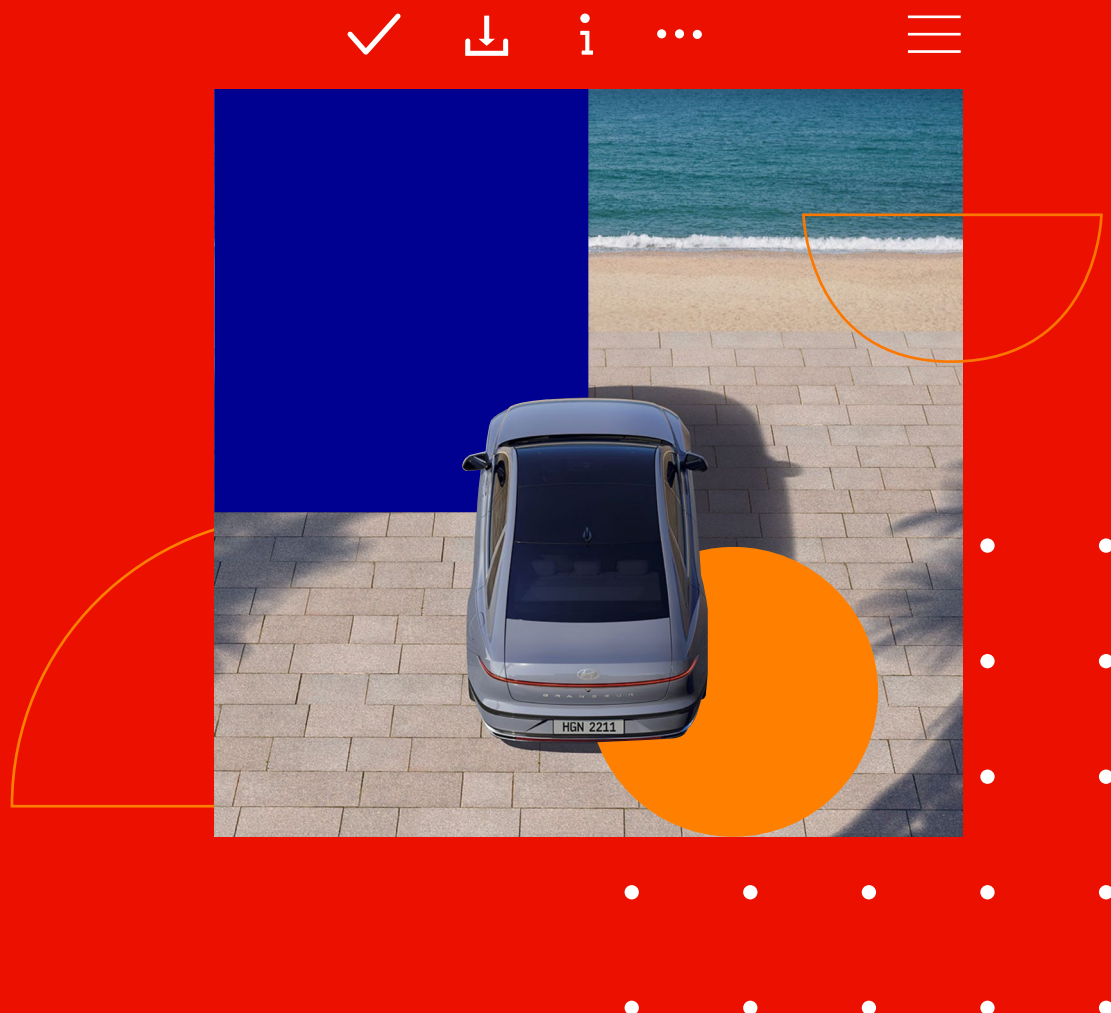# Adobe × LXA (Learning Experience Alliance)

Digital Asset Management.

How a DAM can significantly improve content creation workflows and increase ROI.

Introduction

With customer journeys potentially taking in multiple channels, viewed from different devices, marketers face the challenge of providing volumes of quality content that fits around the customer journey and enhances the customer experience.

Every business, regardless of industry, builds up large volumes of digital media assets that need to be managed. The sheer volume of these assets creates challenges around the creation, storage and use of these assets. Organisations require an effective approach to digital asset management so that these media can be transformed into marketing content as quickly as possible to improve marketing performance.

In this report, we will look into these content challenges, and how **Digital Asset Management** systems (**DAM**s) can enable organisations to improve workflows around content creation, retrieval and production in order to drive a greater return on investment in content.
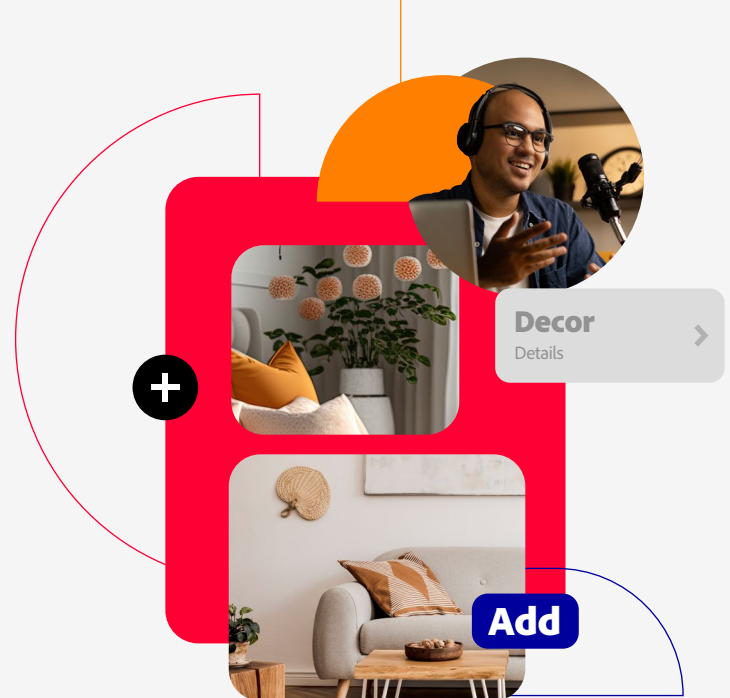
Contents

Challenges of content creation and distribution for marketers.

Originating, producing and distributing content via multiple channels, for multiple audiences and multiple stages in the customer journey represents a strategic and operational challenge faced by many organisations.

AEM ASSETS

Front_view.tif   TIF

Hotel_colors.png   PNG

Tools.png   PNG
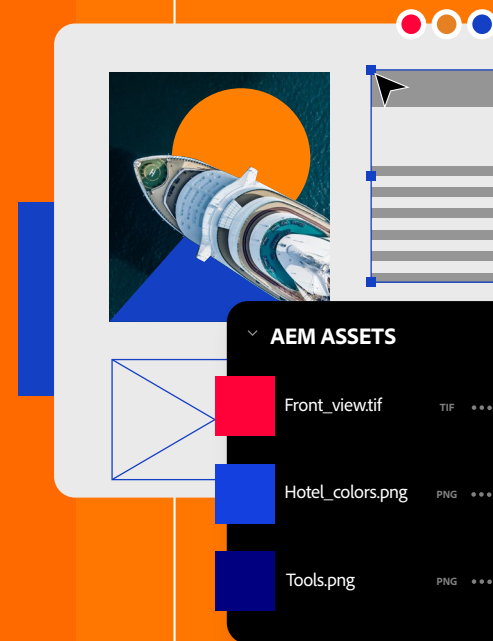
To understand the value that a **DAM** can offer, it is worth analysing these challenges in greater depth. The following points outline the strategic and operational challenges faced by organisations that do not have a **DAM** in place.

Strategic challenges.

Decentralised asset management.

With multiple teams and external agencies involved in content creation, asset origination, retrieval and management can be a slow and cumbersome process.

This is because content gets created and stored in silos both within the organisation and with partners. Media assets can be stored across multiple inboxes, drives and cloud folders meaning that they are accessible only by the teams using them. While these practices may work in the context of the individual projects, they are not scalable.

At an operational level, a major issue is difficulty in locating and accessing existing content assets. This can result in a time consuming process for asset retrieval because files get stored in drives that only some teams have access to or people need to search their inbox to find the right files. At a strategic level, this means that assets are not retrievable or usable by colleagues across the wider business which can cause issues in terms of duplication of effort.

Governance of digital assets.

Without centralised asset management, governance becomes a major challenge.

Governance becomes an issue when assets are created and stored in silos. Some digital assets may be for internal use only and while others may be subject to licensing restrictions. This brings the risk of using the incorrect or expired assets which can open companies up to legal penalties.

The need to prove and improve content ROI.

The ability to measure content performance and also prove and improve content ROI is difficult when content is created and stored in silos. In addition, difficulties in finding and retrieving content to use and repurpose is a timely and costly exercise which has a negative effect on ROI.

Further, decentralised usage and management of content makes it harder to evaluate which content works and which can be improved for future use.

Operational challenges.
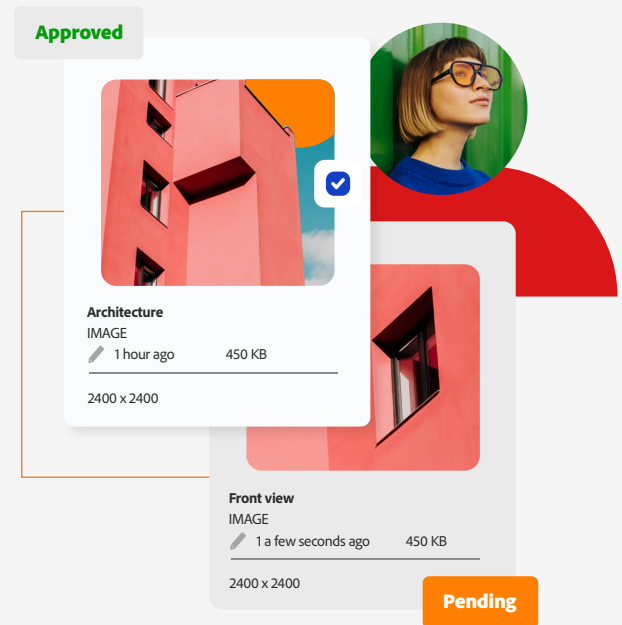
Multichannel content creation.

Personalised customer experience has become increasingly important both for competitive differentiation and also, sustainability.

From a marketing operations point of view, this requires architecting a marketing technology stack to manage both data and content. Organisations need a suitable data infrastructure to create unified customer profiles. They also need appropriate tools to enable them to surface the right content to the right customer, via the right channel at the right moment in the customer journey. Strong asset management is key to this.

Managing large quantities of content assets.

As marketers continue to create more versions of digital media assets to suit different communications channels, the storage and retrieval of these assets can become difficult.

Without a centralised platform to store and collaborate on content assets, productivity is impacted as teams are unable to locate the appropriate assets and end up re-creating the content they need.

Slow campaign execution.

The ability to execute a campaign quickly can be as important as the creative itself in determining its success or failure. Decentralised asset management can slow execution of content campaigns and impact results.

Duplication of effort.

The difficulties of finding assets, or even knowing that they exist, can lead to new content being created in cases where existing content could have been reused or repurposed.

Content creation comes with a cost, and duplication of content efforts can reduce overall return on investment.

Version 1.2
Modified a day ago

Version 1.1
Modified 2 days ago
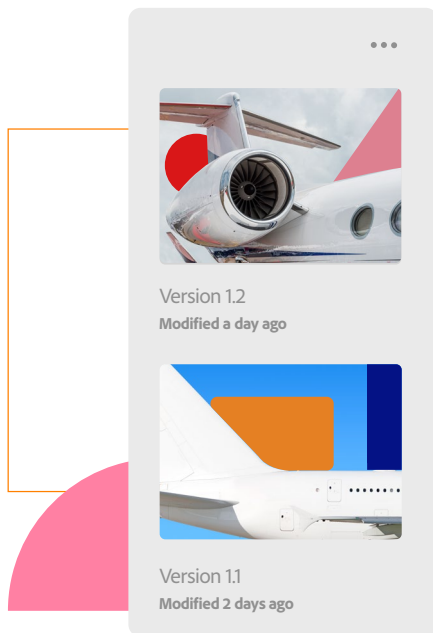
Version control.

As digital assets are created and then modified for different purposes, it becomes easy to lose track of changes and difficult to locate the original asset.

Lack of version control results in wasted time spent hunting down the correct versions, as well as inconsistent brand experience with multiple versions of the same asset being used.

The common theme running through all of these challenges is a lack of centralised management which then impacts content creation and distribution across the entire organisation in terms of creating inefficiencies and reducing content ROI.

Manual content workflows.

Manual workflows can lead to a slower content creation and review process, due to email driven workflows to manage asset requests, edits, approvals and time needed to add accurate metadata to assets.

OVERCOMING MANAGEMENT CHALLENGES:

If content is King, Digital Asset Management is Queen.

It has long been understood that "content is king". Brands need rich media content to engage prospects and customers. And yet for content to be king, multiple stakeholders and processes are required to plan, design, publish, and manage content for advertisements, editorial and packaging.

IMAGE
brown_cutout.mp4
a few seconds ago

1200 x 1200

This becomes a complex process depending upon the size of the campaign and the number of stakeholders involved. And yet, the success in marketing campaigns is as much about operational efficiency and flexibility as it is about creativity.

To respond to these challenges, organisations need a process to facilitate the storage, organisation, retrieval and development of digital media assets. Given this context, the following question arises: how can organisations efficiently manage their digital media assets? And how can technology facilitate this?

How can organisations efficiently manage digital assets?

The terms "asset" and "asset management" have their roots in finance. An asset is something of value that needs to be managed. In modern marketing, digital media files are factors of production that have huge commercial value. This is increasingly the case as marketers utilise new communications channels to create, publish and distribute content in the forms of text, image, video and audio content.

With the ever-changing demands of consumers and the emergence of new competitors, the requirement to continually produce and update new content is becoming increasingly faster. The solution to this challenge is in digital asset management which makes it more straightforward for organisations to organise, store, and distribute digital content.

How can technology facilitate digital asset management? It's time to give a DAM.

Technology vendors have responded to the digital asset management challenge by creating tools to facilitate the storage, management, retrieval and use of digital media assets while also exercising robust access rights and permissions. These solutions have become known as **Digital Asset Management**, or **DAM** which refers to a category of software applications that help organisations manage their digital assets.

Defining Digital Asset Management (DAM).

A Digital Asset Management system (DAM) is a tool that can store, organise and manage access rights and permissions over a company's digital media assets including images, videos, audio, infographics, gifs, logos and related metadata.

DAMs use asset metadata to make retrieval of assets easy and intuitive. By making sure that everyone is using the right assets, digital asset management (**DAM**) systems have become a core component of modern marketing operations.

Alongside storage, a **DAM** also facilitates the management of assets. For example, a **DAM** can enable the scheduled publication and expiry dates for both new and old assets, as well as remotely update them.

What types of assets can a DAM manage?

Assets include media files, such as audio recordings, videos and images; and text files, such as blog posts, ebooks and marketing copy. A key characteristic of digital assets is that despite all this processing, unlike other assets, they are not used up in their consumption. This is true regardless of the type of media asset. As well as facilitating storage and retrieval of these assets, a **DAM** can speed the conversion of assets into different sizes, aspect ratios and file types for different marketing applications.

# Where does a DAM solution fit into your marketing stack?

A **DAM** solution performs two key tasks. One is to store an organisation's digital assets, allowing various people or systems around the organisation to interact with those assets. The second taks is to push those assets to other systems.

So, for example, a **DAM** may receive information from:

- ☑ **Content management systems (CMS)**
- ☑ **Product information management systems**
- ☑ **Workflow management tools**
- ☑ **Creative apps**
- ☑ **And send information to:**
- ☑ **Marketing automation platforms**
- ☑ **Social engagement tools**
- ☑ **CMS**

A **DAM** can be integrated with the rest of the marketing technology stack which means that every system that delivers content to the potential customer will automatically use the most up-to-date assets in those communications. These integrations ensure that the right assets are used in the campaign and any other communications.

With this in mind, it makes sense for a **DAM** to sit at the foundation of a marketing technology stack because the content stored therein can be retrieved and utilised across multiple tools and channels.

Image mask ⌄

image/.*
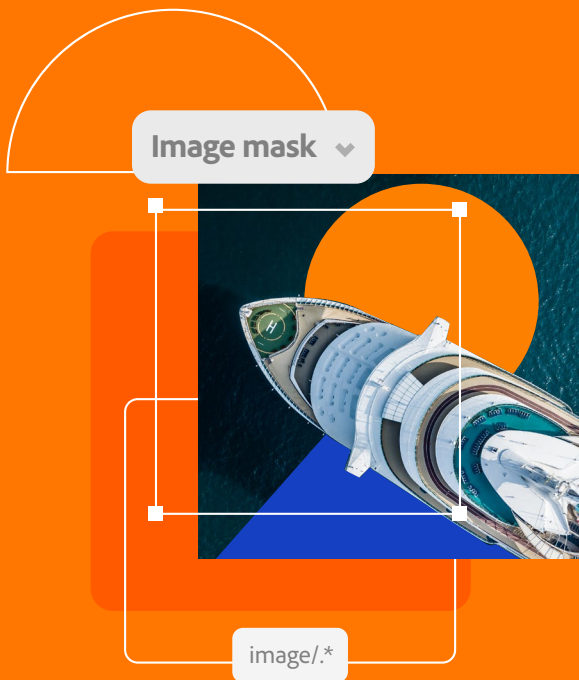
Which teams can benefit from a DAM?

The management of media assets is a complex process because there are multiple stakeholders who take part in creative marketing processes. There's the brand or campaign originator and then there are partners who need to be integrated into the process: advertising agencies, media partners and printing houses. Managing logistics and the information flows requires access to a **DAM** that can facilitate different levels of user access.

How a DAM can solve key challenges.

DAM deployments are driven by companies seeking lower costs, better quality, faster production cycles and incrementally increased revenue through reuse, repurposing, and redistribution of their assets.

IMAGE

Spring_collection.jpeg

1800x2400

1 week

Impressions

31 January
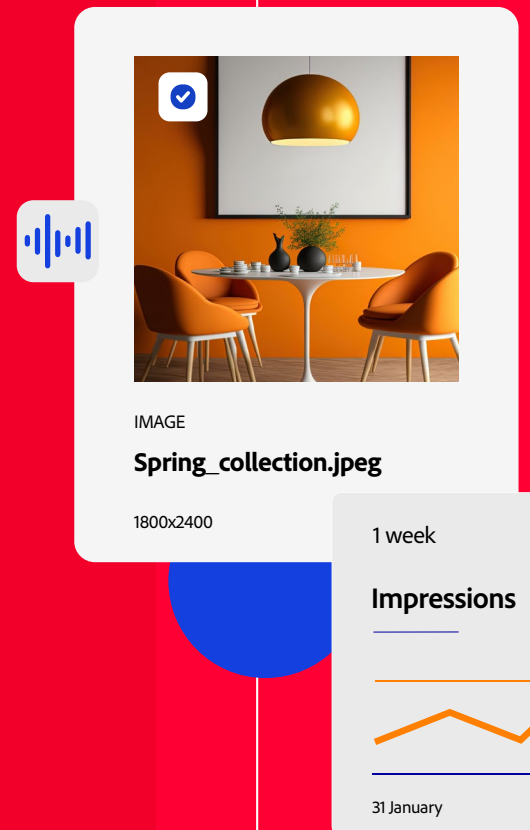
The benefits of **DAM** can be juxtaposed with the challenges of content creation for marketers outlined earlier in this report.

Strategic solutions.

Decentralised asset management.

A DAM provides a single source of truth — A key benefit of a **DAM** is that it acts as a central repository for storing and organising all digital media assets. This means that the **DAM** becomes a single source of truth for all digital media assets, meaning that users across the organisation can access and retrieve the assets they need from the same place.

Asset retrieval — Also, because **DAM**s' search functionality uses the assets' metadata, finding the assets you want is easy and intuitive. This can help reduce time to market for campaigns as assets can be located and shared more quickly.

Renditions ∨

Thumbnail 140x80

214 KB   140x80   png
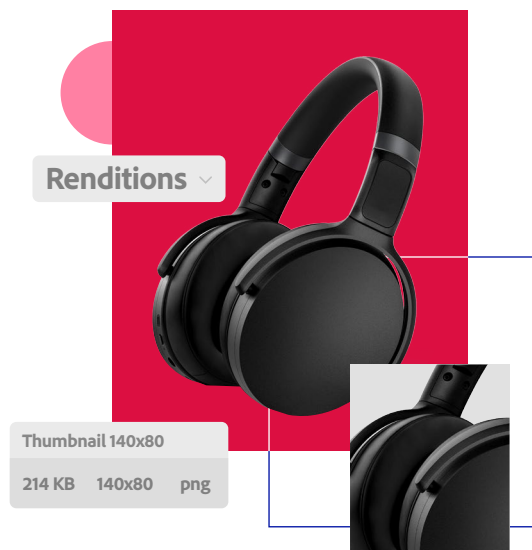
Greater collaboration — A central digital asset hub allows for easier collaboration within teams and across departments, thanks to the ability to locate and review assets.

Governance of digital assets.

Brand consistency — In modern marketing, brands are no longer what a marketer says it is. Brand promise needs to be consistent with customer experience. From a communications point of view, any inconsistency in the way the brand is presented has the potential to undermine its value.

Effective governance of assets through a **DAM** can ensure that assets are up to date and on-brand. It then becomes more straightforward to make sure that the brand is presented consistently across channels and markets.

Ensure consistent tagging of assets — Effective governance through a **DAM** ensures that assets have a common terminology, and are tagged to enable fast and easy discovery. A prescribed system of vocabulary and a common approach to metadata, often aided by AI, avoids many issues around consistency.

Licence management — Not only will a **DAM** keep assets in one place, it also allows marketers to keep control over those assets that have a limited shelf life. For example, if a stock image has been licensed to use in a campaign, a **DAM** will make it possible to take that image out of use once the licence has expired, thereby removing the risk of breach of contract with the copyright owner.

Additionally, having a single repository for marketers to retrieve and use only authorised assets means it is less likely they'll look elsewhere and use assets that are not approved and run the risk of brand consistency or worse, copyright infringement. This is particularly helpful for organisations that work with freelancers, or creatives that would otherwise need to go through a time-consuming approval process.

The need to prove and improve content ROI.

Increased revenue — **DAM**s help with increasing revenue, largely for the same reasons they can reduce costs. **DAM**s help to improve brand consistency, which is a key element in creating a positive customer experience.

As well as helping to improve loyalty long-term, this consistency can also combat short-term issues, such as an inconsistent customer experience (CX), leading to a gap between brand promise and CX which might cause customers to go elsewhere.
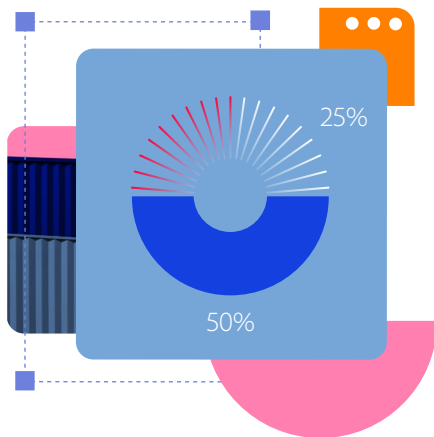
Asset analytics — The analytics capabilities provided by a **DAM** can help you to assess the performance of key digital assets by campaign, channel, device etc. This helps you to choose the most effective assets for future use, and informs future content creation.

Savings in time and resources — More efficient workflows made possible by a **DAM** make the content creation process more efficient. Costs can also be reduced as existing content can be found and reused rather than created anew.

Operational solutions.

Multichannel content creation — As well as facilitating storage and easy retrieval of these assets, a **DAM** can speed the conversion of assets into different sizes, aspect ratios and file types for different marketing applications. For example, digital assets such as images can be cropped and optimised for individual devices using AI.

Volume of media assets.

A central, searchable asset hub — With effective metadata and easy search capabilities, companies don't need to become overwhelmed with the volume of digital assets they have to manage and distribute.

Slow execution and distribution of assets.

Optimise workflows — A **DAM** system helps here in two ways.

Firstly, DAMs can free creative teams from non-creative tasks, thereby giving them more time to create additional assets.

Second, deploying templates can speed up and streamline workflows. For example, templates make it easier to reuse existing assets meaning that salespeople can also create brand consistent assets.

Templates can also be created within a **DAM** to enable regional marketing teams to create their own messaging, taking account of local language and culture, while ensuring brand-critical elements such as typefaces, logos, and colours.

> **DAMs can provide self-service conversion of files into other formats, thereby reducing the admin burden on creative teams.**

By making assets easier to retrieve, **DAM**s also make them quicker to reuse and repurpose. For example, salespeople who need to create video content to answer questions can create a library of videos which they can retrieve and reuse with their own personalised introduction, thereby saving time, ensuring consistency and creating meaningful client engagements.

Duplication of effort.

Single source of content — A properly administered **DAM** enables a central repository of up to date assets which means that only the correct assets will be available for colleagues to use.

In addition, if content assets are required for campaigns, then existing content in the **DAM** can be reviewed first before new assets are created, saving time and resources.
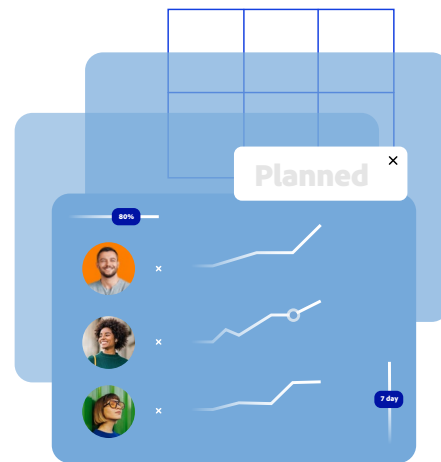
Manual content workflows.

Reduction in process times & costs — DAMs facilitate the reduction of costs, most notably in relation to the streamlining of workflows. For example, employees can use the **DAM** to access marketing templates, which can be reworked depending on the context of different campaigns, e.g. location or seasonal event.

In addition, a **DAM** enables remotely updating an asset across every use in the business to match changes made in the **DAM**'s master file.

Automation — DAMs facilitate automation by allowing users to schedule release dates for new assets and expiration dates for old ones.

Version control.

DAMs include functionality to track and manage all versions of assets. In practice, this means that whenever someone in the business needs to act fast and create collateral for a new campaign, they can be sure that the information or asset that they're about to use is appropriate, correct and up to date.

| Challenge ×	Capabilities of Digital Asset Management Systems ×
✔ **Decentralised asset management.**	The **DAM** becomes a single source of truth for all digital media assets. Finding the assets you want is easy and intuitive.
✔ **Governance of digital assets.**	A **DAM** helps to ensure that digital assets are up to date and consistent with the brand.
✔ **Version control.**	**DAM**s provide the ability to track and manage all versions of assets.
✔ **Creating content for different channels and devices.**	Assets can be optimised for individual devices using AI.
✔ **Duplication of content.**	Existing assets are easy to find and reuse.
✔ **Manual content workflows**.	Reduction in process times & costs. Automation of key processes.
✔ **The need to prove and improve content ROI.**	Improve brand consistency and customer experience. Learn which assets are most effective through asset analytics. A more efficient content creation process.
✔ **Slow execution and distribution of assets.**	**DAM**s can free creative teams from non-creative tasks. Faster and more streamlined workflows.
✔ **Managing large quantities of content assets.**	Central and searchable asset storage.

Key benefits and features of Adobe Experience Manager Assets.

AEM Assets is a digital asset management system created by Adobe that enables organisations to store, discover, share and distribute digital assets.
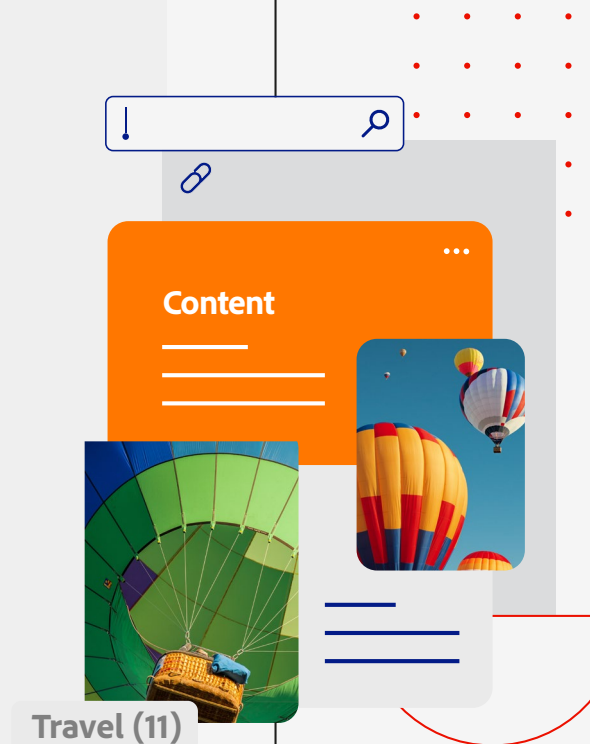
Adobe also offers AEM Assets Essentials, which is a more lightweight version of its **DAM**, with out of the box functionality.

With AEM Assets or AEM Assets Essentials, users can manage, store, and access images, videos, documents, audio clips, and rich media for use on the web, in print, and for digital distribution.

There are a number of **DAM** solutions on the market, often with very different specialisations.

Some of the key benefits of Adobe Experience Manager Assets include:

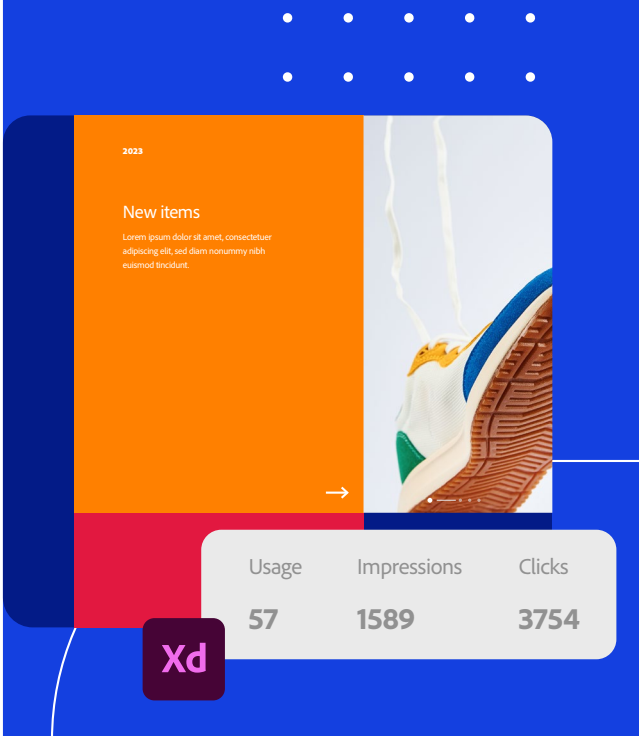## Integration with Creative Cloud.

Creative Cloud is used by many marketing creatives to produce images, videos and much more. Its integration with AEM Assets means that the **DAM** can form a key part of the creative process.

AEM Assets is seamlessly integrated with applications within Creative Cloud and provides a centralised repository to store assets and increases access to assets across creative and marketing teams.

This ability to store and access assets within and across teams helps to enable greater collaboration between the creative and marketing teams involved in content creation and distribution. For example, creative teams can use the **DAM** to share assets for review by marketing.

Turn how you work with assets into an asset.

☑ **Create great content faster.**
When designers and marketers collaborate efficiently, it's easier to create the high-quality content customer cave. Excellent user experience.

☑ **Streamline workflows.**
With all your content in one place, your people can always find what they need through all steps of production.

☑ **Easy set up and control.**
Seamless integrations across Creative Cloud apps, Experience Manager, and Adobe Stock make IT people happier than ever.

☑ **Save time and money.**
A centralized DAM ensures teams won't waste valuable time hunting down assets or sorting out versioning problems.

2023

New items

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Usage	Impressions	Clicks
57	1589	3754

Xd

Excellent user experience.

DAM tools are used across the business by multiple teams, which makes an intuitive user experience essential.

AEM Assets comes with an intuitive, and efficient asset management UX, with a navigation panel, tree-view, and robust folder structure that simplifies the experience for users.

For companies who also use other Adobe products such as Creative Cloud and Experience Cloud, the user experience is the same, meaning teams can move through the whole creative process more easily.

As a result, AEM Assets was named as a Leader in The Forrester Wave™: **Digital Asset Management** For Customer Experience, Q1 2022, with the study citing the **DAM**'s strong usability and integrations, and highlighting its 'search capabilities, which are flexible and robust enough to get users to the right asset or right collection of assets with greater efficiency than some other **DAM**s'.

Use of AI for greater efficiency.

Processes related to asset management, such as adding metadata, cropping and resizing images or translating keywords can become labour intensive, especially when companies are storing lots of digital assets.

Using Adobe's proprietary AI, powered by Sensei, automatically tags digital assets, which makes storage and discovery of key assets easier. It also automatically crops and resizes images to optimise them for different devices.

The use of AI extends the **DAM** beyond a mere storage system, creating greater efficiencies and enabling organisations to easily find and use assets.

IMAGE

Airplane_destiny.jpeg

# Integration with Workfront.

Workflow management tool Workfront allows companies to manage projects in a single place, enabling management of processes and sharing of ideas.

In the context of creative projects this seamless integration between Workfront, Creative Cloud and Workfront Assets can speed up the content creation and delivery process by providing Workftont users with access to required documents and images from Assets, synchronising metadata, and linking assets between the two systems.

This integration allows end-to-end content management, from the initial concept to creation and approval of content, right through to delivery.

The result is unified work management and asset management which helps Workfront users find the content and assets they need, and streamlines the review and collaboration process.

Having a workflow and process management tool directly integrated into creative tools makes it easier for creatives and content teams to create quality content more efficiently than ever.

Add

Creating

John
Graphic designer

Open file
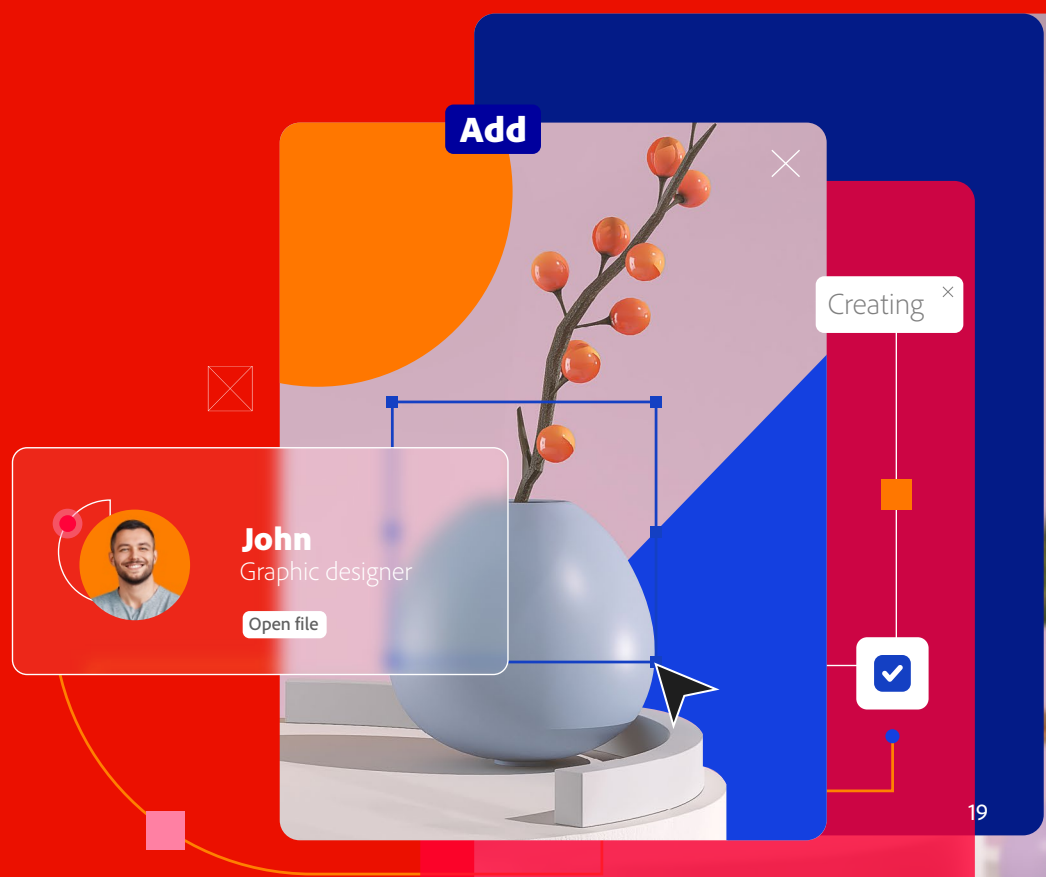
Adobe & Under Armour

Under Armour has been using Workfront, Creative Cloud, and AEM Assets to share assets more effectively across the organisation, as well as with external partners.

By making creative assets easier to find, and easier licence management, Under Armour saved four hours per user, and has lowered storage costs.

It has also helped the content creation process. Creative and marketing teams can share files and manage the full asset lifecycle without leaving the tools they use every day.
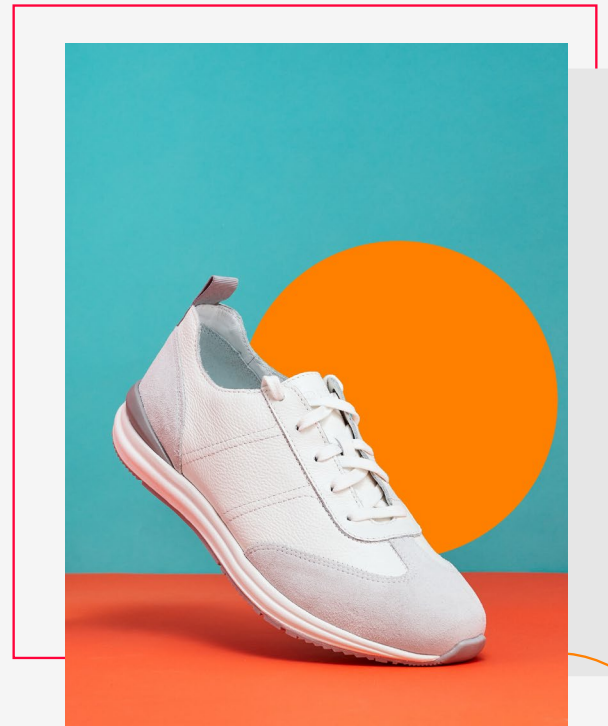
" Adobe Experience Manager Assets gives us a great launching point for innovation as we improve the way we manage some of our most valuable resources. We're already saving time and money by making our creative assets more accessible, and we're eager to keep exploring the benefits. **"**

@Ben Snyder,
Under Armour IT Product Owner

Objectives

- ✅ Share assets more effectively across the organisation and with partners.

- ✅ Consolidate multiple tools into a central repository within the security framework.

- ✅ Gain visibility into how assets are being used with central logging.

- ✅ Dial in asset management and communication using reusable development processes.

Results

- ✅ Makes creative assets easier for internal users and wholesale partners to find.

- ✅ Reduces cumbersome manual processes with automated asset tagging.

- ✅ 4 hours saved per user through easier licence management covering more than 1,000 users.

- ✅ Lowers storage costs by reducing duplication of files, workflows, and tools.

- ✅ Increases daily active users and monthly asset downloads from Asset Sharing Portal by over 2x.

Adobe & Telegraph Media Group

Adobe worked with Telegraph Media Group to improve its content workflows, better manage digital assets across channels and to help to drive increased audience engagement through greater understanding of user behaviour.

Maintaining relevance in a digital age

Although many traditional newspapers struggle in the digital age, Telegraph Media Group remains a mainstay of publishing with more than 100m readers a month. The 160-year-old paper still offers a printed edition but is also embracing digital channels to tell stories in new ways to reach wider audiences.

Today, more and more people read **The Telegraph** on their computers or through a smartphone app, where interactive charts and video can offer deeper understanding of issues. Younger readers may even explore visual stories on Instagram or Snapchat for a glimpse of top sports, entertainment and global news stories.

With digital platforms constantly changing and evolving, Telegraph Media Group wanted expert help to better identify and capitalise on business opportunities. Adobe Customer Solutions works closely with the organisation to uncover customer insights and maximise its return on investment.

"Audiences expect news stories tailored to their interests and delivered on the devices they like best. With Adobe Experience Cloud, we're pushing the boundaries on storytelling to bring audiences news delivered however and wherever they want."

@Chris Taylor,
CIO at Telegraph Media Group

The challenges of content creation at scale

Every day, more than 350 journalists from around the world publish 250 new articles and amend, adjust or update another 200 stories for The Telegraph. In the case of breaking news, from a royal wedding to a terrorist attack, readers expect instant updates with the latest information.

The flexibility of Adobe Experience Manager in Adobe Marketing Cloud helps The Telegraph publish content quickly. All published content is stored in Adobe Experience Manager Assets. From this central content repository, content can be pushed into print, apps, social media and all other platforms through rich APIs. Adobe Experience Manager Sites uses responsive design to create websites that look great on both desktop and mobile devices without needing to manage two separate sites.

"News happens fast and by encouraging journalists to take ownership of their stories and self-publish, we can deliver more compelling content to our readers as soon as it happens," says Taylor. "Adobe Experience Manager plays an important role in our content creation and publication workflow by allowing journalists to publish once and then automatically deliver their stories at scale with consistency across all channels."

Objectives

- ☑ Register 10 million users to provide more personalised experiences and higher levels of engagement with businesses.

- ☑ Provide end-to-end digital experience to increase revenue through four lines of business.

- ☑ To remain competitive in a quickly changing digital publishing market through intelligent innovations.

Results

- ☑ The Telegraph becomes a trusted source for breaking news with fast publishing workflows.

- ☑ Tells stories across new channels by freeing resources with Managed Services.

- ☑ Increases engagement by connecting people with news and offers personalised to their reading habits.

- ☑ Tripled daily acquisitions for registrations, leading to higher revenue and better understanding of customers.

About LXA.

LXA, Learning Experience Alliance (formerly MarTech Alliance) is an education business that serves a global fast-growing community of 100k marketing, sales and tech professionals. Rooted in the believe that people want to learn in lots of different ways, we deliver a wide range of modern learning experiences across events, courses and resources. These include digital and in-person; formal and informal; instructor-led, self-paced and community-based learning experiences.

Through our global event series, a portfolio of certified digital courses and library of resources, our community continuously develop their knowledge, skills and networks in ways that drive their careers and companies forward.

However you want to learn, let's 'keep upgrading' together.

About Adobe.

Businesses count on Adobe to help them meet the challenges of digital transformation. With Adobe Experience Cloud they can harness their data and deliver personalised experiences that drive business growth and customer loyalty.

Learn more about Adobe's Digital Asset Management solution.

Further reading.

Adobe