

Wedia's *Media Kit*

Expect more from Digital Asset Management
2023



Our *vision*

Our vision is to make content and data the lever for **high-performance, sustainable marketing**.

Through our software suite combining **Digital Asset Management (DAM)**, social media management, as well as integration and consulting services, our focus is to enable large companies to **unlock the full potential of their media** and deliver the **best content experiences** across all their channels.

Wedia's Digital Asset Management journey began in 2010. More than 10 years later, we are part of the **Top 10 DAM vendors worldwide, the Top 5 in Europe, and Number 1 in France.**

The Wedia spirit is based on our core values: **Innovation, Commitment and Efficiency.** These values are the foundation of our work ethics. At Wedia, we try to empower our individual team members to take actions they decide are best within their respective domains and ultimately do their best work.



Our customers are faced *with a number of issues*

- an **ever-growing number of diverse assets** that must be delivered in hundreds of different variations
- respecting **regulatory constraints** and brand guidelines,
- the need to adapt and distribute these visuals over multiple channels, physical or digital, via diverse and legacy software solutions, all with a single objective: **to continuously improve the effectiveness of these visuals and the user experience they help to create**



Our solution tackles *all these challenges*

It offers storage for millions of pieces of content, processes over 500 photo and video formats, accommodates the complexities of global organizations, leverages AI, integrates with various MarTech solutions and evaluates content effectiveness through scoring.

Wedia offers an **enterprise-class, state-of-the-art Digital Asset Management (DAM)** solution which covers **web-to-print, video, digital experience** and **localization** needs.

We offer three solutions to **store, organize and distribute** assets



Digital Asset Management

A robust content repository, to efficiently store, organize, and manage a huge volume of diverse assets while maintaining legal and brand compliance.



Distributed Marketing

Manage your global campaigns and ensure consistency in your distributed marketing efforts while streamlining your Web-to-Print processes.



Media Delivery & Digital Experience

For media rendition with the best load times, delivering high-end customer experiences at scale and enabling content scoring to track user interaction.

We've been recognized as one
of the *best DAM in the industry*

FORRESTER®



Gartner®



Our customers from various industries



Retail

ADEO, Decathlon,
Picard



Automotive

Harley-Davidson, Renault
Trucks, Volkswagen



Life Sciences

Bayer, Pierre Fabre



Financial Services

Covéa, Crédit Agricole,
SVB, AXA



Energy

Engie, Total, EDF



Consumer Goods

Danone, Savencia



Discover their stories



Decathlon

The French sporting goods retailer present in 59 countries turned to Wedia for a multi-functional DAM.



Bayer

Before Wedia, this leader in the pharmaceutical industry faced a number of challenges concerning how to manage their assets.





5000

Customers

Managing billions
of assets



+120

Countries

Covering every
continent



145

People

highly committed!



4

Locations

France, Germany,
USA, Canada

Contact us

Need your questions answered
or want to get in touch with us?

Please send an email to:



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