

Fielo Market

Digital Asset Management: The Backbone of Distributed Marketing



Distributed marketing automation involves equipping hundreds or thousands of channel partners and franchisees with marketing assets they can co-brand and customize - which means that you will have hundreds or thousands of assets you will need to control. Enter Fielo Market's digital asset management (DAM) engine.

Manage Asset Library

Asset Type

- Text Library
- Image Library
- Document Library
- Video
- Collection

Status

- Active
- Inactive
- Deleted

Asset Library List

Show 100 entries

Library Name	Library Type
Printer Specs	Image Library
Banner ads	Image Library
Banner headlines	Text Library
Assets	Collection
Email Header Images	Image Library
Platform PDF	Document Library

Showing 1 to 6 of 6 entries

Fielo makes asset management simple

by optimizing content creation, retrieval and repurposing for sustained business growth. It also enables you to:

- 1 Create standardized marketing asset templates** for easier tagging
- 2 Tag and group assets** for easy searchability and access
- 3 Track and manage assets and asset versions** for coherence among asset creators and users
- 4 Govern access** and give controlled permissions across partner segments
- 5 Monitor progress of campaigns** with real-time asset usage metrics and improve marketing strategy
- 6 Integrate seamlessly** with different platforms for asset creation, management and distribution

John Doe Online

Search

Site Administration

- Dashboard
- Asset Library
- Content
- Curriculum
- Groups
- Invited Users
- Verified Email
- Navigation
- Participant Activity
- Participant Orders
- Products
- Site Metrics (beta)
- Users
- Vendor Orders
- Other Settings

Asset Item Properties banner ad v1

Asset Item Properties

Id: 1515

Identifier: 99a32d48-1f8d-4e9a-ad17-48b2c97b6428

Asset Library: Banner ads

Library Type: Image Library

Name: banner ad v1

Language: English

Parent:

Status: Deleted

Caption:

DisplayOrder: 0

Path: https://gageplatprod1stor1.blob.core.windows.net/portal/32/AssetLibrary/Image/8c987a19-fac1-4a5e-8c05-f91e6a6f344e.jpg

Preview:

Edit

Benefits of Fielo's Digital Asset Management



Streamlined content planning and execution



Reduced content creation costs



Brand image consistency and legal compliance



Efficient governance and success measurement