

OpenText Media Management Connector for Salesforce Marketing Cloud

Brings the power of an enterprise digital asset management system to Salesforce Marketing Cloud users with a single source of truth



Increases productivity by decreasing time and effort to find assets



Minimizes the risk of off-brand use of rich media through templated content integration



Safeguards controlled, approved and consistent usage of assets across the organization

Salesforce® Marketing Cloud allows marketers to create and manage marketing relationships and campaigns with customers but has minimal digital asset management (DAM) capabilities.

With the OpenText™ Media Management Connector for Salesforce® Marketing Cloud, users can more quickly design their customer-facing campaigns. When connected and synchronized to the OpenText™ Media Management server, this connector lets users search, browse, view, download and use assets from the DAM within Marketing Cloud Studios via Content Builder.

Adding Media Management features, such as automated renditions, version control, multi-file media support, search by metadata and integration with Adobe® Creative Cloud®, saves time and enables marketers to focus on creating an effective campaign, driving KPIs and revenue. The tight integration through the Connector also ensures brand consistency across the organization and the use of metadata and security policies within Media Management safeguards and governs company assets.

In today's digital marketplace, the customer is empowered like never before. Organizations need to exploit every opportunity to communicate clearly and consistently across every channel and medium. The Media Management Connector for Salesforce® Marketing Cloud helps users achieve this by:

- **Saving time:** Use the search and browse capabilities in Media Management to quickly locate rich media content
- **Improving consistency:** Access to server-side media transformations provide Salesforce Marketing Cloud users with pre-rendered content for all-channel delivery
- **Reducing errors:** Media Management metadata and security policies ensure that Salesforce Marketing cloud business users only have access to approved content
- **Avoiding duplication:** By leveraging a central, single-source DAM

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What version of Salesforce®
Marketing Cloud is supported?

• **April 2019 release**

What version of OpenText™
Media Management
is supported?

• **Version 16.5 and above.**
**From a single Marketing
Cloud instance, users can
connect to multiple Media
Management instances**

Feature	Description
Search, browse and view assets	View, copy, download and attach final approved assets from Media Management and leverage the power of faceted search within Media Management to quickly locate specific assets to bring into a Salesforce Marketing Cloud Channel or Platform when building marketing campaigns/components
Use faceted search from Media Management inside Salesforce Marketing Cloud	
Create and view branded asset collections	
Support for single sign-on (SSO) and OpenText™ Directory Services (OTDS)	Authentication is done via OTDS using OTDS Rest APIs
Support for Adobe Creative Cloud desktop production tools tightly integrated with Media Management	Easily access Media Management managed assets through integration with Adobe tools and then access them via the Salesforce Marketing Cloud Content Builder
Reporting, including activity history, views and downloads	Track asset usage data between Media Management and Salesforce Marketing Cloud
Custom metadata to incorporate Marketing Cloud data	Categorize/classify assets by customer journey stage and leverage and tag other Salesforce Marketing Cloud metadata to an asset within Media Management if needed
Categorize/classify assets by customer journey stage	

Build a digital media foundation engineered for innovation

Media Management helps large organizations manage video, images and rich media, from creation to consumption. It provides the core enterprise infrastructure, key platform components and capabilities supporting the DAM ecosystem with the efficiencies of "create-once, use-many" to repurpose, re-express, reuse and recreate media assets. Users see measurable gains in productivity from native jobs tracking and assignment, review, approval and adaptive media delivery.

A leading enterprise DAM solution, Media Management tools help streamline complex tasks, accelerate cloud operations and enhance AI-powered rich media analytics. It also empowers creative employees through a deeply integrated workflow, making it easy to get the right content and rich experiences to users on the platforms and devices they choose.