

## Media Delivery & Digital Experience: *Elevating Content Return on Investment*

The contemporary challenge for communication and marketing teams involves creating content for numerous digital channels, each requiring distinct formatting and style based on the target audience.



**In one study, 52% of marketers used three to four marketing channels,** emphasizing the need for a multi-channel approach. International brands, dealing with diverse cultures and languages, face significant workloads in adapting messages for different territories.

Enter Wedia's **Media Delivery & Digital Experience module**, streamlining the intuitive sharing of content across diverse platforms while providing insights into content performance.

### Media Delivery: For Seamless Distribution

- ✓ Solves your image transformation problems crucial to the success of e-commerce brands
- ✓ Leverages a Content Delivery Network (CDN) for optimized loading times and dynamic video quality
- ✓ Supports multi-channel marketing strategies by addressing specific constraints of online channels (website, app, eCommerce, social media platforms)
- ✓ Enables automatic linkage between DAM and your MarTech stack
- ✓ Utilizes AI for smart cropping, background removal, color substitution, and video subtitling, ensuring the best presentation of images and videos online
- ✓ Enhances user experience through personalized content

- ✓ Empowers your digital assets with peak performance and unwavering availability and deliverability, backed by a robust contractual SLA commitment

### Digital Experience: Analyzing for Improvement

- ✓ Tracks KPIs to understand the effectiveness of campaigns and content strategies
- ✓ Demonstrates how your content is consumed across your multiple channels, markets and product lines
- ✓ Displays top performing content by country, asset type and device and make informed content adjustments
- ✓ Facilitates clear ROI demonstration for marketing and communication teams
- ✓ Supports the customer experience by presenting which content resonates with your audience

## The Perfect Duo: *Media Delivery and Digital Experience*

Within Wedia's DAM environment, clients benefit from seamless integration, allowing for the distribution of various media types. The addition of Media Delivery & Digital Experience ensures not only the intelligent distribution of assets across channels but also in-depth analysis of their performance. The DAM system fits seamlessly into existing MarTech stacks, complementing CMS, PIM, and CRM platforms. Wedia's encompassed approach to content strategies, including Media Delivery & Digital Experience modules, meets the evolving needs of brands seeking a holistic solution.

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