



Move From Linear to **Dynamic Content Operations**



Modular Content

Optimize Content Reuse, Maximize Content Budgets

Modular Content helps you create personalized experiences by breaking high-value content into its smallest, re-usable form to speed up time-to-market across brands, channels, regions, and customer segments.

Omnichannel Personalization

Avoid starting from scratch and reassemble content into new, personalized channel-focused combinations.

Market Expansion

Create relevant, localized content faster for different markets.

Brand Integrity

Avoid creating off-brand or non-compliant content by only enabling the re-use of already-approved content.

Here's How It Works



PLAN

Set yourself up for modular content success by aligning on content plans from the start.

CREATE

Standardize the creation of content so that non-creative users can be empowered to create and adapt content across channels and experiences.

CURATE

Create more impactful content experiences faster and without having to create them from scratch.

ACTIVATE

Leverage the powerful capabilities of Aprimo DAM to get content-driven experiences into market faster.

OPTIMIZE

Track where content has been used, and quickly refine content strategies.



PLAN

Prepare Dynamic Content Plans

Create modular content-specific content plans that can be adapted across channels and content experiences.

Create Data-Driven Content Plans

Gain inspiration for new modular content by using AI to surface related assets, and by gaining access to content performance data that shows which assets have (and have not) performed well in the past.

CREATE

Dynamic Content Operations

Create content from anywhere, without having to follow traditional processes—whether it's building content from modular content or breaking existing content down into re-usable components.

Centralize Creative Components

Store creative files and components in the DAM, not just final outputs.

CURATE

Support Any Type of Content Block or Set

Create a content model and taxonomy that supports all content types from images and videos to 3D and text files (e.g., disclaimers, claims, etc.).

Ensure Modular Content Success

Make it easier to know how modular content can be used, re-combined, and presented by including usage guidelines, linking different renditions and related assets.

ACTIVATE

Empower Non-Creative Users

Enable non-creative users (e.g., sales teams, partners) to leverage relevant modules of content so they can create custom, on-brand marketing materials on their own.

Accelerated Content Delivery

Deliver modular content directly from the DAM to various channels via CDN links to ensure content is automatically updated, edited, or expired wherever it's used.

OPTIMIZE

Assemble Content More Efficiently

Swap in and out content modules without having to redeploy the entire content experience or template.

Make In-Flight Adjustments

See how content is performing in campaigns and across channels in real-time and quickly make any necessary adjustments to optimize performance.

Link to Analytics Solutions

Connect Aprimo data with marketing analytics tools to tell the bigger data story and better refine content and creative strategies.

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.



aprimo.com