CI HUB Launches Salesforce Marketing Cloud Integration for Effortless Email Marketing

Frankfurt, May 15, 2025 — CI HUB, the market-leading DAM connector, has unveiled an innovative integration with Salesforce Marketing Cloud. The new integration connects Salesforce Marketing Cloud seamlessly with over 70 leading Digital Asset Management (DAM) systems and cloud storage solutions, ensuring that creative assets are always within reach.

The plug-in enables users to build more engaging email campaigns by giving them easy access to their company's asset libraries within Salesforce. This allows marketers to simply drag and drop key assets such as images and graphics into the email builder. They can also add 'renditions' of incompatible assets with the tool—such as turning vector files like SVG or PSD into usable formats like JPG or PNG (if supported by the DAM provider) or choosing alternative image resolutions, so they can be used within email campaigns.

Key Features of the CI HUB Salesforce Integration

Streamlined Design and Content Creation

- **Comprehensive Asset Access:** Marketers can access all their assets, including images, and graphics from various sources simultaneously such as DAM, PIM, MAM, cloud storage, and stock providers, directly within Salesforce Marketing Cloud.
- **Drag & Drop Functionality:** Users can effortlessly drag and drop images, icons, and graphics into their email templates, making content creation intuitive and efficient.
- **In-App File Management:** Navigate folders, search for assets within your DAM of cloud storage without leaving the Salesforce panel.

Customization and Precision

- **Rendition Feature**: Use only Assets/Pictures in the right format. Don't worry about making a wrong selection. Instantly use renditions of assets in compatible formats so they can be used within email marketing campaigns.
- **Intuitive Content Cropper:** Precisely crop and rescale images to ensure visuals are perfectly tailored to each message.
- **Metadata and Text Integration:** Enhance emails with essential metadata, enriching content with information that resonates with the audience.

Seamless Work Management Integration

- **Work Management Systems:** The integration also connects with project management systems like Asana, allowing users to view, comment, and change the status of tasks directly within Salesforce.

Enhanced Search and Security

- **Advanced Search Capabilities:** Benefit from full-text search, dynamic filters, and facets to quickly locate desired assets.
- **Security and Compliance:** CI HUB guarantees the highest levels of security and compliance with data privacy regulations, ensuring that user data is always protected.

Announcing the new integration, **CEO and Founder of CI HUB Andreas Michalski** said, "CI HUB's new integration with Salesforce Marketing Cloud is a game-changer for marketers. It bridges the gap between digital assets and Salesforce's powerful email content builder, revolutionizing the way campaigns are created and managed." Michalski continued, "Our goal is to make email marketing not only efficient but also a creative experience that drives results."

ENDS

About CI HUB

CI HUB is the industry standard in-app connectivity software. Manage and use content from source systems like DAM, PIM, cloud storage, stock provider, and work management systems within your favorite apps intuitively. Founded in Germany in 2018, CI HUB software is used by clients like Ford, Zurich, T-Mobile, FedEx and hundreds more as an integral part of their creative workflows

CI HUB software is available for apps from Adobe Creative Cloud, Adobe Express, Microsoft Office 365, Salesforce (marketing cloud) and Google Workspace, as well as for WordPress, SharePoint, Figma, or Sketch, and it allows multiple connections. Whether you work in the creative department, s a brand manager or owner, in planning, sales, legal, or digital rights management – you can access verified and compliant content in real-time from anywhere in the world.

Accessing source systems via a web browser was yesterday. Accessing content and tasks within applications is the new way to work. The CI HUB Connector family includes CI HUB Connector Professional, CI HUB Connector Corporate, and CI HUB Drive. Learn all about them [here](#).

PR Contact:
Cl HUB GmbH
Michael Wilkinson
mw@ci-hub.com
www.ci-hub.com