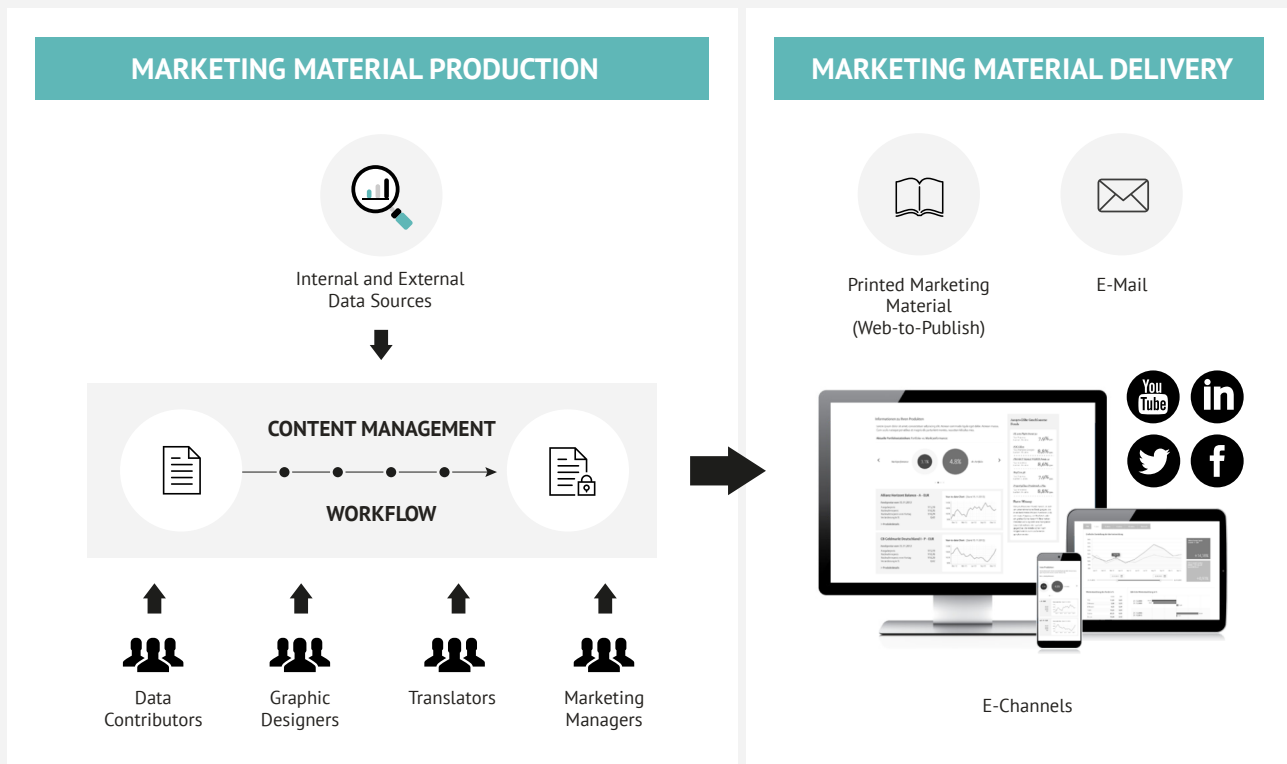


MARKETING MATERIAL PRODUCTION AUTOMATION

Agilico's solution for marketing automation allows companies to address their growing needs for flexible and efficient creation and delivery of the marketing materials to the clients.



Minimal time to market, just-in-time delivery

Industrialised marketing production process ensures that a lot of repetitive and time-consuming tasks such as version checks and comparisons, management of multi-lingual content and production of country-specific material are automated, which allows marketing professionals to concentrate on their core competences – delivery of the value proposition to the clients.

Online collaboration of multiple stakeholders

Creation of qualitative marketing material is a teamwork that involves marketing managers, text editors, graphic designers and translators. Our solution orchestrates collaboration of all involved parties to achieve maximum value of the final product.

Customised workflows

Highly customisable workflow engine and the role-based authorisation model ensure all elements of the delivered marketing material have passed the required checks and are signed off by a responsible marketing officer.

Omni channel delivery

Marketing material is distributed to the clients and

prospects via their preferred channels, such as web portal, mobile apps, social networks or email as well as via printed form.

Advanced templating

Publication templates are designed using professional graphic tools and can contain charts, tables and rich-text content. Templates can be optimised for specific delivery channel to enable best possible client experience.

Integrated Product Information Management System (PIM)

The solution allows the maintenance of a central database of products, keeping all the product-related data including product family attributes and product variants in one central location.

Flexible data management

The solution enables import of data from external systems and databases and its inclusion into the marketing publications. Intelligent data management services ensure each content element is only maintained once in the system and can be referenced in marketing materials where required. The solution maintains statistics on all the marketing actions that can be used in different customised reports for decision making.