



BUYER'S GUIDE

Digital asset management buyer's guide.

Find the right digital asset management service for your marketing goals.

Every day, marketers try to crack the code of customer satisfaction. It's a daunting challenge that's only grown more complicated as people and companies continue to rethink what it means to work, live, and shop in an increasingly digital world.

According to the latest Adobe *Digital Trends* report, 82% of customer experience practitioners observe new and changing customer journeys. To meet evolving standards, organizations have driven, on average, seven years' worth of digital progress in just a matter of months. In fact, companies have reported acting 20 to 25 times faster than expected to meet increased demands for customized experiences.

An intelligent digital asset management (DAM) solution can help marketers keep pace by making it possible to create and customize content within a single platform, so they can more easily wrangle the hundreds of thousands of assets it takes to deliver personalization at scale.

A great DAM brings everyone together.

The best marketers work across departments to get things done. But where there's a willingness to collaborate, there's not always a way to quickly share information with others. That's why someone in sales might send prospects an email with outdated imagery after trying and failing to locate the latest updates from marketing and creative. The need for speed can result in brand inconsistency and subpar customer interactions. But that doesn't have to be a common scenario.

Consider how the human brain operates. Our cerebral hemispheres run semi-independently but communicate seamlessly—thanks to a bundle of nerve fibers called the corpus callosum that unites the left and right sides. A typical DAM serves a similar function, bringing together *marketing/creative* and sales to execute campaigns. A better, more modern DAM widens the scope to include your business counterparts, including legal and finance, giving all key stakeholders easy access to critical assets.



Your DAM should check every box.

When it comes to digital asset management capabilities, Adobe Experience Manager Assets is an industry-leading DAM. From the ability for all stakeholders to work within one platform to extensive integrations with creative and work management solutions, Adobe outsmarts the competition.

Below you'll find the key capabilities to look for in a work management solution in order to manage the entire lifecycle of marketing work and how Adobe delivers value across the board.

Key capabilities	Adobe Experience Manager Assets
Single source of truth across the company	Adobe establishes one system for the entire enterprise, with best-in-class product information management (PIM).
Core Adobe integrations	Adobe has built-in workflow management plus native integration into Adobe Workfront.
Automation within streamlined workflows	With Adobe, you can quickly create workflows between systems to plan, design, review, approve, and get to market sooner.
Scalability across the enterprise	Adobe asset cloud storage enhances security, redundancy, global infrastructure—and does it all at enterprise scale.
Brand governance and compliance	Adobe lets teams access content while preventing asset inconsistency and unauthorized changes.
Support for emerging media formats	Adobe fully supports emerging file formats like 3D, virtual, and augmented reality to create immersive user experiences.
Intelligence and automation capabilities	
Smart library services	With Adobe, you can automatically create smart tags, metadata, and taxonomies to find the right asset.
Easy search and retrieval	Adobe simplifies and speeds up search with intuitive and intelligent library services.
Intelligent asset delivery	Adobe's brand portal lets you easily and securely distribute assets in any format to and from external teams, agencies, and channel partners.
Content creation capabilities	
Content creation and customization within the DAM	With Adobe's built-in intelligent content, you can generate unlimited asset variations on the fly.
Built-in Creative Cloud capabilities	Adobe stands out with native Creative Cloud integrations, including Lightroom and Photoshop, enabling creation directly within the DAM.
Allows creatives to stay within their tools	Adobe's asset link lets marketing and creative collaborate on content directly within the DAM.

Adobe is the enterprise solution for personalization at scale.

With Adobe, you gain a DAM with deep integration that addresses modern enterprise needs.

Adobe Experience Manager Assets integrates with Adobe Workfront and Adobe Creative Cloud to manage the entire content lifecycle, automatically tagging assets for easy access and search, and making assets reusable to meet demand and scale across thousands of audiences.

That means global organizations with locations across the world can ensure each region has access to the same assets to avoid duplicating efforts. It also means creatives can develop assets and gain approvals within the same environment, and that marketers can share assets with legal and other stakeholders to publish campaigns faster.

Marketers may struggle to get the same results with other solutions because they lack built-in workflow management and don't establish the type of shared ecosystem that can bring out the best in every team.

As Brent Leary of Yahoo! News notes, "Creating enough personalized content at scale to stay connected with customers as their needs evolve over time is a team sport. That calls for tighter collaboration throughout the creation process, and Workfront within Experience Manager Assets brings a sophisticated project management capability to the creative process."

“ Adobe is a visionary vendor with a portfolio of complementary products that help deliver on the promise of content atomization and scale.

Forrester

Adobe Experience Manager Assets named a Leader by Forrester Wave™ Research for Digital Asset Management (DAM) technology.



Learn more.

Discover how [Experience Manager Assets](#) can help you establish more intelligent workflows to deliver deeply personal experiences at scale.

Get details



Sources

"2022 Digital Trends," Adobe, 2022.

Brent Leary, "With Workfront, Adobe combines automated workflow with customer experience", CRM Essentials in Yahoo! News, April 27, 2021.

"The Forrester Wave": Digital Asset Management For Customer Experience, Q1 2022," Forrester, 2022.



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