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OpenText™ Media Management for Salesforce® Marketing Cloud

By combining Marketing Automation from Salesforce® with Digital Asset Management from OpenText, organizations can offer richer engagement to their Customers and Partners across all touchpoints.

Enhances customer experiences and campaigns with on-demand rich media assets

Increases productivity by easily finding effective content right from within Salesforce® Marketing Cloud

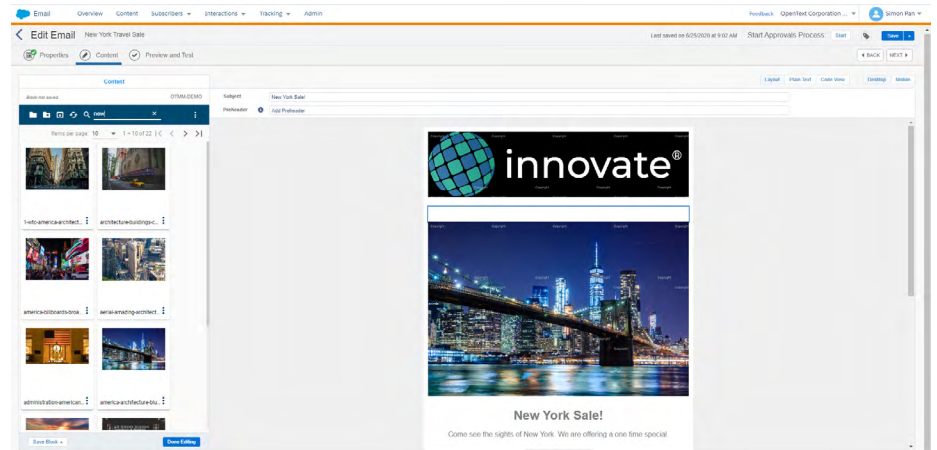**Improves brand consistency** through access to centrally controlled and approved assets

Minimizes risks and costs through recording rights restricted media
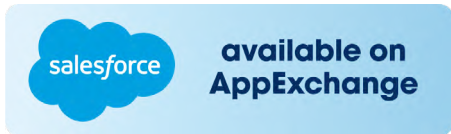

Marketers, Customer Service, Brand and Creative Teams need access to consistent, approved, and safeguarded rich media content in a timely fashion to meet these challenges.

OpenText™ Media Management Connector for Salesforce® Marketing Cloud brings the power of an enterprise DAM to Salesforce® Marketing Cloud, enabling every interaction generated by your marketing automation platform is under control, on brand, and delightful to your customer.

Invigorating the Customer Experience

As Marketing stakeholders create and design customer campaigns, they can enliven the interaction with rich media assets in coordination with the customer journey, using transformed assets fit for purpose regardless of the channel or medium.

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- Consulting Services (Implementation, migration services, etc.)
- Managed Services (Cloud, Off-Cloud)
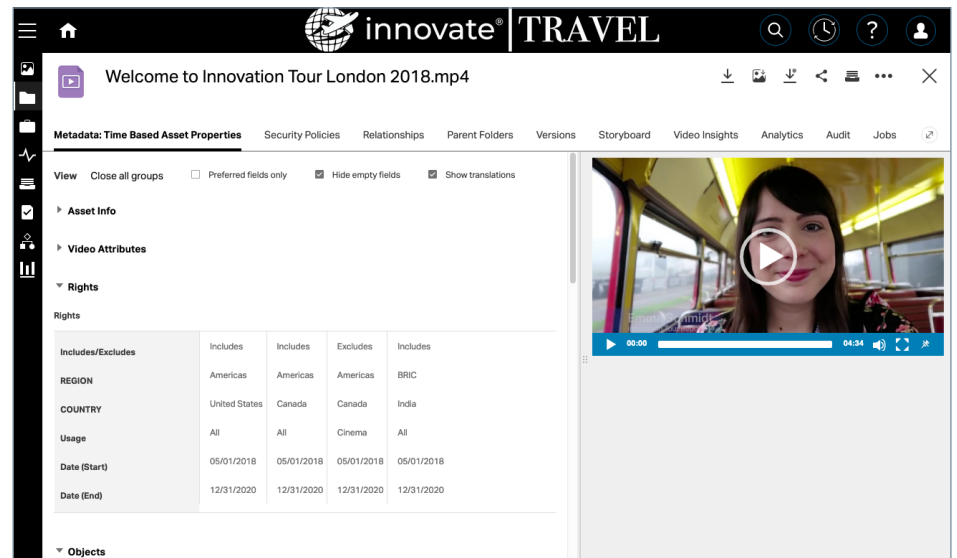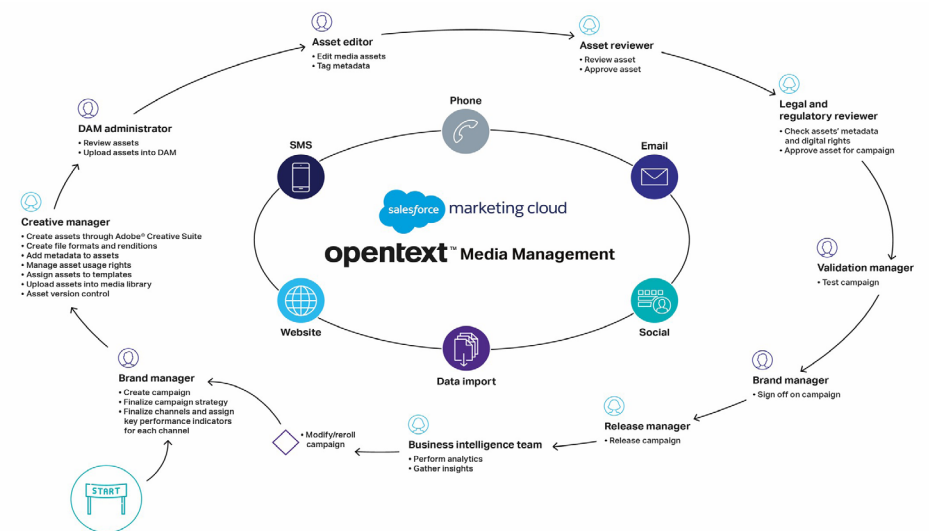- Learning Services (training, eLearning, user adoption, etc.).

Bringing the power of DAM to CRM

Assets which are marked with extensive metadata including AI powered keyword tags, are centrally controlled, and approved for use/re-use, and record rights restrictions. These capabilities enable authorized Salesforce users to easily locate the rich media content they need right from within Salesforce, streamlining marketing content creation and distribution, and helping to ensure assets are current, on brand, and usage rights are respected.

OpenText™ Media Management is an industry leader in digital asset management for customer experience. It elegantly interconnects and integrates with other production, marketing, and business technologies, particularly Salesforce® Marketing Cloud, resulting in richer engagement to Customers and Partners across all touchpoints.

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OpenText™ Media Management Connector for Salesforce® Marketing Cloud

Connected to:

- Salesforce® Marketing Cloud

- OpenText™ Media Management / OpenText™ Media Management Cloud Edition

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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