



In today's digital marketplace, the customer is empowered like never before. Organizations need to exploit every opportunity to communicate clearly and consistently across every channel and medium. The Media Management Connector for Salesforce® Marketing Cloud helps users achieve this by:

Use the search and browse capabilities in Media Management to quickly locate rich media content

Access to server-side media transformations provide Salesforce Marketing Cloud users with pre-rendered content for all-channel delivery

Media Management metadata and security policies ensure that Salesforce Marketing cloud business users only have access to approved content

By leveraging a central, single-source DAM



Search, browse and view assets





Marketing Cloud Content Builder shows Media Management assets.



Media Management helps large organizations manage video, images and rich

key platform components and capabilities supporting the DAM ecosystem with the efficiencies of “create-once, use-many” to repurpose, re-express, reuse and recreate media assets. It provides measurable gains in productivity from native jobs

