

aprimo™ +

salesforce

SALESFORCE CONNECTOR for Einstein Content Selection

SCALE PERSONALIZATION CONTENT

The Salesforce Connector for Einstein Content Selection enables marketing teams to execute highly personalized campaigns that leverage the best content for an individual from all the available content in Aprimo Digital Asset Management.

Create Hyper-Personalized Interactions

Expand the ability of Einstein to power personalized customer segments, journeys, and channels with metadata enriched content.

Get More Value from Your Content

Efficiently create and then enable Einstein to use and reuse content across the customer experience, making customer engagement easier, more effective, and cheaper.

Deliver Consistent, Rich Brand Experience

Ensure Einstein selects only up-to-date, brand-consistent content that will amplify your message and maximize your marketing efforts.

HERE'S HOW IT WORKS

Manage All Content in Aprimo

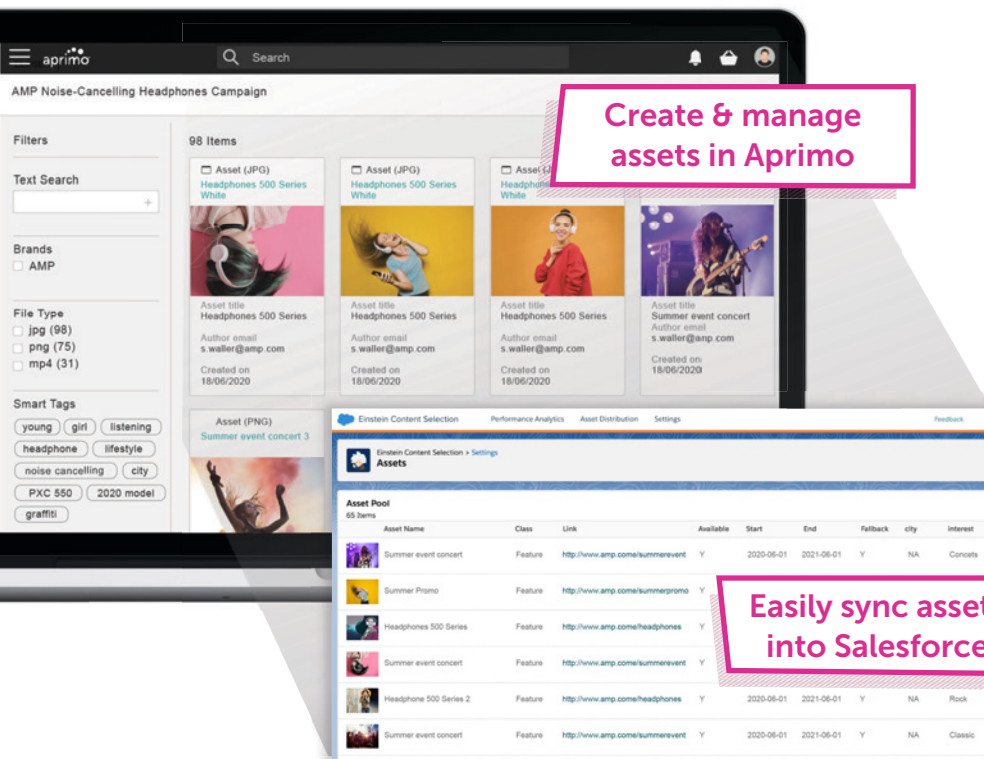
Create, store, and manage all metadata-enriched campaign content in Aprimo Digital Asset Management, a company-wide single source of truth for your content.

Create and Curate Assets

Collect enriched content that Einstein will add to email campaigns. Personalize every campaign with relevant, resonant content.

Aprimo Pushes Assets to Einstein

Send metadata-enriched content directly to Einstein to easily automate personalization and see stronger return on investment.



available on
AppExchange

aprimo.com



Aprimo provides technology solutions for content, operations, and planning that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.

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