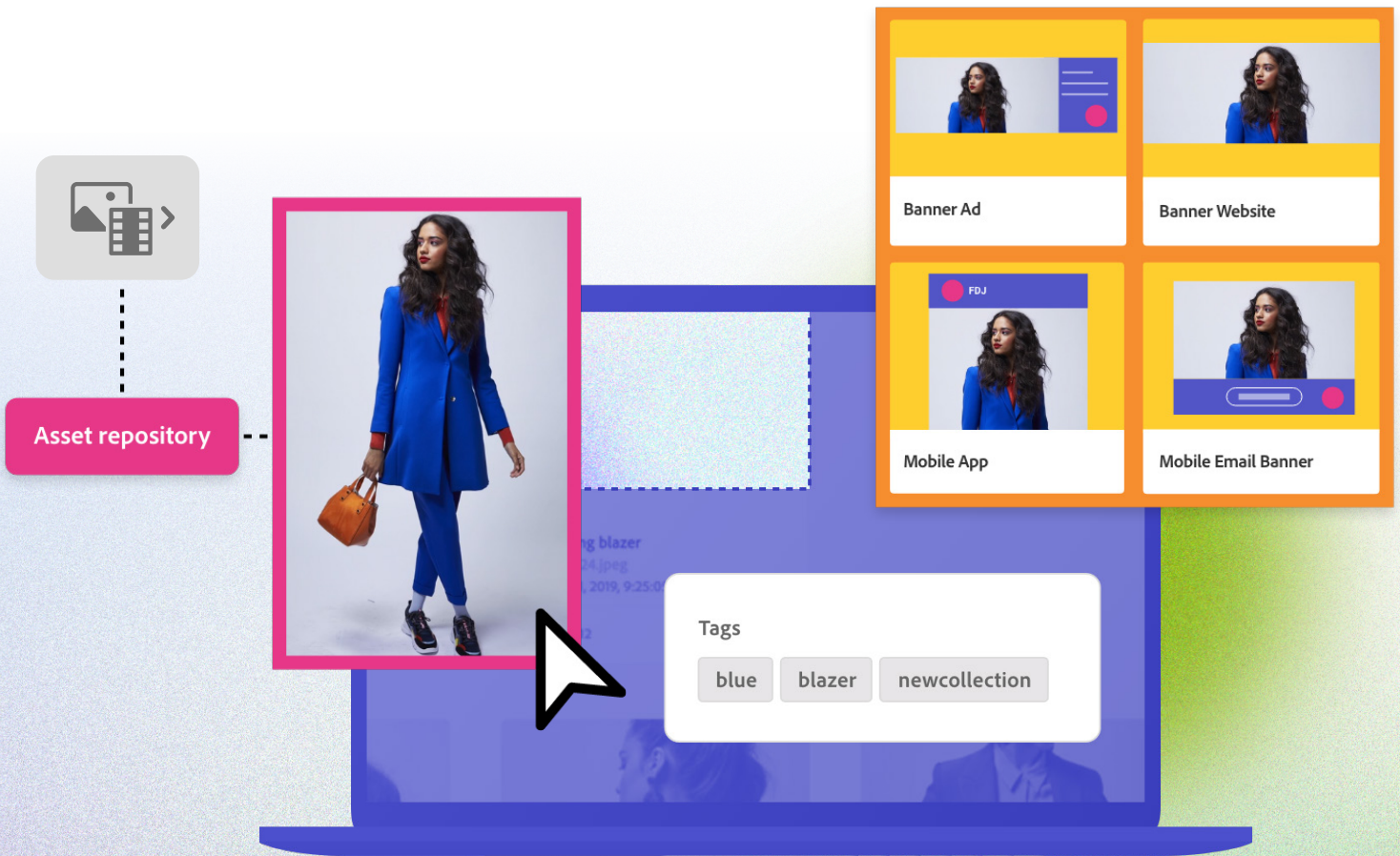




A closer look into asset management.

Work management for marketers.



Assets are for everyone.

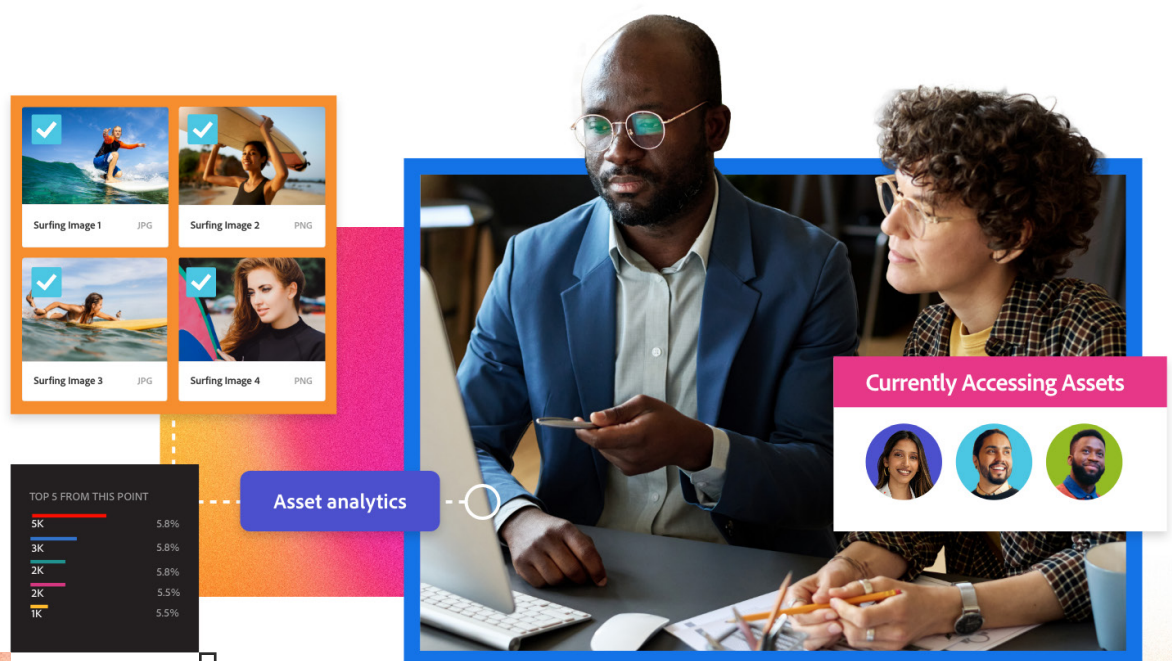
Picture this—you're scrolling through what seems like an endless library of assets. You're on the hunt for a banner ad for your brand's latest summer backpacking campaign, but when you find it, there are 15 different versions. Now you have to choose between options named `backpacking_lake_ad_final.jpg`, `backpacking_lake_ad_final_FINAL.jpg`, and `backpacking_lake_ad_final_FINAL4.jpg`.

As a marketer, it's not always easy to tell which file you should drop into your next campaign—especially when you're trying to anticipate what content your customers will love. (You've made that mistake before.) You message the designer. They send you yet another file, this time named `backpacking_lake_ad_final_FINAL_for_real_this_time.jpg`. It was accidentally saved to their desktop.

But you're feeling good because now you have the asset you need. Oh, wait. The brand team wants to update the colors, and for this audience segment, it needs to be resized for social media. Now it's back to the designer to make those changes.

Multiply this process by every campaign, for every audience segment. It can start to feel like a herculean effort to bring great content to your customers. And we haven't even talked about personalization yet.

With the demand for personalized content at an all-time high, teams don't have time to search for assets or tap designers to make tweaks to each one—especially when they have multiple campaigns and they're trying to create exceptional experiences for all their audiences at scale. Teams across the organization need the ability to manage, create, deliver, and analyze millions of assets, all in a single digital asset management (DAM) platform.





Get the most value from your assets.

More than ever, customers are expecting digital experiences to feel unique to them. To deliver on this level of personalization, marketing teams have an enormous amount of digital content to manage—and creatives are getting burned out trying to keep up. [According to our recent study](#), demand for content grew by at least two times during the last two years and is expected to grow by at least five times over the next two years. At the same time, 68% of creatives agree it's getting harder to produce content on a global scale. Not surprisingly, many companies are struggling to both keep track of assets and meet the demand for creating highly tailored customer experiences.

More teams and people in the organization are involved in content than ever before. People from all over the organization need access to assets of every kind—and they need to be able to find them quickly, create new variations to fit their needs, and understand what assets customers are engaging with.

9%

growth in content creation
year-over-year

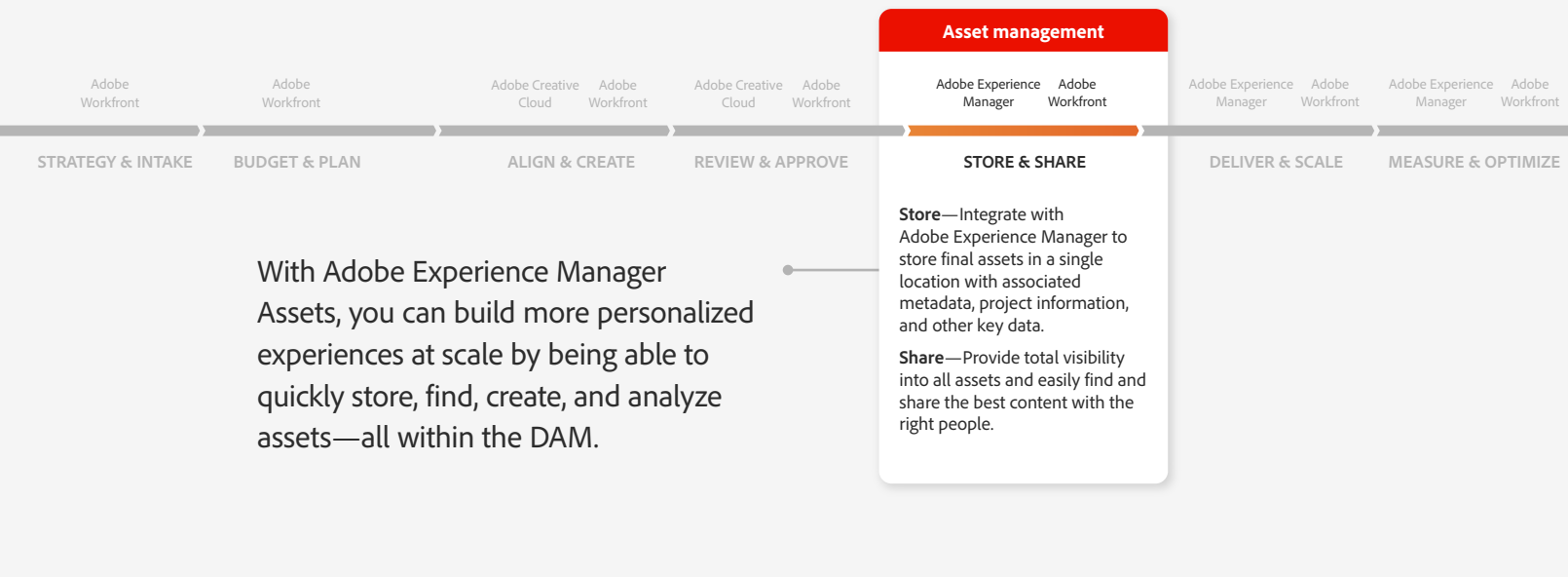
Source: *Communicate* magazine

35%

of annual marketing spend is on
content creation

To plan, produce, deliver, and measure upwards of millions of assets needed for truly exceptional personalized customer experiences, you need an asset management platform that can:

- Automatically assign and capture metadata for each asset.
- Provide total visibility into millions of assets for easy search, access, reuse, and sharing from a single location.
- Allow users to rapidly create new versions of assets with creative capabilities right in the DAM.
- Use artificial intelligence (AI) to deliver faster with smart tagging, cropping, and resizing.
- Provide asset analytics right within the DAM.
- Integrate first- and third-party applications so everyone can access assets from the tools they know and use.



Connect the content supply chain.

Meeting customers' expectations for real-time, immersive, personalized experiences requires more content than ever. The problem is that marketing teams often keep assets in server-based folder systems with limited metadata. This makes browsing and finding the perfect asset frustrating, slow, and ineffective. Duplication and multiple disconnected systems only add to the problem. There's no single source of truth as to the most current version of assets, style guides, and branding. There's also no centralized record showing where an asset has been used before, what project it is associated with, and how it performed. As a result, companies can't get the full value out of their assets, let alone plan, create, personalize, and optimize customer experiences at the speed and scale they need to.

Integrating your work management and DAM systems is the best move forward. [Adobe Workfront](#) syncs back and forth with [Adobe Experience Manager Assets](#) to organize all digital content in a centralized storage location, making it much easier to find—and use. A DAM like Experience Manager Assets also uses key metadata and a search-first UI to help speed up the process of finding and sharing content. Automatic tagging with important keywords makes it much easier to find creative assets and make sure campaign teams have the most up-to-date and on-brand version available.

Find, create, and use assets faster.

When you can find assets quickly and easily, your team can reuse and customize them for new experiences without wasting time and effort re-creating them from scratch. This means you can get content out faster, make experiences more relevant, and improve consistency across the brand.

Creative teams do amazing work, but often marketers who are looking to build experiences don't know where to find it. Experience Manager Assets has features like robust search, intelligent media handling, and artificial intelligence to streamline tagging, cropping, and distribution. All these automated features allow anyone throughout the organization to search and access exactly what they need, when they need it—without having to go back to the creative team or program managers to ask for that content.

When assets need to be customized and personalized quickly, the creative team can use [Adobe Creative Cloud](#) capabilities and AI built right into the Experience Manager Assets platform. Your teams can create new assets quickly, crop and resize them instantly, and apply approved brand templates in just a few clicks. These features make everyone a creator and help campaigns launch more quickly because assets are created once and can be reimagined everywhere.

“ When you think about what matters to individuals, whether it’s a product, service, content, or messaging, you soon realize that personalization—at our scale of hundreds of millions—is going to quickly overwhelm you. You need help from technology to orchestrate content and messaging to land with individuals in exactly the right moment and context.

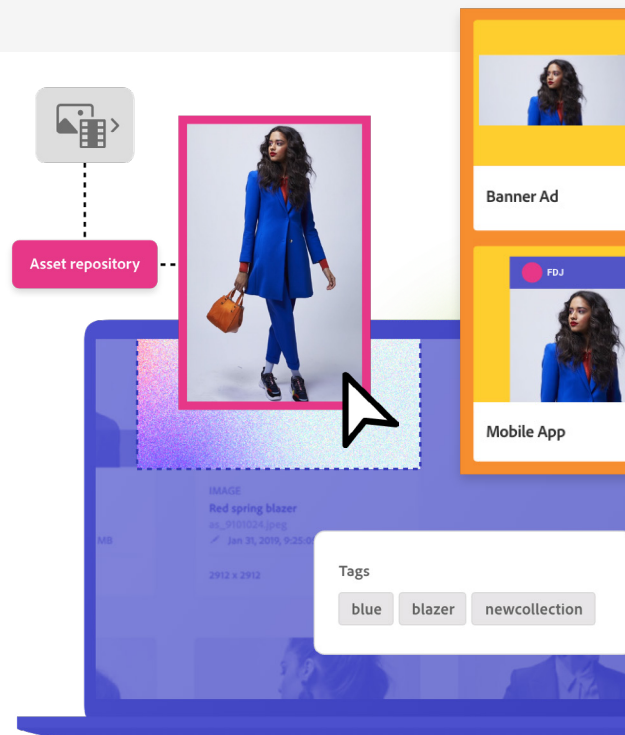
Matt Harker

Vice President of Global Marketing Strategy and Transformation
Walgreens Boots Alliance

Keep creatives in creative tools.

Compelling creative content is the foundation of personalized, relevant customer experiences. Having your DAM seamlessly integrated with your work management and creative tools means you have access to a centralized workspace to create and manage content. Workfront integrates with Creative Cloud to establish a single place to manage creative work, without having to leave the tools you know and love.

With Creative Cloud integrated with Experience Manager Assets, you can automatically publish content to the DAM without leaving your creative tools. Once the assets are in the DAM, Workfront can then track the asset back to the original project and its progress. That way, you can easily find and reuse a banner ad for next season’s promotions and seamlessly send it off for reviews, then seamlessly publish it back to the DAM. These automated and data-driven processes allow creative teams to focus more energy on what they do best—delivering amazing work, faster and with fewer hassles.



Make it work.

The most successful organizations—and the most successful marketing leaders—treat work like a tier one asset. They understand that work impacts every aspect of the organization and is a primary driver of [experience-led growth](#).

To help marketing leaders manage this critical work, we've identified seven distinct stages in the marketing work lifecycle and what work needs to happen in each stage. The more efficiently marketers can navigate the work in these stages, the more effective they can be overall.

You've just learned about the fifth stage of marketing work—store and share. Now it's time to apply these insights into how Adobe Experience Manager Assets helps teams plan, produce, deliver, and analyze the assets at the center of exceptional customer experiences. If you want to learn more about the other stages of the marketing work lifecycle or the benefits of managing work as a tier one asset, read our full guide [The Complete Guide to Work Management for Marketers](#).

[Learn more about Adobe Experience Manager Assets.](#)

Sources

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Louise Clissold, [“In-House Content Creation to Increase in 2020,”](#) Communicate magazine, December 16, 2019.

Richard Whitehead, [“Demand for Content Shows No Sign of Slowing,”](#) Adobe, March 21, 2023.



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