

Sitecore Content Hub: Feature List

Unify teams, assets, and processes for operational excellence

Sitecore Content Hub™ integrates digital asset management with digital rights management, marketing resource management, content marketing, and product content management all in one collaborative platform. Now the entire marketing department can work together in synergy, not silos.

Discover the features of Sitecore Content Hub below.

Sitecore Digital Asset Management (DAM)

Manage, store, and search for all assets:

- Manage any digital file format
- Leverage machine learning to automatically tag images and video assets with appropriate metadata, including transcripts
- Intuitive filters, faceted and full-text search
- Content AI for image similarity to help marketers reuse or repurpose existing assets
- Tight integration with Adobe InDesign, Illustrator, and Photoshop improves workflow and ease-of-use
- Digital rights management (DRM) to control access to copyrighted/licensed material
- Send DRM requests via email using an email template
- Public link to assets, with the ability to crop, resize, and transform images on demand and in real-time
- Manage both WIP and finished assets with versioning and draft options
- Review, annotations, and approval workflow
- Time and range-based annotations on video
- Drag-and-drop file uploads
- Media conversion
- Crop video to selected range
- Support for subtitles as linked files
- In-browser image and video previews
- Batch option for uploading, downloading, editing, and deleting assets
- Smart cropping and resizing images
- Intelligent dashboards, reporting, and analytics
- Integrates easily with your martech stack
- Simplify collaboration by sharing assets with external partners

Sitecore Marketing Resource Management (MRM)

Manage and control every phase of a marketing project from content planning to publishing:

- Agile or structured waterfall-based workflows
- Visual and intuitive dashboards
- Build basic and multistage projects with chained and parallel activities
- Leverage pre-built workflow templates
- Visualize timelines with Gantt charts
- Task management, resource allocation, and budgeting
- Content items can also be managed in MRM, allowing timeline-based project workflows to be used alongside CMP's agile workflows
- Easily configure email and real-time auto-notifications
- Span channels, markets, and brands with consistent metadata
- Collaborate with internal or external teams
- Visualize marketing planning and execution calendar
- Integrate with e-commerce, CRM, social media, and other apps

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Sitecore Content Marketing Platform (CMP)

Boost the speed, scale, and impact of content marketing:

- Visual campaigns and publications calendars
- Extensive search functionality using facets and filters
- Strategy board with dual pivot views to proactively identify gaps in content
- Manage multiple content types and versioning
- Manage multiple content variants adapted for persona, market, locale, or other attributes
- Coordinate tasks and workflow across reviewers and other stakeholders
- Automated workflows and user assignments
- Reporting and governance
- Use Engagement Value to measure content performance
- Shared environment for easy collaboration among content creators, editors, curators, and consumers
- Enforce security and permissions through user groups and policies
- Email and real-time notifications for specific events

Sitecore Product Content Management (PCM)

Manage and automate product content for better e-commerce:

- Enrich product information with marketing content
- Support multiple brands and product hierarchies
- Include product data from ERP, MDM, or PLM systems
- GS1 GPC Schema ready
- Supports product localization
- Easy collaboration among marketing, commerce, and product managers
- Control product content availability by market, channel, or retailer
- Easily manage internal or external user access and permissions
- Create product collections with ability to search, view, select, download
- Publish content to web, social media, CRM, or commerce systems

Sitecore Web-to-Print

Create collateral on demand with easy web-to-print and layout automation:

- Easy to use, browser-based UI for quick collateral creation
- Create and control centralized templates, yet allow users to personalize collateral from their browser
- Combine layout templates with product content or other structured information
- Generate posters, flyers, business cards, product specs, and more with flexibility while enforcing brand consistency

Sitecore Experience Edge for Content Hub

Create and deliver superior digital experiences without adding architectural complexity:

- Highly scalable content delivery platform with high performing GraphQL APIs
- Segregated content collections with secure access
- Data publisher to move content into position at the edge
- Schema publisher to automatically synchronize your schema and data model with the delivery platform

To learn more visit sitecore.com