Aprimo Digital Asset Management

Streamline Global Content

Accelerate Content Creation & Management

Easily Search, Find, and Share Content

30% Faster Time to Market

Automate Content Production

Centralize Brand Content

Aprimo Digital Asset Management offers a single repository for brand assets to help manage any source or format of content involved in creating exceptional customer experiences, including:

IMAGES

Aprimo DAM supports the ability to easily tag, store, and preview videos natively. Aprimo can even support emerging file types, like 360-degree product images and 3D files.

VIDEOS

Easily tag, store, and preview videos in Aprimo DAM. More effectively manage videos with advanced capabilities like transcoding, AI-driven auto tagging, and light video editing.

TEXT

Manage on-brand content for everything from text snippets to text articles to long-form PDFs and Word documents.

Deliver visually engaging, relevant, and dynamic content by:

STREAMLINING REVIEW CYCLES

Get content to market faster with a single place for content collaboration, workflows, annotations, and approvals.

EXECUTING GLOBAL CONTENT STRATEGIES

Ensure content is always engaging, up-to-date, and aligned with corporate strategies with a single place to find all content.

IMPROVING CONTENT EFFICIENCY AND EFFECTIVENESS

Save time and money by ensuring that the most engaging content is easy to find, tailor, and reuse across markets and channels.

### IMPROVING CONTENT ROI

Combine content performance with content investment data so you know where you're getting the most for your money.

Aprimo provides technology solutions for content, operations, and performance that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.

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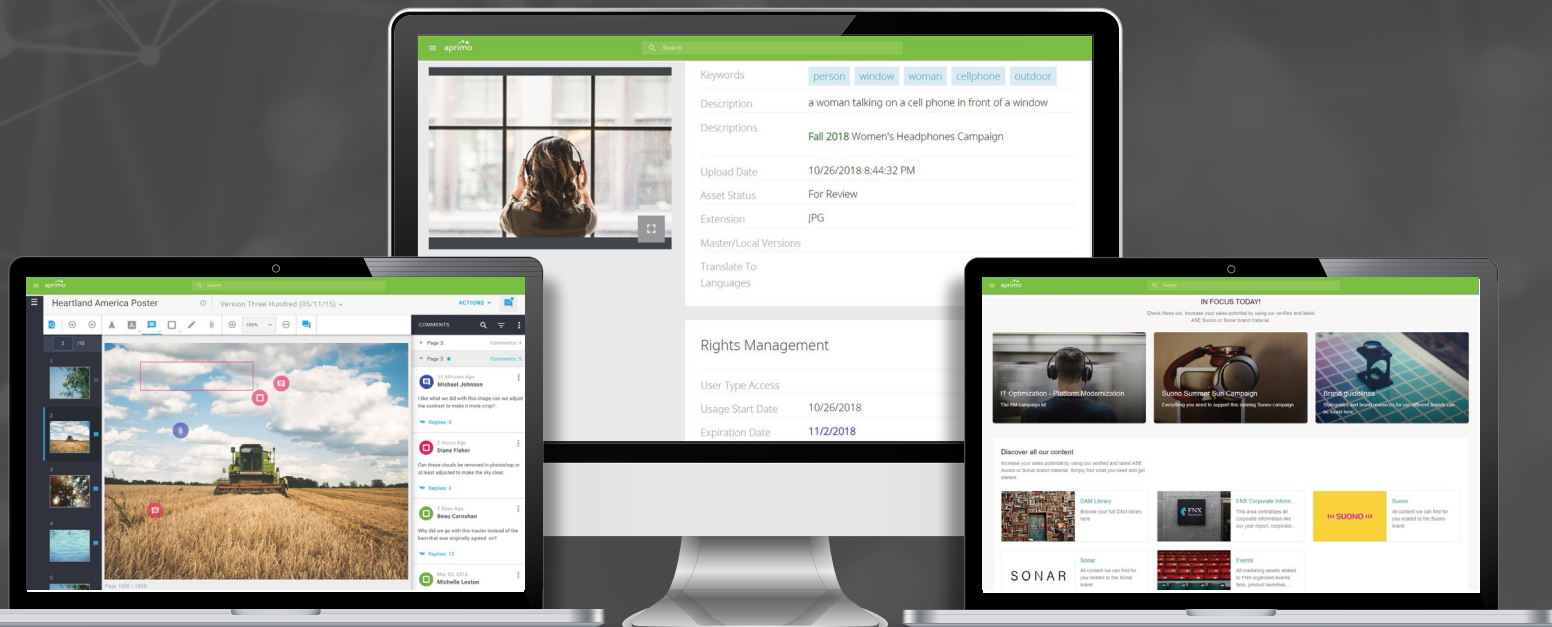
COLLABORATE

Automate content production to shorten time-to-market.

Streamline Collaboration
Centralize collaboration and workflows with support for ideation, reviews, and approvals.

Enable Creative Reviews
Support creative reviews and annotations with integration to creative toolsets, and seamless review and annotation capabilities.

Increase Agency Effectiveness
Manage agencies' time, approvals, and output in a single place.

MANAGE

Properly organized and enriched content leads to richer, on-brand customer experiences.

Add Structure to Content
Quickly upload, tag, search, and find assets with Aprimo's flexible metadata, auto-tagging, and taxonomy capabilities.

Ensure Rich, On-Brand Content
Ensure on-brand, compliant content is always available with robust rights management capabilities.

Create Locally Relevant Content
Find and localize existing content for different channels, languages, or cultures while still maintaining version control.

SHARE

Improve enterprise access to on-brand content.

Access Content Across the Organization
Enable marketers, creatives, eCommerce, and customer experience teams to access content with a simplified user experience.

Integrate Into Existing Technology Ecosystems
Integrate into any ecosystem with Aprimo's configuration-only connectors, documented APIs, and open frameworks on low-code integration platforms.

Analyze Content ROI
Aprimo analytics capabilities can merge content performance data with content investment data to help calculate content ROI.

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