



Benefits



Safeguard Your Brand Everywhere

Enforce brand standards, and even regulatory and legal compliance, while still allowing users to customize content from the field.



Create a One-Stop Marketing Shop

Authorized personnel such as sales reps, field marketers, agents, brokers, franchisees or distributors access an online "marketing intranet" that ensures they get exactly what they need at the moment they need it.



Improve Customer Engagement

Lift your response rates by personalizing marketing campaigns across channels. MarcomCentral allows users to create personalized collateral, direct mail, email, even PowerPoint presentations using rules to deliver unique content to each recipient.



Reduce Costs & Enhance Relevance at the Same Time

On-demand delivery of customized marketing content ensures the accuracy of information and relevance of content while simultaneously eliminating obsolete collateral materials.



Unlock the Value of Your CRM

MarcomCentral is fully integrated with Salesforce.com to dynamically merge customer data with marketing templates for true 1-to-1 marketing personalization across email and print channels.



Let Your Creatives Be Creative!

Eliminate time-consuming versioning tasks so creative teams can spend more time creating fresh, new marketing materials to communicate the value of your product or service.

Product Features:

Ad Resizing

Automatic generation of multiple ad sizes

Customizable Templates

HTML, web and print ready

Reporting and Analytics

Usage tracking data and reporting options

Integrations

Salesforce, Marketo, ExactTarget, Birst

Advanced Search

Fast keyword, metadata, and SKU search function

Distribution Options:

Download, email, direct to service provider

User Permissions

Enable and disable levels of user access

File Format Converter

Multiple file formats output automatically:
JPEG, GIF, TIF, PNG, PDF

User-friendly Interface & Navigation

Customizable design for your marketing portal

Why MarcomCentral?

“We wanted to provide marketing materials for our members but also keep the branding of our national headquarters. With MarcomCentral we can actually keep the branding intact of what we’re trying to build on.”
Ryan Foley, PGA

“Our MarcomCentral portal is like a Swiss Army knife of digital storefronts. Instead of designing for a single use-case, it’s smart and expandable to save resources, maximize productivity and your company’s potential to the max.”
Les Barker, The World Bank

