

Global Advertising Solution for Sitecore Content Hub

Enabling Content Hub customers with an advertising solution for Print and HTML banners.

Many global brands have siloed approaches to building advertisements. This often results in organizations having a large duplication of platforms for the same job. Processes are likely not standardized, resulting in a large management overhead.

Sitecore Content Hub, an enterprise SaaS solution, offers users a powerful solution for storing your digital assets. However, what happens when you want to leverage these assets in your print and digital media and give users a self-service solution? EPAM has a solution that extends functionality built by Sitecore using CHILI publish (Sitecore Content Publisher), to enable your teams with a global advertising solution.

It's not just print that this solution is perfect for. It allows users to build HTML banners from DAM assets, a flexible solution that allows users to build banners in minutes.

Explore the value of our Global Advertising solution for Content Hub:

- A simple and easy-to-use interface allows users to build advertisements in minutes.
- Fully integrated into Content Hub, allowing users to find assets they can use seamlessly.
- Built for scale by allowing users to produce mass advertisement campaigns always on brand.
- Every business is different, and we have added functionality to Content Hub that can be extended easily. This solution can evolve to match your business needs and future aspirations.
- Smart templates that can change aspects, including page size, orientation, alignment, dynamic data, and images.
- Flexible HTML banner generation:
 - Allows upload of template.
 - Configurable settings based on template fields.
 - Dynamically generates output based on images the user selects.
 - Exports size variations of banners based on the ones the template has been created with.

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Key Features

- Simple and easy to use views
- Flexible templates that work for many use cases
- Localisation ready
- Built for scale
- Dynamic data and image injection
- Users can only access the images in the DAM they are allowed to see

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Tech Stack

- Sitecore Content Hub
- CHILI publish
- Azure
 - Functions
 - Service bus
 - Blob storage
- React JS

Explore the value of our solution by industry:

Retail

Customize brochures and advertisements based on customer purchase history and create multiple versions of the same advert with variations for location and language.

Healthcare

Analyze patient data to recommend personalized treatments and pull medication information from a central approved source to build literature on approvals automatically.

Consumer Packaged Goods

Create custom packaging, unique designs for specific products and markets as well as personalized marketing campaigns targeted to specific audiences.

Financial Services

Automatically analyze and leverage a customer's financial information to deliver personalized adverts.

Automotive

Use standard templates to build unique print and HTML advertisements for each location in a network of dealerships.

Food & Hospitality

Create global and local menus rapidly using pre-approved templates.

Education

Easily build and update personalized campus brochures as well as menus for cafeterias or dinner halls.

Print

Quickly create physical brochures, catalogs, flyers, promotions and more using templates.

Deploy a single solution to manage all advertising globally.

As the creator of the Global Advertising Solution using Sitecore Content Hub and Chili publish solution, EPAM is your go-to partner for digital advertising optimization. Contact us today to start the conversation and find out how we can help you meet your digital commerce goals.

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