

The systems behind every seamless campaign

This guide breaks down how QBank DAM + Brandwatch give retail brands total visibility and control over their global content game.

A great campaign consists of many moving parts

That's why you need systems in place to make the workflow smooth, ensuring that the campaign is on brand relevant and consistent every time. Best practice? Make these systems work together.



Brandwatch



QBank

Brandwatch

Brandwatch is a leading digital consumer intelligence and social media management platform trusted by global brands like L'Oréal and Virgin. The platform provides a comprehensive suite for social media management helping brands make data-driven decisions through advanced analytics and plan, create and publish content that truly engages their audience.

Consumer insights at scale

Brandwatch analyzes sentiment behind online conversations, giving you a clear view of how people feel about your brand, products, and services. Its audience segmentation features let you explore demographics, interests, and behaviors to help spot trends and understand your position in the competitive landscape.

Connected social media management

Using Brandwatch, marketing teams can plan, schedule, and publish content across multiple social media accounts from one platform. It enables collaborative content calendars and when integrated with CRM-systems brands can get a holistic view of their customer journeys.

QBank DAM

QBank is a Digital Asset Management (DAM) platform designed for enterprise brands that work across markets, teams, and channels. QBank gives structure to your content operations so your campaigns run smoothly and your brand shows up consistently wherever it appears.

Whether you're collaborating with creators, managing approvals, or launching campaigns, QBank helps your team organize, and activate content with greater speed and more control.

It's the structure that keeps your campaigns running smoothly and your brand showing up strong everywhere.

Built in Sweden. Made for global brands.

Leading brands choose QBank to take control of content, speed up campaigns, and work smarter.

With QBank you can:

- Centralize content in one searchable, always up-to-date library
- Set smart automated workflows for approvals, publishing, and access
- Keep brand control while scaling up campaign execution
- Collaborate across teams without losing time or assets

Why QBank + Brandwatch is a no-brainer

Lots of retailers face the challenge of distributing centrally created campaigns to different regions, markets and/or stores for adaption and publishing on their social media channels.

The Brandwatch + QBank setup makes this easy.

One upload.

Approve your asset once in QBank and make it instantly available in Brandwatch. Store and organize all your digital assets in one place, ensuring easy access and consistency across campaigns, different languages, markets, teams etc.

No more logging into multiple platforms.

Manage content across multiple Brandwatch accounts from one QBank. Forget logging in and out of platforms, and keep your focus on rolling out great campaigns.

Your rules. Your control.

Add the right tags, categories, and quality checks before content is available to publish. What lands in Brandwatch is always on-brand and ready to go. In QBank, you can make sure each video is set to automatically convert into .mp4 format, that all LinkedIn ads should be in JPG.

How retail giants simplify social activation with QBank + Brandwatch

The situation: One brand, 100 markets, 1,000 headaches

Whether you're a fashion brand rolling out a summer campaign across 40 countries or a grocery chain updating in-store promos across regions, there's one shared reality: Your content is global, but your channels are local.

Each market needs:

- The right image, in the right format
- In the right language, with the right CTA
- At the right time, on the right channel

And what's the process in most retail organizations? Email chains. WeTransfer folders. "Final_final_v3". Slack messages like "Where's the French Instagram version again?"

Marketing teams are juggling many platforms, while creative teams lose visibility into what's going live. Everyone's frustrated. Campaigns get delayed. Brand consistency suffers.



Enter: QBank + Brandwatch.

Together, QBank DAM and Brandwatch turn complexity into clarity.

Let's say your global team creates a spring campaign. A 360° rollout across Facebook, Instagram, and LinkedIn. Video, stills, stories. English, Portuguese, Arabic, French.

With QBank, you upload once, tag properly, and approve.


With Brandwatch, each local team receives only the assets they need, already formatted, localized, and ready to publish.

No more double-checking file types. No more creative bottlenecks.


No more: "Did the Swedish team get the video in 4:5 for Instagram?"

Retailers using QBank + Brandwatch enjoy:

- One source of truth for every campaign asset
- Automatic formatting (like .mp4 videos or JPG LinkedIn banners)
- Pre-tagged content by region, language, and channel
- Smooth social publishing directly from QBank to each local Brandwatch account
- Performance insights that feed back into QBank, so the global team sees what actually works



+400%
social media engagement



Real results: One of our customers saw social engagement increase by 400% while cutting their agency-content budget in half by using the Brandwatch + QBank dashboard to track exactly which assets were published and which delivered the best results.

Your Brand. Your workflow. One Upload.

QBank + Brandwatch gives retail marketing teams the tools to:

- Stay in control
- Move faster
- Deliver consistent, localized campaigns

And finally, focus on what works instead of what's missing
It's content orchestration, without the chaos.

**Take your content
operations to the
next level.**

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