

Digitas Pixelpark Marketing & Sales Hub



Gain marketing efficiency and business value through digital collaboration

OUR SOLUTION


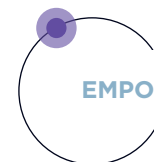

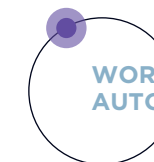


The Digitas Pixelpark Marketing & Sales Hub solution leverages the combined power of Adobe Experience Manager, Adobe Target, and Adobe Analytics to reduce complexity when working collaboratively with digital assets across countries, teams, local dealers, and partners.

Digitas Pixelpark helps you to connect your marketing and sales organization globally and to bridge traditional barriers between headquarter, countries, or retailers. The Marketing & Sales Hub supports you to roll-out campaigns, collaborate with all marketers, directly modify (brand conform) assets, print or share assets, automate production processes, and measure success through data.

HOW WE'RE DIFFERENT

- Focus on marketing velocity while enabling the marketer with best practices, strategic know-how, and impactful tools.
- Drive sales with better targeting and personalized assets.
- Simplify daily work by automating production and adaptation of assets processing without an agency.
- Increase return on marketing investments by reusing campaigns and assets.
- Foster marketing and sales communities with a global connection of these talents.

KEY BENEFITS

 <h3>BRAND PORTAL</h3> <ul style="list-style-type: none">○ One central hub for all brand guidelines and templates○ Distribution of basic brand elements (e.g. logo, typography, colors, etc.)○ Living style guide for digital design systems like UX design	 <h3>EMPOWERMENT</h3> <ul style="list-style-type: none">○ Hub for all campaigns including tactics, creative works, responsible colleagues○ Connecting campaigns in the marketing plan○ Human and tech interfaces (hotline, ticket system, chatbot, etc.)○ Training tools and blended learning	 <h3>ASSET MANAGEMENT & REAL-TIME EDITING</h3> <ul style="list-style-type: none">○ Comprehensive asset management (from single image to complex assets)○ (Brand conform) Real-time editing of assets in browser-based wizard (print and digital assets)○ Easy creation of template-based print ads and flyers○ Ready-to-print PDF files	 <h3>WORKFLOWS & AUTOMATION</h3> <ul style="list-style-type: none">○ Easy process standards○ Administration and tracking of workflows and project progress○ Automation of complex print production routines like catalogs or brochures○ Translation management	 <h3>PERFORMANCE REVIEW</h3> <ul style="list-style-type: none">○ Custom dashboards○ Display digital marketing analytics directly on campaigns and assets	 <h3>SUSTAINABLE TECHNOLOGY</h3> <ul style="list-style-type: none">○ Use of standard technology to avoid technical depths○ Use of standard interfaces to realize custom requirements○ Connect third parties like print shops or agencies to overall processes
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HOW IT WORKS

The Digitas Pixelpark Marketing & Sales Hub is available to every employee of a company via single sign-on. Within the hub, campaigns are simply explained and the related assets are displayed. Workflows and wizards enable the processing of these assets. The user can thus directly adapt the asset to his needs without the assistance of third parties and without knowledge of tools like Adobe InDesign. An Adobe InDesign Server will ensure the right quality for the print assets.

Interfaces to common social media platforms enable direct sharing of the assets. The layout and functionality of the hub itself can be adapted to the customer's needs. Further services and also project partners can easily be connected via interfaces.

CREATED CUSTOMER EXPERIENCES (SELECTION)



ABOUT DIGITAS PIXELPARK

Digitas Pixelpark is the agency for customer experience marketing within the Publicis and the international Digitas network. More than 500 experts in data, strategy, creative, media and technology in Berlin, Cologne, Duesseldorf, Frankfurt and Hamburg coach clients on their digital marketing transformation.

With platforms and activation measures for experience marketing, e-commerce, CRM and marketing automation, Digitas Pixelpark is committed to effectively connect customers and brands by creating unique customer experiences - always striving to achieve the most impactful outcome.

With a 9+ year partnership, Digitas Pixelpark is Adobe Platinum Solution Partner. As part of Publicis Groupe, we are globally specialized in Adobe Analytics, Adobe Experience Manager, and Adobe Advertising Cloud - with 350+ Adobe worldwide certifications, 1,000+ trained Adobe Experience Manager specialists, 200+ trained Adobe Analytics specialists, and 50+ trained Adobe Target, Audience Manager, and Campaign specialists.

CONTACT US TO GET STARTED

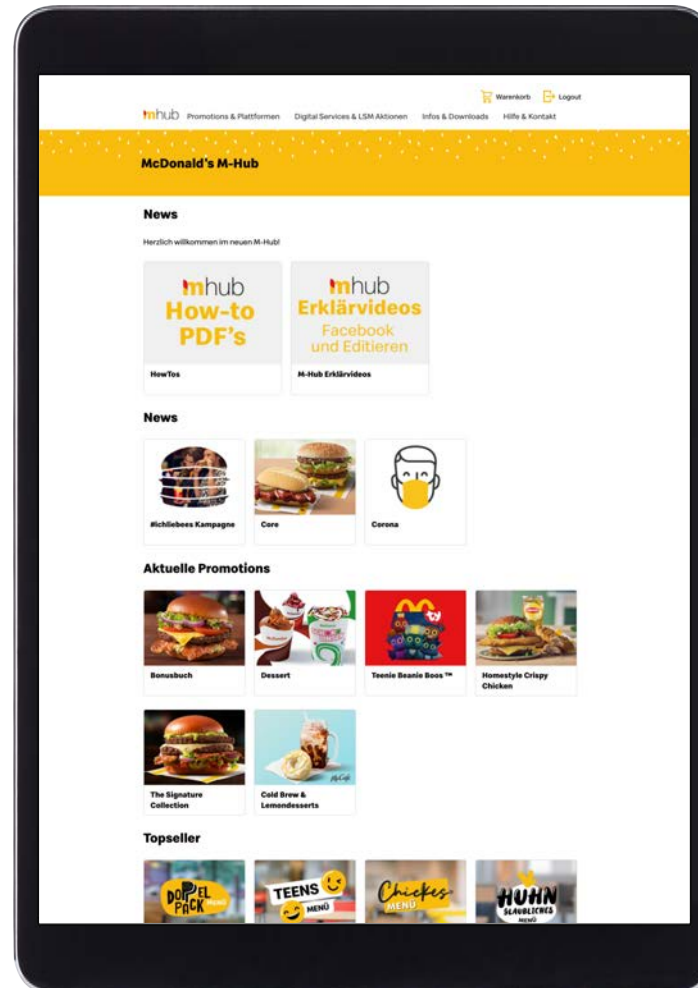
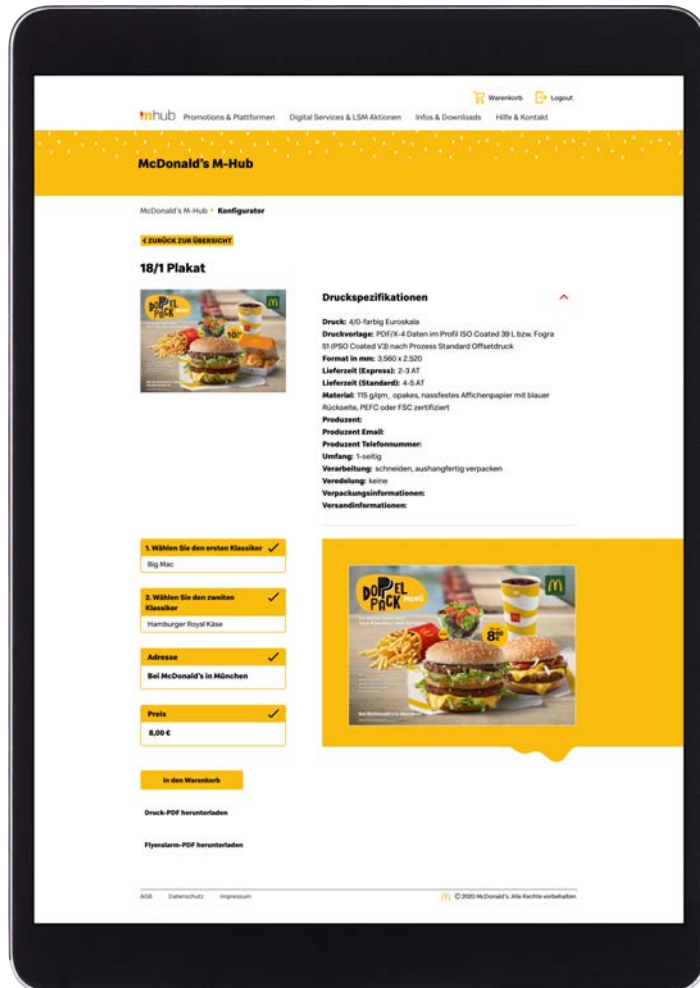
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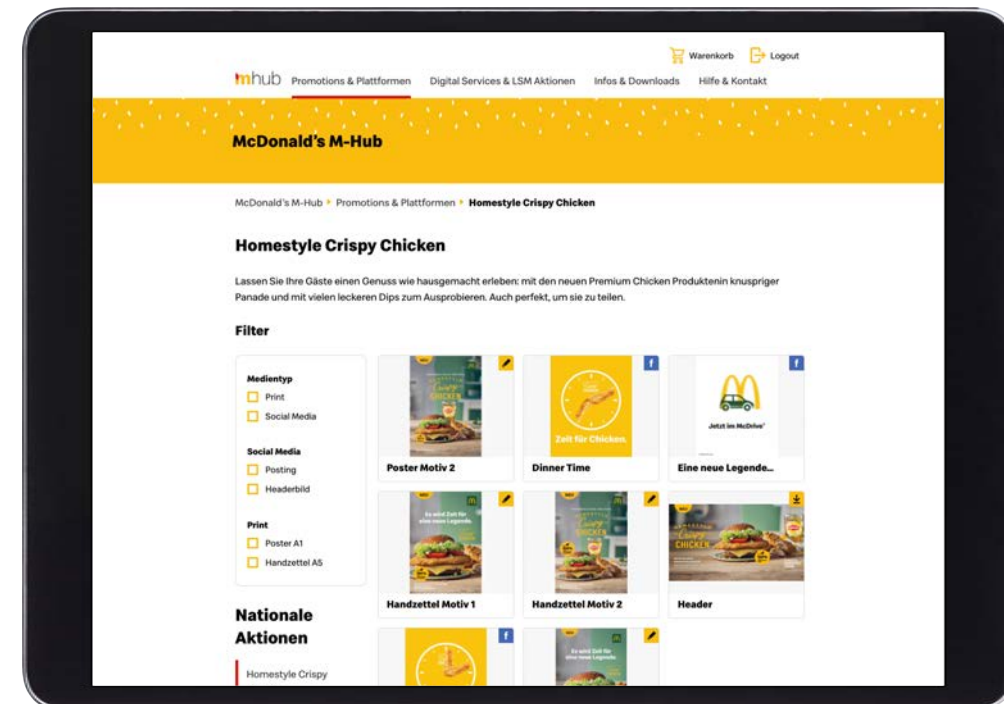


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McDonald's Marketing Portal for Franchise Partners with Adobe Experience Manager



Custom advertisements at its best: A decentralized marketing portal based on Adobe Experience Manager displays all promotions. A configurator lets the franchisee customize all print and social media content directly in the browser. A delivery service will send printed material directly.



We are happy to present this and other solutions to you in a personal conversation. We are looking forward to talking to you!

