

SUCCESS STORY

**KPMG powers up its marketing arm with Aprimo to more effectively support practice principles and teams**



KPMG LLP is an organization of independent professional services firms offering audit, tax, and advisory services to brands all over the world. Operating in 90 offices and territories with more than 34,000 employees and partners working across the United States, KPMG provides effective professional services to some of the biggest brands in the Americas.



## Challenge

**A Shift to Salesforce Means Big Changes. Deploying Salesforce—Marketing Cloud, Service Cloud, Sales Cloud—the shared services marketing group at KPMG needed to move many more pieces into position to start transitioning their sales team to get the most out of the platform. The group put out an RFP in search of a vendor that could help them modernize their marketing organization and deploy tools that would help them better enable and empower sales teams.**

### **Aprimo, Digital Transformation in a Box**

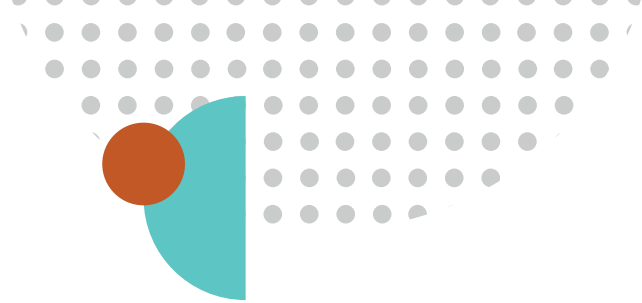
KPMG chose Aprimo to help solve their marketing challenges and to help them get the right content to the right customer at the right time. Because of the limited on-site nature of their work and the disruption caused by the pandemic, the KPMG marketing services team realized they needed to boost their ability to market to their prospects. Aprimo gives the team the power to easily store, find, and reuse marketing materials along with a host of productivity management tools that make coordinating their efforts simpler than ever.

Aprimo enables KPMG to localize content so teams dispersed across the country aren't expending time and energy recreating content they already have on hand. Aprimo's vast library of integrations and connectors, including those that connect to Salesforce Marketing Cloud, help KPMG marketers get all the value of Aprimo without having to leave the applications they work in most often.

KPMG values Aprimo's ability to scale up as their shared services marketing team expands. And with the capability of storing and searching for every type of content (from text to 4K video), Aprimo gives KPMG the means to enable their sales teams in every circumstance.

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## Solution

### Digital Asset Management (DAM)

Aprimo DAM enabled KPMG to create content, store it, and search for it more quickly. With DAM, they could also launch marketing campaigns into every local market and automate the entire customer journey.

### Productivity Management

Aprimo Productivity Management helps coordinate a marketing team across 90 offices, making project management simple and automating project workflows to make collaboration much easier.

### Plan & Spend

With so much happening in their marketing organization, KPMG uses Aprimo Plan & Spend to intuitively and quickly create dashboards and reports that help them budget projects and track spending throughout the lifecycle of their content.

### Coordinated, Automated, Digital Marketing Capabilities

KPMG chose Aprimo to help them deliver more personalized, effective marketing materials in front of their prospects faster—in addition to streamlining their marketing organization across North America and better managing spend. With Aprimo, KPMG gets the complete digital transformation package, making marketing materials easier than ever to create, store, find, and use and enabling their team to work better together.





## About Aprimo

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.



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