



3DEXPERIENCE®

## VISUAL CONTENT2GO

PERSONALIZED VISUAL ASSETS FOR  
MULTI-CHANNEL USE



### LEVERAGE ASSETS AND ANALYTICS TO TELL A COMPELLING BRAND STORY

Consumer buying experiences are often characterized by a multitude of single, independent touch points at which customers engage with products. The momentum lies with them to continue their journey at the various product engagement points, which they often decide not to do. The Visual Content2Go solution provides an innovative and scalable approach to centralizing and distributing content which enables a connected and compelling customer journey. End consumers can create personalized content at any one touch point and reuse those assets at different stores and dealerships, across devices, or share them via social media. Visual Content2Go is a complementary solution that can be used in combination with Visual Web Configurator and Visual POS Configurator.

## Tell a complete story

Compelling stories that are part of the brand and product experience, are communicated by marketing assets that engage consumers personally in new and exciting ways. When configuring a product in a showroom or online, consumers want an interactive experience that allows them to have control over the final product. Paired with the Visual Web Configurator and the Visual POS Configurator, Visual Content2Go acts as the hub for delivering animations and images that provide consumers with an innovative, content-rich media experience. Using Visual Content2Go, customers can further personalize their configured products by composing them in scenes that resonate personally, and then store them centrally for use at other touch points.

## Repurpose with a purpose

Assets that are stored via Visual Content2Go can be leveraged across multiple communication channels to ensure they reach the widest possible audience. Assets no longer need to be created for one-time use, but can now be meaningfully repurposed to extend their life and service to the brand.

With the ever-expanding variety of platforms that demand high-quality content, brands need to be able to store their business-critical content in a streamlined, functional way that suits mobile, tablet, and desktop platforms. Visual Content2Go achieves this by centralizing and distributing content in a scalable way. It is designed as a web application connected to a database that links content to respective identification codes. It allows consumer-specific content that is stored in the database to be populated at any touch point – a powerful framework which aids product promotion and hence contributes to overall business success.

## ROI served ASAP

Understanding consumer preferences has always been at the forefront of companies' minds as they seek to carve out or maintain a foothold in their respective markets. Visual Content2Go collects the robust analytics that OEMs and suppliers need to evaluate demand, while tracking ROI and data that reveals purchase and configuration trends. With this information more informed decisions can be made about current and future product offerings that further bridge the mind-share between consumers and brands.



## Solution consulting delivered

3DEXCITE is the one-stop-shop for cutting edge consulting that brings unique POS experiences to life. Visual Content2Go further personalizes the buying experience by leveraging the visual power of online and POS offerings, utilizing a groundbreaking cloud-based software framework. Brands are empowered to serve up their content in a compelling manner – whether on a showroom floor or across the world via the web.

## Benefits

- Repurpose assets across multiple channels for consistent storytelling and consumer experiences at all touch points
- Efficient, centralized feed to a variety of devices including: tablets, smartphones (iOS, Android, and Microsoft), SmartTV, surface (tablet)
- Facilitates compelling web or in-store consumer experiences
- Leverage ROI and robust analytics to track customer preference and purchase behavior
- Services include: innovative solution consulting, content creation, and individual software customization
- Can host distribution services on private servers or the public cloud

## Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).

