

Promotional Materials

Manage digital assets as part
of your enterprise platform

CARA provides comprehensive support for both image and video formats, enabling users to collaboratively review materials, share them with colleagues, and publish content seamlessly within the platform. Our preview panel, combined with seamlessly integrated annotation and review tools, makes storing, processing, and tracking content within a single system straightforward.

By utilising our image recognition capabilities to automatically tag images with metadata, alongside features such as thumbnails, in-line video and image previews, and video annotations, the entire lifecycle of digital assets is managed both effectively and securely. This includes the ability to trace where assets are utilised, facilitating modifications or recalls when necessary.

Benefits



Digital Assets

CARA's digital assets functionality encompasses thumbnails, previews, and the annotation of images and assets, including automatic tagging. This comprehensive suite of features facilitates efficient management and manipulation of digital content, ensuring both usability and organisation within the system.



Compliance

Review (including real-time collaboration) and approval of content via workflows with eSignatures. Compare documents and images across versions.



Content Import & Creation

Create or import content (including in bulk) from templates, assigning required metadata.



Re-use

Re-use materials, including publishing to submissions where required for particular markets.

Contact us for a demo or evaluation
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