



Product Factsheet

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WEB- TO- PUBLISH

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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.

Web-to-Publish

Web-to-Publish is the module for dynamic content creation. Adapt and localize your existing marketing materials quickly and easily. From minor changes to major reworks, you can customize your marketing materials to your local market without the need for layout software.

CUSTOMIZE AND LOCALIZE

Easily adapt marketing materials

Web-to-Publish enables employees and partners to easily adapt marketing material to local needs. Any marketing novice can now customize or co-brand marketing material, both digital and print, without the need for layout software or design skills.

Self-service tool

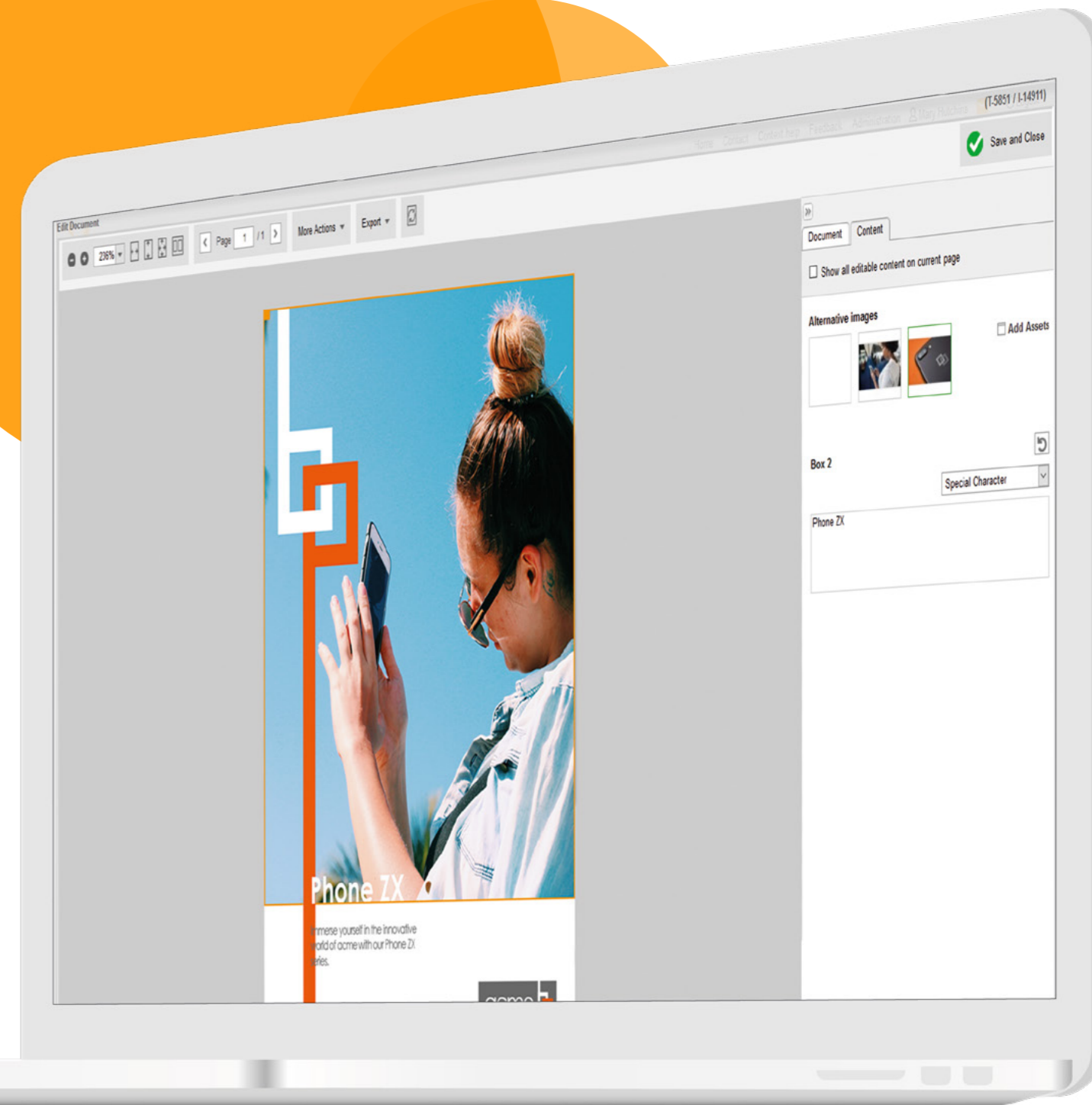
The intuitive interface helps the user to create relevant marketing material in just a few clicks. Content elements and pages can be safely added and modified using drag and drop.

Reduce agency costs

A simple process enables non-marketers to produce high quality marketing materials. Reduce agency costs as manual modifications can now be easily done in-house.

Boost business results

Bridge the gap between central marketing and local sales and have your decentralized teams create localized media for cooperative marketing. This way, local partner can easily promote, sell and deliver products.



BRAND MANAGEMENT

Maintain control over corporate identity

Specify the level of customization in rule-based templates so non-creatives can make adjustments without breaking design integrity. Maintain control over your corporate identity and your brand assets, while empowering people to quickly customize digital marketing assets.

CD-compliant marketing materials

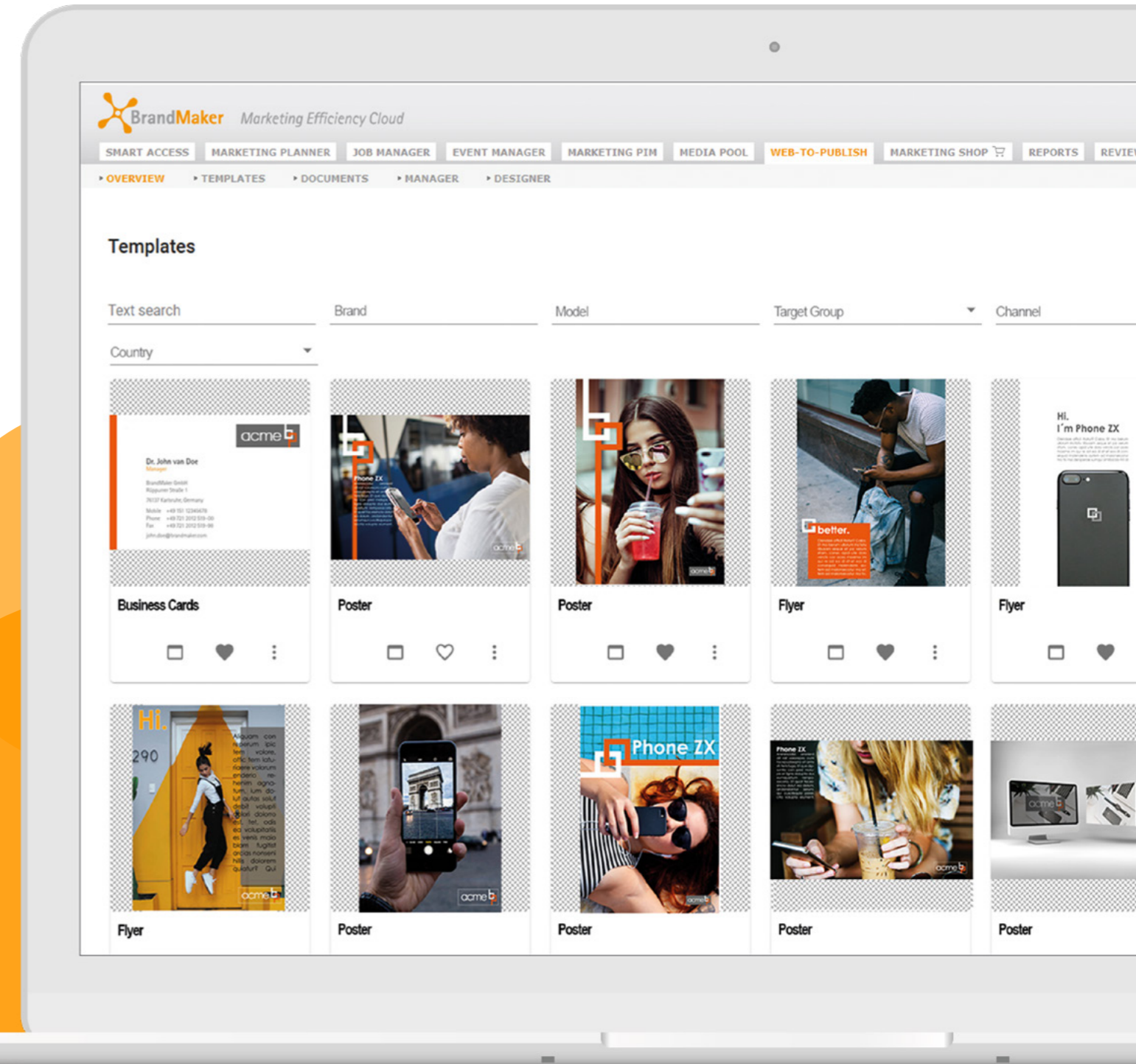
Centrally supplied rule-based templates ensure compliance with central corporate design guidelines and maximize your freedom to localize your materials. Use the comprehensive search function to easily find required templates.

Wide range of marketing material

Web-to-Publish allows you to create a wide range of material. It can be simple one-page publications or sophisticated multi-page documents. In combination with automatic data importing it is also possible to generate large quantities of personalized documents, such as business cards.

High quality media

Guarantee technical quality of the publication rendered and produce print-ready PDF files automatically. Additionally, a direct connection to BrandMaker Media Pool guarantees the use of only approved assets.



CONTENT MARKETING

Shorter time-to-market

Standardization and automation help to save valuable resources and optimize processes. Achieve a shorter time-to-market thanks to self-service high quality media. Web-to-Publish lets companies utilize the power of their own brands and communicate consistent content.

Reuse product information

Thanks to its seamless integration with the Marketing PIM module, the marketing material can be filled with the latest product information from your centralized sources automatically.

Communicate effectively

Focus on what's important, thanks to optimized processes. Fluently switch from customization to fulfilment and process directly to print shop, agency or publisher. Check the results of your marketing activities and gain real-time performance feedback.

Add approval processes

Increase the quality of customized publications and add approval processes before content publication. For the approval, the document is checked by at least one user in the system.

