Public CDN

Create a Content Hub With Public CDN for Aprimo DAM

With Aprimo's Public CDN capabilities, create a single source of truth for content. Aprimo enables the creation of a configurable, public URL link to be created for DAM assets that can then be immediately used in customer-facing digital experiences.

- **Ensure In-Market Content Is Always On-Brand**
- **Connect to Aprimo DAM Without Costly Integrations**
- **Track Content Performance**

Streamlined Content Hub
Maintain a single source of truth for all content, including the ability to automatically syndicate, update, and expire assets in digital channels.
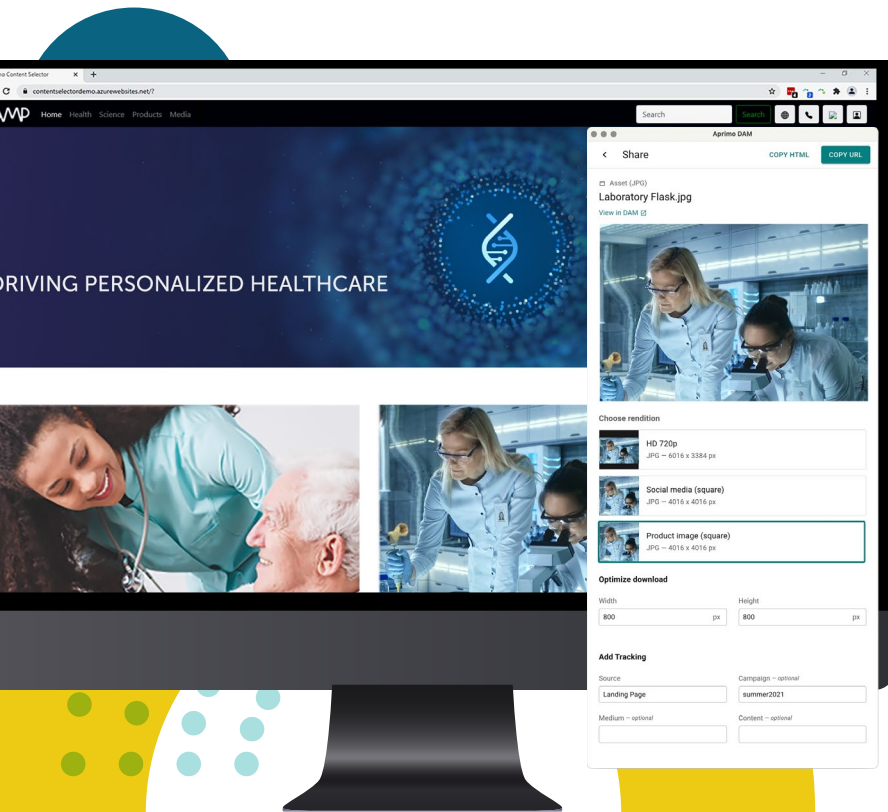
Ecosystem Connectivity
Instantly access your Aprimo assets while working in your CMS, marketing automation, PIM, and email solutions.

Omnichannel Consistency
Maintain brand consistency in every channel by ensuring you're always using the most up-to-date versions of your content.

Here's How It Works

Optimize Publicly Distributed Content
Deliver content faster to customers via CDN links automatically generated in Aprimo DAM. Links can be configured to enhance SEO.

Automatically Reflect Content Updates
Aprimo's Public CDN links automatically update with asset changes (including updates or expiration), wherever the asset lives.

Track Performance
CDN links provide performance data to calculate content return on effort (if the time, resources, and budget was worth the effort). Additionally, teams can embed campaign codes directly into asset links to track overall campaign performance.

Immediately Access DAM Content
Via Aprimo QuickConnect's browser extension, immediately search, find, and use CDN links in most third-party MarTech solutions without having to undergo a long and costly integration.

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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