Content Hub

Automatically collect, process and distribute content from external sources

Use the Content Hub as an intelligent interface for individual content and meet the special requirements of modern content management.

With the Content Hub you get a content interface for special requirements in order to process content automatically and intelligently in the E-Marketing Manager. This allows you not only to connect the most diverse content sources, but also to process and control the content in a rule-based manner. In addition to automated data processing, manual interventions and direct content input are also possible. Thus, editors retain full control at all times. In addition to editorial content, the Content Hub can also be used to control the placement of paid content and banner ads.

The most important advantages at a glance

➡ **More relevance and more response** through content chosen by the recipient himself

➡ **Flexible content** through the combination of any topics and categories based on a given set of rules

➡ **Media turnover** through self-marketing of your ad spaces

➡ **Familiar systems** editors create content in a central location

Features of the Content Hub

Rule-based content processing

With the Content Hub, complicated processing rules for content sources can be executed automatically. For example, it is possible to skip categories without content, to limit the number or currentness of contributions shown or to define different designs for content components.

- ✔ Customized content newsletter
- ✔ Complex rules for dynamic content
- ✔ Automated processing

Interface to external content sources

Interfaces to content from CSV and XML files as well as the reading of RSS feeds or HTML pages enable smooth integration of the Content Hub into your own systems. Editors do not have to leave the familiar CMS.

- ✔ Processes RSS feeds, HTML pages, CSV, XML
- ✔ Content creation in a central location
- ✔ No software knowledge required for the EMM

Ad Banner Management

The Content Hub enables uncomplicated marketing for advertising space based on previously defined rules: Simply upload your ad and define the publication period and ad space.

- ✔ Insert content and select placement
- ✔ Define publication period
- ✔ Additional revenue opportunities

Manual content creation

It is not only possible to use contributions from external sources. The newsletters can also be supplemented directly in the Content Hub with your own contributions.

- ✔ Implement individual teaser articles manually
- ✔ Insert headline in subject
- ✔ Schedule

Delivery Management

The delivery can be controlled by various settings, such as the activation and deactivation of individual content, as well as the whole newsletter or the blocking of the dispatch on certain days.

✔ activate / deactivate

✔ administrate blocking data

✔ Auto-Stop if minimum content is not reached

Ad hoc dispatch for breaking news

For short-term content, an urgent message can be created via the Content Hub, which is also sent directly after creation.

✔ Creation of breaking news

✔ Instant delivery

✔ Preview function

Webmaster Tool for Customer Care

The webmaster functionality enables a quick and uncomplicated recipient search and unsubscription. At the same time, employees have no access to sensitive personal data.

✔ Quick and easy usage

✔ No confidential data accessible

✔ Password-protected login area