akeneo asset manager

akeneo
Product Cloud

Elevate your product experiences

High-quality digital assets are crucial for captivating customers. Akeneo Asset Manager empowers you to seamlessly manage, enrich, and deliver product assets alongside product information within Akeneo PIM. Eliminate content silos, streamline workflows, and ensure a consistent product experience across all sales channels.

Manage Product Information and Assets Together in Akeneo PIM

Streamline Workflows
Manage product information and assets in one place, eliminating the need to switch between systems.

Increase Efficiency
Automate asset preparation with AI-based transformations, reducing manual work and potential errors.

Enhance Consistency
Ensure assets align with channel requirements and market expectations using AI and rule-based automation.

Accelerate Time to Market
Serve assets faster and more reliably with Akeneo's global Content Delivery Network (CDN).

Reduce Operational Costs
Minimize the need for additional tools and infrastructure by leveraging Akeneo's integrated Asset Manager and content delivery network (CDN) within Akeneo Product Cloud.
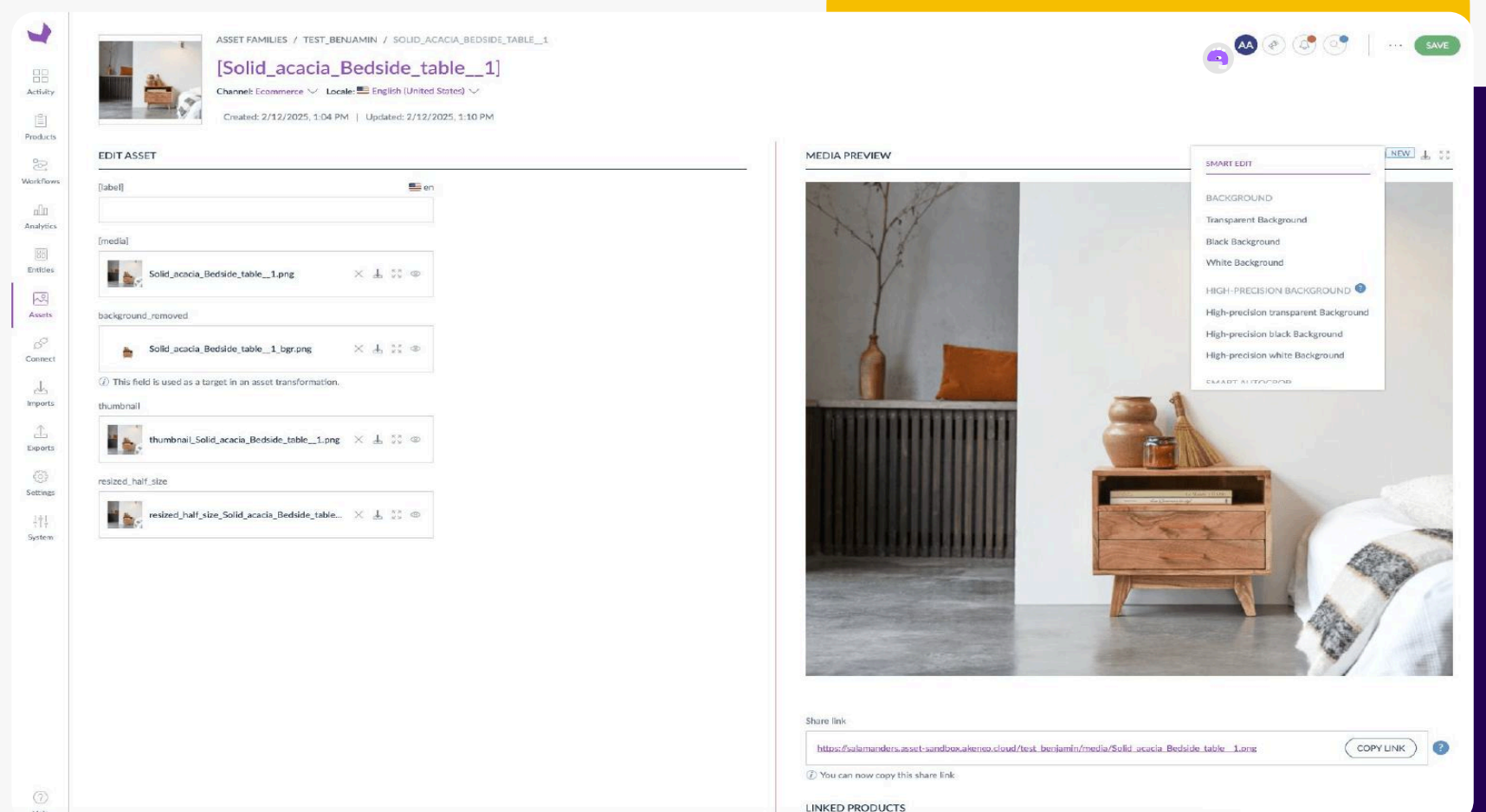
Boost Engagement
Deliver rich, engaging product experiences with high-quality product images, videos, and documents.

Scale Asset Preparation for all channels

Each sales channel can have different requirements for product assets. Create a channel profile in Akeneo to automate the creation of assets to meet channel requirements with just a few clicks. No need to manually edit images or slow time to market by sending them to another team or system to prepare the assets for launch.

Key Features

Unified Management
Automatically link assets to products upon import, ensure seamless associations within Akeneo PIM, and reduce repetitive, time-consuming manual steps.

Rich Asset Enrichment
Standardize attributes with asset family templates and increase consistency in how assets are enriched. Customize asset attributes per channel and location to contextualize information for each market and improve SEO.

AI-Powered Transformations
Automatically format assets to meet specific channel requirements, saving time and resources.

Comprehensive Format Support
Store a wide range of asset types in Akeneo, including images, videos, PDFs, data sheets, and 360-degree spins.

Pre-Launch Validation
Completeness checks verify that asset attributes are enriched before publication.
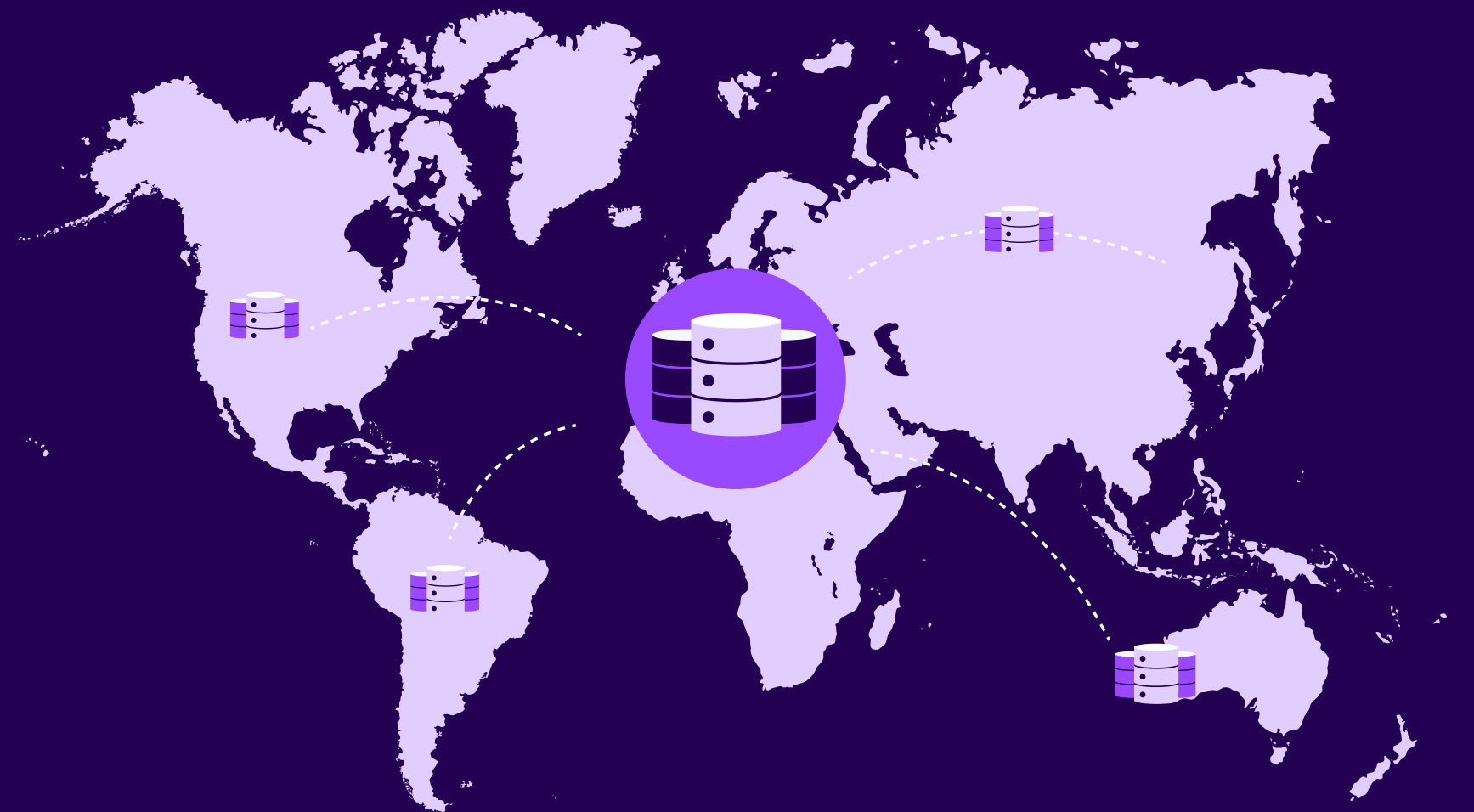
Global CDN Delivery
Serve assets directly to customers with Akeneo's CDN, ensuring faster load times and more reliable delivery.

Akeneo's CDN Advantage

Akeneo's global content delivery network (CDN) is included with our Asset Manager, enabling you to serve product assets from Akeneo directly to your destination channels.

Global Reach, Local Speed:
Deliver content through a global network of local servers, optimizing load times, and reducing bandwidth usage.

Cost-Effective Solution:
Serve product assets directly to sales channels from Akeneo, eliminating the need for additional infrastructure.

Simplify Delivery:
Eliminate manual steps and middleware, getting product assets to market faster.