

ContentHub

Your Multi-Channel content management and distribution platform

Sales and Marketing content needs to be relevant and delivered effectively to enhance the customer experience, drive desired behaviors and deliver business results.

With Broadridge's ContentHub, you can access real-time, on-demand collateral and deliver it digitally or in print.

MANAGE YOUR COMMUNICATIONS EASILY

Asset Management firms rely on ContentHub to manage their collateral—from meeting brand and regulatory requirements to distributing content across channels.

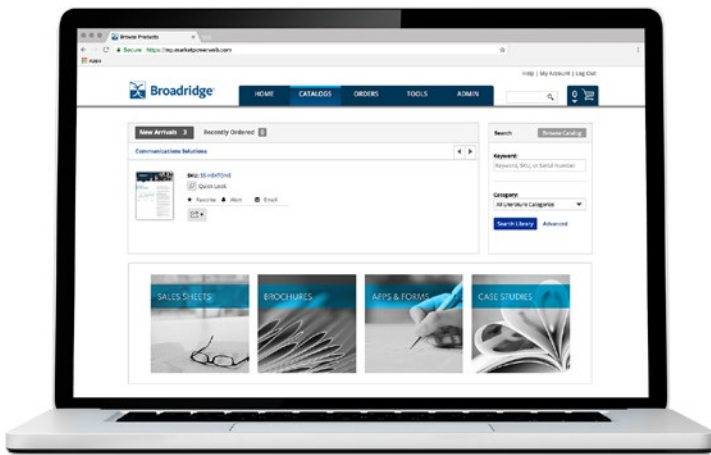
With flexible business rules and user permissions, your communications can be created and updated by marketing, reviewed and approved by compliance, and selected and presented by sales and other teams.

ContentHub can be accessed directly or through seamless integrations. You can send print and digital communications to one or multiple recipients without leaving your CRM system.

In addition to digital delivery, ContentHub provides efficient print-on-demand (POD) capabilities, leveraging Broadridge's sophisticated fulfillment technology, proven processes, and print and postal optimization solutions.

DELIVER BOTTOM-LINE RESULTS

- Streamline print and digital content management
- Customize communications for individual recipients
- Sync with CRM and Digital Asset Management systems
- Offer an intuitive, single sign-on ordering process
- Provide insights on each piece of material within a searchable content library
- Ensure brand consistency and compliance
- Help manage expenses with sophisticated POD process, inventory and activity reporting
- Deliver real-time data to understand effectiveness of communications



Your teams can easily access and deliver print and digital communications, including kits, brochures, flyers and more

FEATURES AND BENEFITS FOR SALES AND SERVICE USERS



Collateral Management and Delivery

Quickly find, organize and disseminate print and digital materials that meet customer needs



Digital Personalization and Customization

Dynamically tailor content for each individual for more impactful communications



Digital Order Processing and Delivery

Leverage your CRM plug-in for mobile and iPad order fulfillment, and send content to recipients digitally



Order Management

Users can order on behalf of another user (e.g., an internal wholesaler can order materials for an external wholesaler)



Efficient fulfillment and Print-on-Demand process

Newly rebuilt end-to-end POD technology and proven processes allow lower costs, speed, and accuracy

COMPREHENSIVE SYSTEM



Hub and Spoke Architecture

Access content from various locations, including your intranet and microsites—securely and effectively



Integration Compatible

Integrates seamlessly with CRM and Digital Asset Management systems

FEATURES AND BENEFITS FOR ADMINISTRATIVE USERS



Customer-Centric User Experience

Customize the portal for each group, providing an optimal user experience



Control at Your Fingertips

Select contacts, customize, preview, order and confirm shipment and receipt of printed materials



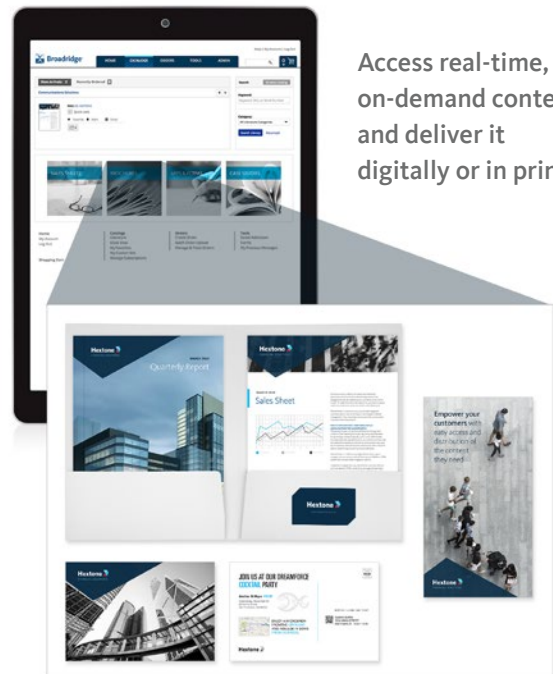
Compliance Controls

Administer key controls, including business rules, user access, security privileges and subscriptions



Comprehensive Reporting

Order, track and report all activities, expenses and outcomes in real-time



Contact us today to learn more about ContentHub by visiting broadridge.com/video/ContentHub or calling +1 866 359 0456.

Broadridge, a global fintech leader with over \$4 billion in revenue and part of the S&P 500 index, provides communications, technology, data and analytics. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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Ready for Next

Communications
Technology
Data and Analytics

