



Product Factsheet

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MARKETING PORTAL

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.

Content Marketing Portal

Content Marketing Portal is a central tool for sharing marketing information and is vital for brand-compliant communication. It serves as the starting point for accessing, adapting and ordering marketing collateral as well as a source of knowledge and inspiration for staff, agencies and every other stakeholder.

MANAGE

All-in-one team portal

Content Marketing Portal serves as central information point for all brand-related matters. It is a comprehensive resource for employees, suppliers and partners. Reduce demand on marketing teams and offer an all-in-one team portal.

Enterprise-specific user interface

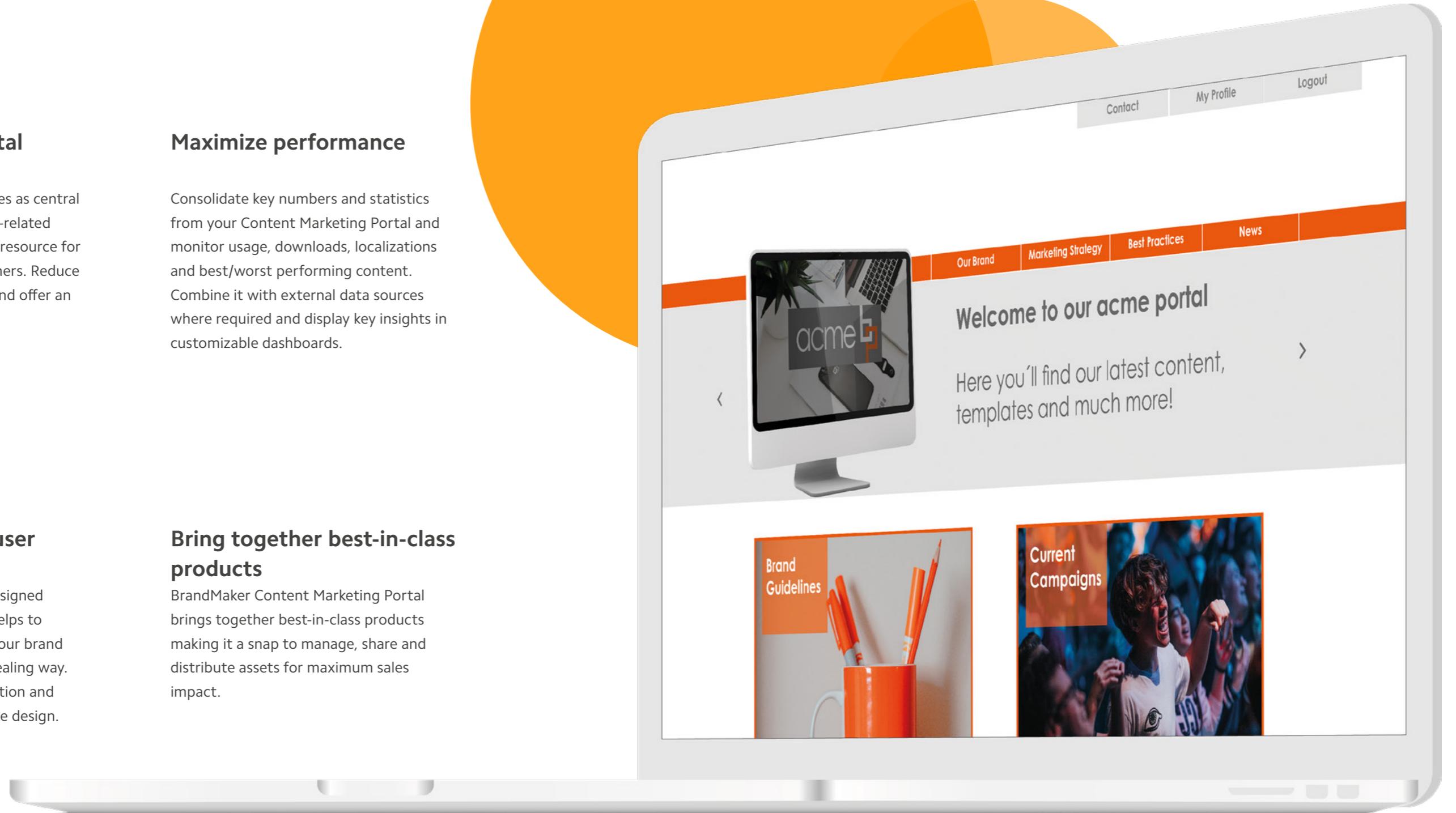
Content Marketing Portal is designed according to your needs and helps to communicate the essence of your brand message in a modern and appealing way. Thereby it ensures easy navigation and compliance with your corporate design.

Maximize performance

Consolidate key numbers and statistics from your Content Marketing Portal and monitor usage, downloads, localizations and best/worst performing content. Combine it with external data sources where required and display key insights in customizable dashboards.

Bring together best-in-class products

BrandMaker Content Marketing Portal brings together best-in-class products making it a snap to manage, share and distribute assets for maximum sales impact.



SELF-SERVICE

Intuitive user guidance

Involve casual users and create a user-friendly “breadcrumb trail” leading to important content. The user-friendly navigation enables even occasional users to reach the desired information quickly. Reduce the number of brand-related requests and help your teams to be self-supportive.

Simple content maintenance

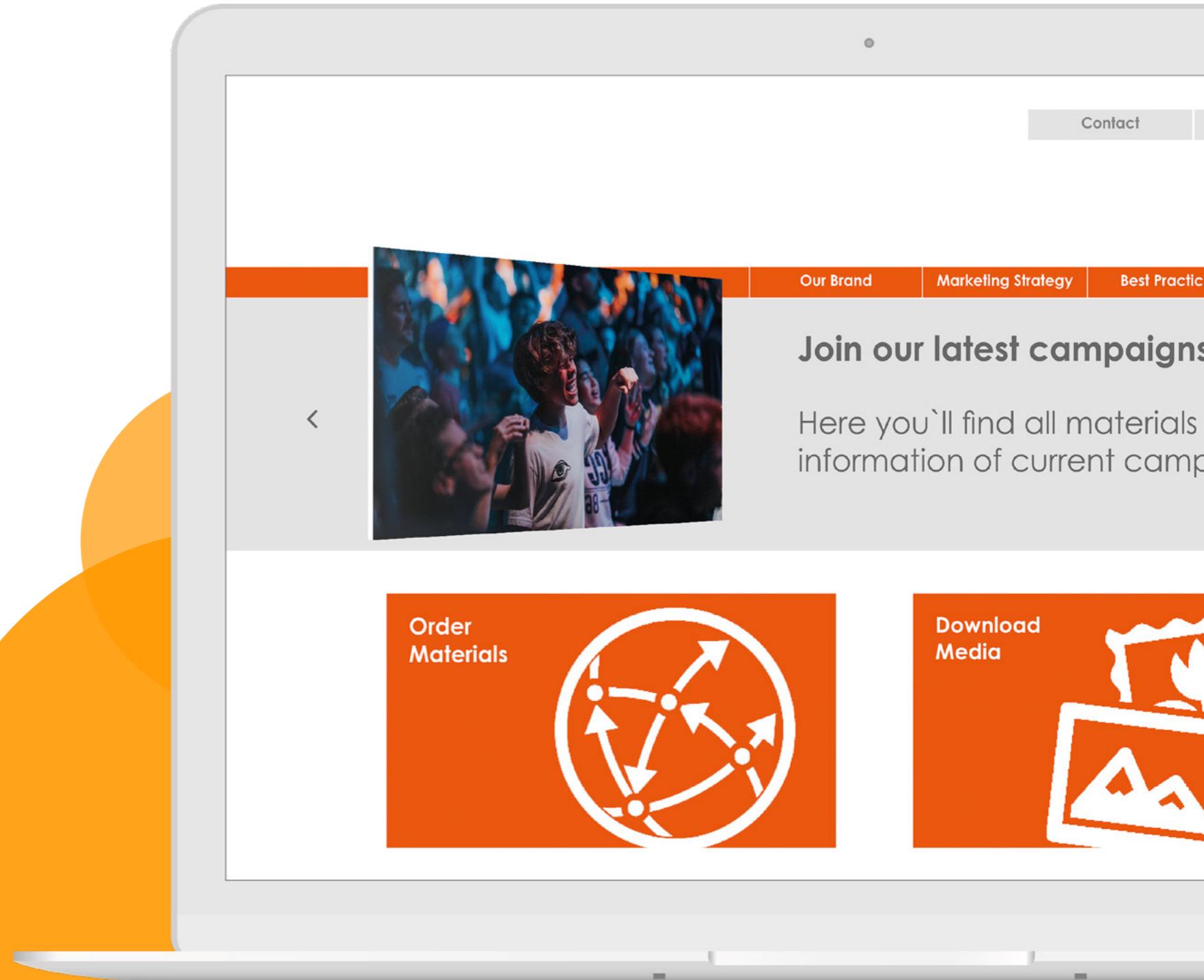
Content can be maintained by staff in the marketing department or the agencies responsible for CI compliance – no programming is required when updating content.

Make effective teamwork possible

Guarantee proper access to content and determine the access rights for individual user groups. Thanks to the highest security standards and a sophisticated rights and roles system, each user can only access the content that is relevant to them.

Implement best practices

Ensure user-friendly access to relevant information and implement best practices. Make navigation to content and campaigns that fit best easy by implementing wizards.



BRAND CONSISTENCY

Configurable website template

Content Marketing Portal includes an enterprise-class website template branded and styled just for you. Simply populate your new website with your own web content and include asset links/previews from your underlying library. Enforce group-level permissions as needed throughout site.

Company-wide corporate identity

Ensure a company-wide corporate identity by offering all participants a single access point for all brand issues. Provide clear and comprehensive information for all persons involved in the brand.

Build the brand

Content Marketing Portal provides more than digital assets only, it helps to apply corporate identity and corporate design rules effectively throughout every area of the company. Communicate the essence of the brand message and increase brand recognition.

Localized content

Adapt marketing material to local markets: A direct connection to Web-to-Print enables the creation of highly localized content. Better yet, Marketing stays in control of design integrity and branding.

