



Product Factsheet

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MARKETING PIM

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.

Marketing PIM

Enter, manage and distribute product data in an output-neutral format across all media channels. The module provides maximum control over localized product marketing by combining the product data with its corresponding advertising copy and media assets, making them all available from one central source.

STORE

Central product database

Offer your teams one point of reference for all marketing-related product data and details. Store product-related content like size, weight or any other dimension in the metric you require to reuse it in your marketing materials.

Simple data maintenance

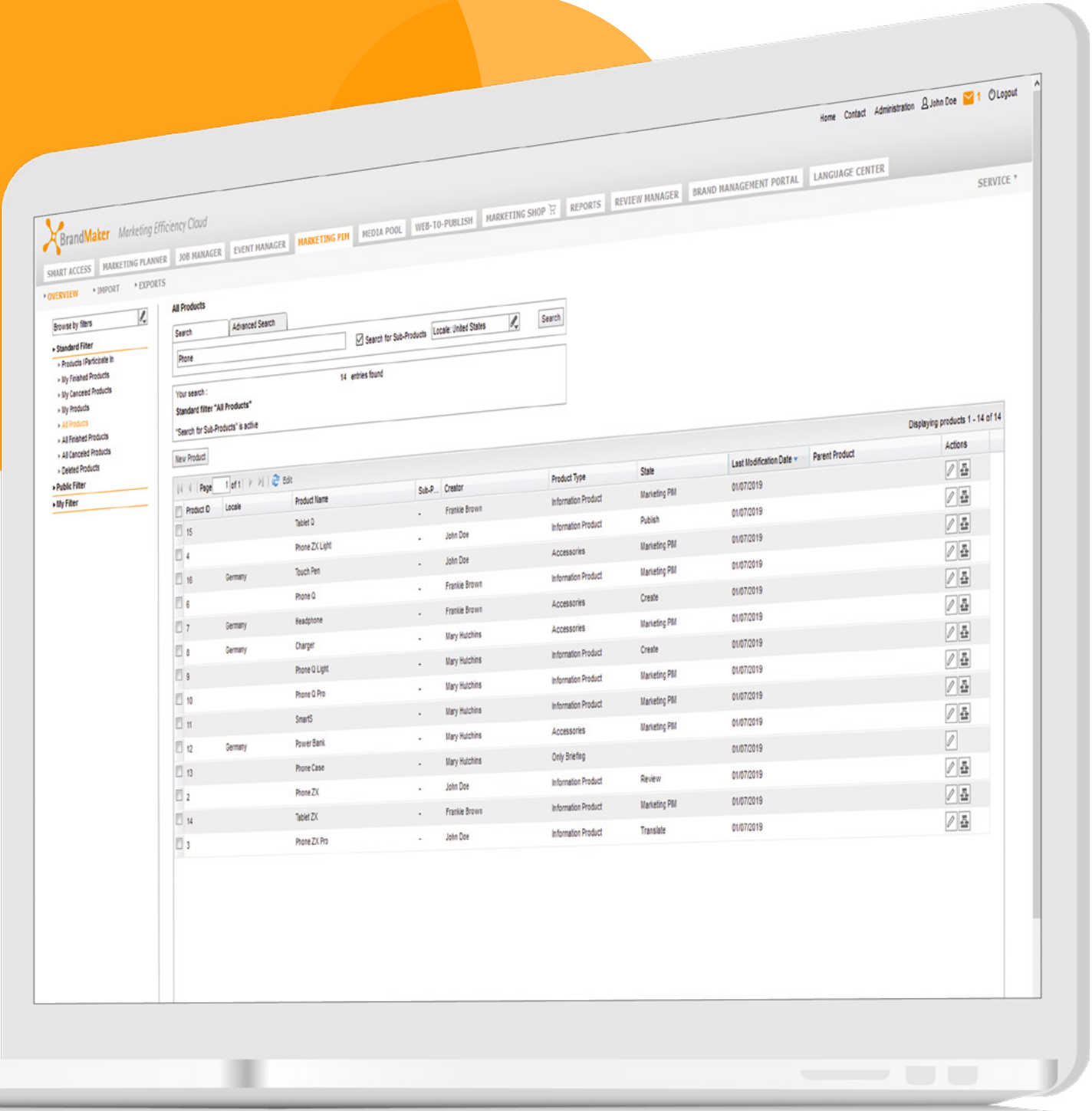
Automatically transfer master data into Marketing PIM thanks to interfaces to already existing, firmly in your company integrated PIM systems. Additionally, well-defined import functionality allow you to enter new product information easily.

Not like any other PIM

Unlike conventional Product Information Management Systems, the data maintained in BrandMaker Marketing PIM can be enriched with marketing specific content that is used in creative layouts like sales flyers, newsletters and brochures.

All information at a glance

Product data sheets contain all information on a product. Ensure data quality by adding responsible persons, product status, product data validity period or tasks.



MANAGE

Instant gains in data quality and availability of information

Facilitate the access to the latest product information and use Marketing PIM as central database for product information.

Keep track of tasks and status updates

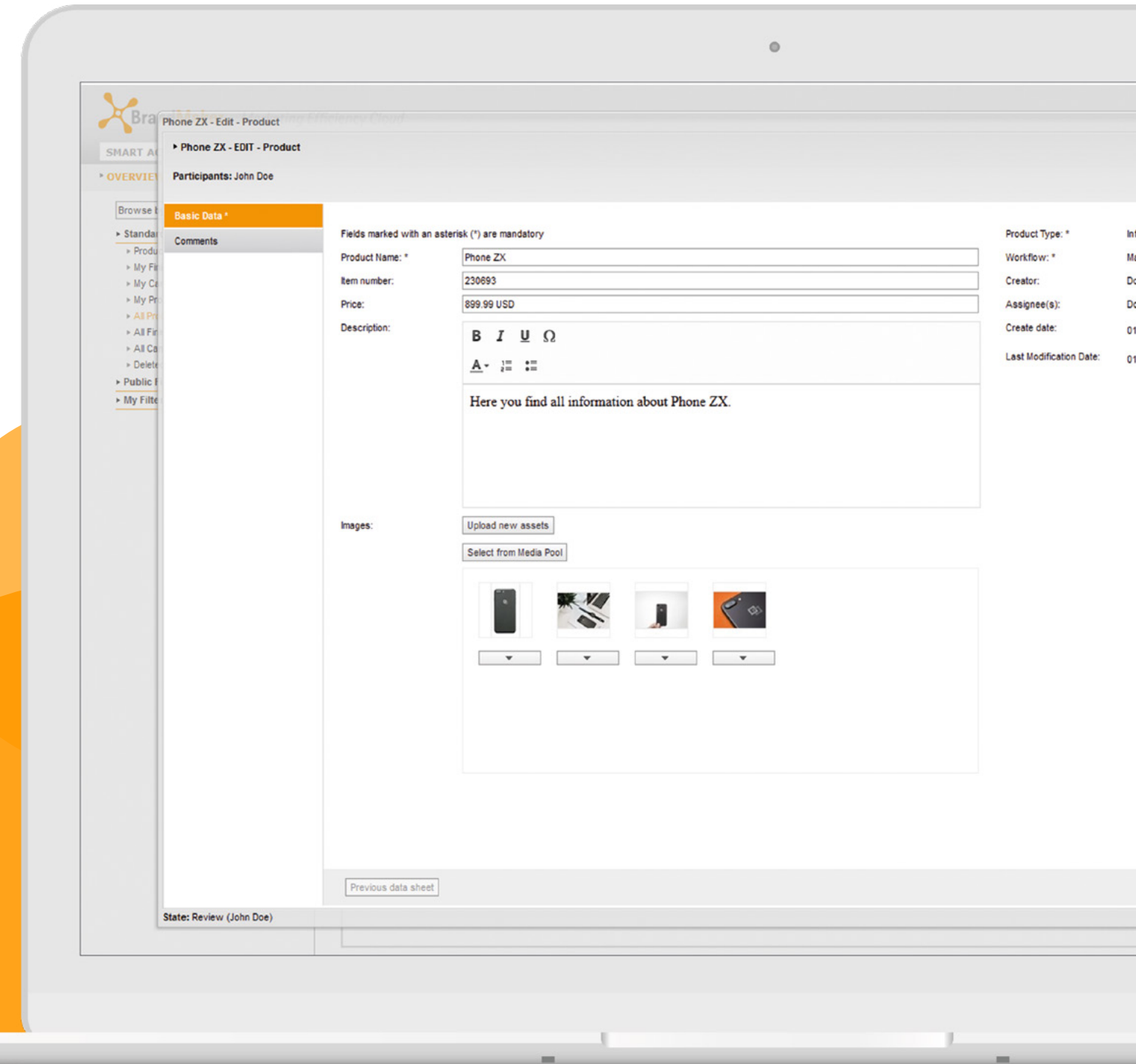
Avoid missing deadlines due to missing product information and keep track of product-data-related tasks and status updates. Customizable workflow steps enable a smooth delivery of tasks.

Collaborate

Invite individual users, entire user groups or entire organizational units to a product and keep participants informed about product changes. Assignees can enter comments to a product and thereby discuss the project progress.

Fast overview

Get relevant information at a glance with freely configurable product dashboard, which lists all current products.



CUSTOMIZE AND LOCALIZE

Speak the local language

Prices can be maintained in a number of different currencies and languages, allowing you to produce your customized advertising material with a much higher level of automation and efficiency.

Significantly reduce the "time-to-market"

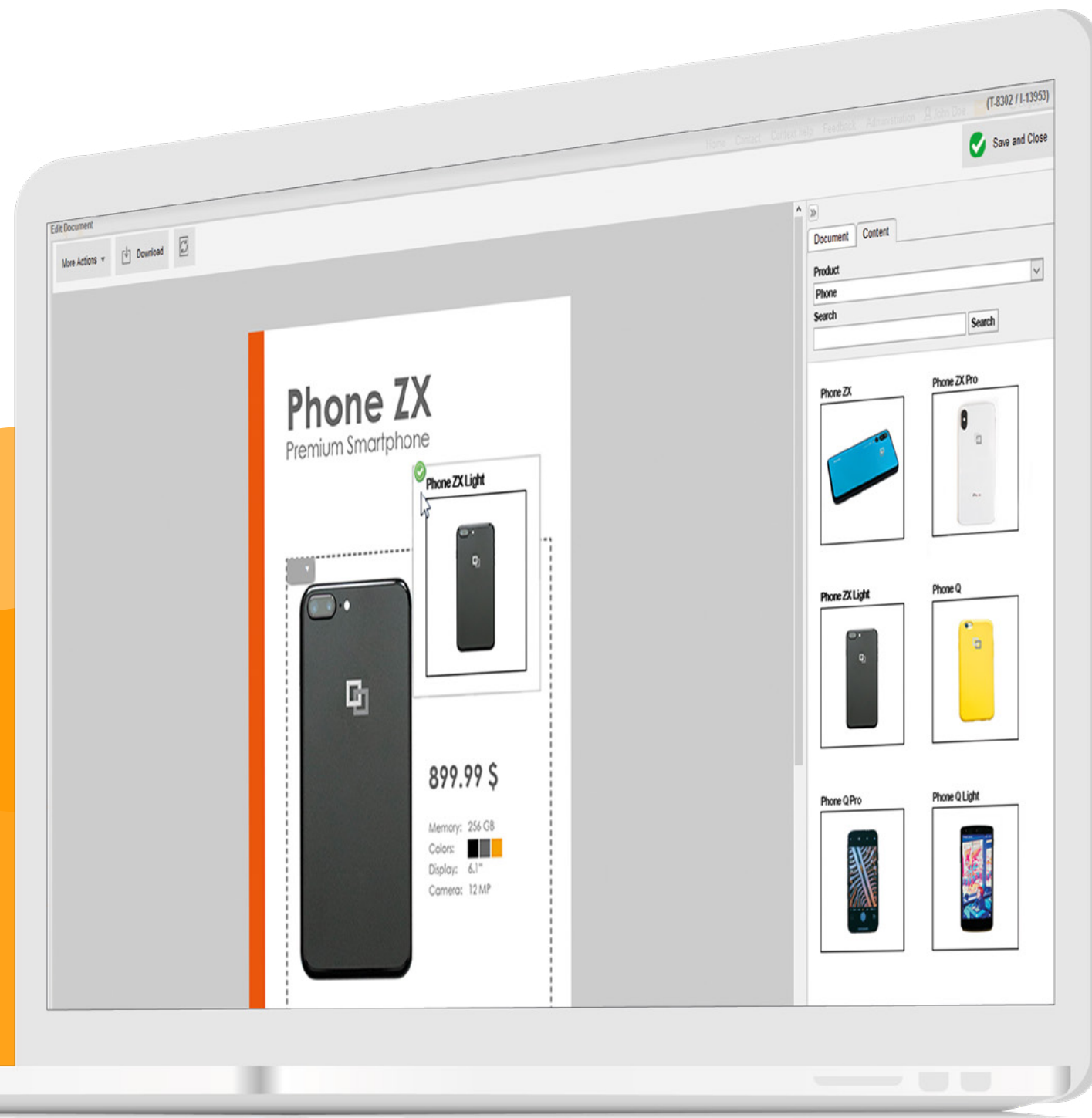
Facilitate customization and automatically integrate product data from the Marketing PIM module into your advertising materials.

Maximum control

Marketing PIM provides maximum control over localized product marketing by combining the product data with its corresponding advertising copy and media assets, making them all available from one central source.

Fast translation

Accelerate the translation process thanks to localized product variants and open interfaces to CTM, TMS and terminology databases.



REUSE

Save time and money

Speed up the creation and translation processes of marketing materials and save enormous amounts of time by reusing marketing-related product information.

Output-neutral format across all media channels

Enter, manage and distribute product data in an output-neutral format across all media channels. This way, you can reuse product information everywhere, even in other BrandMaker modules like Media Pool and Web-To-Publish.

Strengthen the corporate language

Create product information once and reuse it in all your marketing materials. This enables you to communicate the product range in a harmonized way, thereby also strengthening your corporate language.

Fast access to information

Ensure your teams always find the required information via search functions, filter functionality and theme tree. Facilitate the communication of product information between teams and channel partners and improve the quality of your product marketing.

