



AESIR[✚] DIGITAL MARKETING AUTOMATION



AESIR[™]

Digital Marketing Automation (DMA)

Customer Experience & Staff Experience are at the focal point of Digital Transformation right now.

Organizations are shifting away from posting to a select few social media channels and instead are moving to an “organic first” approach.

Using social media management tools to deliver SoMe content is extremely convenient and helpful, yet something that can add \$\$\$s onto an already tight budget.

So, for every company that has a digital marketing budget allocation, Digital Marketing Automation is a top priority, particularly when it comes to process automation.

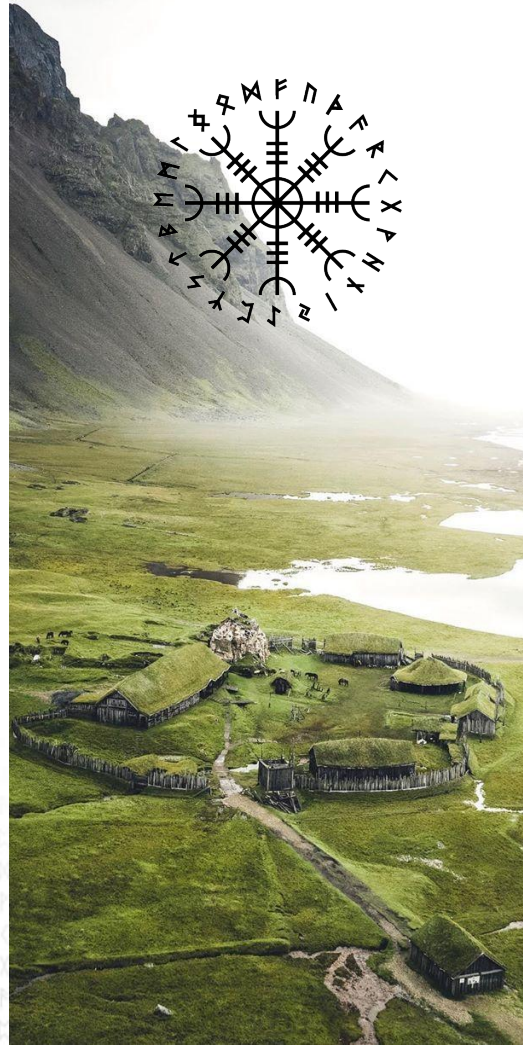
AESIR^X

Digital Marketing Automation as a Service

AesirX DMA is our enterprise-level Digital Marketing Automation as a Service (DMAaaS) platform. It fully connects and integrates the marketing department to web, e-commerce, mail, social media, and any other channel, delivering max results.

We offer support for more channels than any other provider, and if that wasn't enough, AesirX DMA has an Open Source FREE PWA Frontend that is fully customizable.

We provide the DMAaaS for free, with reasonable limitations, and also offer 3 tiers that are self-hosted/managed from only \$49 per month as well as a fully hosted and managed Enterprise edition.



Schedule, plan and list all you post in smart views

List posts

Search your posts

Choose an action

Columns

Date range

Filter

☐ Title

Description

Channels

Status

☐ Post 1 - Event announcement

Lorem ipsum dolor sit amet, consectetur adipiscing elit...

Posted

☐ Post 2 - Remind event

Morbi vel lorem sit amet nisi tincidunt interdum ornare vitae erat...

Scheduled

☐ Post 3 - Event happen

Nullam ut quam malesuada dolor cursus bibendum nec in nisi...

Draft

☐ Post 4 - Thank you for joining the event

Aenean scelerisque, magna nec laoreet venenatis, metus elit vehi...

Posted

☐ Post 5 - Event announcement

Aenean eu sem vitae eros dictum condimentum vel eget est...

Posted

☐ Post 6 - Remind event

Praesent nisi dolor, eleifend in nibh vitae, volutpat fermentum ...

Posted

☐ Post 7 - Event happen

Maecenas suscipit facilisis elementum. Ut viverra scelerisque ex ...

Posted

☐ Post 8 - Thank you for joining the event

Pellentesque suscipit suscipit vulputate. Vestibulum ante ipsum primis ...

Posted

AESIR

Calendar

Projects

Campaigns

Personas

Content

Channels

Analytics

Schedule

Today

September, 2020

Month

Filter

NEW SCHEDULE

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|---|---|----------------------------------|-----|-----|
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |
| | | 08:00 AM Ladies Night Video 10:00 AM Weekly Sports (19/10 - 25/10) | | | | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| | | 08:00 AM Post 1 - Event announcement 10:00 AM Post 2 - Remind event 10:00 AM Post 1 - Real time: Covid post 10:00 AM Post 3 - Event happen | | 08:00 AM Design Outdoor banner | | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| | | | 08:00 AM Beer Pong 08:00 PM Ads Sundaze Burgers 08:00 PM New Visual | | | |

Time spent on planning and posting is better spent on content

Connect a Channel

Social Media

Facebook

| Name | Type |
|---------------|---------|
| Food Network | Fanpage |
| BuzzFeed Food | Fanpage |
| 12 Tomatoes | |

Twitter

LinkedIn

General

Choose the project

Select...

Choose the campaign

Independence day 2/9

Headline *

Connected channels [+ Add Channels](#)

Facebook Instagram LinkedIn

Content Description *

Social Media

Facebook Instagram LinkedIn

Digital Asset Management Design on Canva

Publish

Social Media

Deselect all

When to publish this?

☐ Post now

☒ Schedule

Publish date/time

Sep 7, 2020 11:30 AM

☒ Publish regularly (Available for Social Media only)

Date from Date until Time

Sep 7, 2020 Sep 9, 2020 11:30 AM

Publish

01 Days

☐ Save as draft

[Schedule >](#)

Next >

Aesir DMA saves you the time

Benefits



Time saving

Save up to 80% of work hours when creating and publishing high-quality content marketing.



Compliant custom solutions

Fully customizable to any channel and fully GDPR compliant, privacy by design, local and global compliant data storage options. (enterprise edition).



Cost effective

Save up to 80% on digital marketing expenses through customized channel integrations and automation.



End-to-end service

Delivered as a fully managed Platform as a Service (PaaS), including hosting, management, service, and 24/7 Support (enterprise edition).



Dynamically scale

21+ Channels (SoMe, Mail, CMS, DXP, Ecommerce, Ads) supported + Full Canva integration and many more coming.



Free open-source PWA

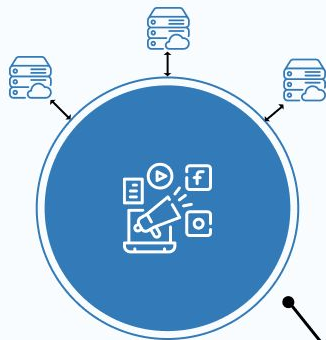
Free Open Source fully customizable Frontend + Delivered Automation Backend Services.

OPEN SOURCE

AesirX DMA PWA is a Free Open Source (FOSS) Progressive Web Application. You can download the installable from our Free Open Source repository on Github. We'll then deliver the rest remotely (headless backend automation).

HEADLESS DIGITAL MARKETING AUTOMATION as a Service (DMAaaS)

- We deliver full functional backend logics and headless capabilities including delivery.
- AesirX DMAaaS is required.



HEADLESS DIGITAL ASSET MANAGEMENT as a Service (DAMaaS)

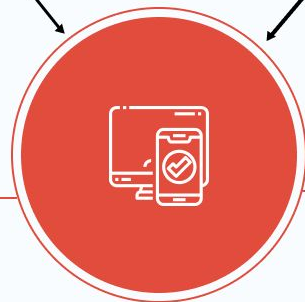
- We deliver full functional backend logics and headless capabilities including fully compliant regional storage.
- AesirX DAMaaS is required.



- Install and self host (NPM).
- Schedule, Create & Post Content
- - with full access to customize the PWA.



Full control



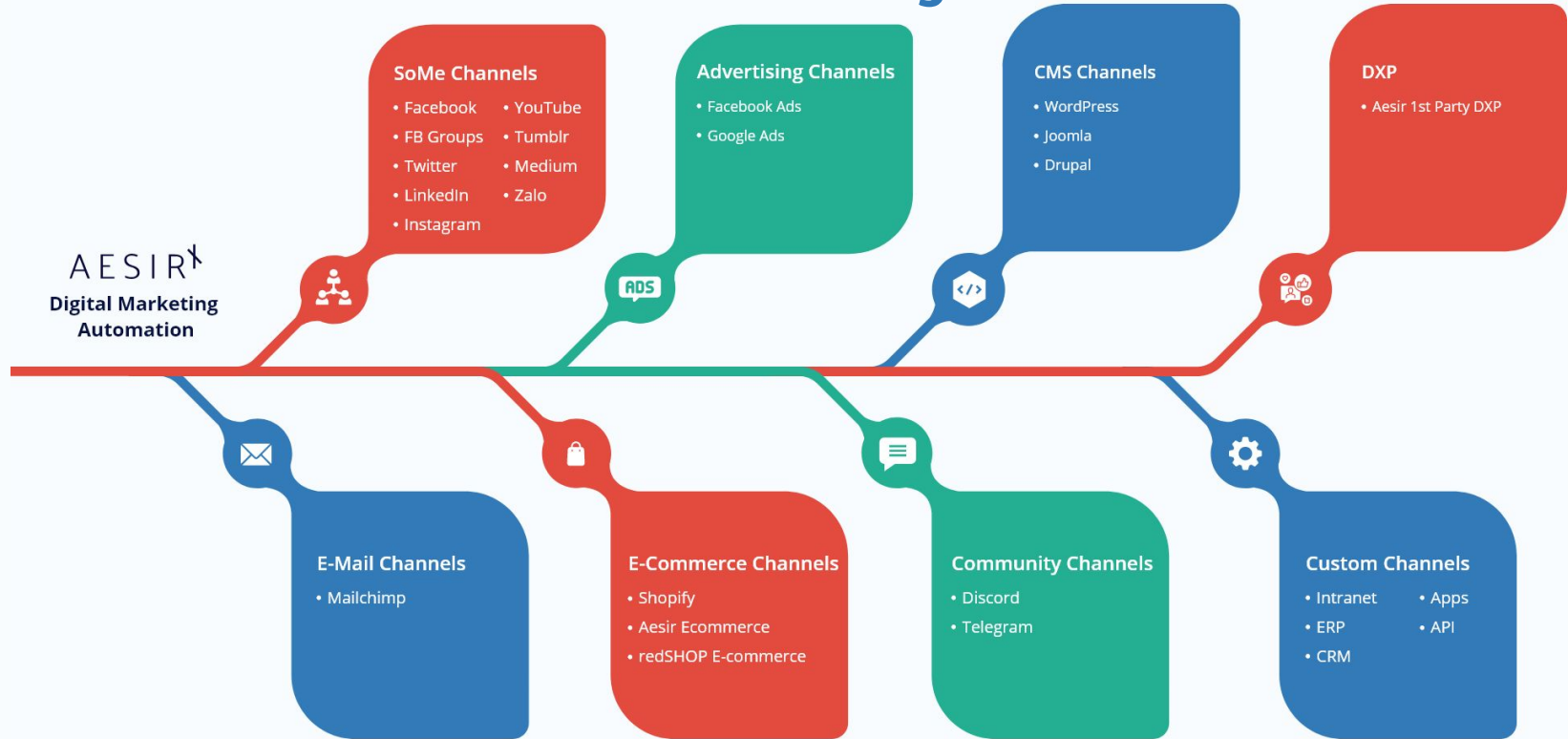
PROGRESSIVE WEB APP (PWA)
Open Source Frontend



Customize

- Or choose one of our AesirX Partners as your supplier from only \$49 per month.
- Deploy to Azure, AWS, Google or to private Cloud for compliant hosting.
- Fully managed & serviced Enterprise edition from \$1000 per month.

Channel Categories



Channels / Categories shown are selected configurable options in the deployment of AesirX DMA.

[SEE ALL CHANNELS](#)

Features

| AESIRX DMA | COMMUNITY | STARTER | TEAM | GROWTH | ENTERPRISE |
|-------------------------------|-------------|-----------|-----------|-----------|------------|
| Monthly Cost | Open source | \$49 | \$99 | \$249 | \$1000 |
| Profiles / Channel Category | unlimited | unlimited | unlimited | unlimited | unlimited |
| Calendar / Scheduling | unlimited | unlimited | unlimited | unlimited | unlimited |
| Projects | unlimited | unlimited | unlimited | unlimited | unlimited |
| Campaigns | unlimited | unlimited | unlimited | unlimited | unlimited |
| Frontend Customization (PWA) | ✓ | ✓ | ✓ | ✓ | ✓ |
| SoMe Category Channels | ✓ | ✓ | ✓ | ✓ | ✓ |
| DXP / CMS Category Channels | - | ✓ | ✓ | ✓ | ✓ |
| E-Mail Category Channels | - | ✓ | ✓ | ✓ | ✓ |
| Community Category Channels | - | - | ✓ | ✓ | ✓ |
| E-Commerce Category Channels | - | - | ✓ | ✓ | ✓ |
| Advertising Category Channels | - | - | - | ✓ | ✓ |
| Custom Channels* | - | - | - | - | ✓ |
| Enterprise Staff Experience* | - | - | - | - | ✓ |
| Partner License Commission | -- | 10% | 20% | 30% | 50% |

*Based on custom project agreement.

GET STARTED

Packages

| AESIRX DMA | COMMUNITY | STARTER | TEAM | GROWTH | ENTERPRISE |
|--|---------------------|----------------------|----------------------|----------------------|------------|
| Monthly Cost | Open source | \$49 | \$99 | \$249 | \$1000 |
| User Limitation | 1 | 5 | 10 | 25 | 100 |
| Delivered Posts / Day* | 100 | 250 | 500 | 1000 | 5000 |
| Digital Asset Storage** | 100 MB | 1 GB | 5 GB | 10 GB | 100 GB |
| Profiles / Channel Category | unlimited | unlimited | unlimited | unlimited | unlimited |
| Azure Cloud Deployable | - | ✓ | ✓ | ✓ | ✓ |
| AWS Hosting Deployable | - | ✓ | ✓ | ✓ | ✓ |
| Google Cloud Deployable | - | ✓ | ✓ | ✓ | ✓ |
| Install Packages Repository Access | - | ✓ | ✓ | ✓ | ✓ |
| Github Public Community Repository | ✓ | ✓ | ✓ | ✓ | ✓ |
| 24/7 Support | - | <i>Ticket system</i> | <i>Ticket system</i> | <i>Ticket system</i> | ✓ |
| Upgrades & New Features | <i>Self Managed</i> | <i>Self Managed</i> | <i>Self Managed</i> | <i>Self Managed</i> | ✓ |
| Hosted PaaS 24/7 Service & Management | <i>Self Hosted</i> | <i>Self Hosted</i> | <i>Self Hosted</i> | <i>Self Hosted</i> | ✓ |
| Regional Compliant Hosting / Private Cloud | <i>Self Hosted</i> | <i>Self Hosted</i> | <i>Self Hosted</i> | <i>Self Hosted</i> | ✓ |
| Partner License Commission | -- | 10% | 20% | 30% | 50% |

* Digital Marketing Automation as a Service is delivered by AesirX under the given limitations of each package.

** Digital Asset Management as a Service is delivered by AesirX under the given limitations of each package.

AESIR[™]

AesirX Solution Series

AesirX DMA is part of the AesirX Solution Series.

In the past decade, we have invented and developed Aesir - the world's first actionable 1st-party data Digital Experience Platform that is legally compliant and privacy-first. Aesir enables our customers and our partners' customer journeys in the most meaningful way by utilizing qualitative first party behavioral data to personalize each Customer, Staff or Learning Experience.

AesirX DMA fully integrates with the entire AesirX solutions family and ensures that company staff only ever have to use the same optimized interface when working with digital marketing. This saves up to 80% of staff hours and up to 80% of the cost in enterprise-level organizations.

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The evolution of Aesir is Aesir + ✚ (the Norse symbol for Necessity)
"Needed in order to achieve a particular result"