

# DAMCONNECTOR



DISTRIBUTED DATA DRIVEN  
AGENCY-QUALITY CREATIVE  
AUTOMATION AT SCALE

# LivePlatform



# DYNAMIC ASSETS ORGANISE AND INSPIRE YOUR WORLD

*Today, marketing and creative leaders have entered an era of unprecedented complexity, change and speed at which creative pieces are needed. The challenges of creating and distributing creative assets ends up as an ongoing struggle of endless uploading and downloading of files.*

*Google's 'vice-grip' on the Digital Advertising Market (through creative-less text ads) has started to be broken by rich imagery and video.*

*This has provided agencies with a huge opportunity as they remain the creative force behind brands. The challenge, however is in creating millions of creative pieces from a great creative strategy, and distributing these assets.*

*LivePlatform's DAMConnector is this solution: turning great creative into millions of agency quality digital pieces - that just "appear" on local hard drives of stores, brokers, agents, dealerships, restaurants and others, and are run as uniquely targeted campaigns - INSTANTLY.*

## THE DAMCONNECTOR SOLUTION

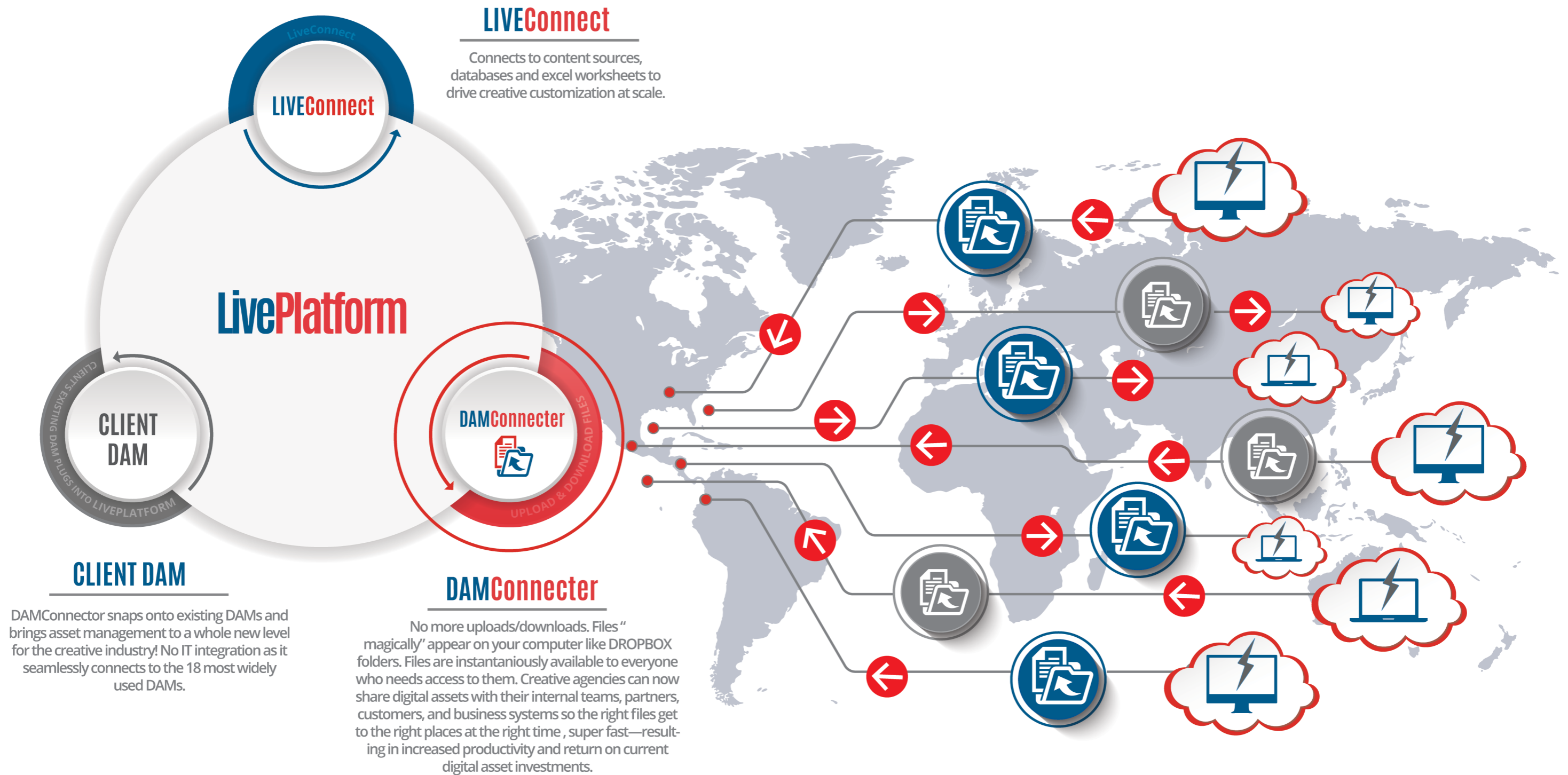
In the agency world where vast amounts of digital creative is being produced, having a go-to platform where these assets are available to your clients 24 x 7 is more important than ever! With DAMConnector the agency never needs to upload assets, and the users never need to download them. It's like a few Dropbox folders, constantly available on your local computer. The DAMConnector folders will always have the latest, relevant digital assets immediately available to those that need to access them. Any changes by the agency to the digital assets "magically" update across the globe and are automatically available in the correct folder.



“ No more frustration! Agencies can focus on developing campaign concepts, creating content and managing media placements. No more wasting time waiting for digital file uploads and downloads. ”

# DAMCONNECTOR

Controlling and Distributing Data driven Agency-quality creative automation at scale - the smart way!



# CURRENT DILEMMA



## TIME CONSUMING

Uploading creative assets to current DAM systems are time consuming and inefficient.



## UPDATED FILES NOT AUTOMATICALLY PUSHED

Changes made to creative assets are not automatically pushed to the people that need them in real time.



## UNNECESSARY SEARCHING

Searching for required assets in the DAM can be time wasting and confusing.



## INEFFECTIVE AUDIT TRAILS

An ineffective audit trail on current DAM systems of changes made to assets can create compliance and legal issues.



## EXCESSIVE UPLOAD AND DOWNLOAD TIME

Excessive download times of assets reduces quick turn around and wastes time.

# OUR SOLUTION ADVANTAGE



## FAST

Platform that reduces product deployment time, versioning turn around, and lets you act ahead of the market. No IT integration required for the DAMConnector, which snaps onto 18 of the most widely used DAMs available.



## INCREASES EFFICIENCY

DAMConnector folders are available on your computer 24 x7 and easy to access anywhere in the world. This solution ensures that creative agencies have the latest, relevant digital assets immediately available to those that need to access them.



## EASY TO USE

Replaces the need to upload / download creative assets that are being worked on and everyone that needs to have direct file access is managed on the system. Changes are seamlessly synchronized for everyone.



## BRAND CONTROL AND COMPLIANCE

DAMConnector gives you full audit trail and file history of your digital assets. Expired assets "magically" disappear.



## IMPROVED CUSTOMER EXPERIENCE

Implementing the DAMConnector allows you to remove points of friction experienced by your customers in the retrieval of their creative assets.



# ARE YOU READY?

Table illustrates the amount of creative digital assets required across five large companies based in the USA for a 12 month period.

DESCRIPTIONS	AUTO MOTIVE	REAL ESTATE	INSURANCE	RETAIL	QSR
<b>BRAND</b>	Nissan	C21	Northwestern Mutual	Lowe's	Subway
<b>TIER 2</b>	Independent Dealer Groups	Franchisees			Franchisees
<b>TIER 3</b>	Dealerships	Agents	Financial Representatives	Stores	Restaurants
<b>SELLING</b>	Vehicles & Services	Properties	Insurance & Advice	Products	Menu Items
<b>ENTITIES</b>	1,293	86,242	21,165	2,380	26,982
<b>TARGETED CREATIVE NEEDED</b>	4,654,800 <sup>1</sup>	2,069,808 <sup>2</sup>	1,523,880 <sup>3</sup>	1,428,000 <sup>4</sup>	3,237,840 <sup>5</sup>
<b>EQUIVALENT FTEs<sup>6</sup></b>	8,728	3,881	2,857	2,678	6,071

**FOOTNOTES**

- 1: Based on 300 unique pieces of creative per dealership per month.
- 2: Average of 2 properties per agent per month.
- 3: 6 Specialities per Financial Representative.
- 4: 50 Branded products being advertised locally.
- 5: Marketing 10 menu items.
- 6: FTE Studio Resources are calculated at 3 hrs per creative and 1,600 annual hours per FTE.



**PASSION IS WHAT DRIVES OUR SUCCESS.**



# GROWTH AND FUTURE DEMAND

As the world has shifted from text-based digital ads (The Google Era) to rich creative and video advertising, the brand agencies are well positioned to manage the lions share of this growing market if they have:

- The Platform to produce creative at scale, and
- The mechanism to distribute creative at scale.



# OUR CLIENTS


LiveTechnology's target market consists of Fortune 3,000 companies that manage marketing programs spanning retail locations, franchisees, agents/brokers, dealers and multiple brands across subsidiaries. While a typical campaign rollout for a target company's brand may take 8-12 months, LivePlatform's DamConnector technology can activate that same brand in 4-8 days, exponentially increasing efficiency and reducing production costs. The Company has two significant resellers, Kasasa (450 credit unions) and Bravas (JD Sports with 500+ retail outlets). It has customers in each of the top five verticals that benefit most from marketing automation - financial services, automotive, real estate, retail, insurance and creative agencies. DamConnector is our latest offering to our esteemed clients to help them create and distribute creative assets at scale. Our DamConnector makes marketing easier, scalable, and remarkably simpler than ever. Our powerful platform delivers precisely-targeted, digital asset files right at that moment when it matters most.

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# INDUSTRIES

## LIVE PLATFORM INDUSTRY-SPECIFIC SOLUTIONS



### FINTECH

DamConnector for Marketers in  
Financial Services



### AD AGENCIES

DamConnector for Marketers in  
Creative Agencies



### RETAIL

DamConnector for Marketers in  
the Retail industry



### AUTOMOTIVE

DamConnector for Marketers in  
the Automotive industry



### REAL ESTATE

DamConnector for Marketers in  
the Real Estate industry



### HOSPITALITY

DamConnector for Marketers in  
the Hospitality Industry



### HEALTH CARE

DamConnector for Marketers in  
the Healthcare industry



### MEDIA

DamConnector for Marketers in  
the Media industry

With LivePlatform we can offer our DamConnector solution to various industries. Each industry faces unique challenges in the development and distribution of local digital ads. Business leaders need brand management solutions that can handle the immediacy of local as well as global needs while ensuring all digital ads are brand compliant and adhere to industry regulations. LivePlatform helps to overcome these challenges. We simplify the distribution of creative assets with our DamConnector so you can focus on your business.

**DAMCONNECTOR  
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HAVE THE LATEST,  
RELEVANT DIGITAL  
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THEM**

# WHY LIVEPLATFORM?

- Broad expertise in Dynamic Asset Management.
- A Dynamic Asset Management system on your local hard disk drive, which enables you to control and distribute data driven agency quality creative automation at scale.
- We understand how creative agencies work and what the bottlenecks are.
- Our DAMConnector solution will have you up and running within 4 hours. No IT integration required.
- We have a global footprint in 67 countries and in excess of 750 000 users, using our LivePlatform solutions daily.
- Reliability and performance of best-of-breed technology.
- Ability to connect globally with your clients through our DAMConnector to scale your creative asset delivery on demand.
- Proven track record.



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