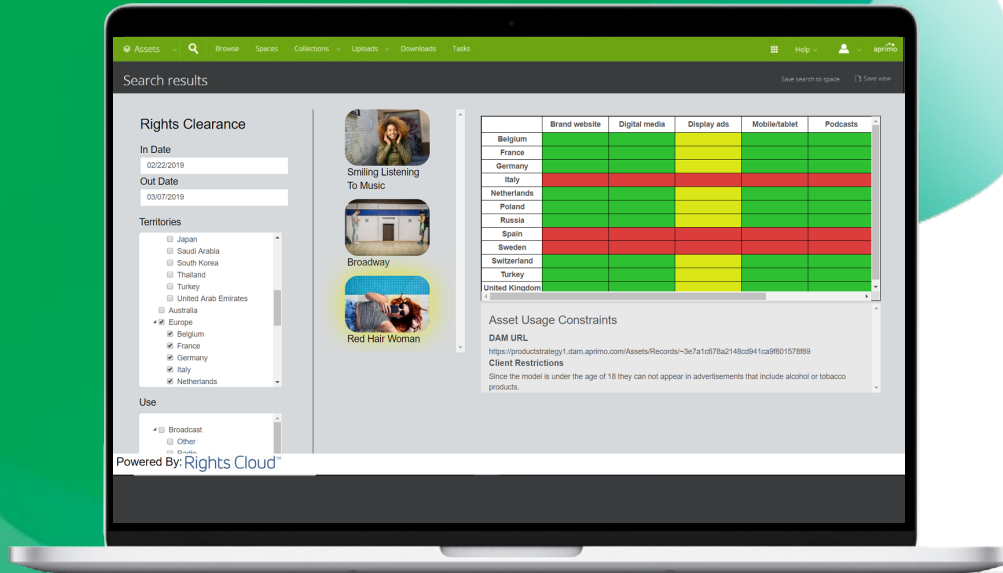


Aprimo Digital Asset Management + Rights Cloud by FADEL

Digital Rights Management for Marketing & Advertising Content



APRIMO DIGITAL ASSET MANAGEMENT

Today Marketing and eCommerce teams are tasked with delivering more content than ever to support relevant experiences across channels.

Aprimo intelligently manages content for any channel across the entire content lifecycle, from ideation to management to execution. But not only does Aprimo DAM manage content, it can then take that content and sync it with any customer-facing application via an open delivery tier, connectors, and REST APIs. This capability makes it well suited to orchestrate and streamline content to other technologies, such as Web Content Management and eCommerce platforms.

RIGHTS CLOUD BY FADEL

Rights Cloud by FADEL is a powerful marketing technology that provides a single “rights” source across agreements, talent and assets — arming organizations with content governance & compliance and smart insights for advertising content. The Digital Rights Management solution enables marketers and advertisers to ensure copyright compliance, streamline ad production and maximize content ROI by gaining full visibility into when, where and how content can be used.



THE HANDSHAKE: THE FADEL RIGHTS CLOUD CONNECTOR

The FADEL Rights Cloud Connector ensures that customers are able to deliver personalized and engaging customer experiences that meet corporate standards for content compliance. Marketers at global brands can easily verify, automate and manage sophisticated digital asset rights across multidimensional and simultaneous attributes (e.g., talent/celebrity contracts, event sponsorship agreements, in-market time periods, and region suitability among others).

Companies are able to associate rights-managed digital assets stored in Aprimo DAM with the agreements and releases that are maintained within Rights Cloud – driving intelligent rights inheritance across all assets. The connector empowers your teams to check and clear usage rights in real-time, pre- and post-production, from directly within Aprimo. End users gain instant visibility into rights and restrictions without disruption to their existing processes; and rights inheritance allows contract amendments to propagate across all assets for ease of maintenance.

Now marketers and commerce professionals can confidently leverage digital assets on a global level while staying in compliance with the content that they are putting into market.

FADEL RIGHTS CLOUD CONNECTOR FEATURES

Speed Ad Production & Distribution

Gain simple, at-a-glance confirmation of which assets — print, digital, video and talent — can be used when, where, and how

Make sure you have the green light before your marketing assets are downloaded or published by your employees or external partners

Make Your Investments Count

Drive down costs by increasing efficiencies and maximizing content reuse across the complete creative inventory

Protect Your Brand Equity

Safeguard your brand from non-compliant content use that can cost millions in penalties, campaign rework, and negative PR

Keep track of your upcoming expirations & renewals to ensure proper action is taken on time

The Rights Cloud Connector for Aprimo DAM gives at-a-glance visibility to how and where your images, videos, documents, and new rich media assets can be used, so you can be sure your organization is pushing out the right content at the right time to the right audience. With Aprimo + Rights Cloud large brands can maximize content ROI and mitigate corporate risk – reducing content clearance costs by 70% and rights violations by 90%!

For more information, please visit aprimo.com.

aprimo.com



aprimo[™]