

# ADOBE EXPERIENCE MANAGER

## Get Started with MAC!

Save on hiring costs, access more talent, and increase your team's work efficiency. Let MAC take the reins so you and your team can focus on what you do best!



### CMS Management

Let MAC help plan, develop, and deploy scheduled updates to your websites, landing pages, microsites, forms, and other web properties managed with Adobe Experience Manager.

#### Services include:

- Asset creation & updates
- Design tweaks & promos
- Template modifications
- SEO services

### DAM Management

Increase project efficiency, improve quality of life, and maintain audience attention more effectively with a well managed DAM. Organize and optimize images, videos, and other web assets for faster load times, cross-device compatibility, and ease of use.

#### Services include:

- Asset versioning & optimization
- Asset metadata assignment
- Asset collection creation
- Asset (de)activation scheduling
- AI Smart Tag Training

### Form Management

Enhance contact data capture and keep your database up to date with MACs Adobe Experience Manager form services. Whether it's creation of new forms, editing of existing forms, or upgrading your traditional forms to adaptive, we've got you covered!

#### Services include:

- Form styling & template creation
- Traditional & Adaptive form creation
- Adaptive form fragment creation
- Form submission rules & field validation



### Book your Free Consultation

From day-to-day management to architecting complex solutions, we'll empower you to get the most out of your marketing & CRM investment.

MARKETING &  
AUTOMATION CO