



# Content Cloud

Powering Creation and Delivery of Content Resources

Content is golden. Specialized material for compliance, cyber liability, employee benefits, human resources, or risk management can help brokers thrive. Carefully crafted, attorney-vetted resources can help engage your clients, maximize the value they receive from your services, and improve their outcomes – all while boosting your organization’s name and reputation.

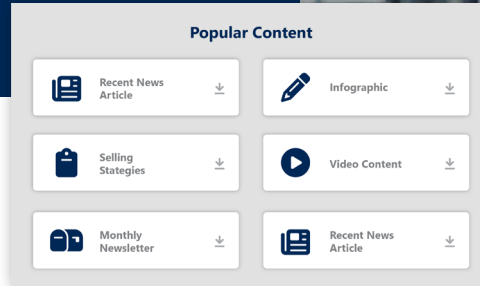
Zywave’s Content Cloud delivers on all counts. This solution is backed by the industry’s most expansive content library. And it’s designed to deliver branded materials to your customer with ease. Content Cloud puts the power of content in your hands.

Over 8,000 content assets

## Customizable Content

*Content customization:* Make Zywave’s content your own with the ability to globally or individually customize content to reflect your unique colors, logos, and brand.

*Administrative tools:* Keep your content organized, accurate, and easily accessible with a comprehensive set of administrative tools - including dynamic folder structures, bulk content upload, and more.



## Expansive Content Library

Empower your team with the industry’s largest library of resources. Complete with videos, guides, checklists and more, there is a solution for every compliance, cyber liability, employee benefits, human resources, or risk management concern - and much more.

*Smart content delivery:* Dynamically recommend resources for specific clients based on their unique account data. Ensure you're providing the most relevant, accurate content.

*Content groups & topics:* Search for content based on such specific subjects as industry and line of business to find the most relevant resources for your unique customers.

## Flexible Delivery

*Third-Party Content Integrations:* Access content in the software solutions you already use to increase utilization and efficiency. Automatically display content in your existing CRM systems and discover the most relevant resources based on specific account data.

*Social sharing:* Reach a greater audience by instantly sharing content on LinkedIn and Facebook. Expand your social media presence, enhance content awareness, and easily track and measure engagement.

Want to learn more?  
Contact us at 855-454-6100  
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