Smart solutions for marketing teams using **Confluence**

Smart Tables for Confluence to analyze campaign performance:

Smart Tables for Confluence can be used to organize, manage, and analyze campaign data, track marketing performance metrics, and plan marketing activities.

It helps consolidate campaign data from multiple sources, track key performance indicators (KPIs), and perform data analysis to inform marketing strategies.

Smart Tables offers powerful filtering, inline editing, and functions capabilities directly within the Confluence page view, making data management more efficient and collaborative.

Key benefits:
- Powerful filtering options: Quickly sort and filter data to find relevant information.
- Inline editing: Edit data directly within tables without switching tools.
- Built-in functions: Perform calculations and analysis directly within Confluence.

Smart Courses for Confluence for an ongoing training and learning materials

Smart Courses allows you to create and manage training programs in one place. It allows you to create courses about the latest marketing trends, recent social media algorithms, and best practices for successful campaigns.

It helps onboard new hires, provides details about the company's marketing approaches, and creates educational content for customers and partners.

Smart Courses, as a centralized learning hub within Confluence, offers a variety of content types. It comes with a range of features such as assignments, assessments, progress tracking, and more, making it a comprehensive solution for all your training needs.

Key benefits:
- Centralized learning hub: All training materials in one place.
- Interactive content: Supports videos, quizzes, and interactive lessons.
- Progress tracking: Monitor learner progress and ensure effective training.

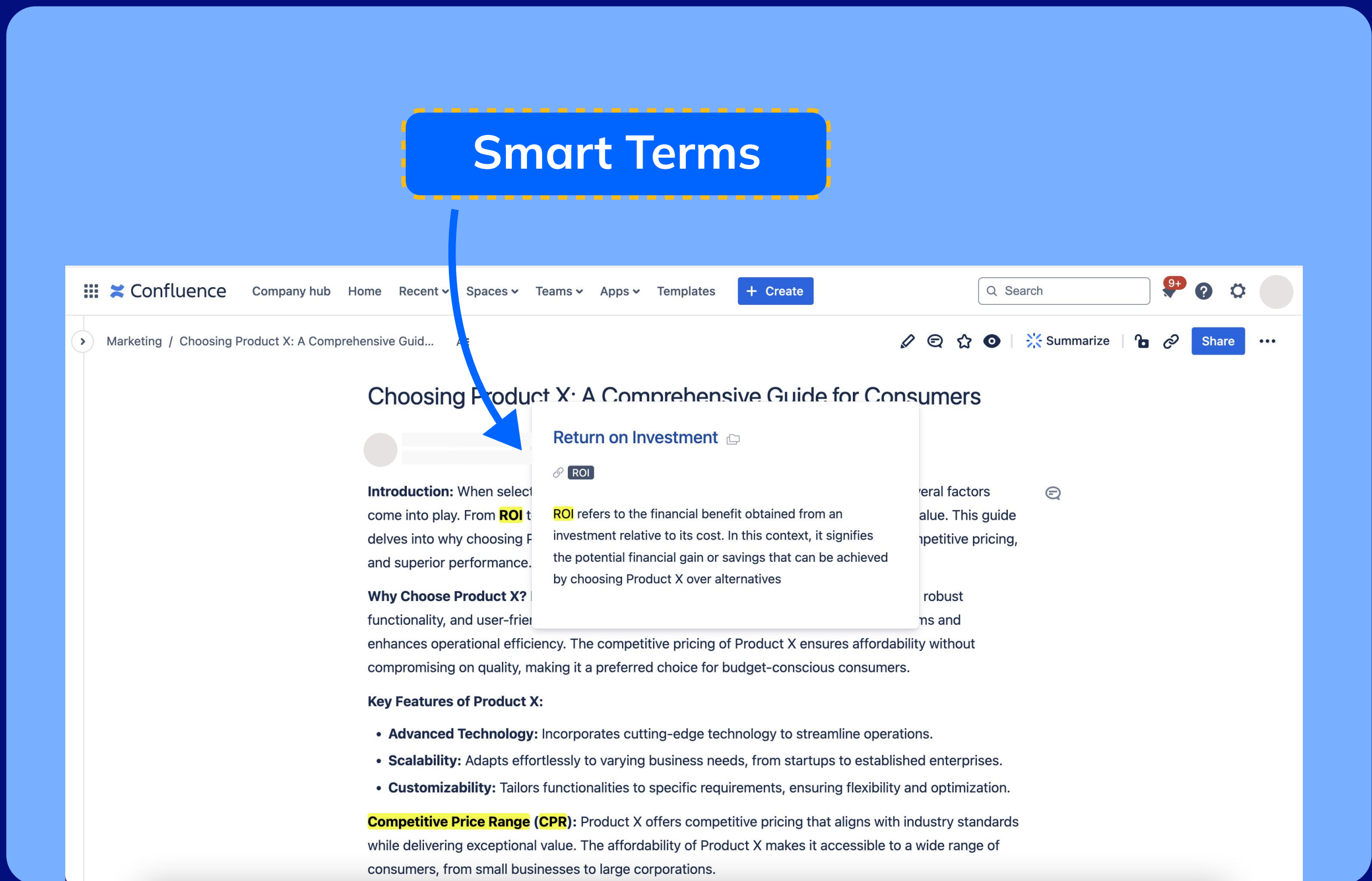# Smart Terms for Confluence to add more clarity in your Confluence content

Smart Terms can be used to create and manage your marketing glossary by defining and highlighting key terms and concepts, ensuring consistent communication across the marketing team, and easing the collaboration with other teams

It helps maintain a clear and consistent understanding of important terms, across Confluence pages, blogs, and even spaces.

Smart Terms allows enriched media definitions and automatic highlighting of terms within Confluence pages, making it easy for team members to reference and understand key concepts.

Key benefits:
- Enriched media definitions: Include images, videos, and links in term definitions.
- Powerful highlight engine: Terms are highlighted across Confluence pages for easy reference.
- Improved communication: Ensures everyone is on the same page with consistent terminology.

Smart Images for Confluence to enhance your visual communication

Smart Images is used to add visual content, including image maps, sliders, and galleries, to your Confluence pages, making them more dynamic and visually appealing. This is useful whether you are collaborating to create a blog post, preparing a campaign, or creating sales materials.

It helps enhance visual communication, create engaging content, and improve the visual appeal of marketing materials.

Smart Images offers basic visual editing capabilities directly within Confluence, allowing marketers to quickly make minor edits without switching tools and to add galleries or sliders for better creative navigation.

Key benefits:
- Basic visual editing: Crop, rotate, fine-tune, or add filters to your images directly in Confluence.
- Increased engagement: Enhance content with interactive sliders and galleries.
- Image maps: Create distinct clickable areas and links directly on the images, improving user interaction and navigation.