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AMP 500 Headphones

Overview   Cropped Images   Timeline   System Information

Asset Overview

Description
Woman with orange headphones

Smart Tags

young girl listening
headphone lifestyle
noise cancelling glasses
2020 model

Asset Usage

Regions
• Global

Brands
• AMP 500 Headphone

Content Objective
• Use for product Launch campaign

Status
Approved

AMP 500 SERIES
NOISE CANCELLING HEADPHONES
AMP

AMP 500 SERIES
AMP
NOISE CANCELLING HEADPHONES

AMP

Digital Asset Management

Create, Manage, and Optimize Brand Content

Why You Need a DAM

With so many ways to interact with brands, customers have higher expectations of brands than ever. Successful marketers have to ensure that every customer touchpoint delivers rich, engaging, and interactive experiences.

Digital Asset Management (DAM) solutions can help.

With DAM, enterprises gain the ability to manage and execute the full content lifecycle from creation to distribution.

Aprimo DAM is more than just a place to store assets. It enables marketers, creatives, agencies, ecommerce, customer experience, and other teams to collaborate on the creation and approval of content to drive engaging brand experiences.

Aprimo DAM is designed to better manage content complexity, increase velocity, and improve speed to market.

76% of customers expect consistent interactions across departments, yet 54% say it generally feels like sales, service, and marketing teams don't share information."

Salesforce
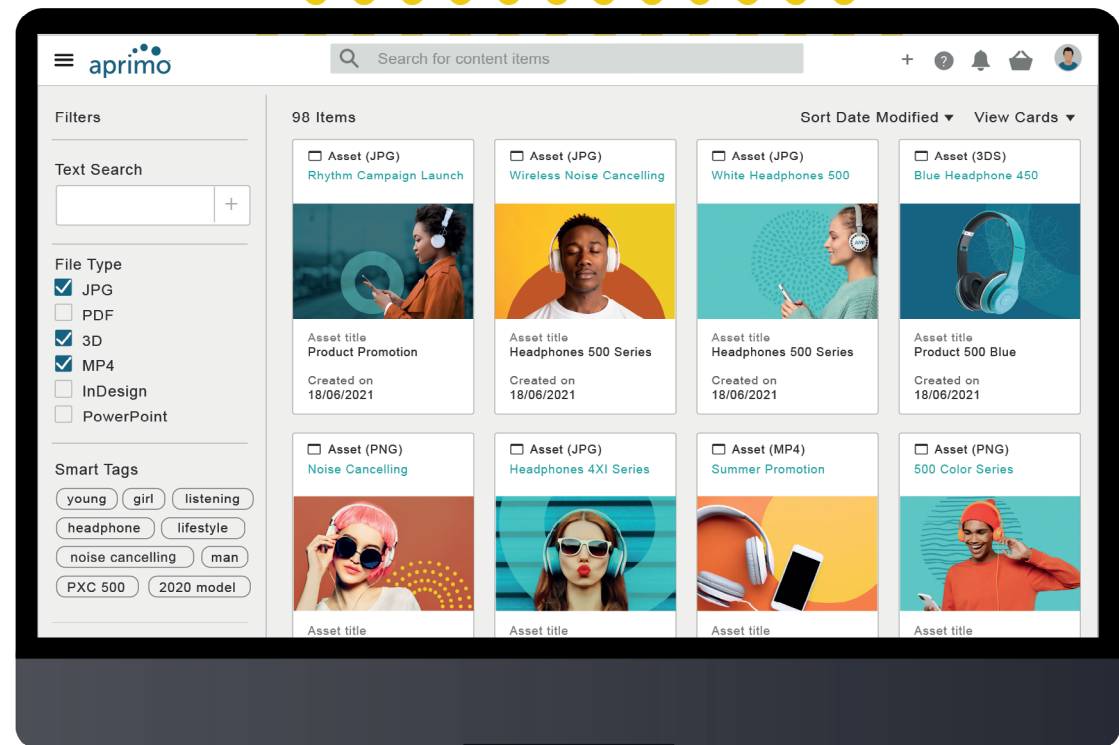
Version of the Truth

Key Benefits

Filter, Search, and Discover Assets
Easily allow business users to find and share content.

Localize Content
Manage global and local versions of assets.

Open Content Repository
Give your global marketing, commerce, and sales teams easy access to on-brand content.

Secure, Role-based Access
Give agencies and channel partners easy access to content.

Any Asset Type
Manage all content types, including text, image, video, and emerging file types such as 3D objects and CGI renderings.

Features

- Asset upload and versioning
- Asset download and sharing
- Preview capability for advanced file types (3D, video, and more)
- Search and filtering
- Flexible metadata & taxonomy support
- Archiving
- Role-based permissions
- **AI-driven visually similar search**
- AI-driven search on speech & visual text in video
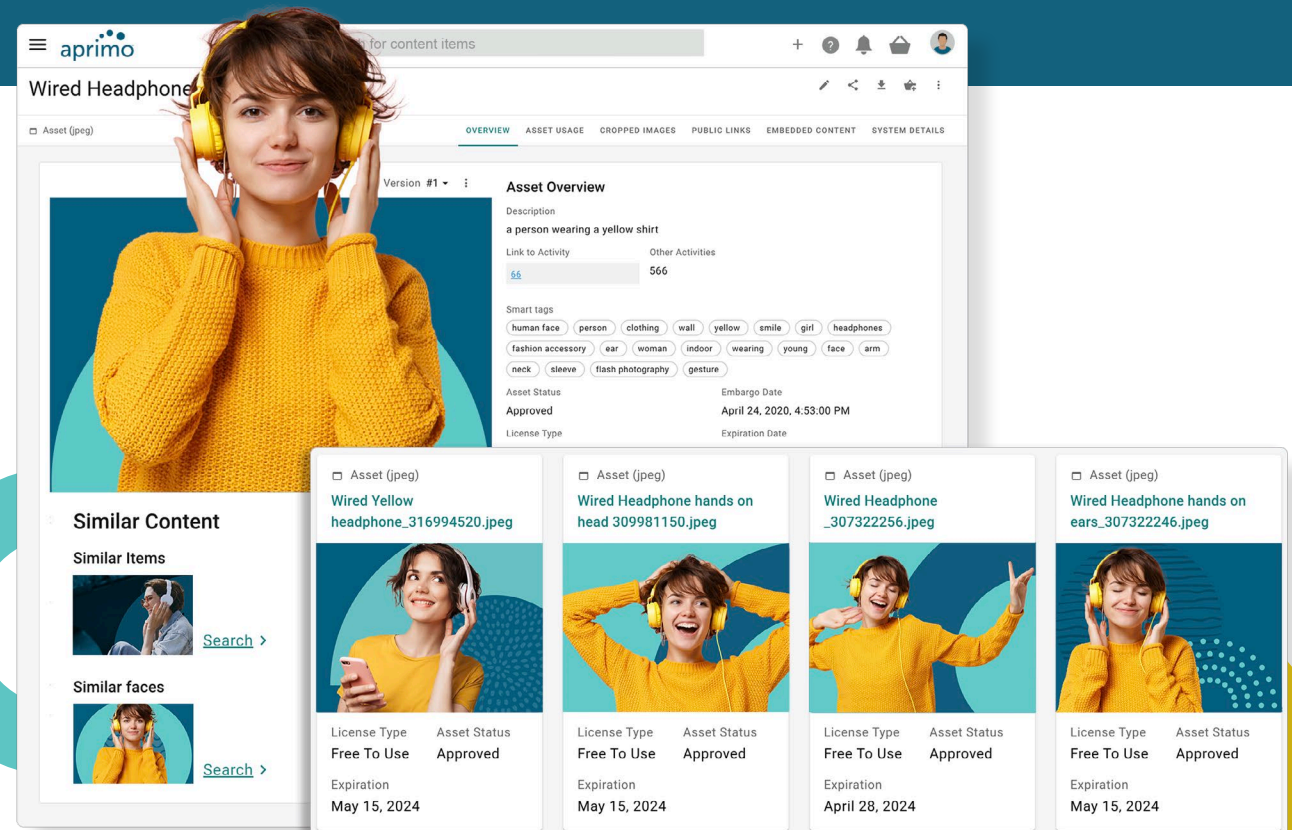
Enriched Content

Key Benefits

Metadata & Taxonomy
Add structure and findability to content for better agility.
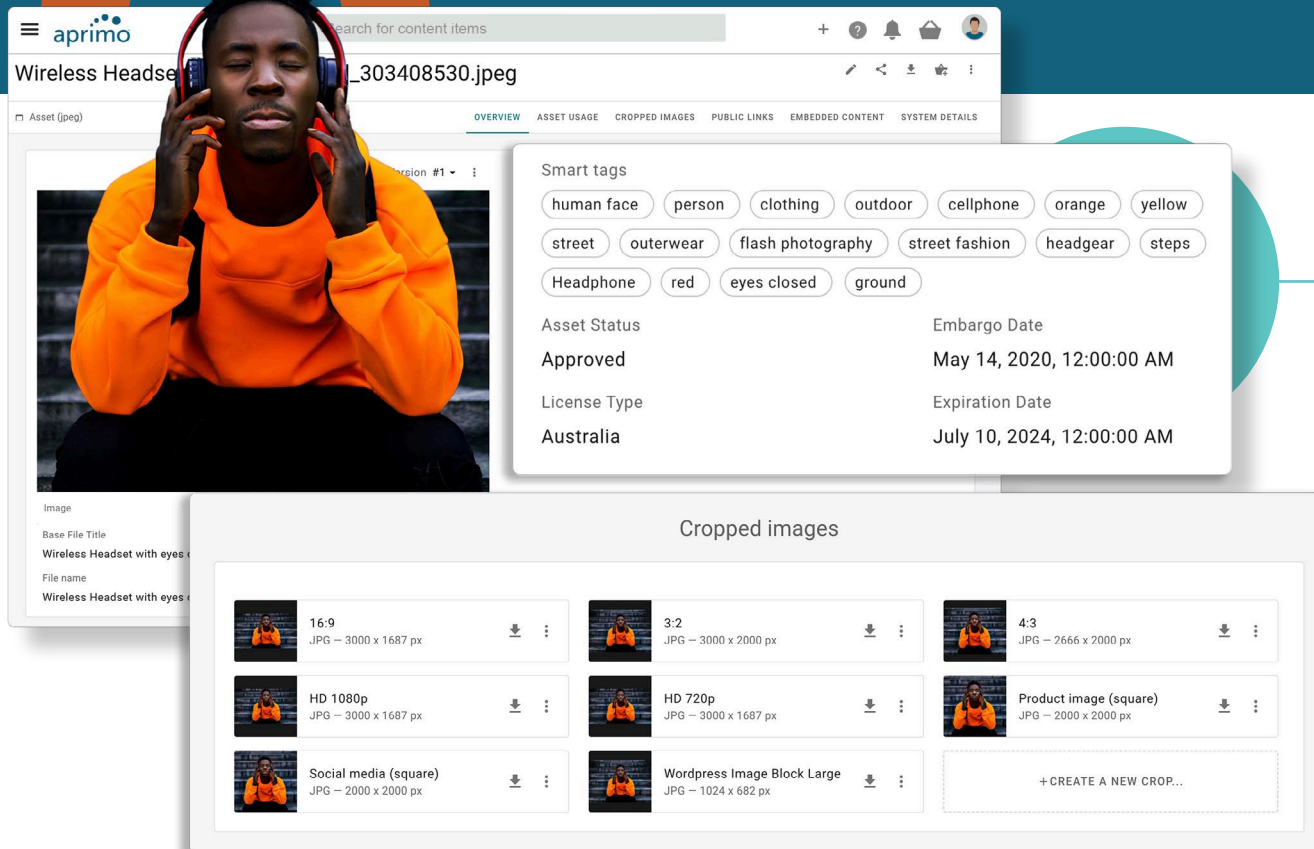
Digital Rights Management
Enable digital rights, like tracking expiration, usage rights, and purchase details.

Channel Formatting & Rendering
Empower omnichannel content strategies to drive personalized brand stories.

Localize, Translate & Personalize
Effectively reuse and repurpose content anywhere in the world.

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Wireless Headset_____303408530.jpeg

Asset (jpeg)

OVERVIEW   ASSET USAGE   CROPPED IMAGES   PUBLIC LINKS   EMBEDDED CONTENT   SYSTEM DETAILS

Version #1

Smart tags

human face | person | clothing | outdoor | cellphone | orange | yellow
street | outerwear | flash photography | street fashion | headgear | steps
Headphone | red | eyes closed | ground

Asset Status
Approved

Embargo Date
May 14, 2020, 12:00:00 AM

License Type
Australia

Expiration Date
July 10, 2024, 12:00:00 AM

Image

Base File Title
Wireless Headset with eyes

File name
Wireless Headset with eyes

Cropped images

16:9	3:2	4:3
JPG — 3000 x 1687 px	JPG — 3000 x 2000 px	JPG — 2666 x 2000 px
HD 1080p	HD 720p	Product image (square)
JPG — 3000 x 1687 px	JPG — 3000 x 1687 px	JPG — 2000 x 2000 px
Social media (square)	Wordpress Image Block Large	+ CREATE A NEW CROP...
JPG — 2000 x 2000 px	JPG — 1024 x 682 px	

Features

- **AI-driven smart & business-specific tagging**
- **Flexible, on-the-fly taxonomy**
- **Content expiration**
- **Watermarking**
- **Integration to best-of-breed rights management software**
- **Multi-lingual support**
- **Parent-child content relationships**
- **Version control**
- **On-the-fly content renditions**
- **AI-driven smart & learned smart cropping**

Content Collaboration

Key Benefits

Creative Collaboration
Marketers, creatives, and agencies can easily collaborate to review and approve content.

Content Workflows
Structured and agile workflows make collaboration easy.

Task Management
Manage all content tasks in a single place.

Reviews & Approvals
Enable review and approval with built-in annotation, content mark-up, chat boards, comment threads, and voting.

Content Calendar
Make planning, organizing, and implementing global content strategies easy all year long.

Features

- Intelligent content workflows
- Task inbox, notifications, and reminders
- **Annotations and collaborative markup**
- **Side-by-side view of content versions**
- Reviews and approvals
- Automatic timeline creation
- Smart resource management
- Content calendars
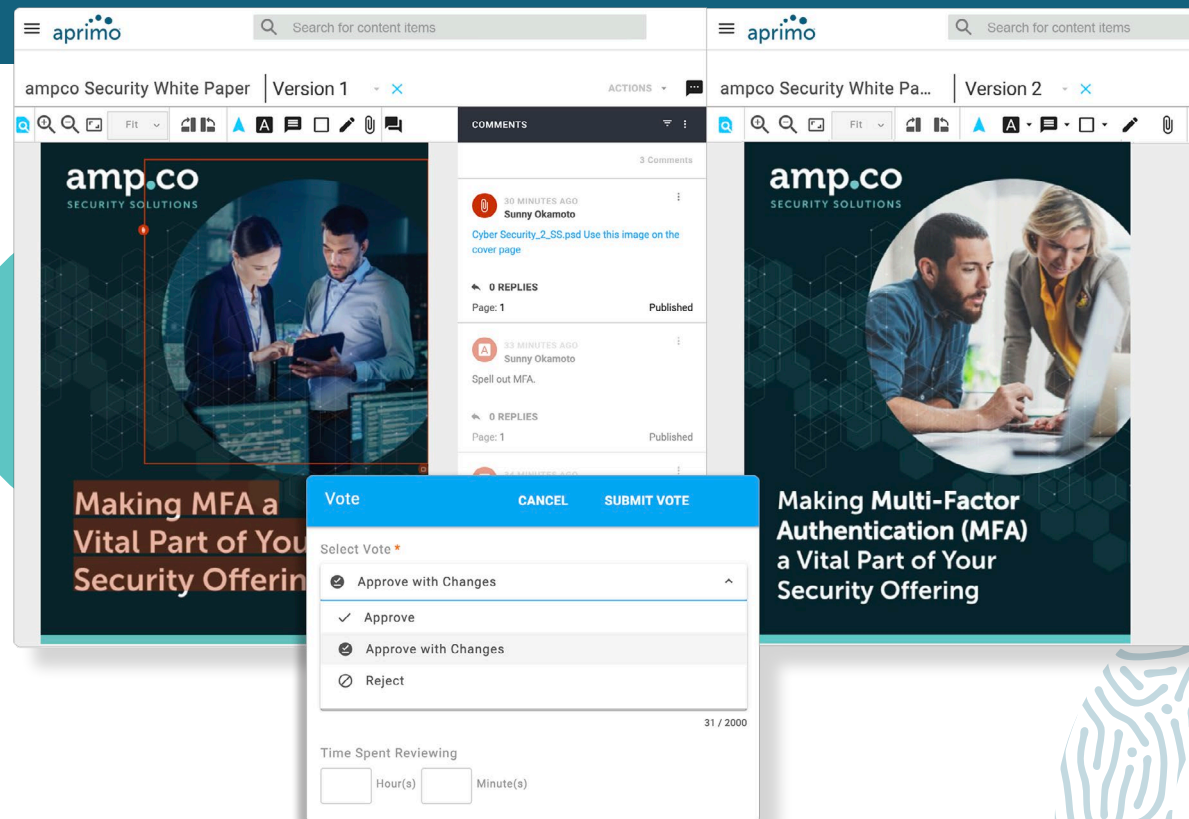
Product Content Management

Key Benefits

Product Information Management (PIM) Integration

Commerce managers, product managers, and merchandisers can enrich product content to create engaging product experiences with powerful content, workflow, editing, and relationship-building tools.
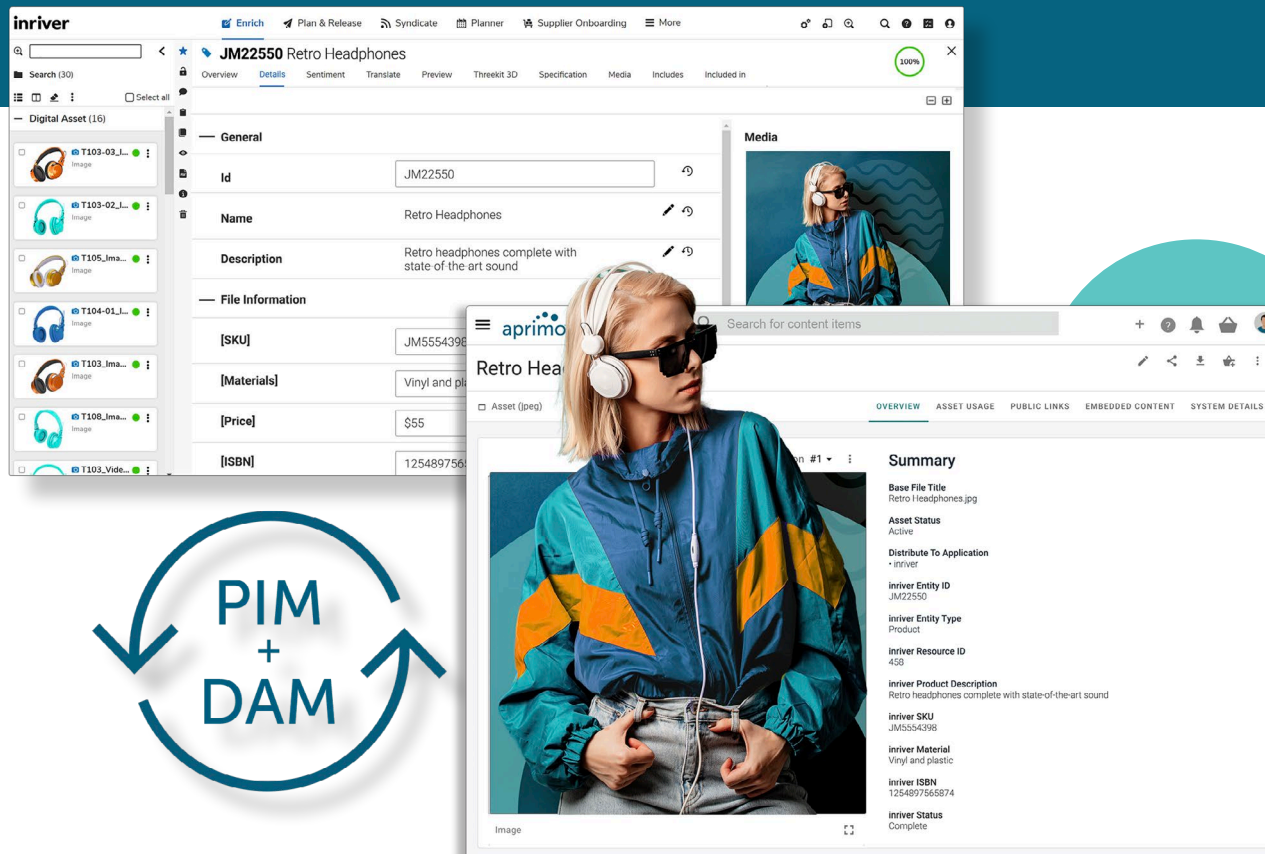
Configurable Product Structure

Manage large product catalogs across regions, brands, and channels with powerful taxonomy capabilities.

Product Content Localization

Simplify the complexity of creating, delivering, and managing the lifecycle of product content on a global scale.

3D and 360° Product Content

Ingest, preview, and download 360° product shots, and view images from all angles directly within Aprimo.

Features

- PIM for product content management
- Integration to PIM solutions for master data management
- Configurable product structures
- Product content localization
- Product relationships and groupings
- Configurable product inheritance
- Support for emerging product content like 3D and 360˚ views

Content Distribution

Key Benefits

Connectivity to Channel Technologies
Easily distribute approved, on-brand content to channel partners.

Portal for Easy Access
Allow marketers, agencies, and channel partners easy, on-demand access to content.

Extended Delivery Model
Easily link into delivery systems, like web CMS, commerce platforms, and campaign management, to ensure consistent omnichannel experiences.

Reporting & Dashboard
Gain visibility into content engagement to get a better understanding of performance.

Features

- **Brand portal**
- **Web2Print**
- **Channel & local marketing**
- **Content performance analytics**
- **Content consumption analytics**
- **Content operations analytics**
- **BI-powered reporting & dashboards**
- **REST APIs**
- **Low-code integration platform**
- **Connectors**
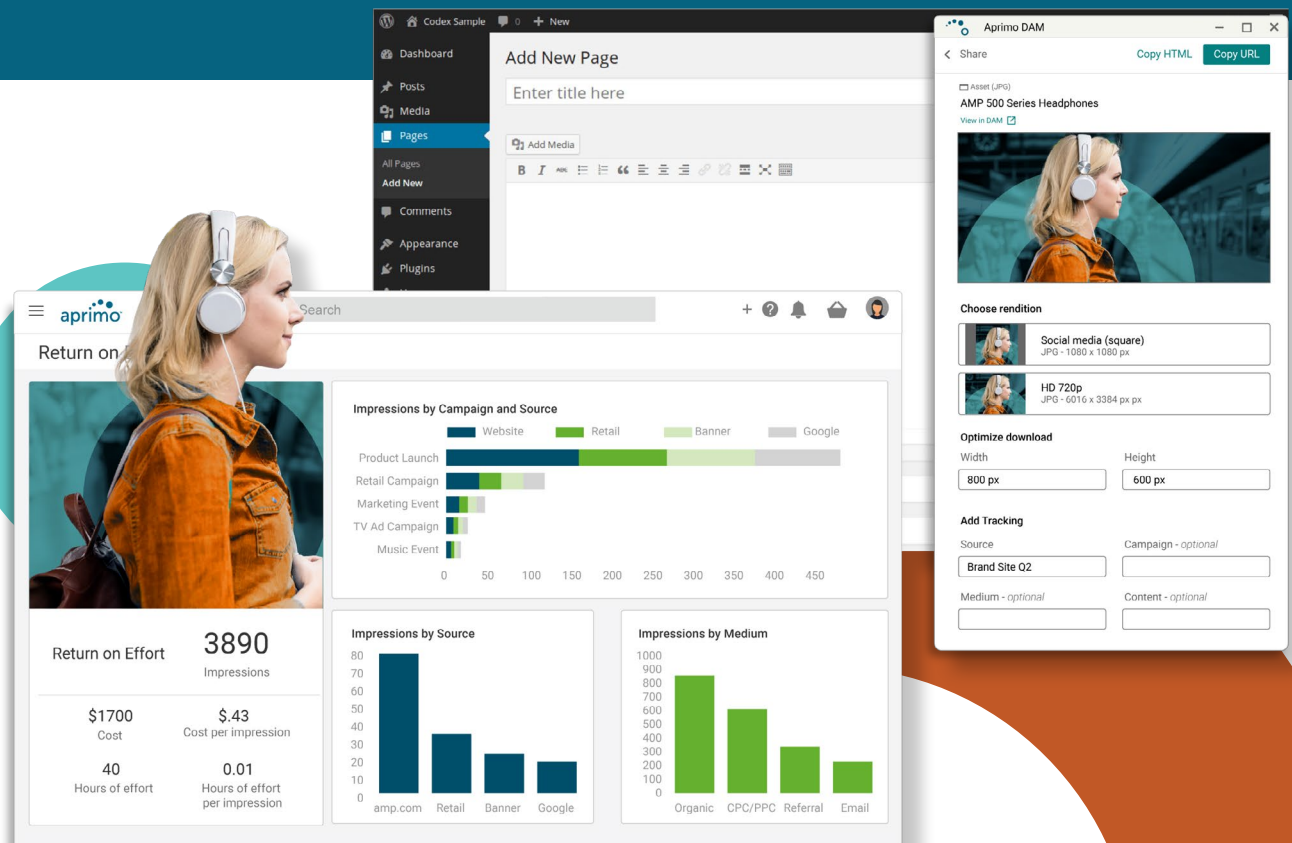
Aprimo Digital Asset Management Technical Advantages

Aprimo Digital Asset Management's robust technical capabilities enable you to easily structure all your assets, so you can be sure that your enterprise is pushing out the right content at the right time to the right audience.

Enterprise SaaS

Content Insights

Security

Easy Integration

Mobile Enablement

Easily Configurable

Unleash the Power of Content

With the customer experience becoming more important by the day, marketers need to streamline their marketing efforts to scale and sustain an engaging customer experience.

Aprimo Digital Asset Management's robust technical capabilities enable you to easily structure all your assets, so you can be sure that your enterprise is pushing out the right content at the right time to the right audience.

Our scalable, enterprise-class DAM offers a host of advantages, including:

- A system of record for all your assets, in any format.

- Support for the entire content lifecycle, from ideation to creation to management to distribution.

- Support for publication and distribution of rich media resources in multiple formats for any channel.

- Open architecture for easy integration with the tools you love.

- A single system of record to simplify complex, omnichannel marketing challenges.

- Agile implementation with Aprimo's quick time-to-value activation methodology.

- A SaaS approach for unparalleled scalability, reliability, and lower total cost of ownership.

30%
Faster Time to Market

We give marketers the advantage of faster time to market with the easiest way to find needed content, lower content creation costs through higher reuse of existing content, and the ability to seamlessly feed approved content into customer experience execution channels.

About Aprimo

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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