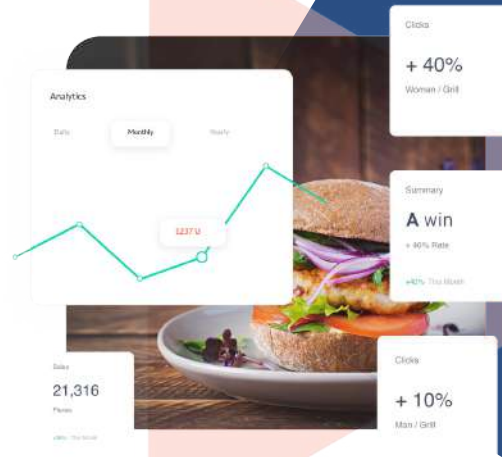


Drive asset performance with Story Activation

Brands today are creating more content than ever before, but often don't have visibility into where it's being used or if it's impacting business growth. Tenovos activates your content across the channels that matter to you, and delivers channel, campaign, and asset insights you can use to optimize content performance.



Publish your content where it will have the most impact

Whether your content gets pushed to social, or lives on a web or eCommerce channel, Story Activation tells you which assets are performing best. Capabilities include:

- ▶ Publish to, and pull assets from, your various channels
- ▶ Dynamically create assets in the correct formats for social and eCommerce distribution
- ▶ Content delivery network (CDN) for multi-channel publishing
- ▶ Optimize content for improved digital shelf present and eCommerce engagement
- ▶ Measure return on asset (ROA) by monitoring performance across campaigns and channels

Activate content to drive business growth

Your content plays a crucial role in the success of your business, and yet traditional DAMs are little more than archives where assets get forgotten. At Tenovos, we activate your content across all your channels, measuring performance, and feeding you insights to make better content decisions that fuel your business.

Learn more at www.sifytechnologies.com/digital-services/digital-asset-management/

