

# OTP One Platform

Our OTP One platform simplifies distributed brand complexities, with a corporate marketing-to-local approach that brings together brand management, creative tech-driven guardrails, local marketing, and intelligence across any channel—online, offline or in-store to create elevated brand experiences.

Looking for more than tech? Our OTP One platform is fully integrated (and completely optional) with our comprehensive in-house, back-office print, production, warehousing, fulfillment and distribution services to create a one-stop-shop that reduces lost time to vendor management and increases speed-to-market.



## Complete brand orchestration with OTP One.

By selecting solutions from the OTP One modules, you can design a technology platform solution that meets your unique business needs.

### one Brand



Centralize, manage and oversee your brand and content with powerful admin tools, an intuitive tech platform and a self-service web portal that keeps your brand in sync.



Maintain brand consistency by keeping logos, templates, imagery, and collateral up-to-date while empowering local stakeholders with safeguarded access.

- ✓ Asset Management
- ✓ Fund Management
- ✓ Brand Governance
- ✓ Communication Management
- ✓ Inventory Controls
- ✓ On Demand (POD / MOD) Capabilities
- ✓ Self-Service

### one Create



Simplify the creation of localized content with easy-to-use, customizable templates.



Give your teams agility while protecting your brand integrity with locked-in brand standards and compliance measures for localized campaigns, ads, and promotional materials.

- ✓ Design & Content Collaboration
- ✓ Local Store / Affiliate Mgmt
- ✓ Creative Governance
- ✓ Modular Templates

## one Engage



Build meaningful customer connections across channels with tools for executing integrated, multichannel campaigns.



Drive customer loyalty and engagement by delivering cohesive messaging that meets customers where they are—digitally, socially, or in-store.

- ✓ Professional Services
- ✓ Digital Marketing
- ✓ Print / Offline Marketing
- ✓ Direct Mail
- ✓ In-Store Marketing (POP / POS)
- ✓ Campaign Management
- ✓ Ongoing / Recurring Comms

## one Extend



Seamlessly integrate into your marketing tech stack and scale workflows with robust API capabilities.



Minimize operational barriers by connecting OTP One with your existing tools. Automate processes like campaign activation, asset deployment, and data synchronization for unrivaled flexibility and efficiency.

- ✓ Platform Integrations
- ✓ Partner Integrations
- ✓ Prebuilt Connections
- ✓ Data Integrations

## one Intelligence



Gain actionable insights with real-time usage data and campaign analytics.



Optimize marketing strategies by tracking asset performance, understanding engagement trends, and measuring ROI, all from a single, dependable source.

- ✓ Data Integrations
- ✓ Unified Dashboards
- ✓ Real-Time Data Sync
- ✓ Data Normalization

## OTP One Core Features



The core capabilities are the backbone of the OTP One technology that powers all of the modules.



Set the foundation to build better efficiencies, unify brand management and focus on growth with our key functionalities and features.

- ✓ Access Controls
- ✓ Security
- ✓ BI & Analytics
- ✓ Operational Controls
- ✓ Compliance
- ✓ Custom Site Branding

Learn more or schedule a demo of OTP One:  
call 800-332-2348  
or email [info@1touchpoint.com](mailto:info@1touchpoint.com)

1TP-SO-1006 (Rev 6/25)