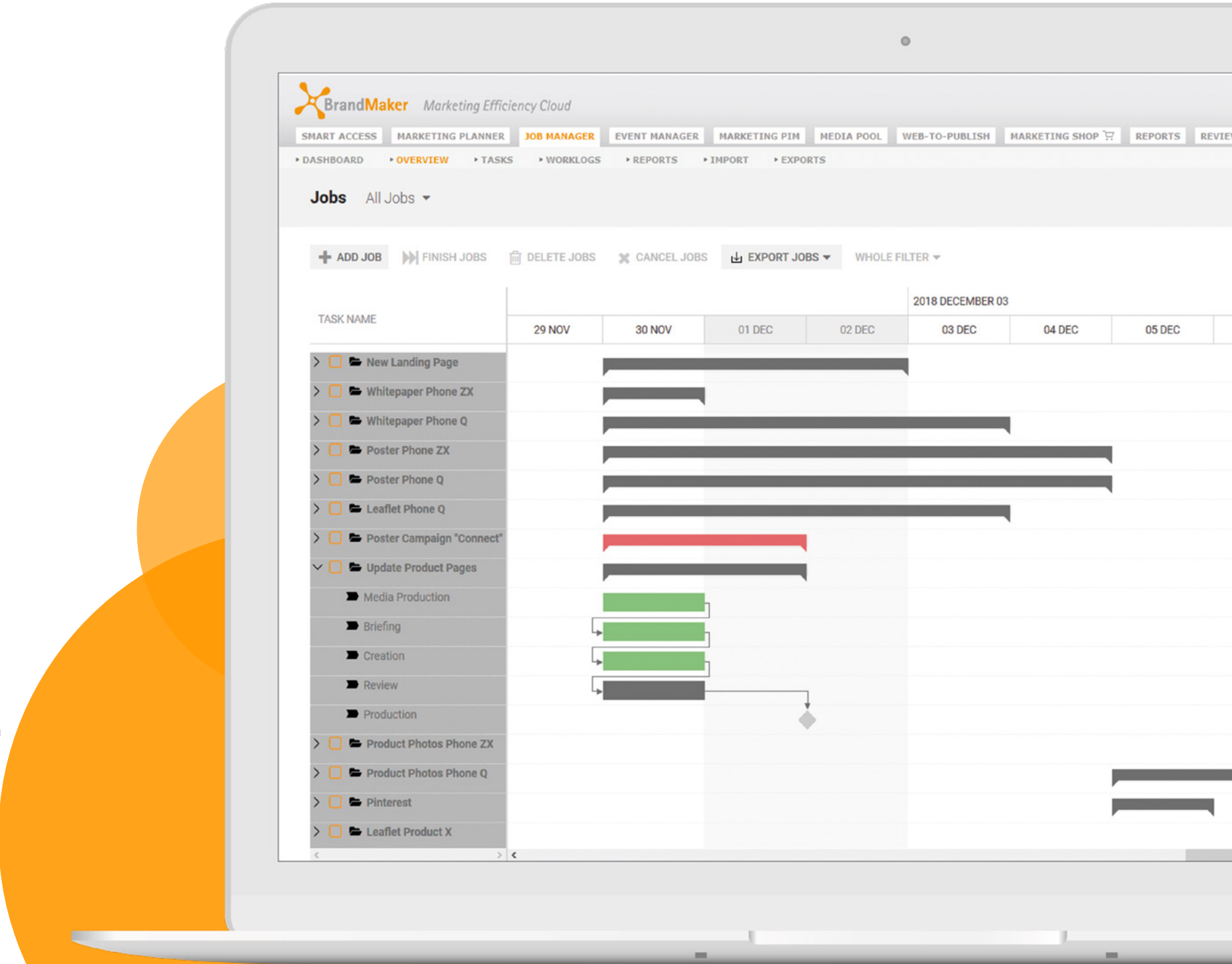
Implement best practice workflows and dramatically streamline the content creation process without skipping important steps.

Minimize content creation costs

Transparent quotation processes, traceable contract placings and clear instructions help you to keep content creation costs at a minimum.

Retrieve information fast

Use the search function to find specific projects and tasks to retrieve information fast and accurately.



REVIEW

Integration with Review Manager

Carry out reviews transparently and start reviews for a creative asset directly within Job Manager. Easily approve assets thanks to a seamless integration with Review Manager.

Transparent reviews

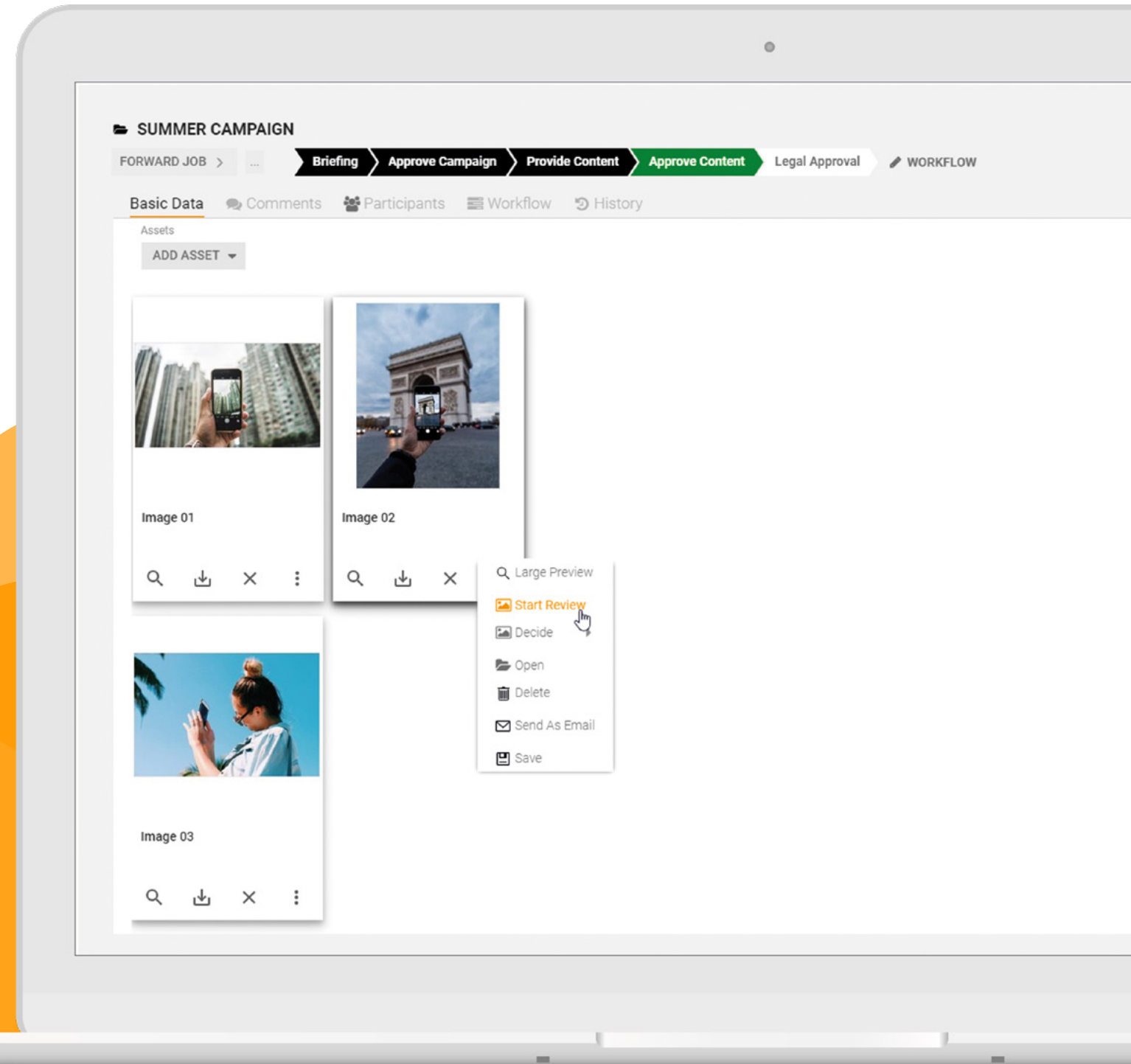
The possibility to discuss current tasks within Job Manager improves collaboration during the review process.

Integrated analytics

All job data and associated objects including assets, reviews, users etc. can be incorporated into real-time reports and dashboards using BrandMaker's Reporting Center.

Track changes

Add comments when forwarding and moving the job back in the workflow. Discuss changes and comment on the content created for a job.



BUDGET WORKFLOWS

Accelerate the budget workflows

Let the marketers approve budget and PO requests directly within Job Manager. With Job Manager as central tool you can accelerate financial decisions and dramatically save amounts of time.

Empower teamwork

Configurable forwarding options, comment functions and standardized workflows simplify teamwork and create transparency for all parties involved.

Spend control

Keep track of your status: Budget approvals and PO allocations are documented automatically within Job Manager.

Easily approve budgets

Simplify and standardize budget and PO requests by defining company-specific approval workflows.

