

# COREMEDIA CONTENT CLOUD

The Intuitive Advanced Content Management Platform

What if you could **reduce your time-to-Web** for new content from weeks **to hours or even minutes?**



What if you could launch marketing campaigns **instantly**, across **150 countries** and **40 different languages?**



What if you could **convert 50% or more** of your website visitors into **paying, repeat customers?**



# WITH CONTENT CLOUD YOU CAN ACTIVATE YOUR WHOLE TEAM'S POTENTIAL



## Marketers

Entertain and convince your audience with the right content at the right time, across all touchpoints. Independent of IT support. AWESOME!



## Merchandisers

Increase cart value by enriching your products with compelling stories and media assets. Convert more users with personalized information in real time. SWEET!



## Developers

Easily integrate with 3rd party systems. Develop with simple headless APIs. Deploy quickly and benefit from our open architecture. NICE!

## UNLEASH YOUR BUSINESS

Become an iconic leader in your industry.

### BRANDS

Build your brand with media-rich presentation spanning all channels. Connect your customers to your brand story to drive loyalty and sales.

### RETAILERS

Stay ahead in the Amazon age with a personalized customer journey that boosts revenue and conversions.

### MANUFACTURERS

Pimp your product catalog with enticing assets. Present your product range consistently to your customers with all relevant information.

### DISTRIBUTORS

Deliver B2B experiences that match the best B2C experiences. Ensure real time contract based prices and promotions.

## WHAT IS COREMEDIA CONTENT CLOUD?

CoreMedia Content Cloud enables businesses to deliver highly personalized customer experiences to any digital channel. More advanced than a CMS and more flexible than a closed DXP, it is an agile, best-of-breed Content Management solution. Marketers, merchandisers, and developers can work collaboratively and efficiently on omnichannel experiences that drive engagement, increase loyalty, improve brand visibility, and boost revenue.

## CORE CAPABILITIES



### TRULY OMNICHANNEL

Create reusable content and assets for multiple sites, channels, regions, and languages. Improve the impact and relevance of your digital brand by previewing experiences right on your desktop.



<https://l.coremedia.com/omnichannel>



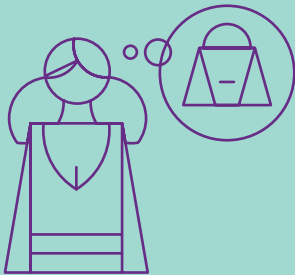
### HEADLESS PLUS

#### Content Management

All the flexibility and support that developers demand, PLUS advanced tools for marketers and merchandisers to quickly edit and optimize content in context.



<https://l.coremedia.com/headless-plus>



### PERSONALIZE THE EXPERIENCE for Each Customer

Design, preview, and launch contextual experiences across multiple channels right from your desktop with CoreMedia Studio.

Simulate customer experiences based on identity, region, device, language, browsing history and more. Integrate data from all available sources including eCommerce, Marketing and CRM tools.



<https://l.coremedia.com/personalization>



### CONNECT EVERYWHERE

#### with CoreMedia Hubs

Integration Connectors to a range of third party repositories, commerce systems, marketing platforms and experience optimization tools that let your team work within the same familiar interface.



<https://l.coremedia.com/hubs>



### WE HELP YOU GET STARTED and take you to the finish line

CoreMedia's world-class services team and global partner network will get you started fast and poised for success – failure is not an option.



<https://l.coremedia.com/start-now>

## SUCCESSFUL BRANDS ARE ICONIC.

Want to join the club? We've got you covered. Like high-end speakers, you can use Content Cloud to amplify content and make it exciting. It's the 'missing cloud' providing omnichannel experience orchestration, a headless content API, and the industry's deepest eCommerce integrations.

Trusted by customers since 1996, serving 200+ global companies with a 98% renewal rate.



CALVIN KLEIN

TOMMY HILFIGER

PANDORA



## ABOUT COREMEDIA

With offices around the world and a portfolio of global clients, CoreMedia is committed to forging high-touch collaborations with category leaders across all industries – fashion, finance, media, manufacturing and more. We are pioneers, visionaries, trusted advisors, and passionate experts who take brands to the next level of their digital experience. And we're all about dialogue. **Let's talk!**



<https://l.coremedia.com/lets-talk>