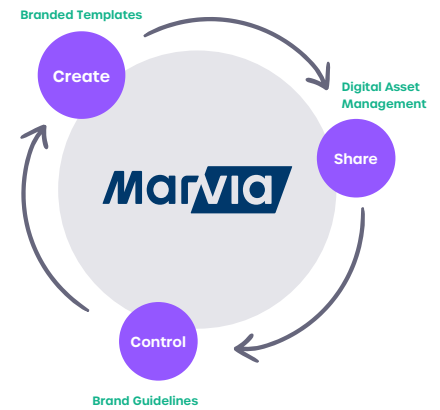


Marvia

Keeping marketing on-brand everywhere

Marvia is a cloud-based brand management platform. Our software helps brands in more than 90 countries run campaigns easily and consistently across all partners and channels. Our tools reduce operational marketing costs and increase efficiency and output: producing more, while putting in less.

Our platform is modular; depending on the needs of your brand you can choose from various modules and add-ons.



Branded Templates

Features

- Real-time edit and preview (WYSIWYG) in the Visual Editor
- Localization: multi-language, themes and styles per region/group
- Workflow: approval flow to check the result before publication
- DNA: auto-import content based on your profile (e.g. text, images, design elements)
- Design for non designers within brand guidelines

Digital Asset Management

Features

- Smart Search: tagging & metatagging
- Product detail view: shows all scraped metadata (e.g. size, format, DPI)
- Define roles & permissions per user/group, restrict access to folders and collections
- Open upload: upload files in the DAM without login in
- Adobe Creative Cloud integration

Brand Guidelines

Features

- Interactive Brand Manual (web-based)
- 100% on brand: font, heading & interaction
- Smart and fast content editing from CMS
- Content Referencing: connect brand identity to assets and templates
- Always updated and synced to everyone, everywhere in real-time

Add ons

Marketing Calendar

360° Campaign Distribution

POS ordering (DNA based)

Marketing Shop

Dashboard & Analytics

Benefits Marvia

Software that works for your Brand. Control your marketing materials, while managing and publishing them on a local level.

- ✓ Over 14 years experience in DAM & Brand Management
- ✓ Trusted by over 90.000 users worldwide
- ✓ Easy to use, no graphical or technical knowledge required
- ✓ Focus on (global) brands that want to act on a local level



STEVE MADDEN



Discover more at getmarvia.com

Marvia

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