

Frontify and Salesforce Marketing Cloud

Drive efficiency and deliver on-brand content



What is Frontify?

Frontify combines digital asset management (DAM), brand guidelines, and templates into a collaborative source of brand truth, helping you create consistent on-brand experiences at every digital touchpoint.

The modular platform boasts an interconnected set of products:

- **Brand Portals and Guidelines:** Create, manage, and share easily accessible, editable, and up-to-date digital guidelines.

- **Digital Asset Management:** Manage your brand assets with a centralized system that enables everyone to find what they're looking for easily and efficiently.

- **Digital & Print Templates:** Create design templates that empower marketers to customize on-brand visuals on their own while staying on brand.

The Frontify platform is augmented by a vast network of integrations to help organizations — including Uber, Telefonica, Lufthansa, Microsoft, and Kia — navigate the complexities of today's branding and content operations.



Our Platform



Brand Portal & Design System



Digital Asset Management

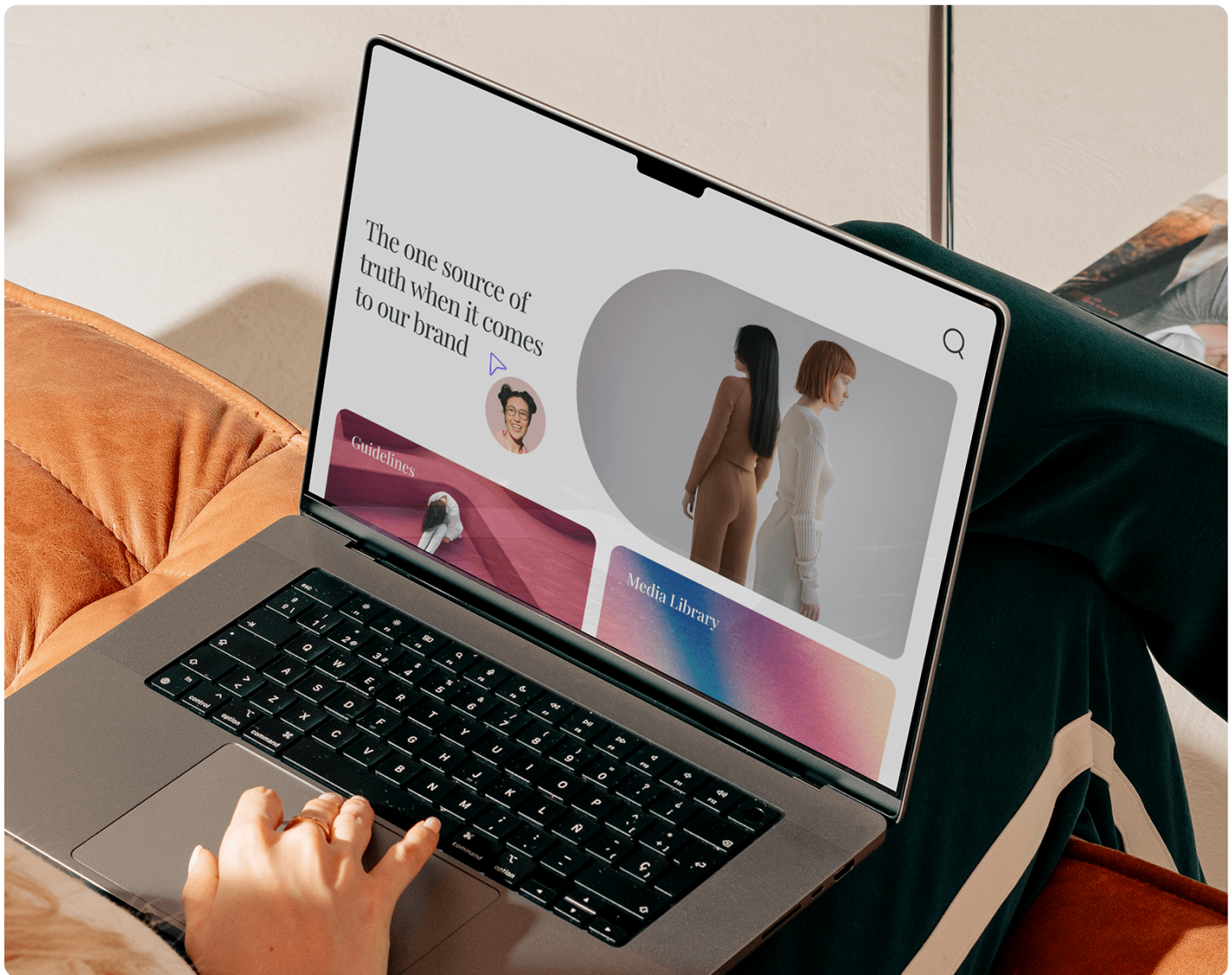


Digital & Print Templates



Extensive Integrations





How Frontify and Salesforce Marketing Cloud support your teams

With the Frontify and Salesforce Marketing Cloud integration, you can enable your company to bring high-quality content to market more efficiently while safeguarding your

unique brand voice in today's competitive market. Don't let delays cost you valuable leads — leverage the integration to accelerate content production and delivery.

Accelerate content delivery

In the fast-paced marketing world, the demand for targeted and personalized content is higher than ever. Swiftly delivering guides, explainer videos, and campaigns tailored to a lead's specific interests is critical for maintaining a competitive edge.

Frontify's integration with Salesforce Marketing Cloud streamlines this process, ensuring your teams can quickly access and deploy the relevant assets via Content Builder.

Frontify provides a secure and cloud-based platform for in-house departments, agencies, and freelancers to collaborate on brand-related projects.

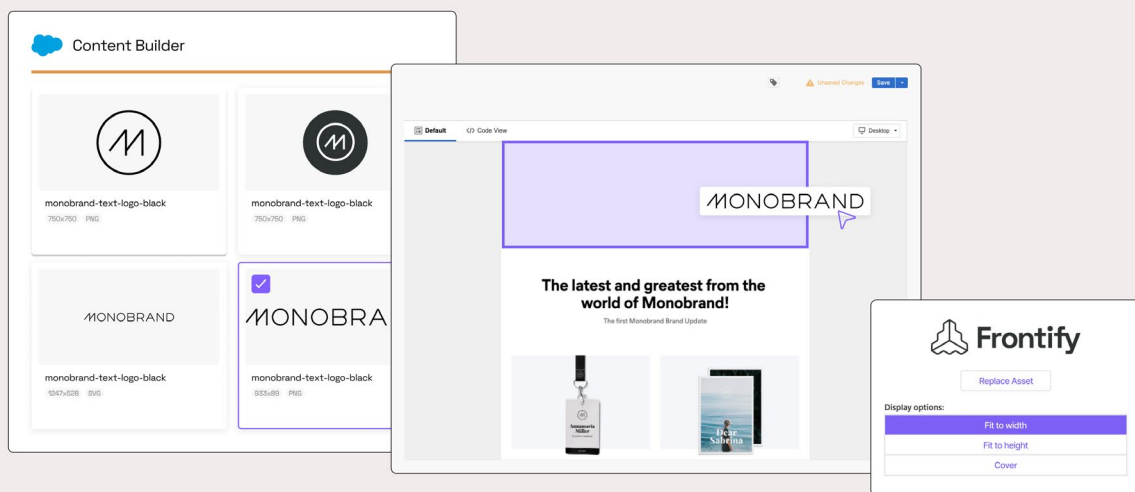
Progress updates, content distribution, and approvals are centralized, facilitating efficient workflows. Once approved, assets are seamlessly integrated into Salesforce Marketing Cloud, allowing stakeholders to work with the correct materials at the right time.

Enhance workflow efficiency

Streamline your workflow by integrating Frontify and Salesforce Marketing Cloud. Allow your team to focus on delivering impactful, personalized, and on-brand content across various channels — without wasting time searching for the right assets and switching platforms.

Here's how the integration eliminates bottlenecks in content production:

- Have Frontify's on-brand assets available in Salesforce Marketing Cloud.
- Use intuitive search and filter functions to swiftly locate assets based on metadata, tags, or text via the Frontify Finder interface.
- Perform on-the-fly cropping and resizing of images to meet requirements directly in Salesforce Marketing Cloud.
- Use Frontify visuals in Salesforce email templates without leaving the platform.



Safeguard brand integrity

Maintaining brand consistency is paramount in the dynamic landscape of omnichannel marketing. Mitigate errors and protect your brand reputation with our robust and intuitive integration:

- Unified access to approved assets: All authorized, licensed marketing assets from Frontify are easily accessible. Internal and external teams can confidently work with the most up-to-date content, ensuring adherence to brand guidelines.
- Fewer branding errors: A single source of truth means eliminating the risk of teams using outdated or incorrect assets.
- Replicated asset permissions: Salesforce users can transfer Frontify's asset permissions, providing control over usage and access to assets.
- Automated asset sync: Forget the hassle of manual updates. The integration automatically syncs the most recent assets, ensuring that your teams always have the latest resources at their fingertips.