CONTENT TRACKING & COMPLIANCE

Keep a Watchful Eye on Your Content

When executing omni-channel marketing campaigns it becomes essential to create a unique, consistent, and integrated brand experience across all channels and devices as well as partner or third-party websites. As a result, branded digital marketing content is widely made available to and leveraged across brand, e-commerce, social and partner sites. However over time, tracking which content is still in play becomes a challenge that ultimately increases a company's risk exposure. Has the content expired or is it being used across the wrong channels or in the wrong way without your knowledge? By knowing what content is being used, where it resides, when it expires and its terms of use, an organization is better equipped to protect against copyright liability.

Brand Vision - Content Tracking

Brand Vision—Content Tracking is a powerful technology for content tracking and compliance of digital marketing campaigns. For brands looking to monitor their content usage for trending and risk exposure, Brand Vision Content Tracking easily tracks expiring assets across the Internet to help you manage takedowns, identifies published content that is being used improperly with rights violations, and lets you observe content usage trends. With Content Tracking, organizations can minimize risk of copyright infringement and track how well content is being used.

The cloud-based solution will allow users to find their images and videos published across a designated list of brand, e-commerce, social and partner sites, check if the images or videos are rights-managed and determine if they are in compliance (expired; nearing expiration; valid; missing rights).

With Content Tracking:

- Define key sites and domains where your content may be published across the Internet such as e-commerce, social, partner and brand sites

- Post-production, find and track your published images and videos across premium sites — Amazon, Facebook, Instagram, YouTube — as well as brand sites

- Identify where expired images reside

- Detect published content that have usage violations due to missing rights for the channel and/or territory

- Provide reporting on usage violations including expired content, missing rights and content nearing expiration

- Identify trends such as which content is most popular and where content is being used to help plan effective content strategies
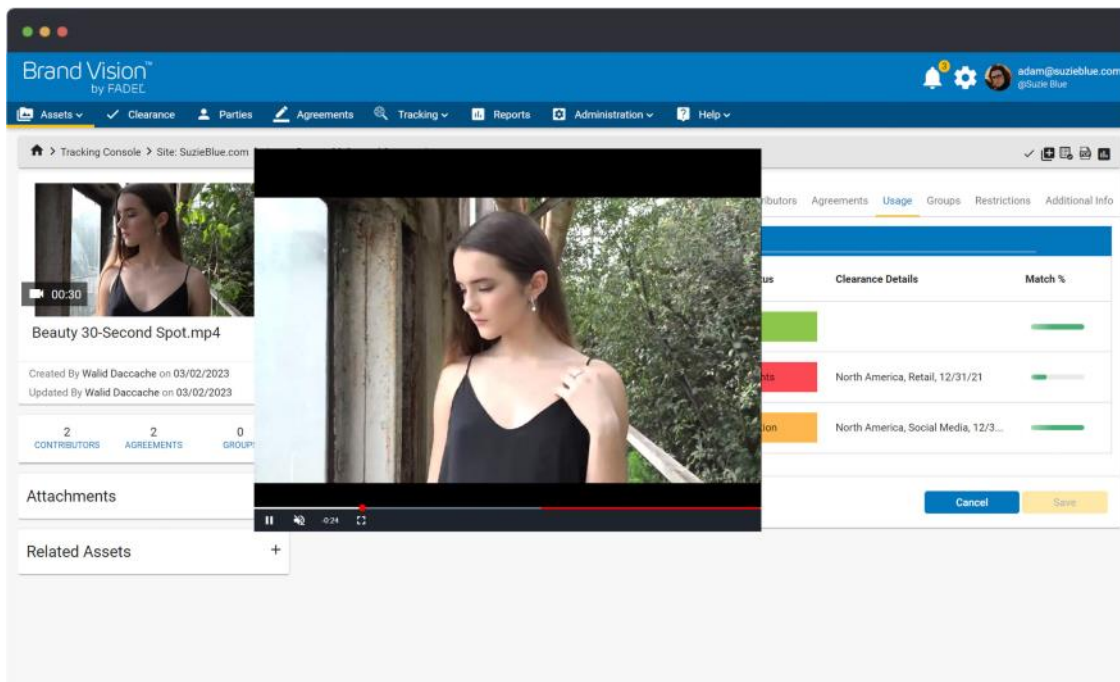
About Us

FADEL, innovator of brand compliance, rights management, and royalty billing software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising. By automating talent and content rights management across videos, photos, ads, music, products and brands, and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies. Founded in 2003, FADEL is headquartered in New York City and also operates offices in Los Angeles, London, Paris, and Lebanon. For more information, visit fadel.com.