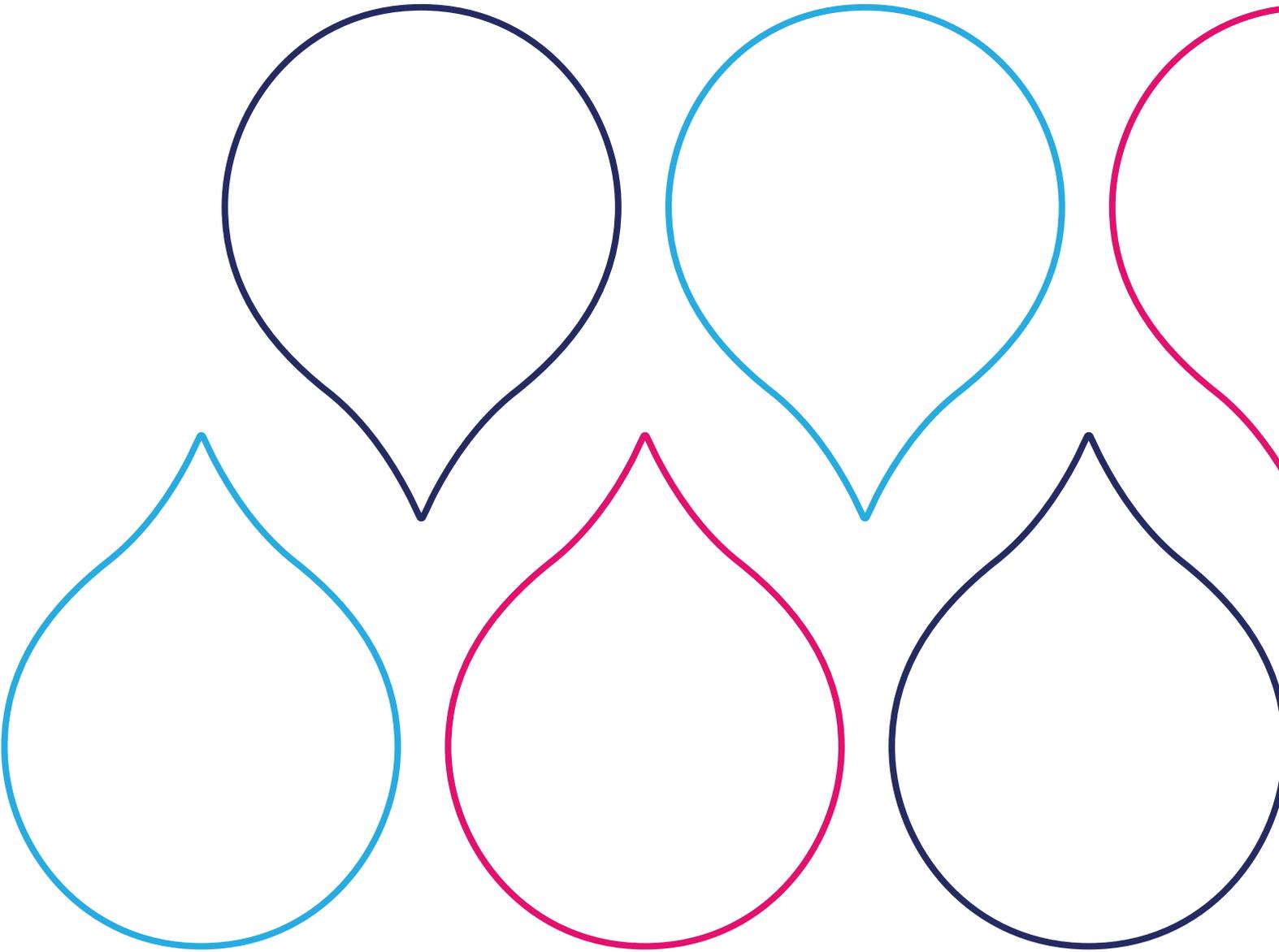


Acquia Product Overview

Simplify how content is organized, accessed, and delivered across digital experiences



Acquia DAM is a cloud-based digital asset management (DAM) and product information management (PIM) platform that centrally manages digital assets, product specs, and marketing copy across the customer experience.



One platform, multiple applications

Acquia can help you create, review, manage, distribute, and analyze your content across its entire lifecycle. Supported by the cloud infrastructure of Amazon Web Services (AWS), your marketing and product content will reach new heights and scale with the growth of your business.



Assets

Catalog, control, and deliver rich media assets from a central source of truth



Entries

Enrich product data with marketing copy and digital assets for distribution



Insights

Track and measure assets and build site performance dashboards



Portals

Create branded, personalized microsites to share and showcase your assets



Templates

Create localized web-to-print collateral that's on-brand and on demand



Workflow

Streamline collaboration, reviews, and approvals with online proofing

Content types

Audio

Podcasts, music, sound effects, and mnemonics

Brand

guidelines
Messaging, visual styles, and values

Documents

Sell sheets, legal, reports, and scripts

Images

Illustrations, logos, photographs, camera raw, and 360° photography

PDFs

Whitepapers, slide decks, and e-books

Product data

Specifications, measurements, feature lists, and ingredients

Videos

Final produced pieces, short versions for social, comp reels, b-roll, and training

Work-in-progress

InDesign, Photoshop, and Illustrator files

Use Acquia DAM to:

Organize content in one system where team members and external partners can find exactly what they need.

Integrate your marketing technology (martech) stack so that content is available wherever you need it.

Consolidate redundant tools for content storage, file sharing, and collaboration into one system for all team members.

Ensure brand consistency by aligning all content creators and communicators to published brand guidelines and standards.

Publish brand-approved content for your team members and external partners to use.

Repurpose your best-performing content to save time and valuable resources.

Monitor content effectiveness by understanding where and why teammates publish content and measure how well it engages your audience.

Minimize the risk of content rights and usage violations.

Streamline your workflow for sharing proofs, collecting feedback, and getting approvals from each reviewer.

Launch products faster by simplifying the way you assemble and distribute e-commerce product listings.

Expand into new e-commerce channels while meeting your unique requirements for product data and content.



Acquia DAM's core features



Centralize

See what you're working with — literally and figuratively. View and interact with hi-resolution previews for a wide range of file formats.



Organize

Maximize the use of your brand and product assets. Give users a variety of search and category options to find exactly what they need, quickly.



Enrich

Prepare for omnichannel distribution by organizing what customers will read, see, and hear about your products in one view.



Access

Keep projects moving forward across regions and time-zones with self-serve access.



Automate

Send content to teams or systems to support sales, marketing, and e-commerce operations.



Administrate

Accelerate your workflows by automating manually-intensive tasks. With the scale of today's content needs, the time savings quickly adds up.



Deliver

Configure Acquia to support your teams, systems, and rights management.



Mobile

Search, view, share, and download assets on-the-go using the Acquia mobile app for iOS and Android.

Find assets quickly with Acquia's robust search capabilities





Categories

Make browsing a snap with a category menu. Users can drill down through a menu structure to find or discover the assets, products, and templates they need.

Metadata

Design a metadata schema that reflects your unique business processes and structure. Unlimited options allow your site to be as simple or sophisticated as you'd like.

Faceted search

Turn controlled metadata values, numeric ranges, or date fields into powerful search filters.

Predictive search

Use predictive search to complete the text entered in the search bar based on filenames, category names, and metadata fields.

Keyword search

Enter terms for a search across all metadata fields and values.

Advanced search

Limit your search to specific metadata fields to return precise date ranges, file formats, or other values.

Control your brand at scale





Control your brand at scale

Control app and asset access with granular user roles and permissions

Set expiration dates and send automated email notifications

Ensure enterprise governance with security and scalability

Share subsets of assets with different audiences via secure, branded microsites

Convert your brand assets to the right format at the right time

Automatically convert image, audio, and video file formats on the fly

Grant users permission for conversions by role

Choose default conversion formats or add custom formats to support specific workflows

Manage different versions of your assets

Update new versions of your assets while maintaining or archiving previous versions

Retain metadata values for each of your asset versions

Identify duplicate files within your DAM site upon upload

Maintain version control of your assets in all locations with embed codes

Protect your assets with digital rights management (DRM)

Customize end-user license agreement (EULA) settings to align with your legal requirements

Integrate Acquia with watermarking technology and embedded tracking ID to prevent illegal reuse of content

Prevent unintended unauthorized use to ensure content purchasers abide by the related licensing information

Do-it-yourself automation – no coding required

Automatically inform sales teams, distributors, or e-commerce groups when new marketing collateral is ready for distribution to downstream channels

Notify domain experts when new content requires metadata entry – insert variables to automatically pull information about trigger events into the notifications

Receive automated notifications for assets nearing their expiration date

Product content management

Accelerate speed to market with Entries



Product content management

Accelerate speed to market with Entries

Import product data to a user-friendly interface

Send product data to the Entries app to provide role-based access across your business

Add copy, related digital assets, and pricing information

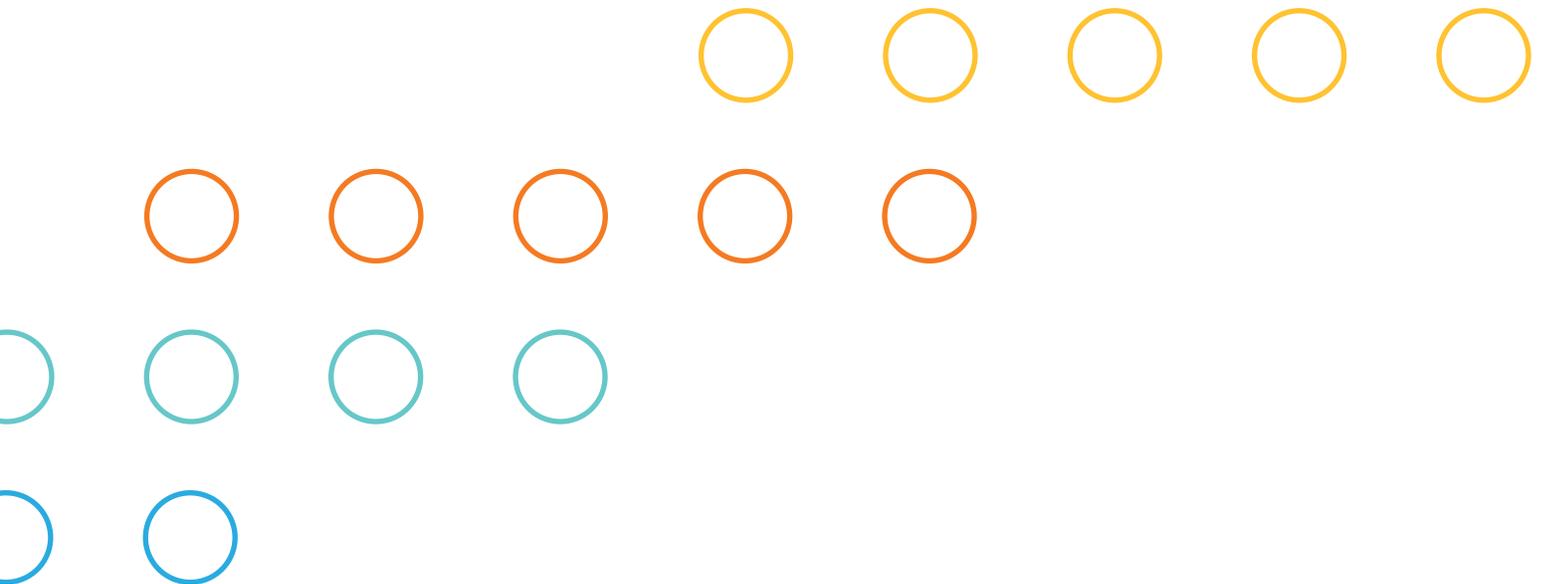
Organize what customers will read, see, and hear about your products in one view

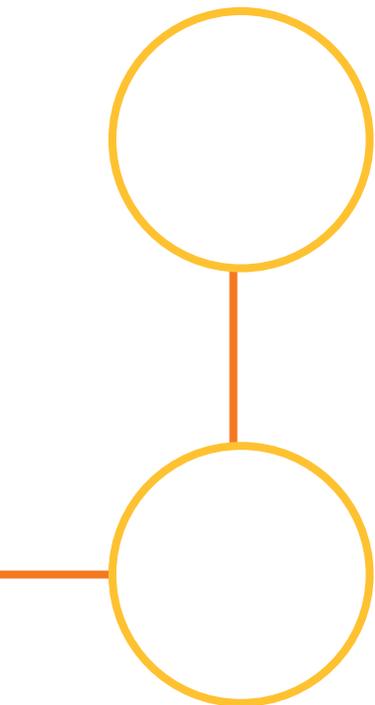
Automate workflows to launch products faster

Use do-it-yourself automation with custom triggers and variables to notify users at every step of the product content lifecycle

Deliver up-to-date product content from one source

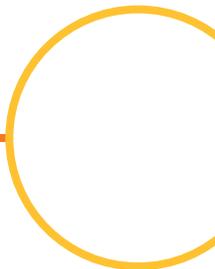
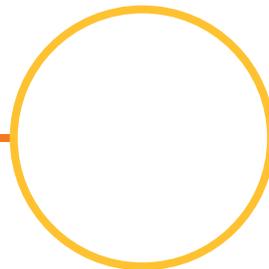
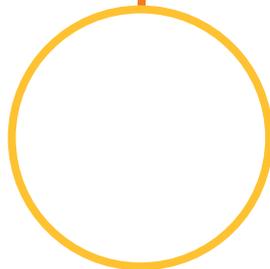
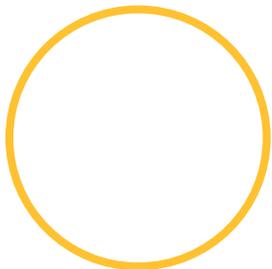
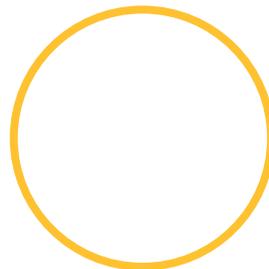
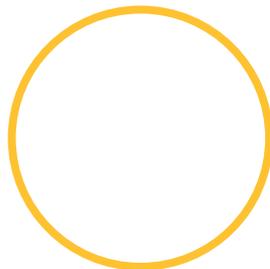
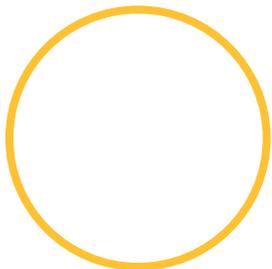
Syndicate product data to e-commerce, print publishers, websites, and other channels

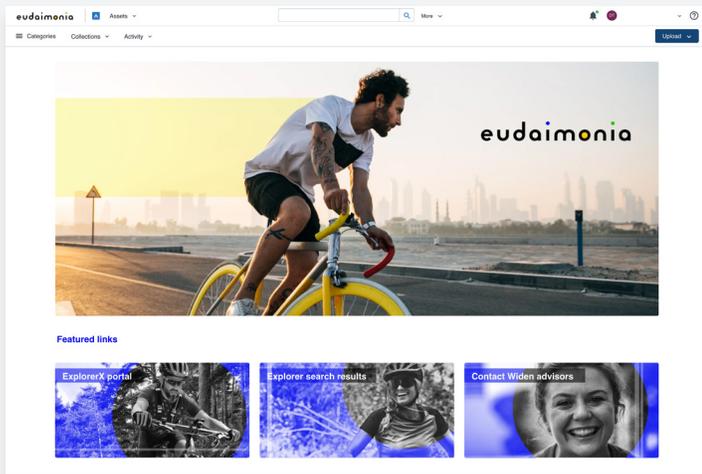




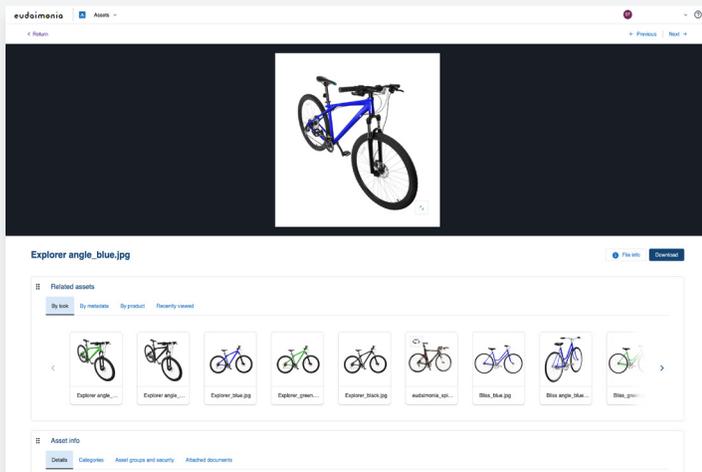
“I’m accountable for all our brands being 100% ‘retail ready,’ which means that we are achieving full excellence on all of our e-commerce product pages. And we can’t do that without having centralized systems to store all of our product assets and information.”

Martin Hill
PRADCO Outdoor Brands

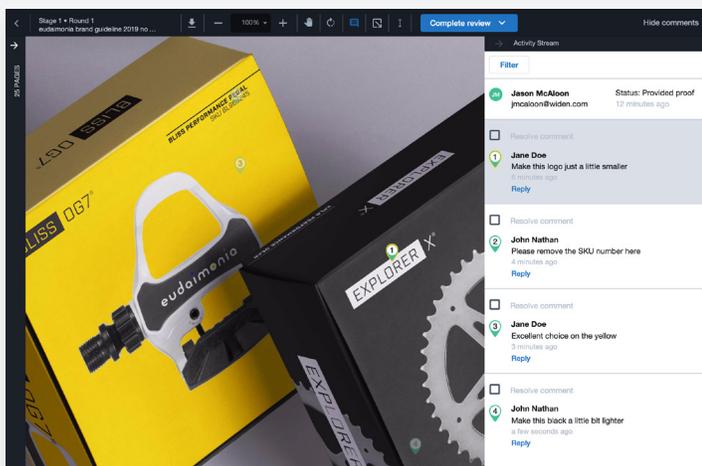




Configure dashboard settings for a personalized experience. User-based roles allow dashboards to be displayed for specific regions, departments, brands, and more.



Get full, interactive previews of images, videos, and documents. See and edit all associated metadata, view Insights data, and share or download directly from the asset preview.



Submit, route, review, and approve projects using multistage, configurable workflows.



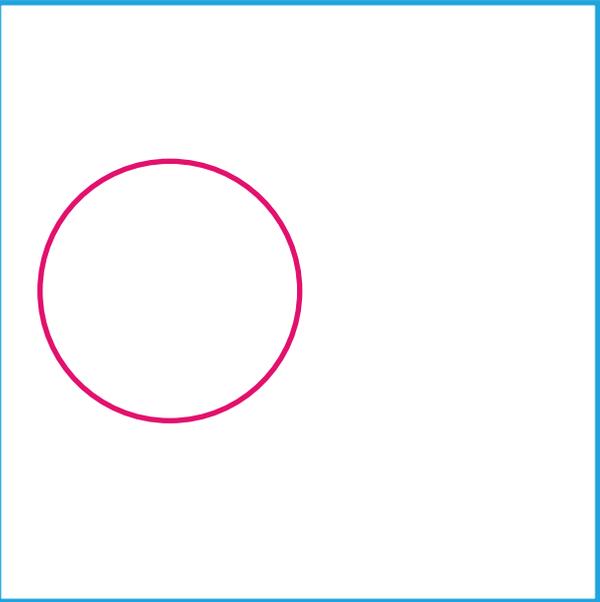
The centralized foundation for your content lifecycle

Customize content and localize your brand

Create custom collateral on demand with centralized assets from Acquia

Co-brand sales and marketing materials easily with preset collateral templates

Gain visibility into asset performance



See when and how visitors are engaging with your assets

See where in the world your assets are being used and viewed

Get instant snapshots of your DAM site's performance

Export all data for individual assets or groups of assets

Streamline content review and approval

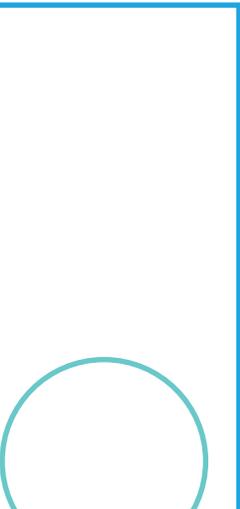
Comment on assets within your DAM site

Proof, annotate, and approve projects using multistage, configurable workflows

Collaborate across teams in one work space

Keep an audit trail of all feedback for easy reference

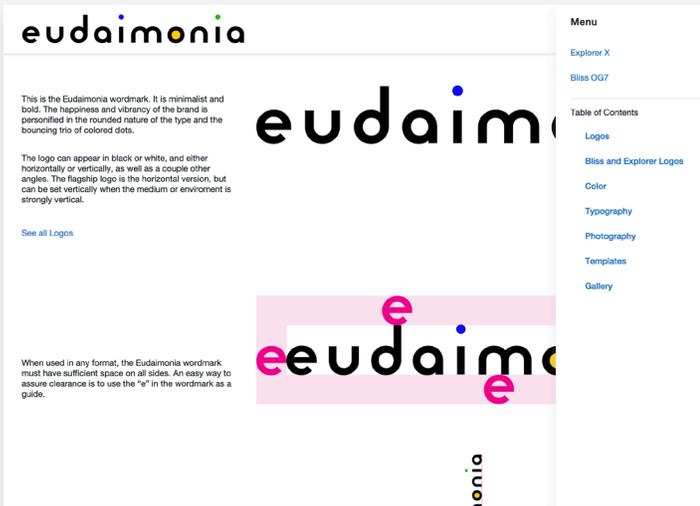
Measure content performance by tracking views, embeds, shares, and downloads



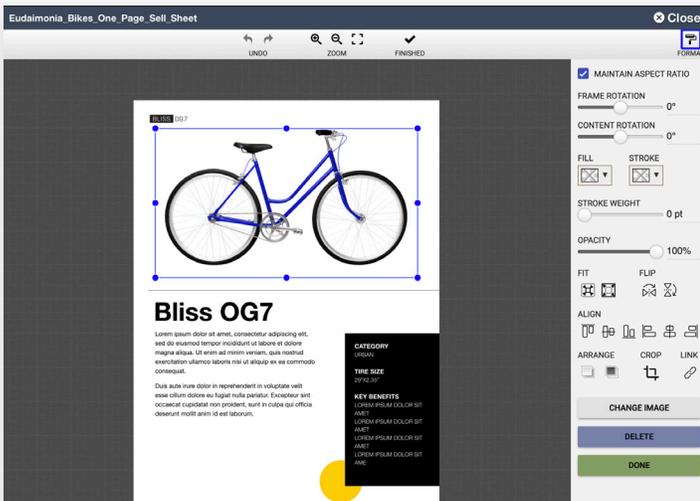


“I’m not sure what more I could ask for in a DAM, the value surpasses the cost for us.”

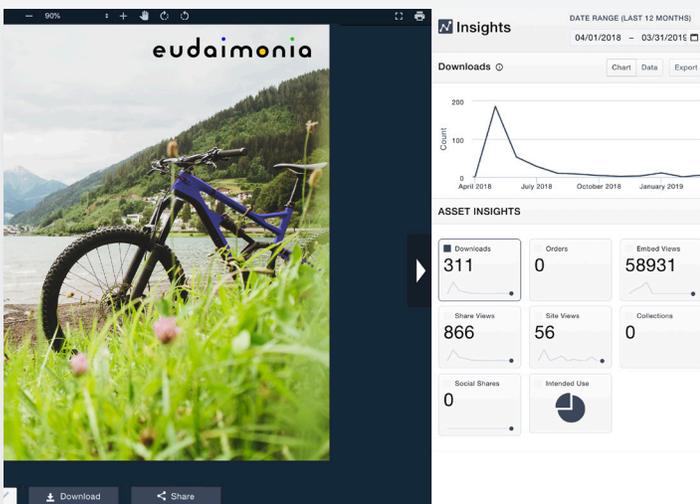
Jak Krumholtz
Pilot Corporation



Personalize your brand for dealers, sales teams, vendors, and more with a single, dynamic brand portal



Use self-serve templates to localize your brand with custom sales and marketing collateral



See data for individual assets in Quick View, then track overall content performance with Insights

Step 1 Why are you sending this notification?

Because Asset group

Step 2 Customize your notification.

Email address

Subject

Text

number of assets asset(s) have been added to the **asset group(s)** asset group(s).
Please add rich text marketing copy.

Create custom email notifications based on trigger events

Details

Information



The Eudaimonia Explorer is a carbon fiber mountain bike who want the speed of a lightweight mountain bike and the stability of a mountain bike. The carbon frame absorbs road vibrations and provides a smooth ride on rough terrain for better responsiveness. The Explorer features a quick shift drivetrain and hydraulic disc brakes that make it easy to get going, and to come to a quick and safe stop. The Explorer comes in three exciting colors and has quality parts that will hold up over serious miles. It helps absorb fatiguing bumps from the road so you can stay stronger longer.

Long description

Highlights

- Lightweight carbon fiber frame
- Front fork shock absorber
- Quick adjust seat height
- Quick release front wheel
- 2x10 quick shift drivetrain
- All weather/terrain grip tires

MSRP \$699 USD

Organize what customers will read, see, and hear about your products in one view

Amazon.com bike products export / Filtered products, 10 attributes

Product type: Bicycle x Status: Active x

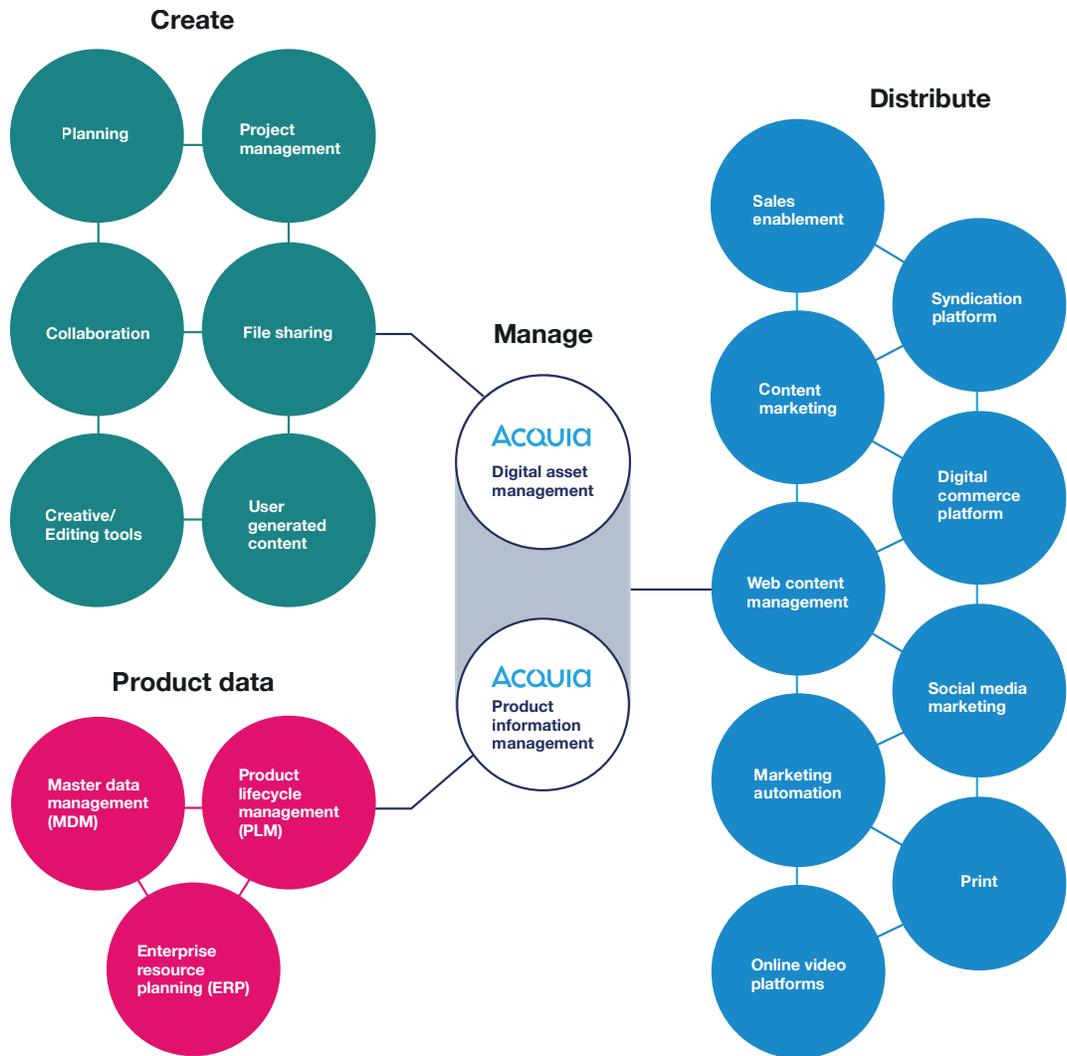
Channel preview
Viewing 1 - 6 of 6

SKU	Name	Color	Frame material	Frame size	Long description	MSRP
BL6911BK	Bliss (Black)	Black	Steel	18"	<p>The Eudaimonia Bliss is an all steel road bike with classic styling for riders w ...	\$499 USD
EX1196GR	Explorer (Green)	Green	Carbon fiber	20"	<p>The Eudaimonia Explorer is a carbon fiber mountain bike for riders w ...	\$699 USD
EX1196BL	Explorer (Blue)	Blue	Carbon fiber	20"	<p>The Eudaimonia Explorer is a carbon fiber mountain bike for riders w ...	\$699 USD
EX1196BK	Explorer (Black)	Black	Carbon fiber	20"	<p>The Eudaimonia Explorer is a carbon fiber mountain bike for riders w ...	\$699 USD
BL6911GR	Bliss (Green)	Green	Steel	18"	<p>The Eudaimonia Bliss is an all steel road bike with classic styling for riders w ...	\$499 USD

See data for individual assets in Quick View, then track overall content performance with Insights

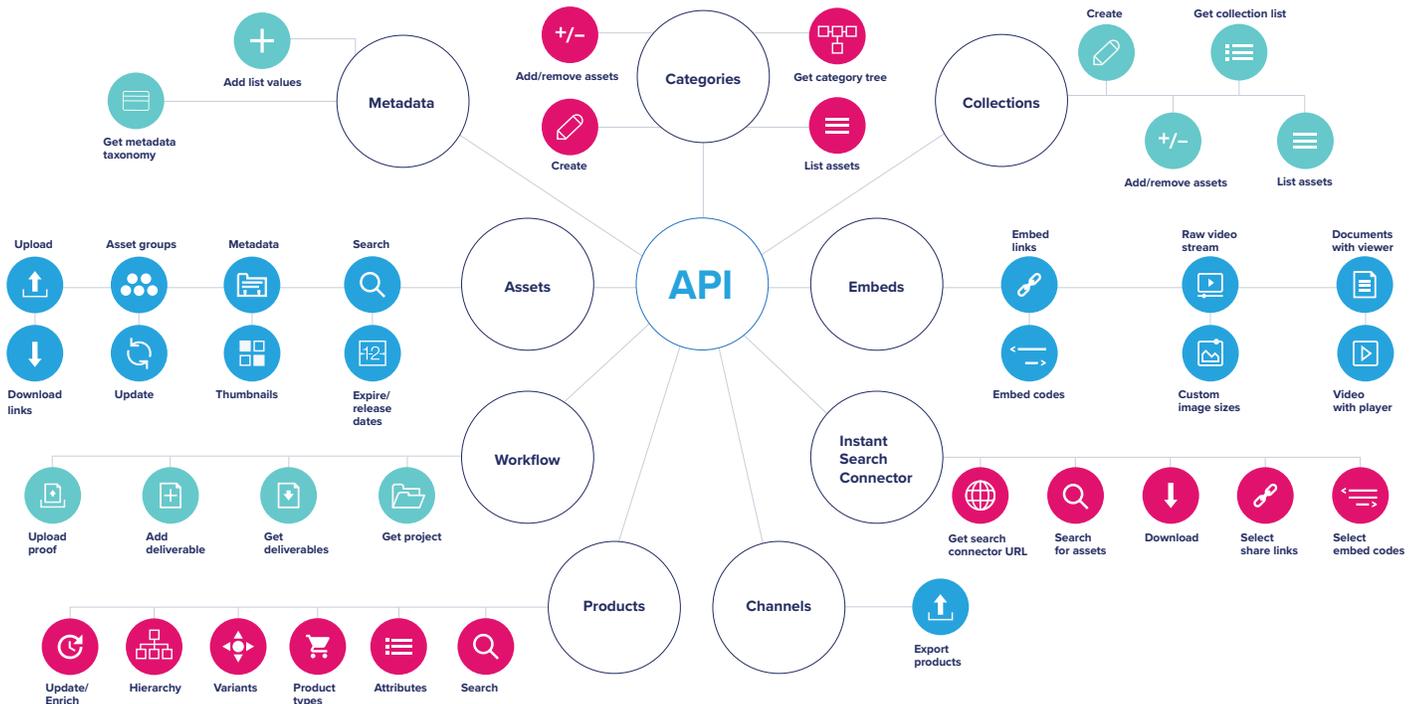
Use DAM to sync assets and metadata across your digital ecosystem

With several pre-built connectors, ready-to-use plugins, and managed integrations, Acquia integrates with technology from the most popular software categories to make sure you get the content you need.



It's possible with the API

Integrate Acquia with any platform to connect assets and data for better digital experiences. Simply make assets searchable within other tools or power personalized content across channels.



© 2021 Widen

Benefits of our DAM API

Publish the latest version of assets and product information across websites, sales enablement tools, e-commerce sites, and more

Minimize the risk of content rights and usage violations by extending the governance controls of the DAM solution into other systems

Import data to centralize and organize assets in one system

Test new API behavior before it's the default using early access toggles

“We built elaborate systems around the DAM solution, leveraging Acquia’s API to create a photo management workflow. Acquia’s product is core to our current ecosystem.”

Jennifer Kordosky
Clear Channel Outdoor

The help you'd expect from DAM experts

We do customer service a little differently at Acquia and we think you'll like it.

We ensure you get the most out of your DAM investment, right from the start. We'll work with you to identify your DAM goals, or desired customer outcomes (DCOs), that define what success looks like for your business.

And we'll be with you every step of the way to support your on-going success. With our Customer Success, Managed Services, and Support teams, we offer a wide range of services from the strategic down to tactical execution. And we deliver with optimism, confidence, and transparency.

And we keep customers involved in the product development process. With visibility into our roadmap, customers can vote and comment on upcoming releases. Our User Experience (UX) team also involves customers in research to ensure our product updates align with their needs.

Our mission: To be the best part of our customers' day.

Acquia
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Boston, MA 02109
www.acquia.com

About Acquia

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions, and help businesses stand out. Learn more at <https://acquia.com>.

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