

Seamless Customer Experiences Begin with Content & Creative

Sprawling content and marketing data, complicated by siloed teams and tools, means you're likely struggling to properly automate digital customer experiences.

That's why Claravine partners with Adobe Experience Manager. Our platform, The Data Standards Cloud, connects with this powerful content and digital asset management system, making it easy to:

- Quickly locate, identify, and address asset and webpage data quality issues
- Arm operations and measurement with the content and creative data they need
- Speak the same data language across all your tech

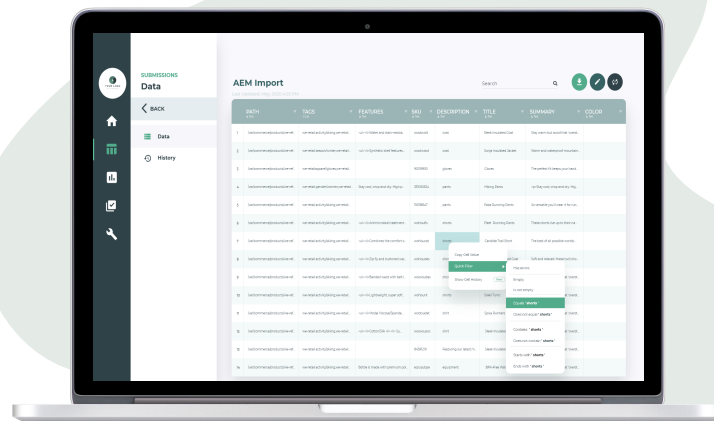
In today's digital-first world, marketers are challenged with delivering consistent content across multiple channels as well as capturing actionable data to drive business decisions. For enterprise customers, Claravine's integration with Adobe Experience Manager will allow a common taxonomy to be deployed and governed across multiple systems, teams, and business units.

Cody Crnkovich, Head of Platform Partners and Strategy, Adobe

How does it work?

Once the connector is set-up, The Data Standards Cloud imports metadata from Experience Manager using custom settings by type of data (asset or webpage), file format filters, and field mappings. Then, platform users can quickly identify data quality issues, plus update and enrich data based on the use case.

This improved and standardized data can be sent back into Experience Manager. It can also be used in The Data Standards Cloud to enable campaign deployment, or sent to downstream analytics and cloud storage for additional dimensions for creative measurement.



Adobe Experience Manager

Make your asset and webpage data work harder



Move Faster

More quickly tag and edit, while reducing time spent searching for items or duplicating work.



Simplify Collaboration

Accelerate operations with consistent naming and tagging for faster, more reliable hand-offs.



Measure Performance

Engrain end-to-end data flows for better, faster measurement and optimization.