



wedia

Digital Marketing Solutions

“We make it easier
You make it alive”

April 2019



About

Wedio is an international SaaS provider specialized in marketing and communication cloud solutions.

We help our clients improve their content marketing and speed up their business.



**Content
Marketing is
a brand's #1
challenge!**

“

**We create the
technology that helps
our clients manage their
marketing content and
deliver the best digital
experience**

”





Wedia technology at your service

Central hub for content
marketing

Headless diffusion from a single
source to every channel

Cloud-based modular solution

Ready for third-party integration

MARKETING AND BRAND CONTENT LIFECYCLE

Wedia makes it easier for brands to create, distribute and score content -across teams, channels and global markets - all on a single platform.

The Wedia technology streamlines the content marketing lifecycle of companies

PLAN
CREATE
& REVIEW



MANAGE
SHARE &
REPURPOSE



DELIVER
ENGAGE
& SCORE



ADAPT
LOCALIZE
& CONTROL

***"A modular software suite
that successfully supports
your digital marketing
transformation"***

Wedia allows brands to
gradually implement a
modern marketing platform,
easy to integrate

**CREATIVE PROJECT
MANAGEMENT**



**DIGITAL ASSET
MANAGEMENT**



**DIGITAL EXPERIENCE
MANAGEMENT**



**DISTRIBUTED MARKETING
MANAGEMENT**



**“Early adopters
manage content
and context in order
to drive customer
eXperience and
eCommerce”**



Gartner.
FORRESTER®

**Wedia's solution
is regularly
reviewed and
endorsed by the
world's leading
analysts.**



4 modules

Creative Project & Content
Management

Digital Asset Management

Distributed Marketing
Management

Digital eXperience Management



PLAN & CREATE

CREATIVE PROJECT & CONTENT MANAGEMENT



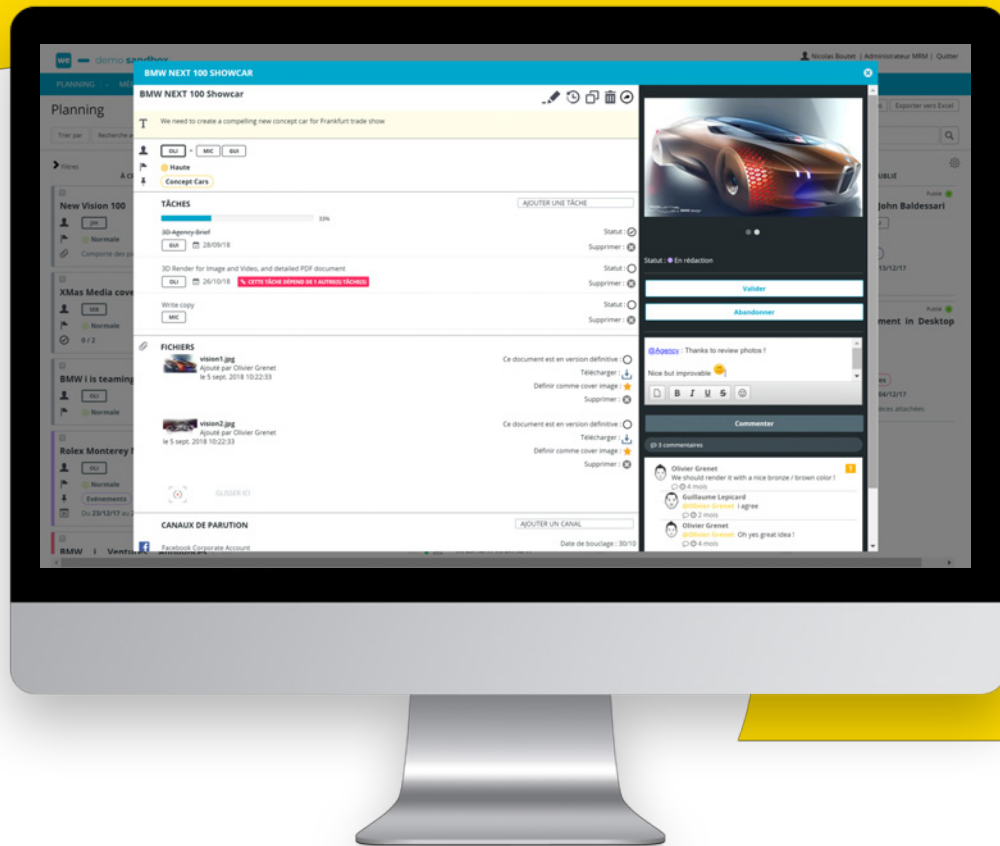
CREATIVE PROJECT & CONTENT MANAGEMENT

Plan, organize and monitor your brand's content marketing

Render creative and collaborative project creation easier and faster

Control content and asset publication across digital, social and traditional channels

Use content performance to create new assets based on best practices





MANAGE & SHARE

DIGITAL ASSET MANAGEMENT



DIGITAL ASSET MANAGEMENT

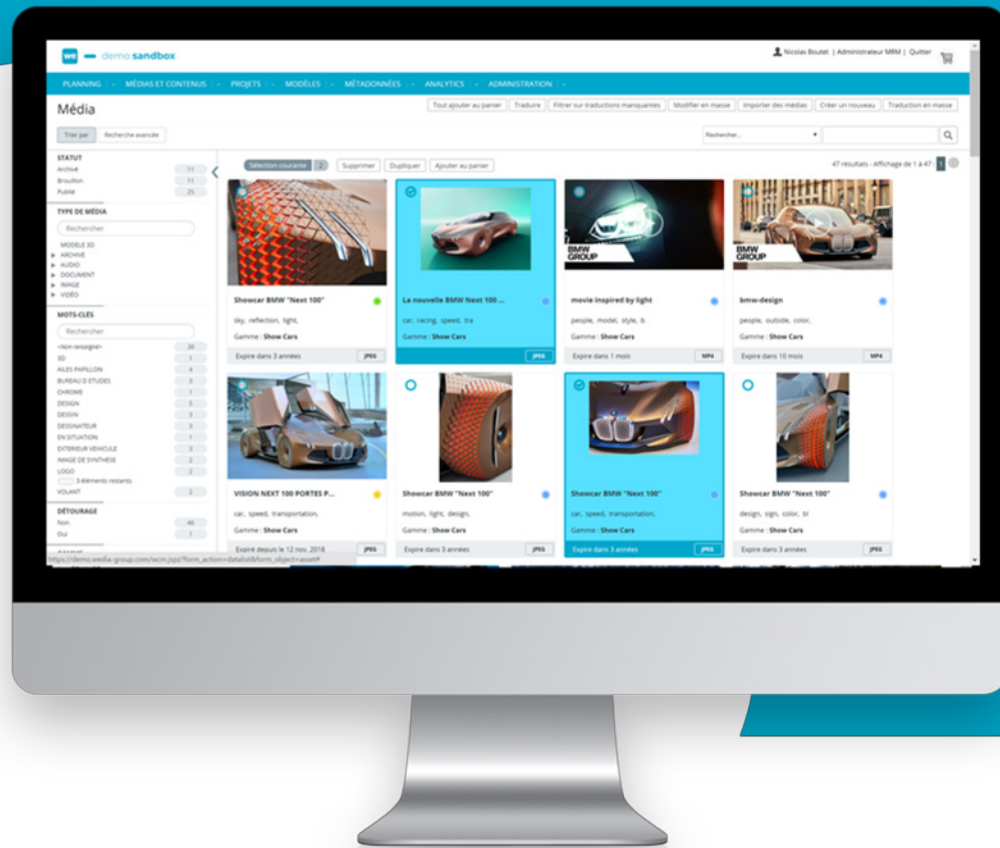
For a unified solution complying with brands, BU or partners' specificities

100% adaptable at any data structure and content type (photos, videos, 3D, interactive content....)

Enhanced ingestion : AI, metadata extraction, mass-tagging

Multiple language search, dynamic faceted search, autosuggest

Powerful rights management





ADAPT & LOCALIZE

DISTRIBUTED MARKETING MANAGEMENT



DISTRIBUTED MARKETING MANAGEMENT

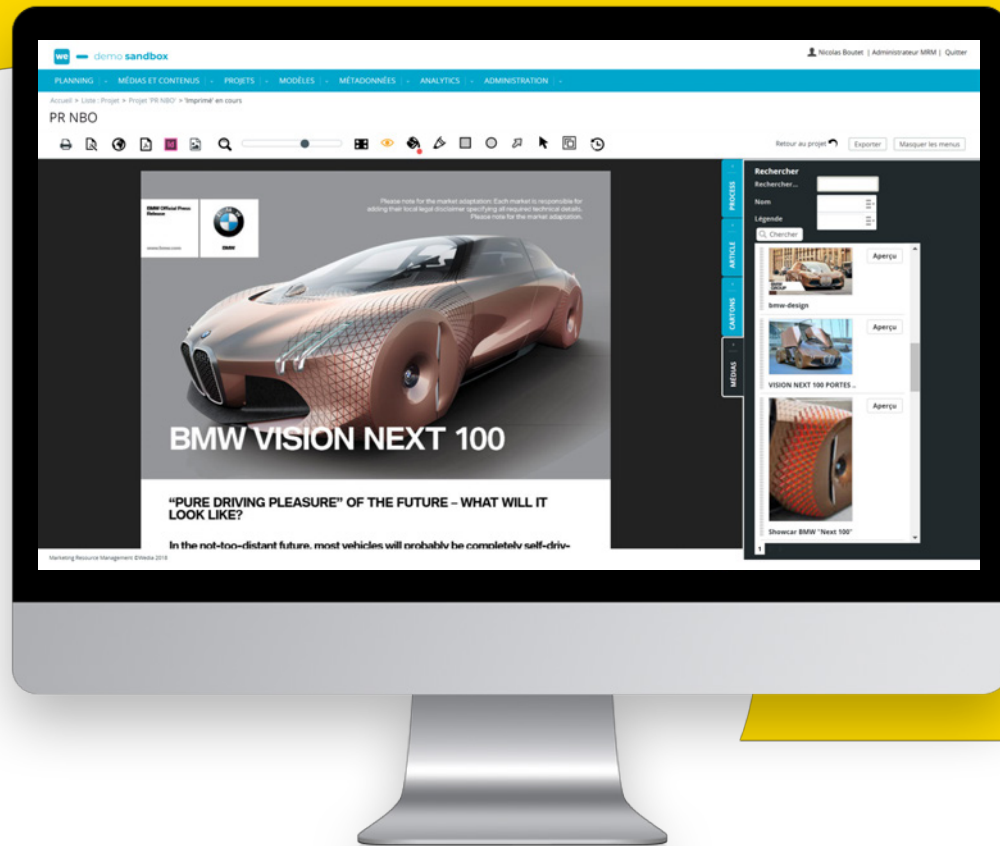
Create marketing material from branded and validated templates (Marketing Portal)

Streamline and automate format adaptations (Web-to-print “dylation”)

Control the localization and adaptation of your assets thanks to approval workflow

Reduce operating costs

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DIFFUSE & SCORE

DIGITAL EXPERIENCE MANAGEMENT



DIGITAL EXPERIENCE MANAGEMENT

Develop a Single-Source-Of-Truth marketing content strategy.
Save once, diffuse everywhere.

Create dynamically personalized content and generate multiple variations from master assets.

Provide a great interactive user experience by controlling player, viewer, and format for any device and context

Engage customer, score the content and measure the performance



Committed to better content experience

A cloud-based and modular solution to gradually deploy an « always-on » marketing.

The unique solution from planning to digital diffusion and print.

A solution focused on content scoring for the most engaging content marketing.



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