



Aprimo AI

Unlock new levels of efficiency and effectiveness

Leverage a state-of-the-art Artificial Intelligence (AI) solution that accelerates content creation, supercharges asset discoverability, automates asset management, and ensures brand governance.



Streamline Content Operations

Reduce the cycle time to take new experiences to market by automating manual and repetitive tasks for your teams. Accelerate your brand's content supply chain.

Stay On-Brand and Compliant

Democratize content creation within your business. Ensure brand safety and compliance with digital rights, copyrights, and industry security standards.

Increase Marketing ROI

Speed up every part of your content lifecycle and promote the reuse of assets with a modular content strategy. Find, not just search assets as AI surfaces existing content like never before.



I'm Aprimo Content Coach. How can I assist you today?



Write an email invite for the alumni weekend.



Sure, based on the content you've selected, here's the email: Join us on May 18-21 as alumni...



Feel the Difference of Intelligence-driven Agility

Asset Discovery, Supercharged

Go beyond just auto-tagging to have AI fill out much more file metadata, increasing metadata density and quality. Combined with an intelligent search engine, your users discover assets faster than they ever imagined.

Content Assistance Anywhere

Deploy AI solutions trained only on your own assets to help users answer questions, create new content, check for compliance, or annotate documents with suggested corrections. Accelerate the creation, use, and reuse of assets.

Get Creative, Stay Secure

Our innovations lead with security, governance, and brand compliance. Automatically detect when AI is used to create an asset, stamp it on the file, and trigger review workflows. Keep your content completely secure from third parties or public language models.



Accelerate Content Creation

Smart Actions and Content Coach

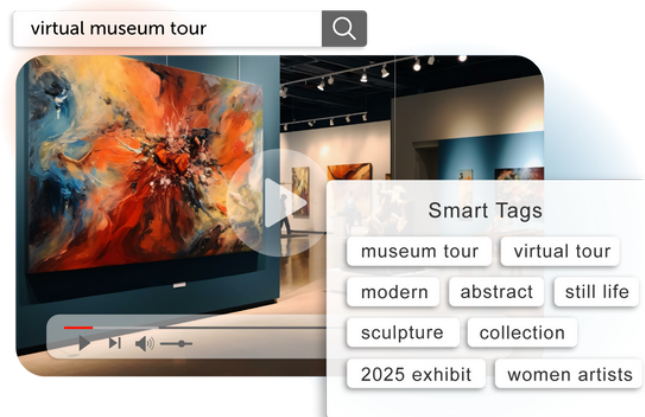
Get AI to write a blog, summarize, localize, or review any DAM asset or collection.

Smart Transform

Change backgrounds, models, expressions, remove objects, and extend images based on context.

Smart Crop

Create image variants easily by cropping images based on areas of interest or a focal object.



Automate Asset Management

Smart Tagging

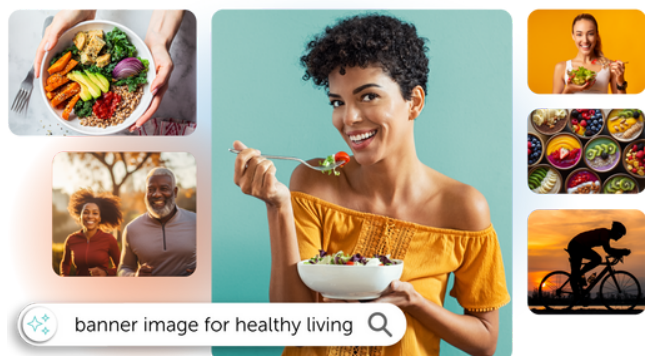
Get recommended tags for images and documents, including company-specific taxonomy.

Predictive Metadata

AI automatically ingests document content and adds appropriate metadata for users to review and save.

OCR and Speech-to-Text

Extract text inside rich media and transcribe videos to make them significantly more discoverable.



Amplify Asset Discoverability

AI Search

Search in natural language and get visual or text assets surfaced based on a deep understanding of the content.

Video Summary

Auto-create descriptions and time-based summaries that make videos discoverable and reusable.

Similar Content Recommendations

Leverage asset recommendations based on facial recognition of similar models, themes, or objects.



Ensure Brand Safety & Compliance

AI Content Detection

Automatically detect AI-generated content, stamp the asset, and trigger a review workflow.

Smart Action Reviews & Workflows

Check for legal compliance, truth in advertising, or contradictions, marks up assets, and suggests edits.

AI Cost Tracking

Monitor, report, and optimize how much team members spend on generative AI models like Dall-E, Scribe, Jasper,...

Aprimo's AI-powered content operations platform helps your teams spend their time and effort on content and marketing strategies that drive business outcomes and reach customers in the right channels. Recognized by Forrester for its digital asset management and marketing resource management software, Aprimo has been named the leading vendor in the Wave Reports for DAM and MRM due to its continued innovation in AI and vision for generative AI solutions. Aprimo provides customers with a future-proofed 360° view into content strategy, planning, collaboration, and delivery across all teams and locations in real-time to help your teams manage, measure, and monetize your digital assets. Learn more at www.aprimo.com.

Aprimo and the Aprimo logo are registered trademarks of Aprimo LLC and/or its affiliates in the U.S. and worldwide. Aprimo continually improves products as new technologies and components become available. Aprimo, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Aprimo representative or Aprimo.com for more information.



aprimo.com