

OpenText Media Management and Salesforce Marketing Cloud

Combine the power of OpenText Media Management and Salesforce Marketing Cloud to increase consistency and speed



Saves users time switching between applications



Reduces errors by ensuring consistent brand messaging



Decreases risk by protecting the digital rights of company content

Organizations in all industries are striving to reinvent their customer experience, making processes lighter, leaner and more personal. Technology can provide both a huge opportunity and a barrier when approaching these challenges. Finding a single vendor with all the tools necessary to re-design the customer journey is near impossible, making integrations between leading platforms more crucial than ever.

The OpenText™ Media Management Connector for Salesforce Marketing Cloud® increases productivity and efficiency for marketing teams. With easy access to OpenText™ Media Management through Content Builder, users can more quickly design customer-facing campaigns. When connected to the Media Management server, this connector lets users search, browse, view, download and use assets from the digital asset management solution within their Marketing Cloud Studios' user experiences.

Marketing teams must ensure that every interaction generated by their marketing automation platform is under control and on brand. OpenText, Salesforce®, Adobe® and others each have platforms and solutions that address different challenges within the marketing process. This is why OpenText is committed to ensuring customers can maximize their investment in these enterprise platforms.

[Learn more about Media Management](#)

[Visit the AppExchange](#)

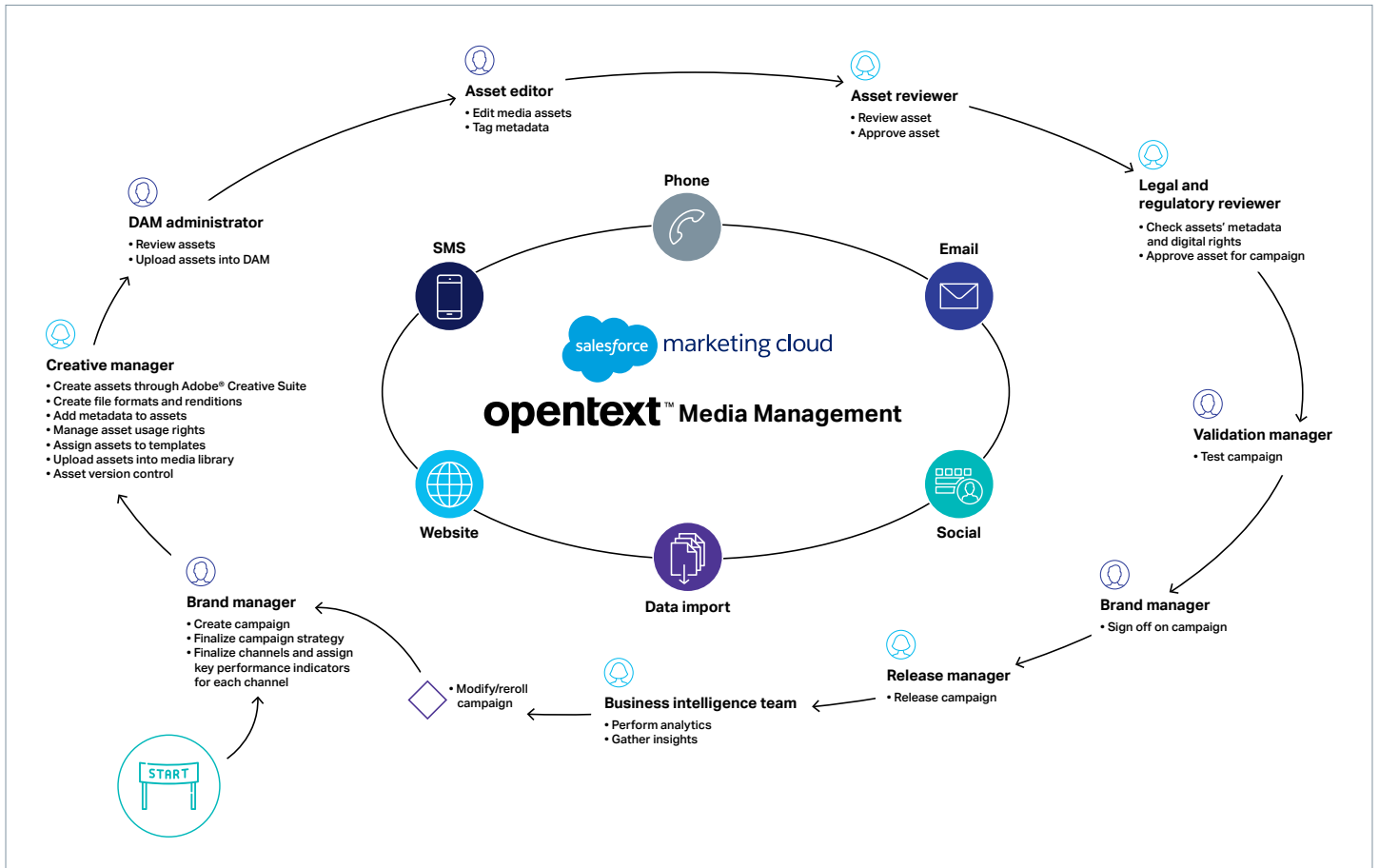
[View all Salesforce solutions](#)

Media Management Connector for Salesforce Marketing Cloud helps increase productivity and efficiency. Creative teams can avoid duplication by leveraging a single-source of the truth repository, maximizing content re-use by using metadata and workflow capabilities.

OpenText has been a leader in the control and governance of digital assets for more than a decade. Highlights of the integration include:

- **Improved consistency:** Access to server-side media transformations provide Marketing Cloud users with pre-rendered content for all-channel delivery
- **Reduced errors:** Media Management metadata ensures that Marketing Cloud business users only have access to approved content
- **Controlled Salesforce storage costs:** Assets are stored and managed on Media Management
- **Decreased risks:** Media Management manages usage rights of assets

When connected to the Media Management server, this connector lets users search, browse, view, download and use assets, all with a seamless single sign-on.



The Salesforce Marketing Cloud® and OpenText Media Management create the perfect ecosystem for streamlined marketing content creation and distribution.