



## Product Factsheet

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# MEDIA POOL MOBILE

[www.BrandMaker.com](http://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.

# Media Pool Mobile

Media Pool Mobile is the app that empowers field teams, channel partners and sales reps to have the most relevant digital assets within reach, within seconds. Show and share videos, presentations and docs from your smartphone or tablet and have engaging conversations.

# ACCESS

## Portable Digital Asset Management system

Have all digital assets at your fingertips, wherever you go: Manage all your sales and marketing materials in the Media Pool Mobile app.

## Bundle marketing and sales materials

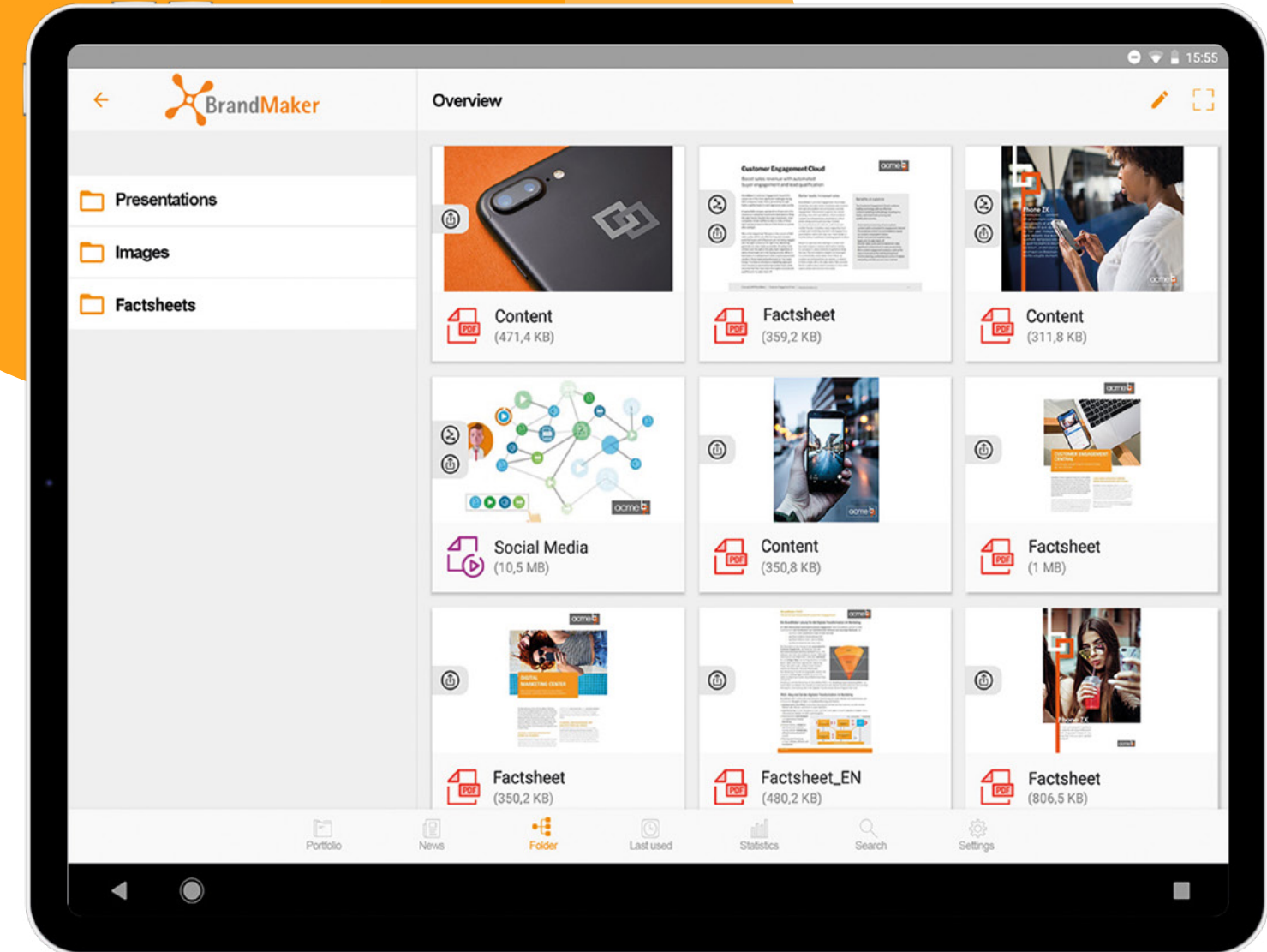
Sales reps can also upload personal assets to the app. This allows combining customer-specific assets like sales presentations or proposals with centrally shared corporate assets.

## Access relevant content via mobile devices

With BrandMaker Media Pool Mobile you can show marketing materials from mobile devices and share assets with prospects in just a matter of clicks.

## Always be prepared for sales meetings

Have all your sales and marketing material accessible in shared or personal folders, ready to show and share.



# SHOW

## Save money on marketing materials

No printing, warehousing or shipping of marketing materials necessary. Provide field teams and channel partners with the most relevant digital assets using the mobile app.

## Optimize the customer experience

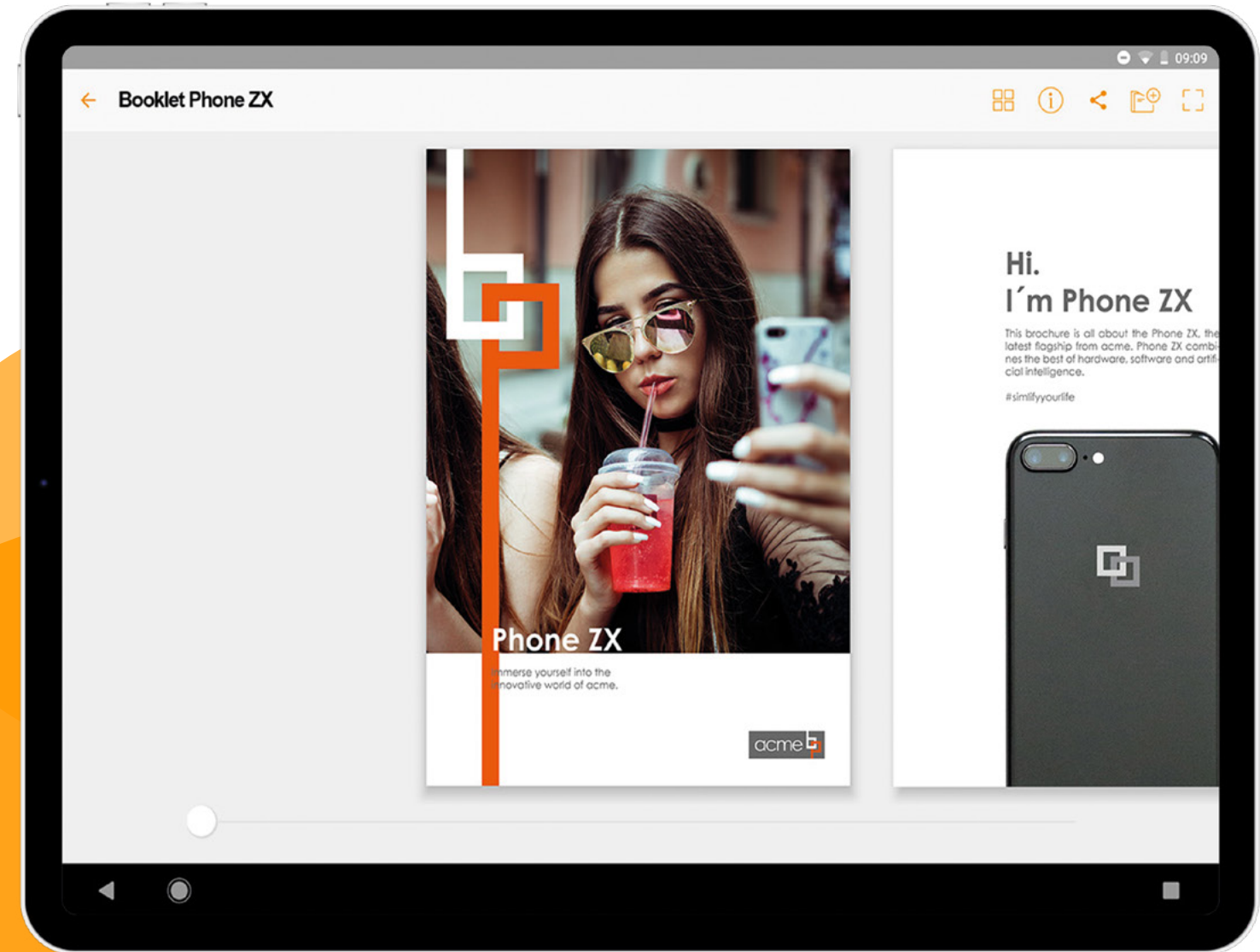
Kick-off a buyer journey with a click and service your contact with a series of meaningful pieces of information.

## Quick access to assets during meetings

Always be prepared for sales meetings: Avoid searching for assets during customer visits and compile relevant assets in folders. Don't be dependent on an internet connection and simply synchronize assets to access them offline.

## Adjust to your counterpart

Quickly respond to customer needs and bring suitable assets smoothly into the customer conversation.



# SHARE

## Intelligent distribution of assets

When sharing, your contact will receive an e-mail with a link to each shared asset. Track the content usage and follow-up on shared assets to know which content the prospect liked best.

## Easily share assets with prospects

Facilitate the forwarding of assets and let endorsements increase impact – all sales and marketing materials are directly ready to share.

## Remind contacts to open shared assets

If your contact does not open the link to an asset within an adjustable time, the system can remind the contact to do so.

## Empower sales reps and dealers

Provide field teams and channel partners with the most relevant digital assets using the mobile app.

