opentext™
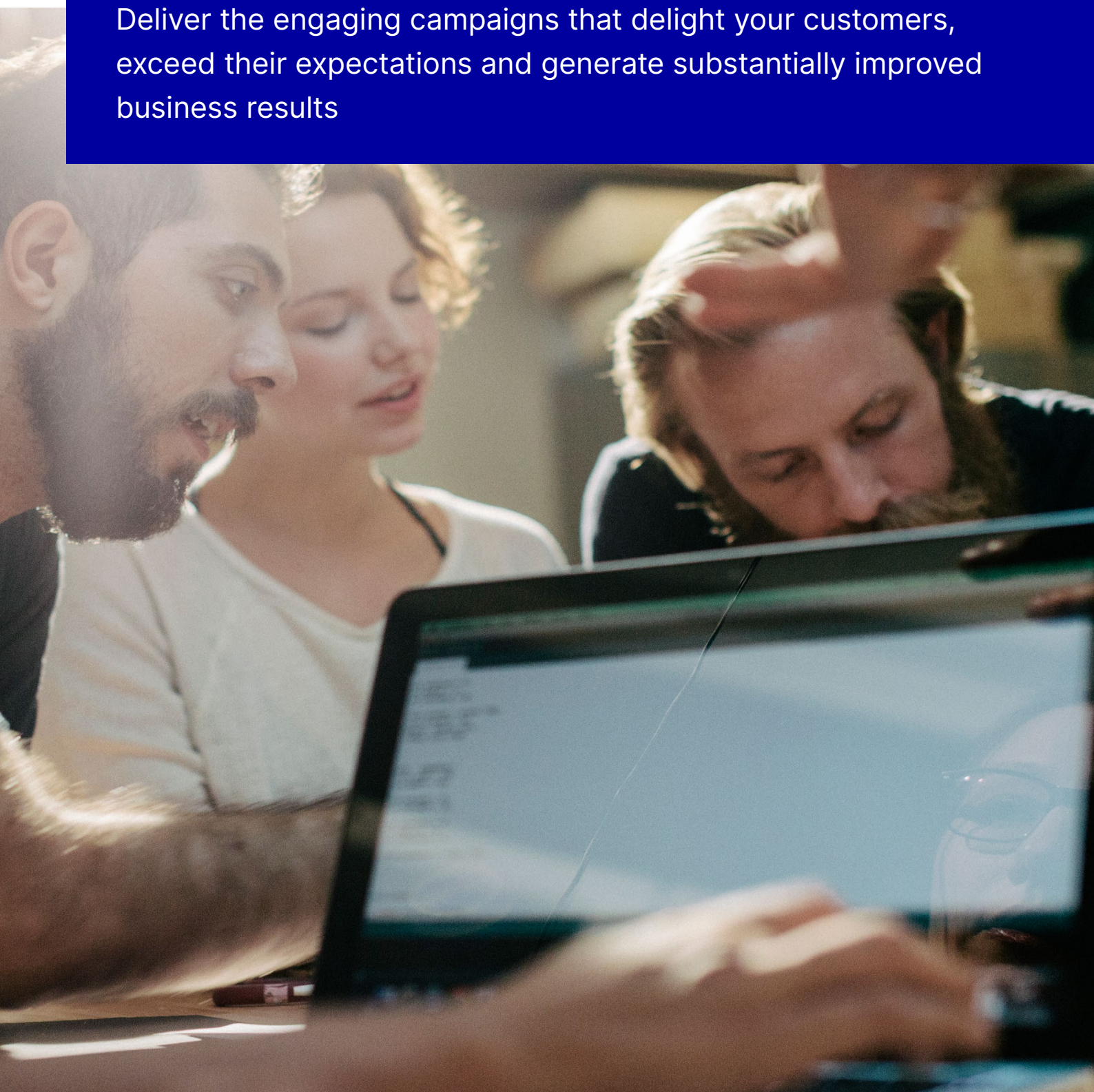
How Smart Digital Assets Empower Marketing Campaigns

Deliver the engaging campaigns that delight your customers, exceed their expectations and generate substantially improved business results

opentext™

Contents

opentext™

Executive summary

When it comes to digital marketing initiatives, you continuously assess engagement across the various steps of scripted journeys. In fact, OpenText Media Management (OTMM) can now make the customer experiences generated by Salesforce Marketing Cloud (SFMC) smarter, more engaging, and more actionable.

Specifically, your creative team uses OTMM as the system of record for managing your digital assets. Your digital marketing team relies on SFMC to power, personalize, and track marketing campaigns. Your digital marketing team can rely on Salesforce Einstein—innovative AI capabilities embedded within SFMC—to refine the steps within customer journey maps, define audience segments, and better utilize digital assets to raise brand awareness.

Einstein makes SFMC smarter by automatically recognizing patterns in customer data. You can even forecast how best to optimize investments in digital assets to ensure the success of marketing campaigns. Next generation digital campaigns—ones that dynamically engage your customers—are at hand.

opentext™

Enhancing Customer Connections

Campaigning with images and insights

Consider a next generation digital campaign that dynamically adapts to customer experiences and intent. As a retailer of recreational gear, you target outdoor enthusiasts by emphasizing adventuresome brands together with a commitment to conservation. You have carefully scripted your customer journeys around multiple audience segments.

You engage each segment with personalized stories about recreational pursuits. Customers select products shown within photos and videos to find more information relevant to their interests. The scripted journeys dynamically generate product content—including additional photos and videos—attuned to customers' buying triggers. Furthermore, as the campaign unfolds, you continuously track audience activities to add new content, refine your predictions, and enhance business results.

Making campaigns more effective

It is important to recognize how a next generation campaign works. Driven by images and insights, you are campaigning with product content in recreational contexts. Just the right photos and videos engage your customers, provide them with the information they want, and trigger their intent to buy.

Moreover, you automatically track engagement across target segments—how customers in each group explore outdoor activities, when they respond to different product promotions, and where they stray from predicted paths. You have the capabilities to learn about preferences for different segments, adapt journey maps on the fly, and further personalize content-related triggers to boost product sales.

### When pattern recognition anticipates intentions

However, your marketing campaigns are only as effective as your ability to recognize the patterns that predict customer experiences and personalize results. Not surprisingly, digital marketers need easy access to the ever-increasing collections of product-related photos and videos. And they need to continuously refine their insights about the success of their scripted journeys.

Managing Digital Assets. Within your organization, a digital asset management (DAM) system serves as the single-source-of truth for managing product-related photos and videos. Specialists within your creative team, including photo editors and video producers, organize and tag these digital assets by relevant categories.

To support ever more personalized campaigns, these specialists must contend with rapidly growing rich media collections. They can augment their efforts with image recognition capabilities to automatically tag the various things contained within branded photos and videos.

Marketing Automation. When it comes to digital marketing initiatives, you continuously assess engagement across the various steps of scripted journeys. Digital marketing teams forecast business results by tracking campaign-related metrics.

Yet the volume and velocity of customer data pose unique challenges. Campaigns evolve in light of events. Trends appear in near real-time. Marketers need to intelligently monitor data, automatically detect patterns, and make changes while campaigns are in progress.

opentext™
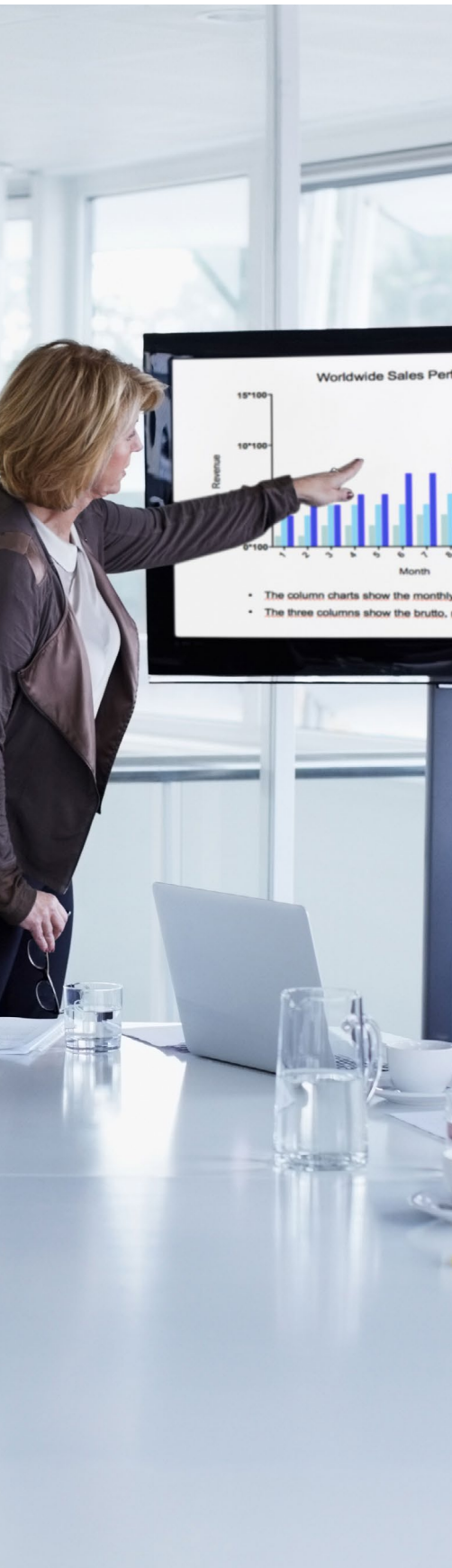
Adding Intelligence To Marketing Campaigns

Orchestrating activities and connections

When campaigning with content, you are continuously refining market insights to predict audience intentions. Not surprisingly, artificial intelligence (AI) and machine learning (ML) provides new opportunities to enhance digital marketing activities. In fact, OpenText Media Management (OTMM) can now make the customer experiences generated by Salesforce Marketing Cloud (SFMC) smarter, more engaging, and more actionable.

Specifically, your creative team uses OTMM as the system of record for managing your digital assets. Your digital marketing team relies on SFMC to power, personalize, and track marketing campaigns. OpenText™ Media Management Connector for Salesforce® Marketing Cloud brings these two platforms together to orchestrate key creative and branding activities. It enables a virtuous cycle of content enrichment that adds intelligence to marketing campaigns.

Enriching digital assets

Your creative team can use image recognition capabilities to automatically enrich digital assets by adding specific tags that describe the contents of photos and videos. But image recognition is a rapidly evolving technology domain, relying on innovative AI and ML platforms from established ISVs and startups alike. As one might expect, different AI/ML-powered services are most relevant for different business situations. The capabilities of particular platforms are continually evolving.

While campaigning with content, you can hedge your bets. OTMM supports a best-of-breed approach for incorporating image recognition capabilities into an enterprise DAM. OTMM now includes the Rich Media Analysis (RMA) framework, which provides application-level services for integrating with third party AI/ML platforms.

Once you subscribe to an AI/ML platform and integrate with its services, your creative team can begin to automatically tag the digital assets within your image collections. Of course, some up-front training is required to ensure accuracy. As time goes by and if you conclude that another platform delivers better results for certain types of photos or videos, you can easily integrate with these services as well. With OTMM, you have the flexibility to utilize the smartest image recognition services available for your particular business situation.

Enhancing marketing campaigns

With enriched tags, OTMM provides SFMC with added cues and clues to empower dynamic marketing campaigns. Your digital marketing team can rely on Salesforce Einstein—innovative AI capabilities embedded within SFMC—to refine the steps within customer journey maps, define audience segments, and better utilize digital assets to raise brand awareness.

Einstein makes SFMC smarter by automatically recognizing patterns in customer data. SFMC plus Einstein features automatic audience segmentation. You can track customer activities and drill down to identify factors that predict engagement. You can then take action on the data, build decision splits, personalize content, and forecast the effects of automatic segmentation.

Moreover, enriched digital assets matter. With the integration of asset-level metadata provided by the OpenText Media Management Connector, you can use Einstein within SFMC to determine the best performing photos and videos within a campaign. You can even forecast how best to optimize investments in digital assets to ensure the success of marketing campaigns.

opentext™

Raising The Competitive Bar For Customer Engagement

Next generation digital campaigns—ones that dynamically engage your customers—are at hand. Your customers expect you to anticipate their needs. Personalization through prediction is more important than ever before. You need to be able to forecast what customers are going to do next and then assess the accuracy of your estimates.

At the same time, you must be able to operate at the speed of digital business. Engaging customers through personalized campaigns requires access to ever-growing collections of digital assets, automatically tagged by useful criteria that capture customer intent.

With image recognition capabilities in place, you can finally overcome the content tsunami for managing all of the photos and videos required to support these campaigns. Once digital assets are intelligently incorporated into your marketing automation efforts, you can deliver the engaging campaigns that delight your customers, meet (or even exceed) their expectations, and generate substantially improved business results.

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.

Connect with us:

- OpenText CEO Mark Barrenechea's blog
- Twitter │ LinkedIn

opentext.com/contact