

Integrations and Technical Services



Technical Configuration

Tailor your Kapost instance to operate seamlessly within your MarTech stack and support your goals for visibility, reporting, and collaboration. By leveraging Kapost’s highly configurable platform, you can help ensure users and teams across your organization work together effectively in your content operation. Offered in conjunction with standard implementation, we’ll configure your instance for the exact needs and priorities you’ve outlined for your content operation including:

- Customized taxonomy
- Initiative workflows
- Content workflows
- Content types
- Reporting views
- User access settings
- Native integrations

“We use Kapost to pull together content from disparate platforms including marketing automation, DAM, and social media sites in context with campaigns and product launches. Kapost allows us to share this content easily through galleries and measure how much of that content our regional teams are using.”

– Patrick Haywood, Senior Manager, Marketing Operations, Plantronics, Inc.

For Kapost customers who experience changes in your organization that require a fresh look at the configuration of your instance, this service is also available as a separate offering. Speak with your Customer Success Manager for more details on re-configuration.

Asset Migration

Establish organized and searchable content in Kapost with key attributes that matter the most to your organization. Assets are uploaded to your Kapost instance with titles and taxonomy that reflect how you personalize and segment content for your audiences. Asset migration is offered in conjunction with standard implementation and is also available as a standalone service for Kapost customers who have hundreds or thousands of assets to transfer to the platform.

Custom Integrations

Streamline the jobs to be done in your content operation with custom integrations for the Kapost platform. We'll explore how Kapost can best support your business processes and MarTech stack with a dedicated integrations team to help scope and determine requirements. Kapost's 30+ native integrations and custom options include:

- CMS
- CRM
- Marketing automation
- Social media management
- Digital asset management
- Marketing performance management
- Analytics platforms
- Video platforms
- Audio platforms
- Webinar platforms
- Presentation sharing tools

	Plan	Produce	Distribute	Analyze
Governance	Align themes and budget with strategy	Green-light execution & manage escalations	Ensure alignment to strategy and targets	Assess returns on strategy and tactics to inform planning
Orchestration	Orchestrate integrated planning	Provide visibility and coordination across teams	Compile and personalize journeys	Assess operational health
Execution	Build asset level plans	Create and contextualize content at scale	Publish and amplify	Analyze performance

Customer-centric Strategy | Strategic Taxonomy | Integrated Martech Stack