



Use Case

aclevion.

A central Content Library for more quality and efficiency in marketing

With the censhare Content Hub, the central marketing department supports over 150 marketing employees in 20 countries worldwide in their work. As an extension, a new core area was established with the Content Library. All marketing-relevant information on products as well as product series and categories can be prepared and made available for every market and channel.

The Content Library is divided into compendia containing a selection of the most important images and videos. Suitable marketing materials can also be found in the compendia. Neutral marketing texts that can be translated directly are also managed in the content library. Other important contents are the so-called IBFs (Insight, Benefit and Function). These argumentations are a helpful source for the design of sales texts and materials.

All these contents are maintained in the Content Library in one place, stored in a structured manner and shared centrally. They are intuitively integrated into the editing screens for new materials, are available directly in the editor and can be easily reused. All marketing employees worldwide now use the same texts, media and wording. And the fact that all content is directly accessible and does not have to be created again and again has increased efficiency in marketing.

 **GEBERIT**

Requirements

Geberit has long relied on a censhare system implemented by aclevion to manage its media assets, provide a media portal for all employees and produce brochures and customer magazines in more than 20 markets and over 60 languages.

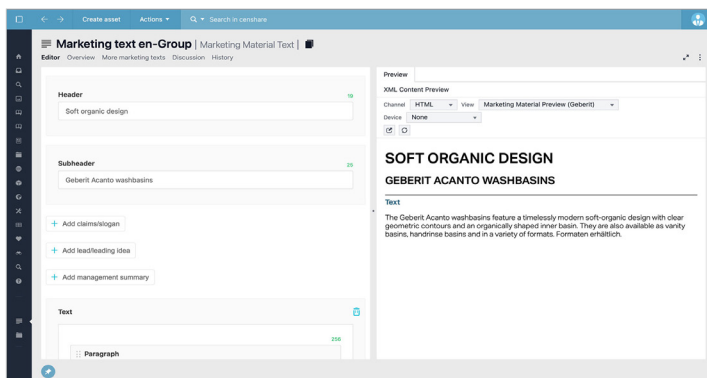
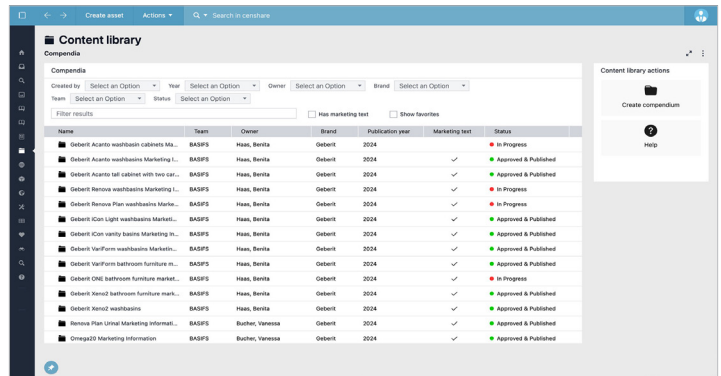
The central marketing department uses its tools and processes to support more than 150 internal marketing experts worldwide who regularly create content for their local campaigns. The Content Library is designed to enable marketing managers to centrally maintain all marketing content for a product category or series as well as for important products and make it available globally.

Central content for global excellence

The compendia are used by marketing managers worldwide who are responsible for the production of local marketing material. The compendia thus form the central source for all content and can be used for all markets and channels.

1. Comprehensive compendia

There is a compendium of marketing material for each entry in the library. Each is assigned to a brand, team, year and owner and has a status, a preview and its own metadata. Tags are used to maintain marketing categories stored in the system, e.g. demand, target group, language and more. Featured Media provides a list of the most important media and Related Content can be used to link any other content related to the topic.

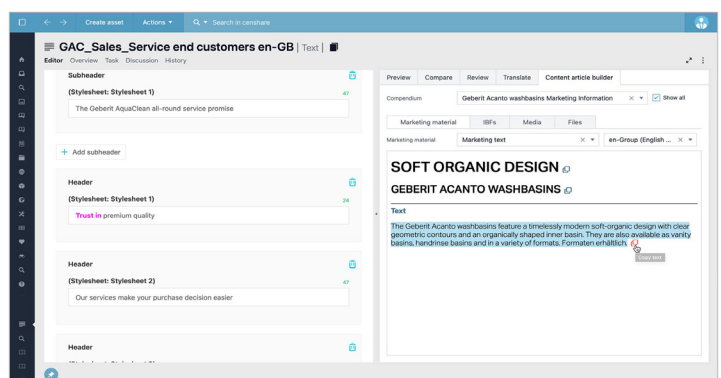


2. Media-neutral information

A structured editor is available within the compendia for the simple creation of a wide variety of content and articles. On the one hand, different texts can be created and enriched with content for later use in all channels in a media-neutral manner. On the other hand, the tool directly controls the translation process of the created language variants.

3. Content Article Builder

When creating new materials, all the content of the compendia is available directly in the editor and can be searched for, viewed and reused there using the Content Article Builder. Whether texts, media content or the categories of the IBFs, users can search for and select the appropriate content and then insert it directly into their publication.



60+
languages

115+
compendia

8
brands

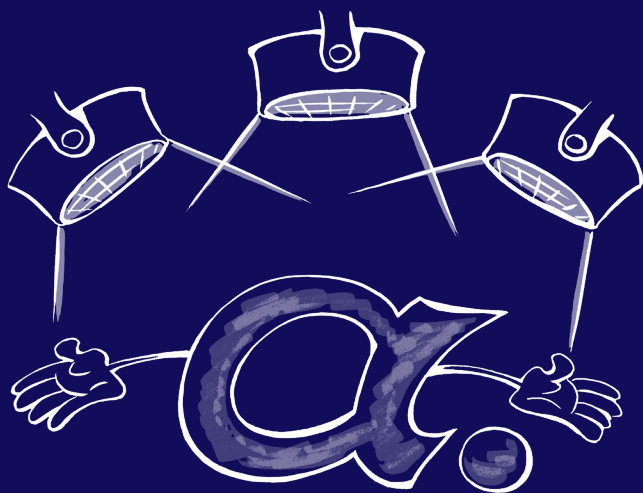
The Company

The globally active Geberit Group is the European market leader for sanitary products. Geberit has a strong, local presence in most European countries and can therefore offer unique added value in the field of sanitary technology as well as bathroom ceramics.

The manufacturing capacities comprise of 29 production plants, 6 of which are overseas. The Group headquarters is located in Rapperswil-Jona, Switzerland. With around 12,000 employees in around 50 countries, Geberit achieved net sales of CHF 3.0 billion in 2020.

« With the Content Library, we have created a marketing tool that allows us to manage the most important marketing content for our global markets in a centralized and standardized way. This increases efficiency and ensures uniform content. »

Roger Rübsam, Geberit International AG
Head of Multimedia



About aclevion

For 15 years we have been providing our customers with digital solutions for the best customer and product experience. We create content hubs, content platforms and PIM systems. We focus on leading applications, the latest technology and the best fit for you. In doing so, we listen to you until we really understand your business with all its specialties and needs. This is how we develop customized solutions that are not only tailor-made but also sustainable. For Migros, Geberit, Swiss Post, Die Mobiliar, and for you.

Learn more at aclevion.com