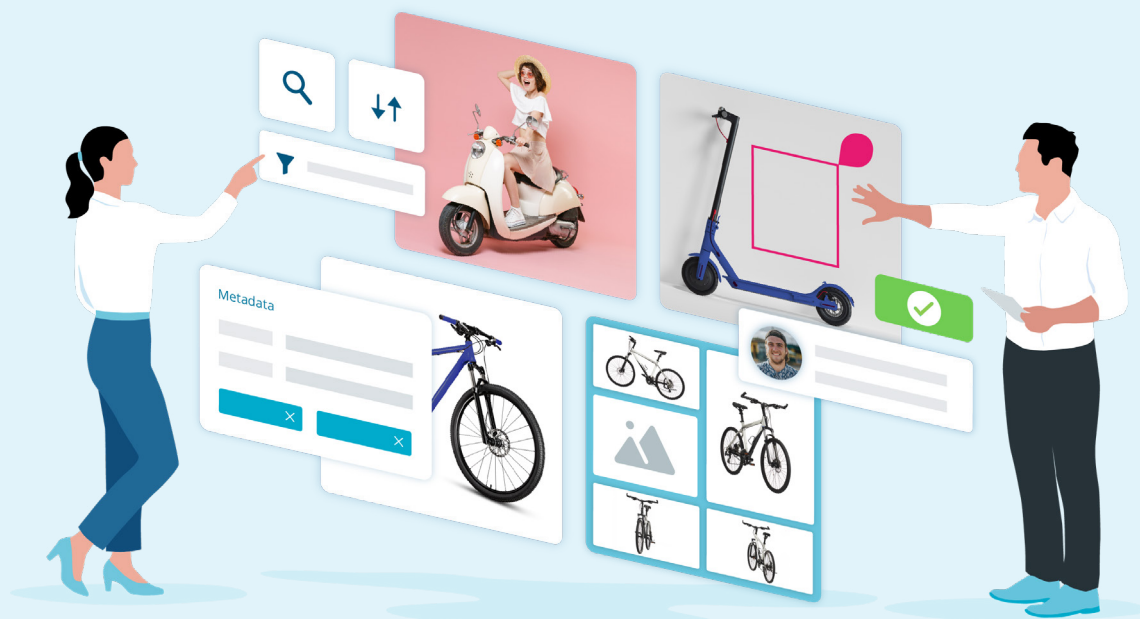CELUM

CONTENT SUPPLY CHAIN MANAGEMENT PLATFORM

Make Brands. Sell Products.

ONE PLATFORM TO COVER THE ENTIRE CONTENT LIFECYCLE

The first Content Supply Chain Management Platform with powerful capabilities to seamlessly steer every stage of the content journey from conception to audience delight across all channels. Streamline the collaborative creation and online proofing of marketing and product content. Manage assets intelligently and wow your audience with unique product experiences.

Create & Approve
Optimise content creation with workflows, visual feedback and proofing.

Route & Share
Connect to other software to simplify content syndication across channels.

Find & Manage
Centralise assets and enrich them with meaningful data for better discoverability.
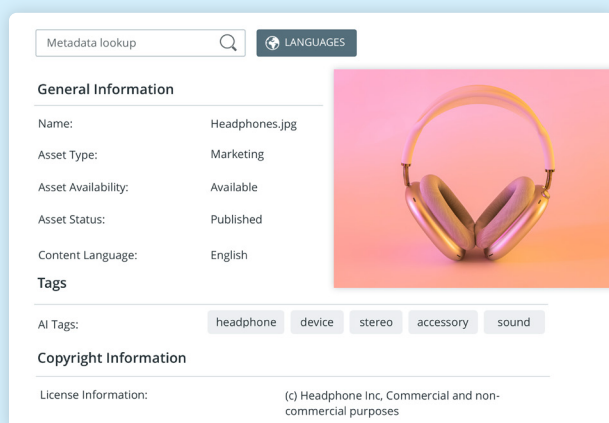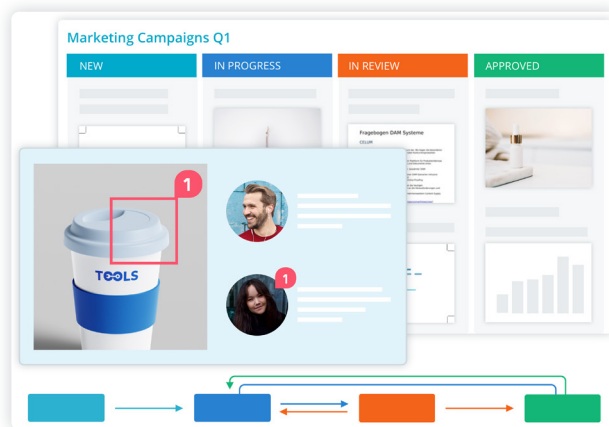
Excite & Gain Insights
Deliver tailored content and analyse performance to maximise ROI.

CONTENT COLLABORATION

Seamless content delivery is crucial. Efficient feedback and approval, streamlined workflows, and effective collaboration with internal and external stakeholders guarantee successful content projects.
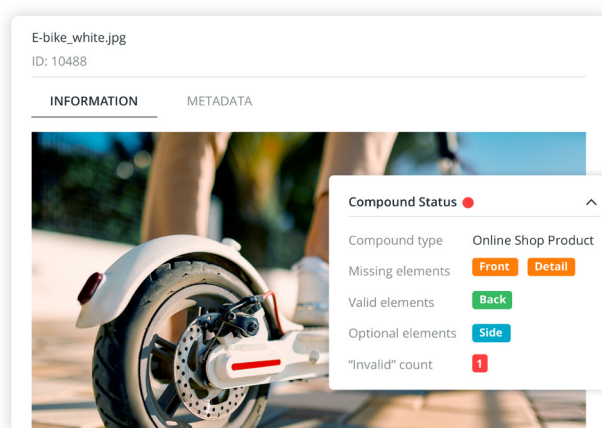

DIGITAL ASSET MANAGEMENT

Create a central content hub to easily manage all marketing assets in one place. Give files meaning with metadata and put the right content in front of the right audience.

PRODUCT CONTENT MANAGEMENT

Create the framework of assets needed for your next product experience. Apply metadata, even for content that doesn't yet exist. Always know the content status, ensuring a complete product presentation.

INTEGRATIONS

Break up content silos with 100+ industry-leading integrations and route your content wherever needed – from creative tools, to PIMs and to your commerce or DX platform.