



## Product Factsheet

BrandMaker GmbH  
Rüppurrer Straße 1  
76137 Karlsruhe, Germany

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

# MEDIA POOL

[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

Manage your digital assets centrally in BrandMaker's Media Pool.

In our Media Pool you can locate the relevant assets quickly using the right metadata and navigation. Reuse your assets via downloads and transmissions or reuse it directly in other BrandMaker modules. Take your advertising production to the next level and benefit from shorter search times, ensured media quality and smooth processes.

# ASSET PORTAL

## Involve casual users and non-marketers

The intuitive user interface allows even non-marketers and casual users to find valid assets quickly and easily. Our Media Pool also makes it possible to involve all internal as well as – where desired – external participants to the organization.

## Benefit from state-of-the-art functions

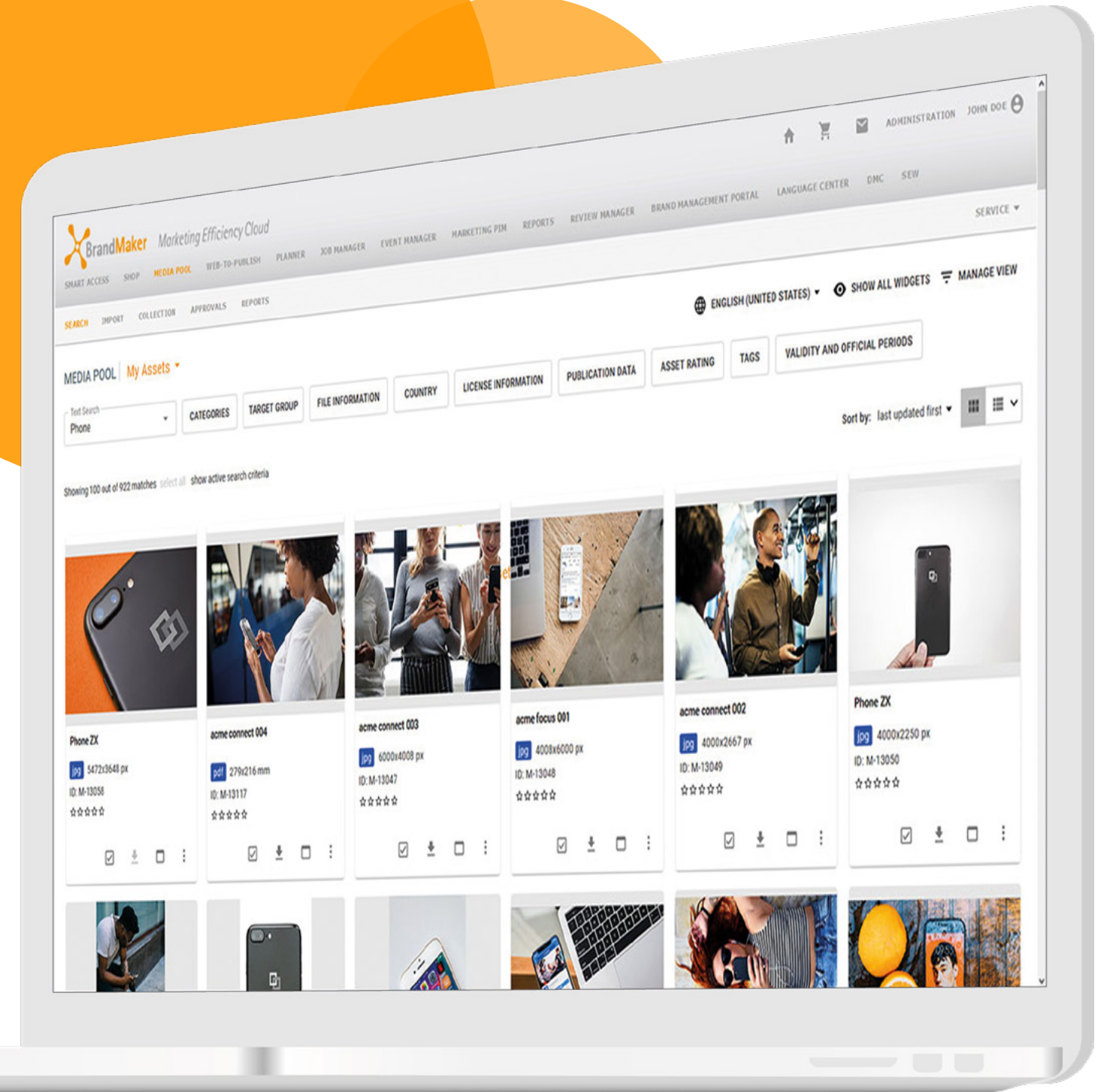
Use AI-based image tagging to guarantee better retrieval of your assets. You can also carry out simple marketing material adaptations yourself, like editing in Adobe InDesign directly from Media Pool.

## Make assets flow seamlessly

Make content seamlessly flow across modules and use assets from Media Pool directly in other BrandMaker modules. Seamless interfaces guarantee an efficient (re)use of your assets and thereby ensure brand consistency.

## Make the most of your time

Thanks to powerful storage functions you can accelerate the storage of new assets, for example with individual or mass import functions or automatic metadata extraction.



# ACCESS

## Promote fast and user-friendly access

Use a variety of powerful search methods and filters to find your desired assets. Depending on their role and responsibilities different users can search the Media Pool using very different criteria. From hierarchically-structured category navigation through searching by keywords to topic-guided searches.

## Make informed decisions

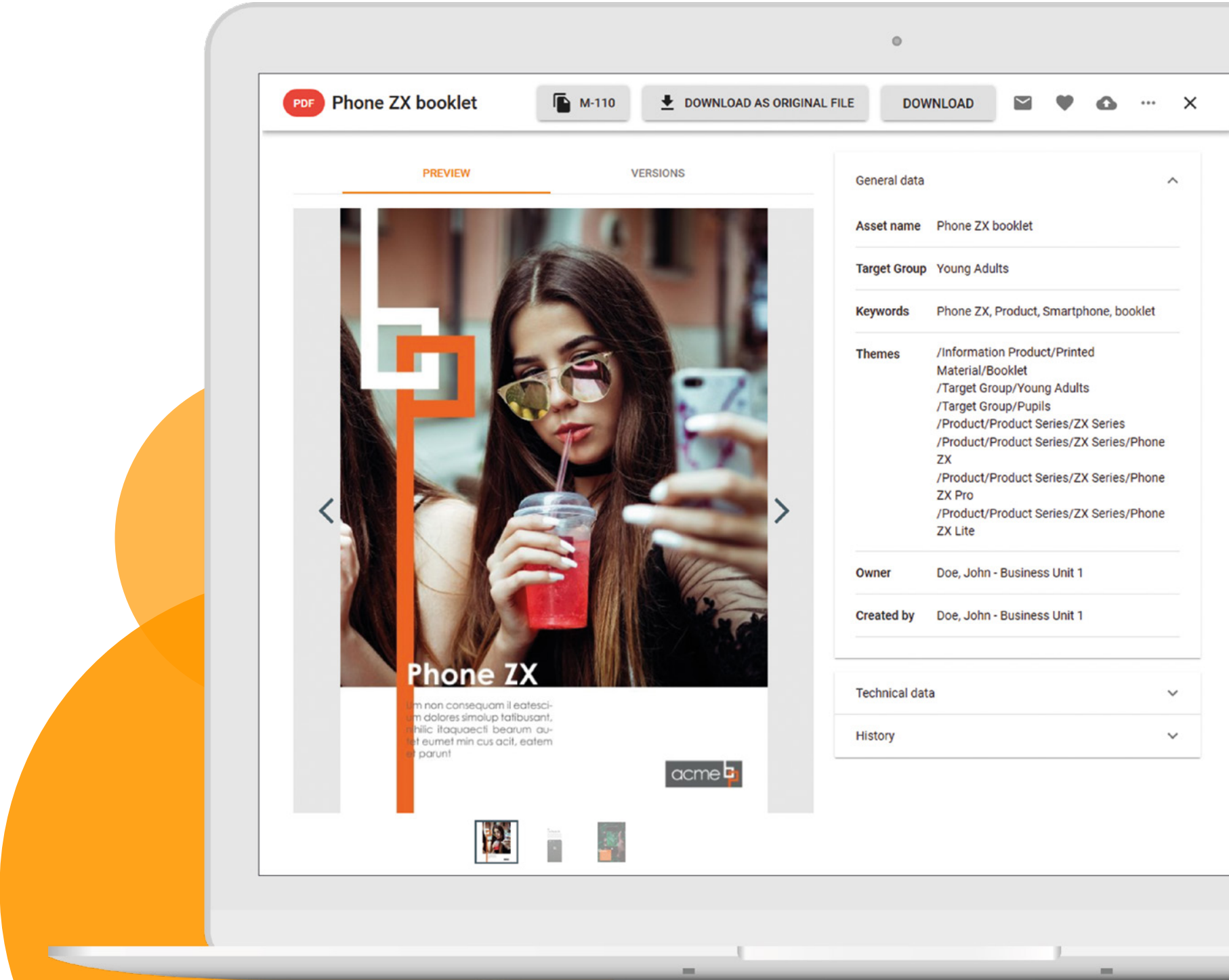
Powerful preview functionality ensures you select the asset you actually need before you subscribe, download or send it from the Media Pool straight to customers, service providers or colleagues.

## Approved marketing materials

Prevent non-authorized use of your assets with professional release workflows and distinct user rights. Additionally, you can ensure that only the latest versions of assets are used.

## Access your favorite assets

For faster access, save search requests for yourself or make them available to other users. Additionally, you can simply mark assets as your favorites to always have them at hand.



# SHARE AND DISTRIBUTE

## Generate output formats on demand

Store source files once and convert them into different target formats automatically. This way you always get your assets in the file format relevant to the applications you are working with.

## Easily share assets

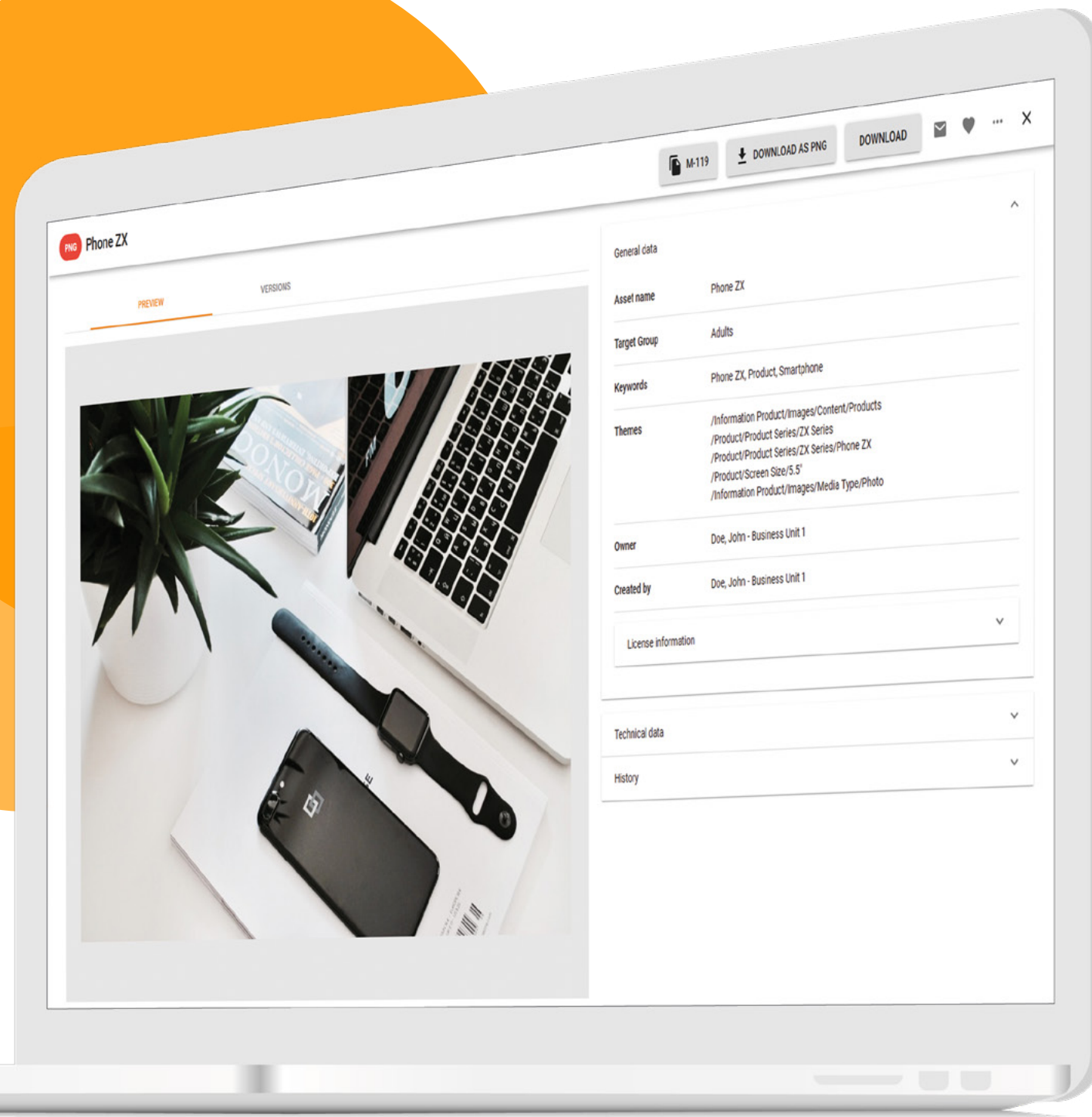
Promote easy access and sharing of assets: Make “collections” to group and present assets around themes, campaigns or any other dimension.

## Provide internal and external users with assets

Let teams, agencies, freelancers and suppliers all be part of the same content engine. Make assets available to internal and external users for review, editing, or publishing.

## Distribute assets with the touch of a button

Simply download, send or transfer your assets from the Media Pool to your marketing material. Or reuse assets directly in other BrandMaker modules.





# CONTROL

## Respect copyright and avoid claims

Media Pool also manages all license information as part of an asset's metadata. Via interfaces to the leading rights marketers, you can obtain images and other assets direct from their portals and transfer them into your Media Pool, which avoids costly duplicate license situations.

## Prevent unauthorized distribution

Thanks to the highest security standards and a sophisticated rights and roles system, each user only has the options enabled for him.

## Benefit from feedback

Evaluation and comment options allow users to provide feedback on a media object. Additionally, powerful reporting functionality indicates which marketing material has been used to which extent and by whom.

## Get a grip on content usage

See who is using which asset, where, when and even why: Versioning and usage history ensure maximum transparency for all parties involved.

