



Product Factsheet

BrandMaker GmbH
Rüppurrer Straße 1
76137 Karlsruhe, Germany

+49 721 2012 519-40
info@brandmaker.com
www.brandmaker.com

MARKETING SHOP

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 Shop

Marketing Shop allows internal personnel, affiliates and channel partners to order and download marketing materials. Set new standards for convenient, fast and self-service interactions.

SUPPLY

Benefit from better availability

Benefit from better availability and shorter delivery times: Enter multiple suppliers in the master data of an item, so you can choose the supplier from whom you want to order the item. For instance, in case of delivery stoppage by one supplier, you have an alternative source of materials already at hand.

Customize marketing materials

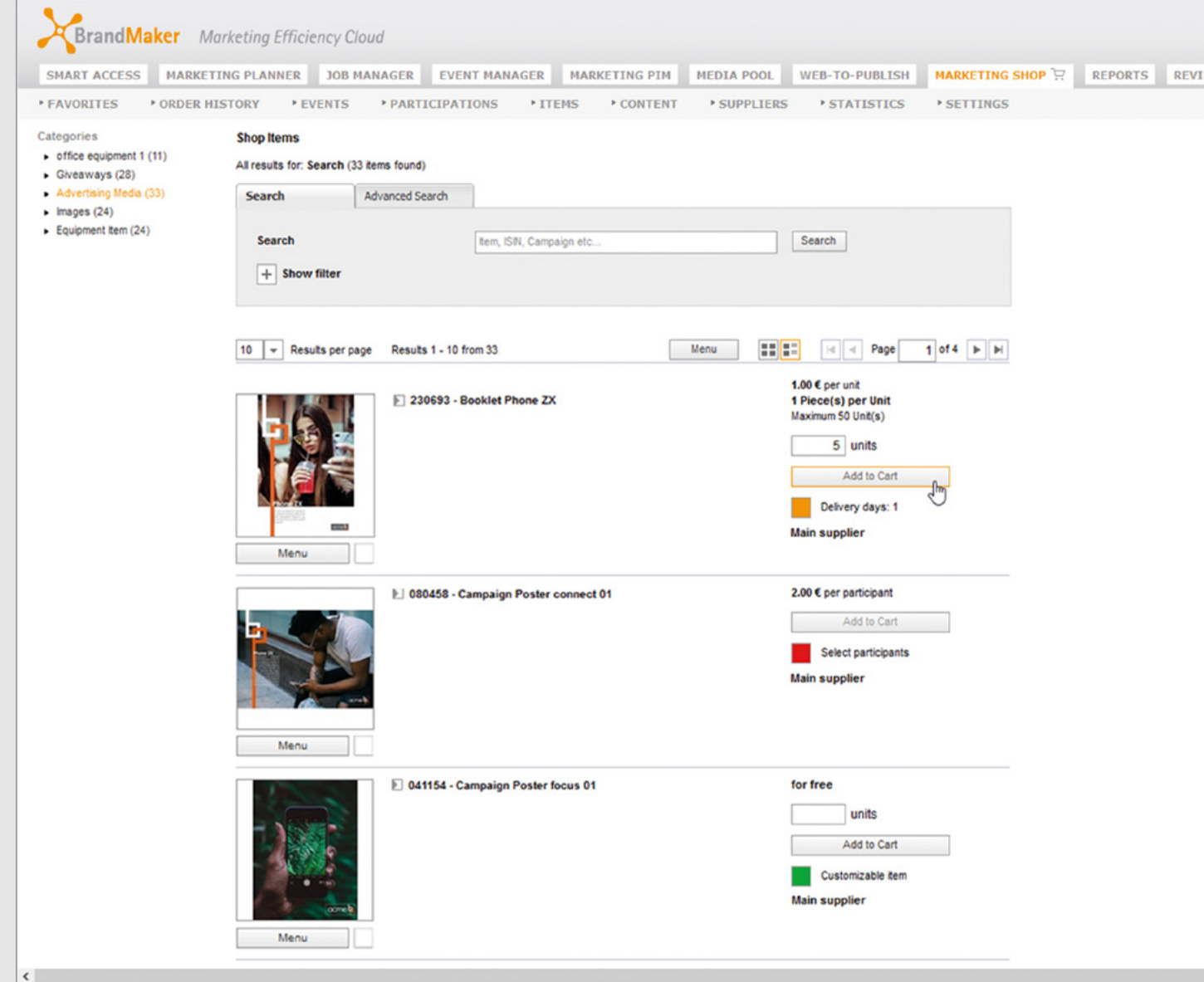
Users can access the Web-to-Print process directly from the shopping cart to customize material prior to ordering. If content is customized as part of direct marketing campaigns, an interface to direct marketing or CRM systems can be implemented.

Always know items' availability

Automated stock updates provide an overview of all marketing items and their availability at any time. Use Marketing Shop to make your latest advertising materials and information available quickly, transparently and easily.

Gain a clear overview

Marketing Shop serves as central data storage of marketing materials. Provide an accurate overview of all marketing collateral and store a wide range of materials – from physical and digital advertising items up to services.



ORDER

Easily order your items

A user-friendly order process, where users add all the required items to a shopping cart, makes it easy to order marketing materials. The users are guided through the order process step by step to successfully complete the order.

Improved campaign management

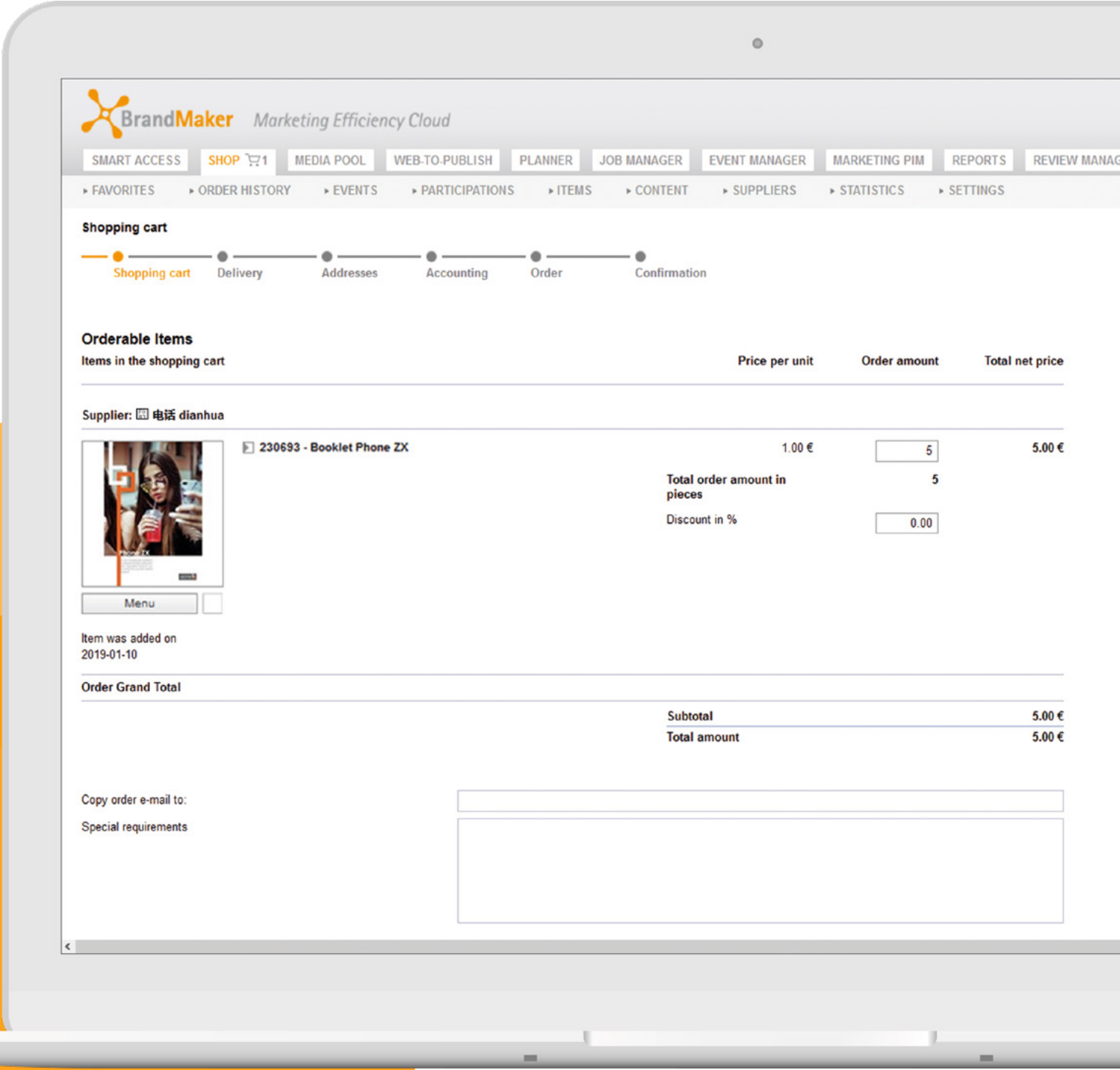
Provide teams across all regions with easily accessible campaign materials. Easily create offer packages and order lists for campaigns so teams can quickly order all campaign materials with just a few clicks without forgetting anything.

Improve speed-to-market

Automate your order processes and replace complicated e-mail and telephone orders from local marketing representatives to the central office. Enable users to order marketing materials quickly and conveniently – regardless of location.

Save money

Avoid under- or overproduction of marketing material and only deliver what is required. Produce and distribute material on-demand to provide faster delivery times and lower transportation costs.



COOPERATE

Empower cooperative marketing

A clear central pool of available advertising material increases the likelihood of local teams adopting and adapting marketing material. Marketing Shop helps involve decentralized teams, thereby motivating them to participate in central campaigns.

Benefit from user feedback

In Marketing Shop, users can submit their opinion and rate ordered items. Your marketing team can view comments and explanations entered with the rating, which helps to improve the marketing content.

Improve your local marketing

Participating in international campaigns has never been easier for local offices. Thanks to Marketing Shop, time-consuming orders from local marketing managers via the central office are a thing of a past.

Involve internal and external stakeholders

User-specific roles and associated rights guarantee secure access to content. This enables you to easily supply staff, affiliates and partners with all relevant marketing materials.

