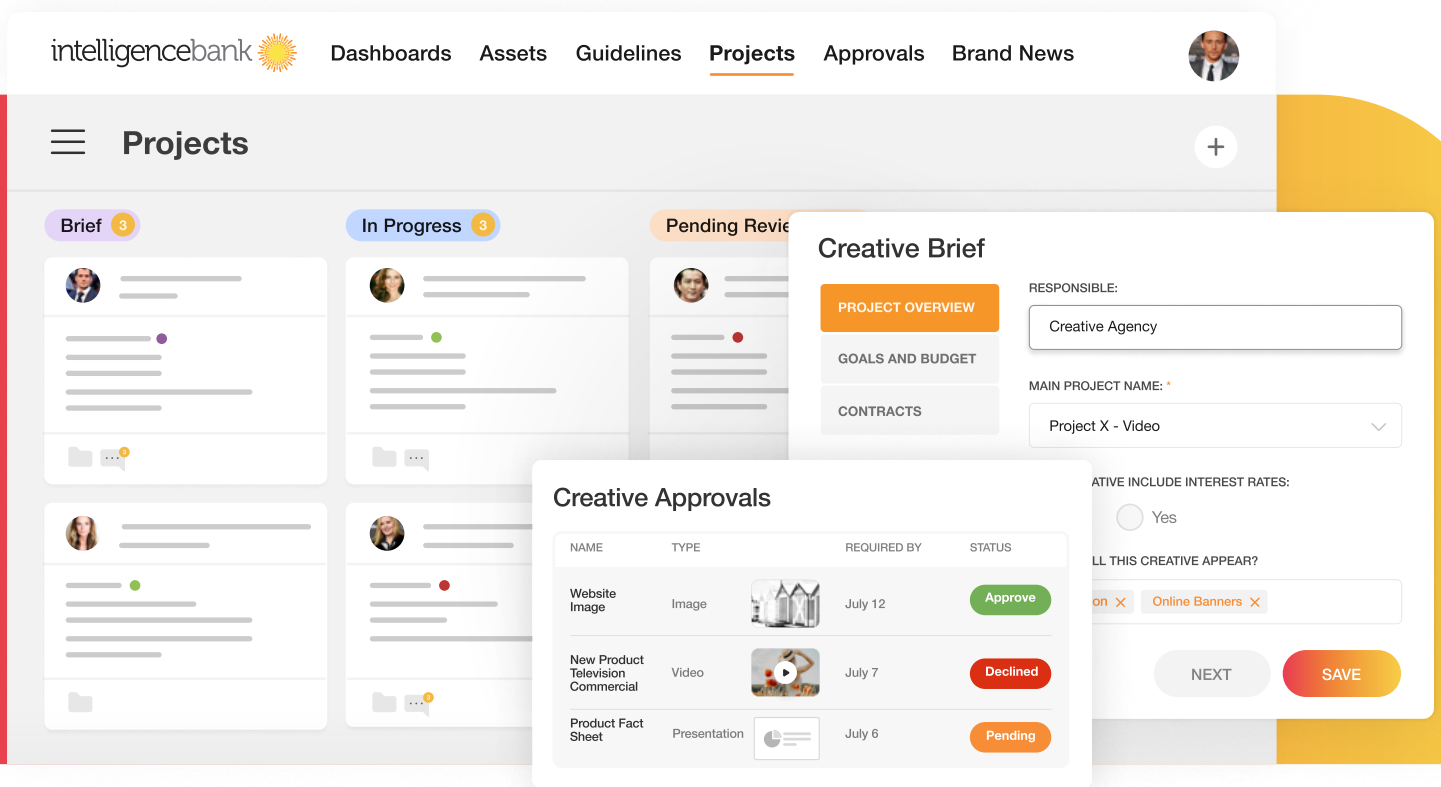


Marketing Operations Software

Transform your marketing team, create campaign efficiencies and ensure compliance with IntelligenceBank's marketing operations platform. By managing the entire creative content process in one place with digital asset management, approvals & proofing, brand guidelines, briefs and reporting, create great content that is consistent and meets legal and compliance requirements every time.



The screenshot displays the IntelligenceBank Marketing Operations Software interface. The top navigation bar includes the IntelligenceBank logo and links to Dashboards, Assets, Guidelines, Projects (highlighted), Approvals, and Brand News. A user profile icon is visible in the top right. The main section is titled 'Projects' and features three filters: Brief (3), In Progress (3), and Pending Review. Below these filters are several project cards, each showing a profile picture, a progress bar, and a list of items. Two modal windows are overlaid on the interface. The 'Creative Brief' modal shows a 'PROJECT OVERVIEW' section with tabs for PROJECT OVERVIEW, GOALS AND BUDGET, and CONTRACTS. It includes fields for 'RESPONSIBLE:' (Creative Agency), 'MAIN PROJECT NAME:' (Project X - Video), and a section for 'CREATIVE INCLUDE INTEREST RATES:' with a 'Yes' radio button. The 'Creative Approvals' modal displays a table of items for approval.

NAME	TYPE	REQUIRED BY	STATUS
Website Image	Image	July 12	Approve
New Product Television Commercial	Video	July 7	Declined
Product Fact Sheet	Presentation	July 6	Pending



Our processes are now more efficient, and we have peace of mind knowing all creative runs through the appropriate channels before it hits the market. This is no small achievement given the size of our business, especially when combined with our strict compliance requirements.

SUNCORP 





Here's how the world's leading marketers use IntelligenceBank's Marketing Operations software to get work done faster and stay on brand:



Manage Brand Compliance

Control and track usage of assets so your team is one click away from using approved brand assets and content.



Achieve Efficiencies & Cost Savings

Streamline marketing projects, approve budgets and creative, assign tasks, report on outcomes and workloads.



Bring Your Brand To Life

Dynamic brand guidelines to educate and inspire your team to bring your brand to the next level.



ROI Tracking and Reporting

Determine which assets and campaigns are driving engagement and manage usage rights.



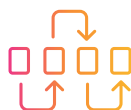
Never Miss a Deadline

Calendars and Kanban boards provide a holistic view of planned activity and allow you to reprioritize with agility.



Share Digital Assets Seamlessly

Manage, tag with AI, search, and distribute approved content directly from your DAM.



Go With The Flow

Workflows with proofing and markups let you streamline content requests and approve creative briefs.



Automate Branded Content

Creative Templates allow users to create local collateral from pre-approved templates without sacrificing quality.



Remove Legal Bottlenecks

Integrate advertising disclaimers within creative briefs and templates to automatically flag risky content and ensure disclaimers are included into content where needed.

Want to learn more?



If you would like to know more about our [Digital Asset Management](#), [BrandHub](#) and [Marketing Operations Platforms](#), contact us.

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