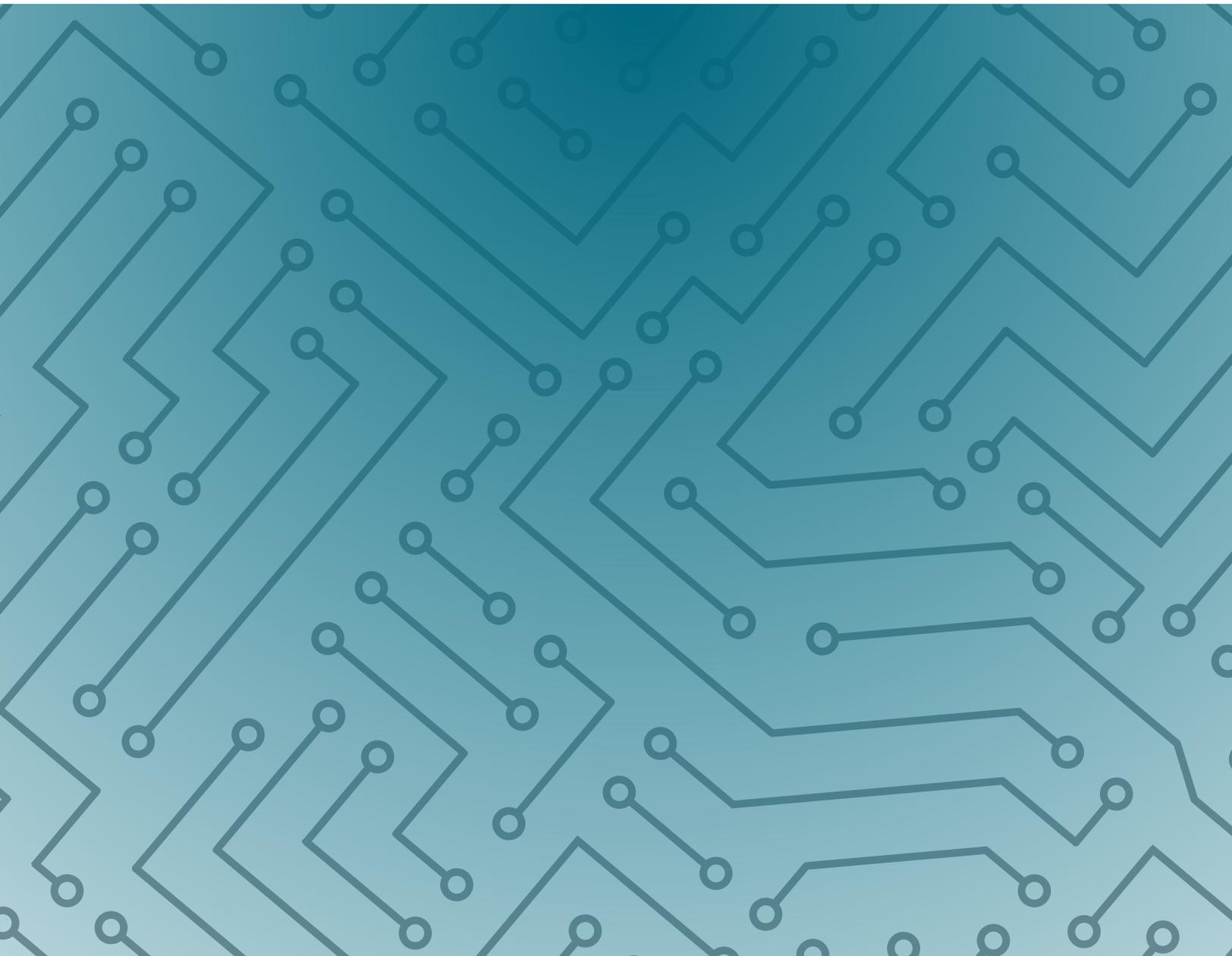


**STRUCTURED DATA + INTEGRATED CMS =
OPTIMIZED MARKETING**

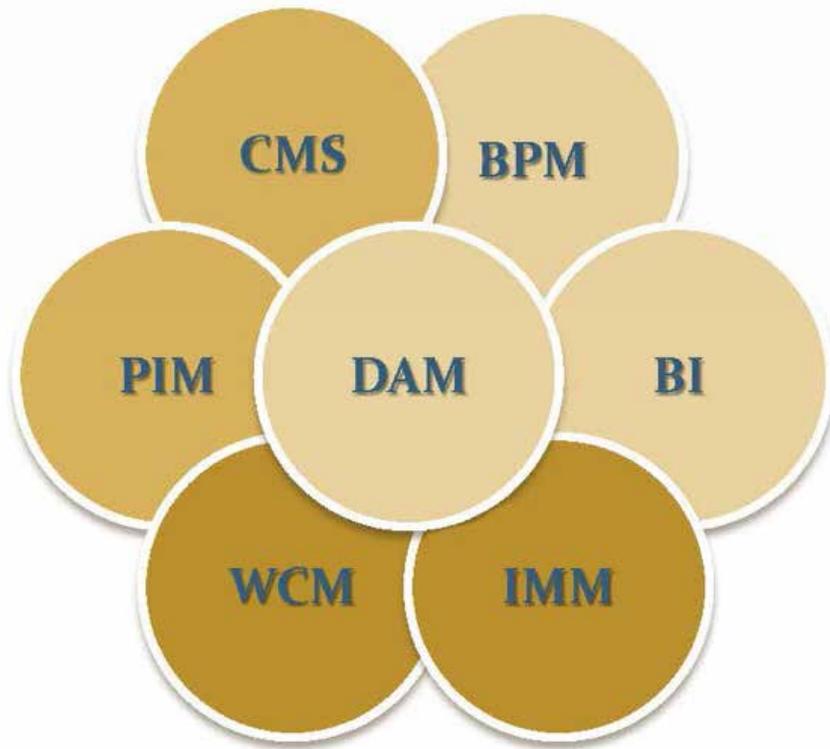


STRUCTURED DATA + INTEGRATED CMS = OPTIMIZED MARKETING

The reach and velocity of today's digitally charged retail environment requires brands to have equally reactive and intelligently responsive systems in place. These systems enable companies to quickly create, assemble, share, process, analyze and then take action based upon data to best serve customers and prospects in real time.

Essential to harnessing these capabilities and putting them into action is having quality content stored in its simplest, most basic form. The foundations of your managed content should start with structured, yet unformatted data. This content makes up the "raw material" (e.g., SKU information, image, description, price, etc.) of the products, services and marketing messages that are to be communicated. The raw materials of an efficient, agile content communication system are essential to its performance. Structured data may also be comprised of completed multimedia files equipped with searchable metadata, indexed documents and descriptive copy that has relationships, attributes, associations and links that can be personalized to an individual customer or event. Sounds very social, doesn't it? Your unformatted structured content is created and maintained initially without the recipient or end channel in mind.

Once the raw materials are in your inventory, it's time to capitalize on your preparation. In order to do this effectively, you need an integrated content management system (ICMS). An ICMS is a software application(s) or set of functionally complementary programs that are used to manage, create and distribute digital content. These may include a DAM, PIM, BPM, CMS, workflow, etc., all integrated in a cohesive system that performs as a single responsive unit.



HAVING STRUCTURED DATA IN YOUR ICMS CAN YIELD THE FOLLOWING BENEFITS:

- **More efficient workflows:** Efficient data asset workflows and processes speed time to market, saving your business money.
- **Increased production:** Giving all departments of your organization (e.g., marketing, operations, customer service, etc.) access to the same data via a single system improves creativity and output by streamlining communications.
- **Improved data integrity:** Control who has access to what data, limiting the risk of data being misused or compromised.
- **SEO gains:** Structured data markup helps search engines identify product information and display that information (e.g., price, inventory level, product review) in rich results, potentially increasing how many clicks the product page will earn.

With an ICMS using structured data, retailers can more easily manage their marketing message, including updating product descriptions, product images, product pricing, web content (e.g., online catalogs, blog posts, videos) and advertisements (promotions, discounts, offers). This capability promotes brand consistency, eliminates unforced errors and gives retailers the flexibility to quickly make changes based upon factors such as product demand, inventory levels, weather, marketing promotions, among others.

WEATHERING THE STORM ... AND PROFITING FROM IT

Here's an example of how a hardware store could use an ICMS that's built on structured data to market to customers in real time with relevant messages and targeted offers (and this example can apply to your product vertical as well):

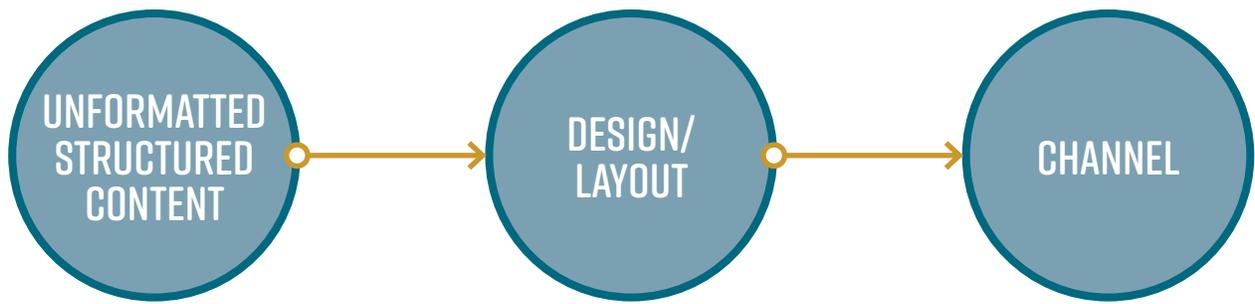
A massive hurricane is predicted to hit the Southeast in five days. Is the hardware business ready to take advantage of this sales opportunity, or will it be unable to react in time and thus be under the weather — both literally and figuratively?

Leveraging its structured data and ICMS, the hardware store could take the following actions:

- Send a targeted email offer to customers and prospects in the predicted storm path.
- Move products that would be in high demand for the storm — radios, batteries, plywood, generators — into more prominent positions on its website (e.g., homepage).
- Adjust pricing to capitalize on increased demand for such products.
- Update product descriptions and other site content with keywords that figure to rank well with search engines in the lead up to, during and after the storm.
- Offer relevant cross-sell opportunities multiple times throughout the purchase journey (product pages, checkout pages, order confirmation emails). For example, if a customer purchases a generator, they're recommended an extension cord. If they buy a flashlight, they get a recommendation for batteries.

No matter the channel the hardware store chooses to engage its customers in — email, web, social media, print, mobile app, etc. — its ICMS will be able to efficiently facilitate the distribution of messaging to capitalize on this money-making event.

Wouldn't it be advantageous if this capability were your everyday operating efficiency, not just during unplanned marketing opportunities or short-term sales events? Fortunately, these capabilities are possible with an ICMS built firmly on structured data. The diagram below depicts basic components of such a system.

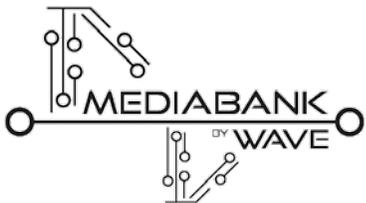


So, how do an ICMS and structured data help the hardware store create relevant touchpoints for customers and prospects in the path of the storm? This is where the managed part of the structured data comes into play via programmatic processes. Structured data allows an ICMS to programmatically use designed templates to populate/create formatted messages targeted for a specific channel and, if desired, to an exact individual. For example, the hardware store can pre-design templates for events throughout the year (spring cleanups, summer lawn care, fall leaf collection, snowstorms, etc.), and then populate those templates with relevant products and offers based on the event or ad classification.

Furthermore, this system would enable the collection of valuable analytics on your content, which can be leveraged to optimize future marketing campaigns. The flexibility, ease and speed which structured data affords retailers can help them turn nearly every interaction with a consumer into a sales opportunity. That should brighten any storm cloud!

ABOUT US

Established in 1987, WAVE is an engineering company that advances the management and distribution of marketing content through its MediaBank application for some of the largest marketers, manufacturers, advertisers, retailers and publishers in the world. MediaBank, an ensemble of powerful modules providing an organized source for your creative content, helps distribute this valuable information across various channels, including web, print, multimedia, email, etc. It's an all-in-one solution that offers an operational synergy impossible to achieve when employing multiple disparate systems. Experience the comfort of working with an innovative partner that understands that perspiration is the best way to create inspiration. Learn more at www.wavecorp.com.



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