



**Quark Docurated** is a SaaS-based portal for enterprise knowledge management and distribution coupled with intelligence software for evaluating content performance. With wider ecosystem extensibility plus AI and ML capabilities, you can aggregate, curate and share omnichannel content – including video – with your desired audiences via their preferred devices and then analyze its effectiveness. Organizations will know what is viewed and shared for an overall content impact score, which can be combined with production and cost metrics to calculate true ROI and improve content strategy and execution. This content intelligence leads to optimized content experiences, more control over the content lifecycle, and smarter content investments for better results against business objectives.

## Benefits/Results

- Easily search and share business-critical content – including documents and videos – by aggregating it from different sources (e.g., Box, Google Drive, Marketo, Salesforce, SharePoint, etc.) and integrating it into a single portal. This application is an overlay, not a replacement.
- Enable content access and distribution via multiple devices with predefined user roles and rules.
- Create personalized and optimized content experiences, based on pre-approved components, that are curated and distributed through unique links shared via email, marketing platform, CRM system, social media channel, etc.
- Leverage AI-based content recommendations based on context, persona and other key factors.
- Build accurate, agile and scalable workflows to ensure delivery of the most recent and relevant content to your intended audiences – with automatic task creation based on engagement scores.
- Continuously improve content based on data not on guesswork, thanks to customizable reports and dashboards.
- Control versions automatically and see changes across versions over time.
- Ensure authorized and role-based access with single sign-on authentication.

## Key Features

Take the guesswork out of your content strategy with content intelligence from Quark Docurated. Its key features include:

**Content Aggregation & Integration:** Seamlessly aggregate and integrate enterprise content repositories, content creation applications, productivity tools, CRM systems, marketing automation platforms, email applications, IT systems and more.

**Google-Like Search Engine:** Tag content with rich metadata to make it easy to search content and browse categories and topics.

**Collections:** Organize multiple content assets, such as videos, case studies and product collateral, for delivery as a single collection instead of individual pieces.

**Interactive Documents:** Sync and present interactive content – not just static pages – with WYSIWYG previews.

**AI-Powered Content Recommendations:** Rely on AI-driven content recommendations to deliver content based on factors like recency, relevance and popularity in addition to industry, persona and sales stage.

**Personalization:** Create or modify content as needed to address a particular individual or an organization in terms of meeting their needs.

**Smart Decks:** Assemble and personalize presentations on the fly, starting with an approved template that you adjust using text and data variables and then export as a PPT or PDF.

**Version Control:** Automatically control content versions, with the ability to see what changes have been made over time.

**Automatic Asset Retirement:** Use metadata to set content expiration dates for automatic removal to ensure only current and relevant content is available for distribution.

**Content Scores & Engagement Tracking:** Build dashboards and pull reports for any document type based on content scores and engagement tracking, including files shared, opens, clicks, interaction time and more.

**Multiple Access Levels:** Designate varied levels of access and sharing based on audience, such as employees, partners, prospects, etc.

**Mobile Access:** The Quark Docurated Mobile App extends the desktop experience to Android and iOS devices.

## Example Use Cases

Customers use Quark Docurated to deliver curated content and track its performance. Primary use cases include:

- Content aggregation
- Asset management
- Knowledge management
- Digital learning
- Syllabus management
- Marketing enablement
- Sales enablement

**Be smarter in how you curate, deliver and analyze your content. Let Quark help you manage these critical steps of your content lifecycle. [Request a demo of Quark Docurated.](#)**



If a quark – in science – is the basis for all matter, then Quark – the company – is the basis for all content. The company revolutionized desktop publishing and today provides content design, automation and intelligence software for end-to-end content lifecycle management. Customers worldwide rely on Quark to modernize their content ecosystems so they can create complex print and digital layouts, automate omnichannel publishing of mission-critical documents, and analyze production and engagement insights for the greatest return on their content investments.