MAGENTA STUDIO

CONTENT CUSTOMIZER BY M. MOORE

Struggling to manage your brand's content? Who can access it? Where will they find it? How can they do more with it?

Magenta Studio answers all of this and more. This tool empowers you to tailor-create content, while protecting brands.

CUSTOMIZATION.

Swap copy. Drop in an icon. Change out a photo. Insert multiple logos. Magenta Studio makes it quick and easy to customize assets in countless ways.

BRAND INTEGRITY.

Maintain brand standards on colors, logos, fonts and other content-building materials. Your content reflects your brand. Magenta Studio helps it shine bright.

COLLABORATION.

When content is ready to roll out to employees, partners and stakeholders, send them an email with a link. Making assets easier to share scales up a brand's impact.

EFFICIENCY.

Centralizing assets in one tool keeps productivity high and churn low. Ease of use will make Magenta Studio a tool your team returns to, so you can outsource less.

CONTROL.

An administrator of your choice will have nuanced oversight over all content. Want to tighten or loosen control? Adjustments are simple.

DATA.

Gain insight into which assets are accessed most often so that best-performing assets are delivered to audiences.

ONE SUBSCRIPTION, ENDLESS POSSIBILITIES. GIVE US A CHANCE TO SHOW IT ALL TO YOU.

Email us **MagentaStudio@themooreagency.com** to learn more or schedule a demo.

www.themooreagency.com

FAQ'S

1) Can I control the users from my end?

Yes. At least 1-2 individuals in your organization will have Client Admin permissions, allowing them to control users, content and permission levels. All content being uploaded to the room will need to be approved by the Client Admin.

2) Will I be able to see other clients' information in the tool?

No. All client information is private. Only Moore Admin will be able to view all clients.

3) Are there any hidden costs?

No. The setup fee covers administrative costs. The annual fee covers ongoing costs for Moore to manage and maintain the platform, including hosting, maintenance and site security. These fees do not include development of assets being uploaded or customized within Magenta Studio.

4) Do I have to notify users (clients, other partners) who are invited to join Magenta Studio?

No, the platform will automatically deploy an email to each user with login information. If the user forgets their password, they can work through the automated email system to reset it.

5) Who is able to customize documents being uploaded to Magenta Studio?

The Client Admin is able to authorize permissions for various users in the platform to upload, customize, or perform both tasks.

6) Who hosts Magenta Studio?

Magenta Studio is hosted by Moore.

7) How do you ensure there are no hacks?

While we cannot 100% prevent hacks from occurring (as is true for any website), we maintain all website certifications, plug-ins and other tools to help shore up against hackers. The tool is securely hosted, also helping to prevent hacks.