



Digital Asset Management

Unleash the Power of Content

Aprimo gives you the power to streamline and orchestrate all the work it takes to create, organize, and deliver the content that you need to make personalized customer experiences.

Content

Support all types of content. Even emerging file types, like 360-degree product images and 3D files.

Video

Easily tag, store, and preview videos. Optimize them with advanced capabilities. AI-driven auto-tagging, and light video editing features.

Text

Aprimo supports all of your text-based content, too. Snippets and articles, long-form PDFs and Word documents—keep it all on brand.

A yellow circular graphic with a dark teal border. Inside the circle, the text "30% Faster Time to Market" is displayed in a bold, sans-serif font. The circle is partially filled with a dark teal color, creating a sense of motion or a progress indicator.

30%
**Faster Time
to Market**

Deliver Content That's Engaging & Relevant

Streamline Reviews

Get content to market faster with a single place for content collaboration, workflows, annotations, and approvals.

Align Strategy Execution

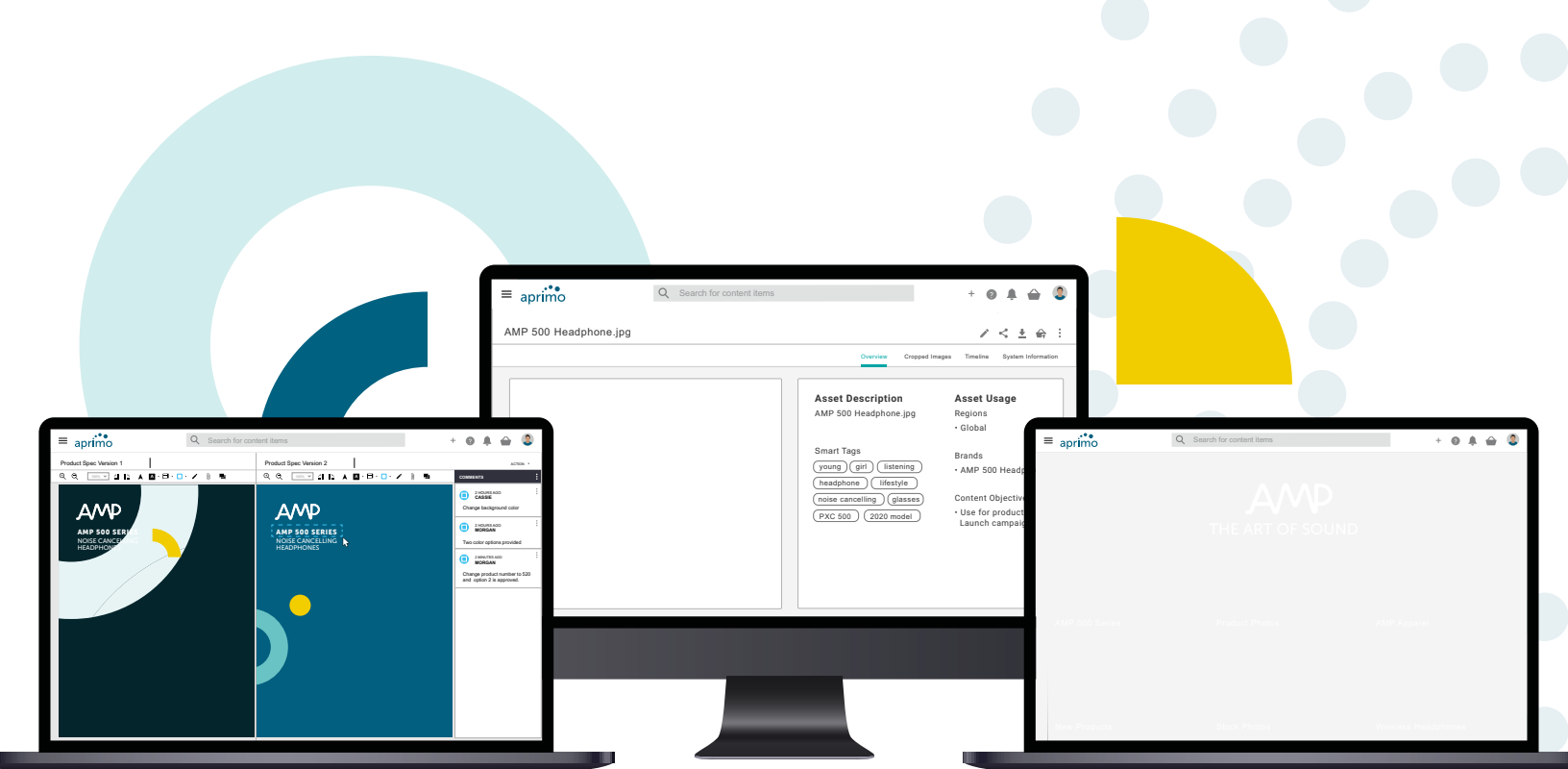
Ensure everything marketing creates supports wider corporate goals and strategies

Create Engaging Content More Efficiently

Save time and money by ensuring that your best content is easy to find, edit, and reuse across markets and channels.

Increase Return on Effort

See clearly how content performs and how much investment went into it so you know where you're getting the best return on effort (ROE).



Collaborate

Automate content production to increase speed-to-market.

Collaborate Efficiently

Collaborate with teammates and run workflows from a single solution that supports ideation, reviews, and approvals.

Make Reviews Easier

Easily review and annotate creative work with integrations into toolsets like Creative Cloud.

Increase Agency Efficiency

Oversee agencies' time, approvals, and output all from a single place.

Optimize

Organize and enrich content to create richer, on-brand customer experiences.

Find Content Faster

Quickly upload, tag, search, and find assets with Aprimo's flexible metadata, auto-tagging, and taxonomy capabilities.

Everything on Board

Ensure on-brand, compliant content is always available with robust rights management capabilities.

Relevant Content in Every Channel

Find and localize content for different channels, languages, or cultures while maintaining version control.

Share

Increase enterprise access and visibility to on-brand content.

Access Content Across the Organization

Enable global teams to access content with a simplified—and powerful—user experience.

Works With Your Current Tech Stack

Integrate into any ecosystem with Aprimo's configuration-only connectors, documented APIs, and open frameworks on low-code integration platforms.

Analyze Content ROE

Aprimo analytics capabilities can merge performance data with investment data to help calculate content ROE.

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.



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