

Marvia

Building Strong Brands with Automated Marketing



MERLIJN BRUIJNES,
CTO

With the number of marketing channels increasing considerably, brands are becoming ever more important. Consistently presenting brands across channels is a significant challenge in 2020. A winning marketing strategy hinges on delivering relevant, personalised content to a brand's target audience on the right channels. An automated marketing solution that can help brands with consistent brand positioning while creating unique, customised content is Marvia. The company, with its SaaS platform, helps business gain control over their (local) brand presence and lets them create, manage, and order (local) marketing materials within their corporate identity in minutes, raising the bar in brand experiences.

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Merlijn Bruijnes, CTO of Marvia. "We have created modular software which is made up of three components: digital asset management, brand guidelines, and a template manager. This enables us to create customised environments shaped to specific business needs." The software is intuitive and easy to use; everyone in an organisation must be able to make content, without graphical or technical knowledge. While the right technology is crucial, one can't win with tools alone. Marvia works with a Customer Success Manager to ensure that every customer gets a first-class treatment and uses the software to full extent. This includes extensive onboarding and support as well as proactively looking for improvements.

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Marvia in Action

Recently, the firm helped the largest pizza chain in the world to increase the number of new and returning customers while reducing time and resources spend on making local marketing materials. The Marvia platform uses database publishing; relevant data such as pricing, and NAP data, are directly imported and then uploaded into templates. A connection with APIs of third parties is

used to import data from, for example, e-commerce platform Magento, POS or other DAM systems. By using store DNA, the platform knows which type of materials and sizes are needed on store-level, making it possible to auto-order campaigns without the waste of unnecessary materials. "Marvia offers us a more efficient way of working. The stores spend less time on creating materials, the printer gets all files directly in the right format, and the time to market is reduced," says Robin Blickman, Head of Corporate Stores, Domino's Pizza.

Roadmap

In 2020, the company will focus on staying ahead of the competition and providing the best tools to support marketing execution by rolling out various new features such as auto-tagging and video editing. "Auto-tagging delegates tagging tasks to the DAM solution. The AI system will scan images or videos, identify the objects in the asset, and then use the appropriate keyword to tag the asset. AI tagging saves our users much time and extends the number of tags to assets making them more accessible and findable," says Bruijnes. Marvia works with Amazon Web Services to quickly develop impactful machine learning solutions centered on its customers' needs. The firm's R&D department continuously researches the latest technologies AWS has to offer and explores how they can be used to improve the platform further. The company aspires to be a leading player in the marketing technology landscape in the years ahead while continuing to empower brands on a local level. **CA**