

Global Advertising Solution for Sitecore Content Hub

Enabling Content Hub customers with an advertising solution for Print and HTML banners.

Many global brands have siloed approaches to building advertisements. This often results in organizations having a large duplication of platforms for the same job. Processes are likely not standardized, resulting in a large management overhead.

Sitecore Content Hub, an enterprise SaaS solution, offers users a powerful solution for storing your digital assets. However, what happens when you want to leverage these assets in your print and digital media and give users a self-service solution? EPAM has a solution that extends functionality built by Sitecore using CHILI publish (Sitecore Content Publisher), to enable your teams with a global advertising solution.

It's not just print that this solution is perfect for. It allows users to build HTML banners from DAM assets, a flexible solution that allows users to build banners in minutes.

Explore the value of our Global Advertising solution for Content Hub:

- A simple and easy-to-use interface allows users to build advertisements in minutes.
- Fully integrated into Content Hub, allowing users to find assets they can use seamlessly.
- Built for scale by allowing users to produce mass advertisement campaigns always on brand.
- Every business is different, and we have added functionality to Content Hub that can be extended easily. This solution can evolve to match your business needs and future aspirations.
- Smart templates that can change aspects, including page size, orientation, alignment, dynamic data, and images.
- Flexible HTML banner generation:
 - Allows upload of template.
 - Configurable settings based on template fields.
 - Dynamically generates output based on images the user selects.
 - Exports size variations of banners based on the ones the template has been created with.

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Key Features

- Simple and easy to use views
- Flexible templates that work for many use cases
- Localisation ready
- Built for scale
- Dynamic data and image injection
- Users can only access the images in the DAM they are allowed to see

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Tech Stack

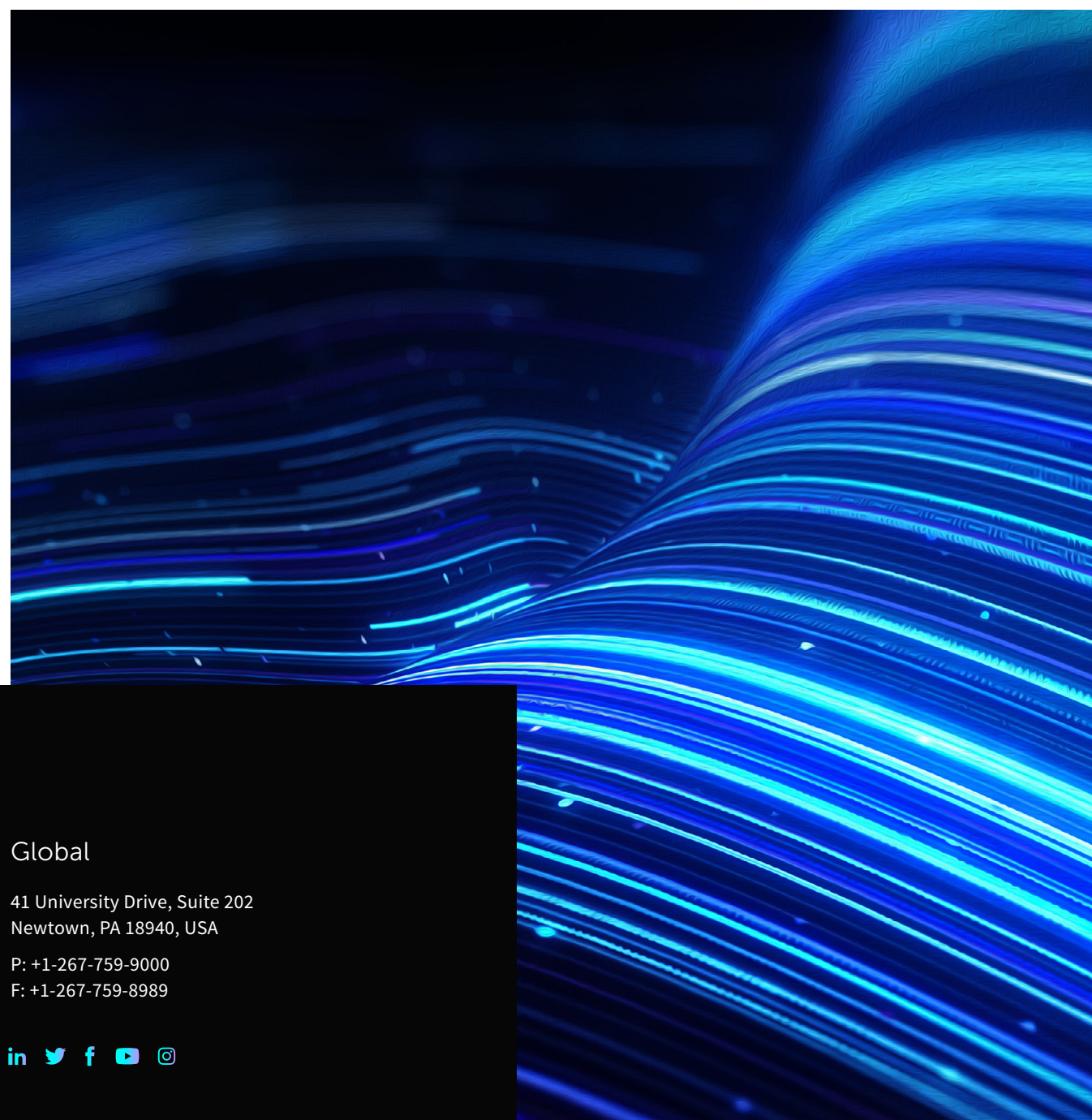
- Sitecore Content Hub
- CHILI publish
- Azure
 - Functions
 - Service bus
 - Blob storage
- React JS



Deploy a single solution to manage all advertising globally.

As the creator of the Global Advertising Solution using Sitecore Content Hub and Chili publish solution, EPAM is your go-to partner for digital advertising optimization. Contact us today to start the conversation and find out how we can help you meet your digital commerce goals.

SitecoreConnect@EPAM.com



Global

41 University Drive, Suite 202
Newtown, PA 18940, USA

P: +1-267-759-9000

F: +1-267-759-8989



EPAM.COM