CELUM
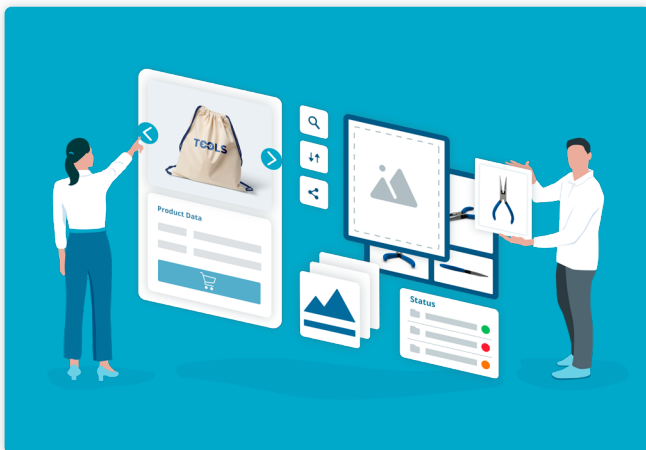
THE EUROPEAN HIGH-END DIGITAL ASSET MANAGEMENT FOR PRODUCT CONTENT- AND BRAND MANAGEMENT
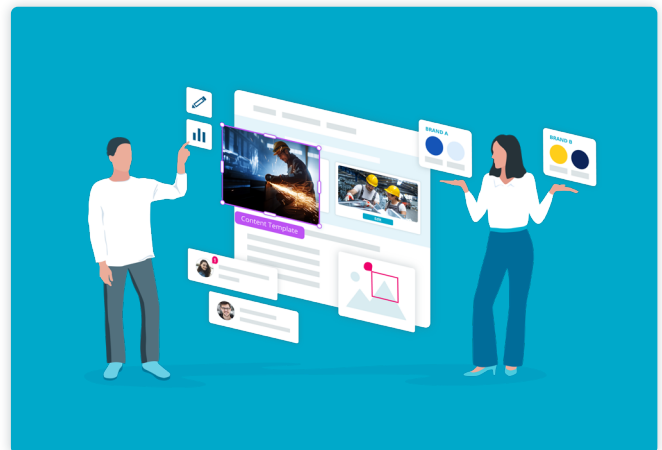
MAKE BRANDS. SELL PRODUCTS.

Establish a true content supply chain to create and approve content, build a single source of truth to deliver any content anywhere to win on the digital shelf and tell your brand story - at scale. 25 years of experience, put to work in the most demanding scenarios in retail, manufacturing, and multi-brand environments.

Make Products Win on the Digital Shelf
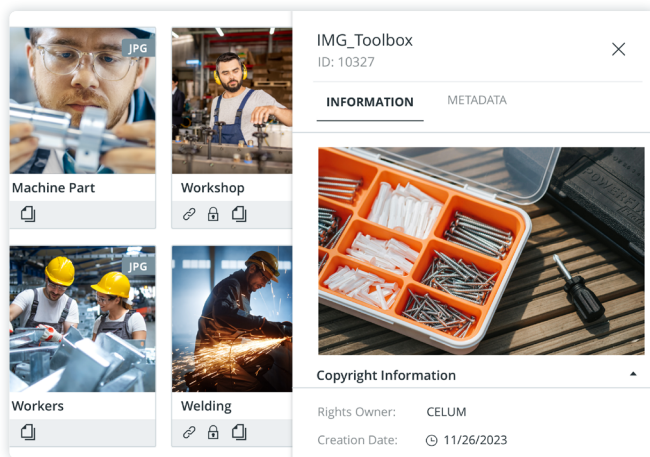The ONLY High-End DAM for the most DEMANDING SCENARIOS in retail and manufacturing.

Make Brands Understood and Thrive
The only Brand Management solution built specifically for MULTIBRANDS and manufacturing.

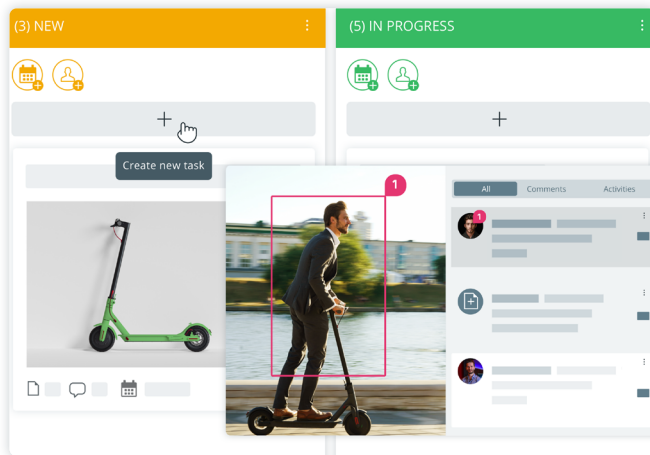Shop Apotheke   SCOTT   MAMMUT   essity   Danfoss   CLAAS

OUR PRODUCTS

HIGH-END DIGITAL ASSET MANAGEMENT

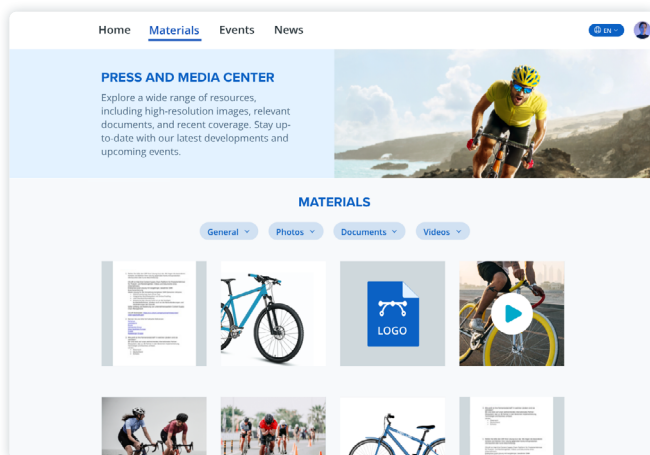Organise, enrich and deliver digital assets in the most demanding scenarios

- Organise Millions of Assets for Thousands of Users
- Ingest and Manage Massive Amounts of Content at Once
- Approve and Process any Content – at Scale

REVIEW, APPROVAL AND WORKFLOW

One central, easy-to-use way to visually comment, review and approve any type of content
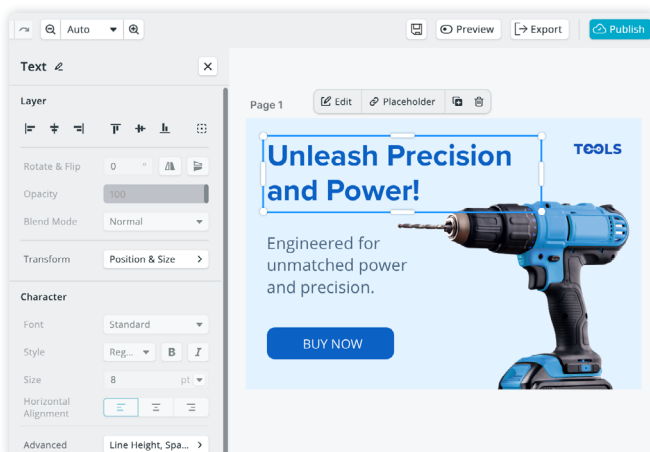
- Visual Feedback on Anything
- Briefing and Tasking for Content Workflows
- Get Everyone Involved – with Paper Trail

TAILORED AUDIENCE FRONTENDS

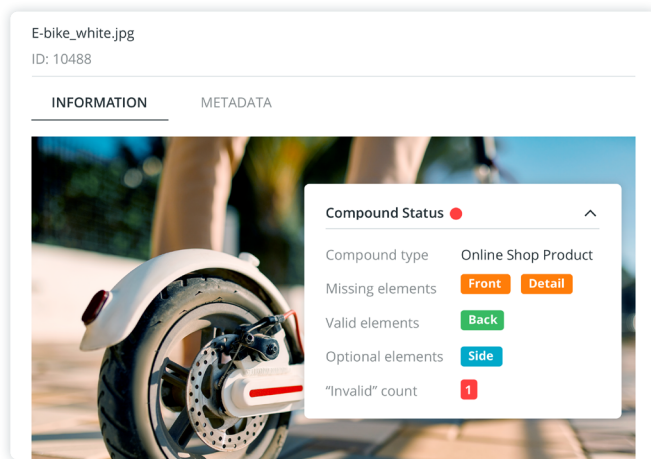Provide high-performance, tailored content and excite your audiences

- User Experience above all – on any Device
- The most user-friendly frontend editor
- A Frontend for Every Audience

CONTENT TEMPLATES

Save time and money by empowering your organisation – let teams create brand-safe ads, images, PDFs, and other documents
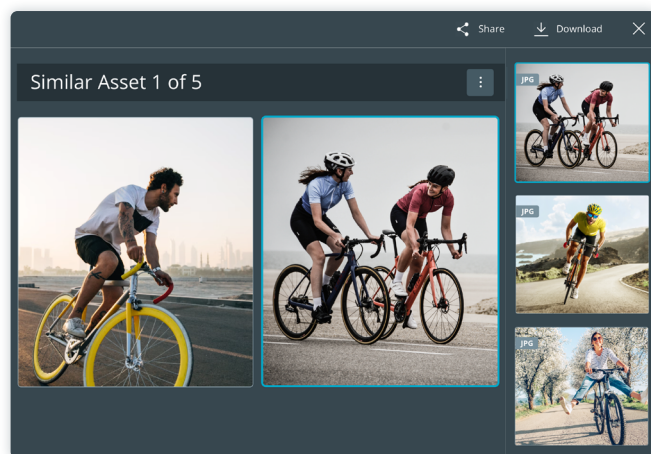
- From Social Banners to Product Sheets
- Total Brand Control
- Integrate Templates Into Tailored Frontends

PRODUCT CONTENT STUDIO

Accelerate product time-to-market while ensuring content remains compliant and delivers maximum impact
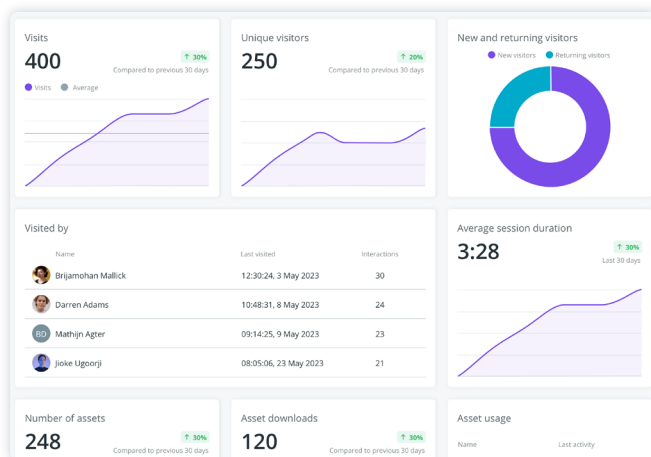
- Decouple Content Creation From Managing Content
- Understand If the Required Content Is Available
- Deliver Content to Headless Commerce and Web Pages Alike

CELUM AI

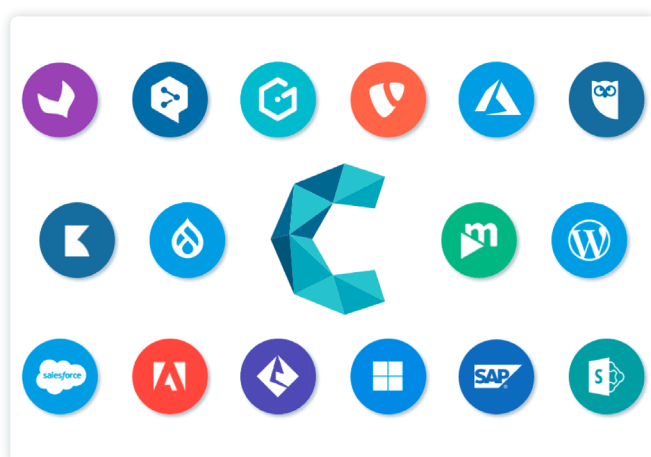Let CELUM Content AI improve content discoverability and rights management

- AI Content Tagging and Localisation
- AI Driven Visual Content Recommendations
- Find People in Content Automatically to Streamline Rights Management

INSIGHTS & ANALYTICS

Understand audience behaviour and content performance through data-driven insights

- Understand Which Content Drives Results
- Personalised Content to Improve User Engagement
- Aggregate Content Analytics From Multiple Platforms

APPLICATION INTEGRATIONS

Centrally governed content everywhere – CELUM as the centrepiece of your content ecosystem

- Enterprise Application Integration – at Scale
- Deliver Assets to Any Content Destination
- Embeddable Content Experience Widgets

ONE PLATFORM TO COVER THE ENTIRE CONTENT SUPPLY CHAIN

With CELUM, large and product-centric organisations can make their products stand out and brands understood and thrive.

CREATE & APPROVE

FIND & MANAGE

ROUTE & SHARE

EXCITE & GAIN INSIGHTS

ABOUT CELUM

Large organisations need to tell you about their brand and products in engaging stories. Our technology allows them to create those stories, manage them at scale and present them in an outstanding way. Even great products require remarkable presentation to win on the digital shelf, and in the fight for talent, every company understands that it is a brand that needs to be activated as efficiently as possible. CELUM solves these challenges with Product Content Management, Brand Management and Creative Content Collaboration. All three are based on CELUM's unique SaaS Content Supply Chain Management Platform. This allows large marketing-, brand- and product teams to build engaging experiences by creating, approving, managing, and using content across every channel and understanding its impact - at scale. Nearly 150 employees work tirelessly at various locations for hundreds of clients, including brands such as Lidl, BAUHAUS, SCOTT Sports, Outfront Advertising, Essity, Redcare Pharmacy and Sartorius. For more information visit www.celum.com.

True Enterprise-grade Scalability

CELUM's largest customers each manage millions of assets and have an I/O volume of >250,000 assets per week and 50,000 active users in the system.

Above and Beyond Collaboration

The most advanced collaboration, approval, review and task management functionalities of any DAM solution on the market.

Unique Multi-Frontend UI Strategy

Tailored frontends for any audience or use case. They come with an intuitive yet powerful page builder, to create stunning experiences without training.