Adobe

5 trends shaping the future of asset management.

Your DAM can do more than store assets.

Surfing image 1   JPG

Surfing image 2

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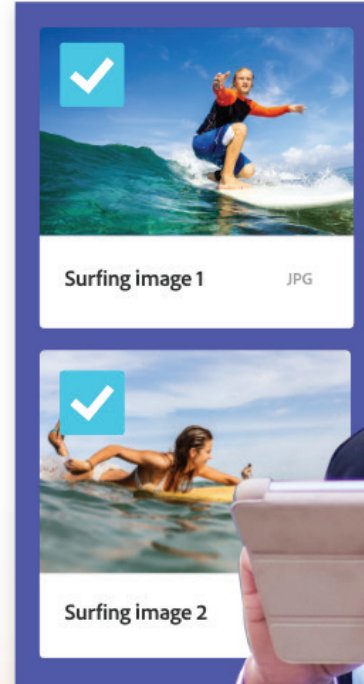
Content isn't slowing down.

The demand for content has doubled in the past two years, and it's expected to grow 5 to 20 times in the next two, according to our recent study. Brands are pushing to build the best experiences they can for every customer, fast enough to keep up with demand, while constantly pacing against the competition.

At the same time, content itself is changing. It's no longer just about creating more content. It's now about being able to create more of every kind of asset, across more products, more channels, more media types, and more audiences than ever. Brands are pushing to deliver unique experiences to each customer, and they need a way to create, manage, and optimize assets for every audience, channel, and device.

That's where the content supply chain comes in. Only the brands that can build a content supply chain that accelerates and simplifies end-to-end processes will be able to keep up with the rate and scale of personalization. And by adding generative AI and intelligent automation, they can reach more customers faster than ever with quality experiences that will make their brand stand out.

Bring on the content supply chain.

The content supply chain is the process that companies use to plan, create, deliver, and analyze all the content that they need at scale to support the customer journey at every touchpoint.

It's time to get started. The smoother the process is, the better your experiences will be.

Get details
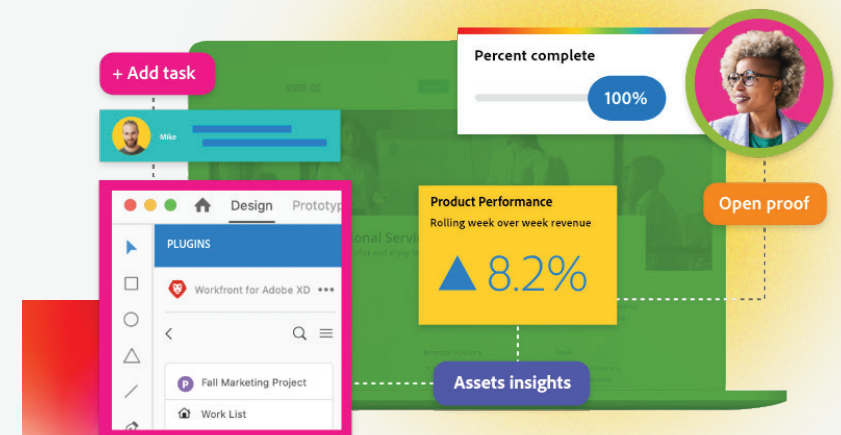
The DAM is evolving.

The digital asset management (DAM) platform is at the center of this surge of content. No longer just a place to store assets, DAMs are evolving into content powerhouses with more purposes and capabilities than ever before. The best DAMs give brands the ability to deliver top-notch experiences at every turn. And they're being reimagined to keep up with the next generation of creative ideas.

We'll explore the five trends that are bringing asset management to the next level—now and in the future.

5 DAM trends you don't want to miss.

Catch what's happening with DAMs:

1. DAMs are becoming accessible for everyone.

2. Integrating generative AI empowers everyone to create.

3. DAMs support rich and emerging media types.

4. Insights will be delivered right in the DAM.

5. Deep integrations connect the marketing stack across the ecosystem.

DAM ACCESS

DAMs are becoming accessible for everyone.

Mobile App   Website banner
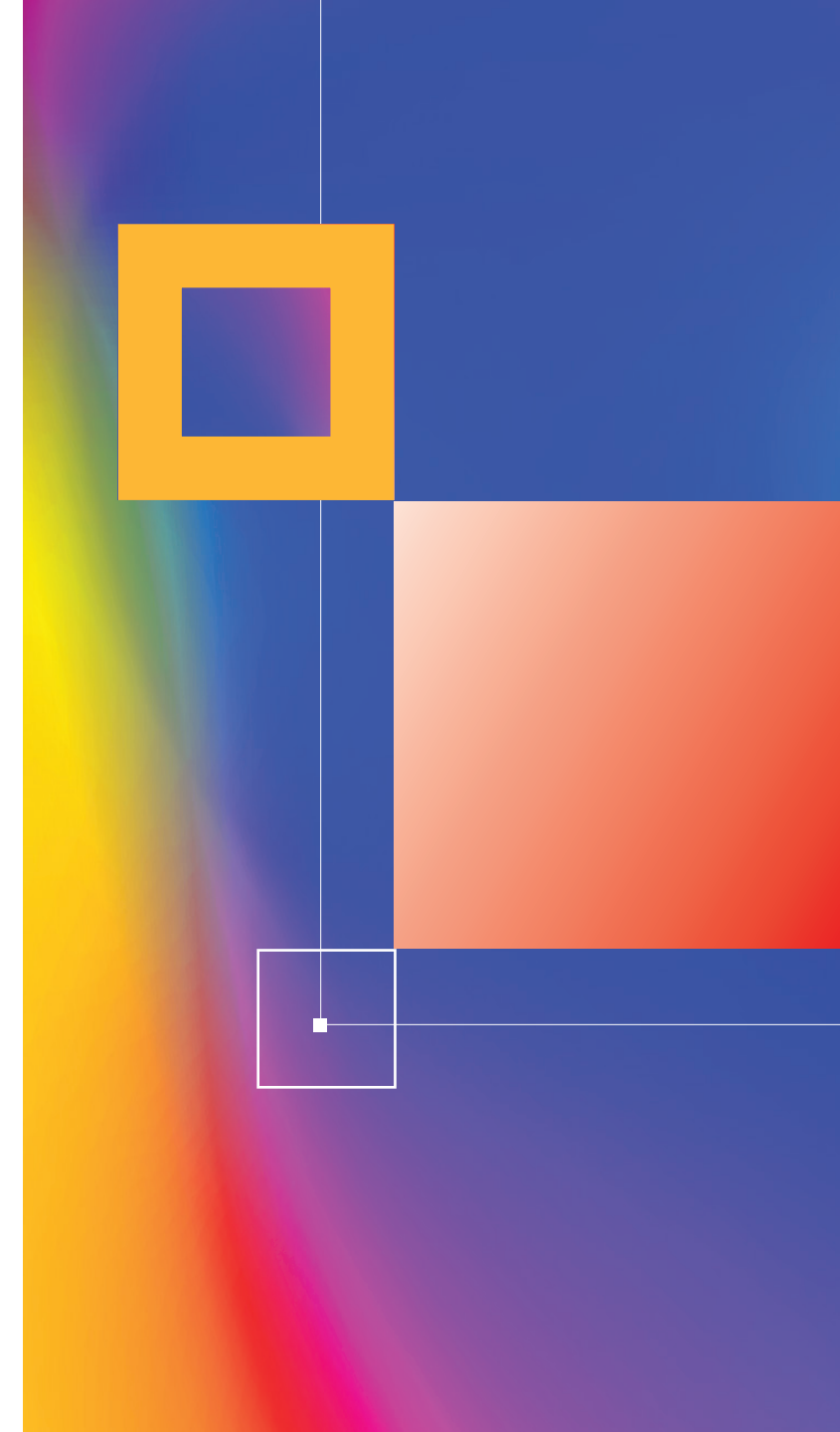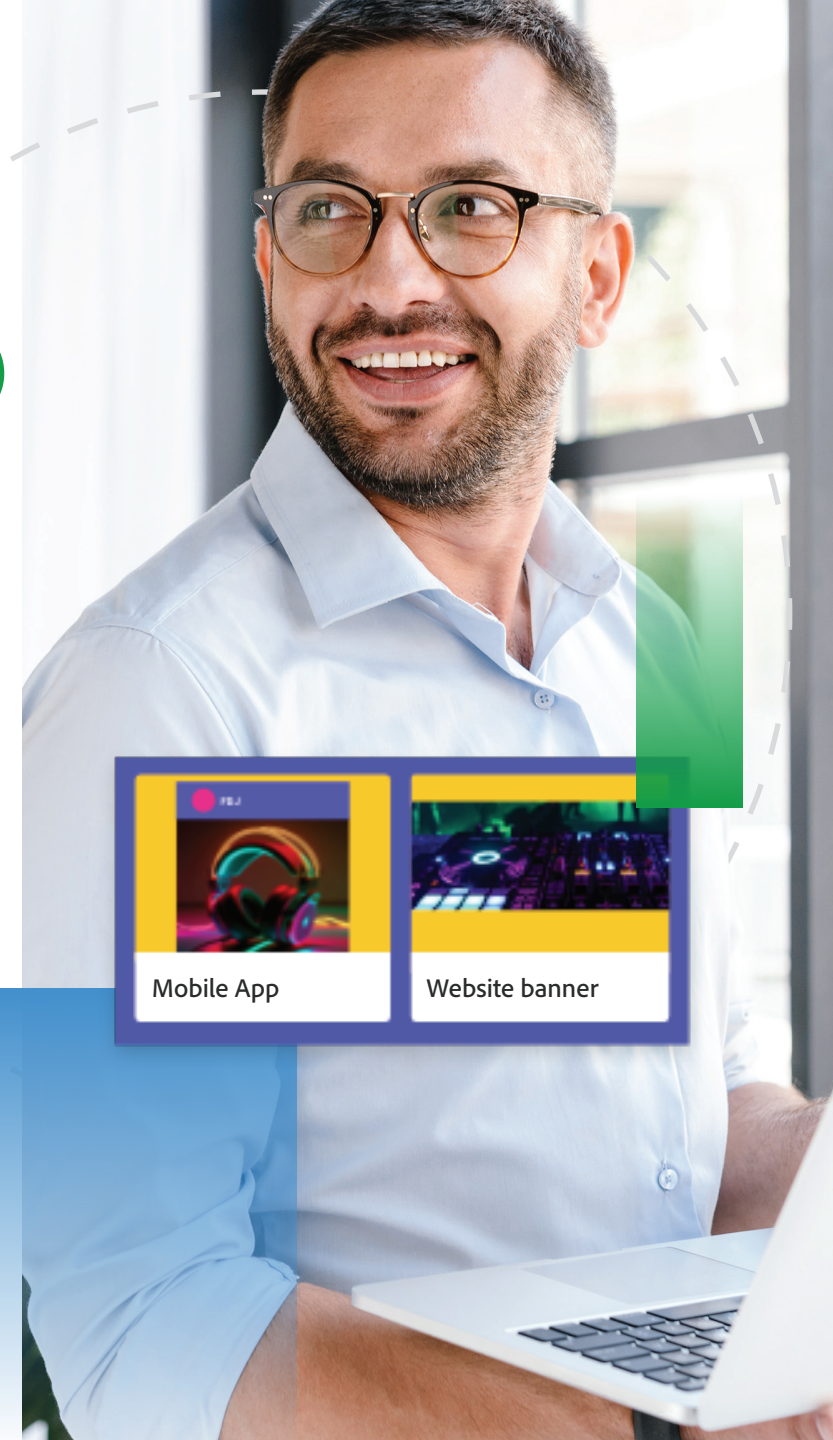
More teams are involved in content than ever before. While marketers continue to work with creative and design teams to plan and produce content, other teams across the organization are beginning to use content to drive their own initiatives. Product teams use 3D imagery tools to develop new concepts, commerce teams use rich visuals to inspire customers, and HR teams create internal content experiences. Across the organization, the amount of content that people need to create, manage, store, and use is growing rapidly.

But traditional DAMs aren't built for non-operational users. It's becoming more important for everyone within the organization to have access to the DAM and be able to easily find the assets they need—so they can do exactly what they need to do without slowing down.

No matter your role, do what you need to do—faster.

Traditionally, only certain marketing and creative teams have had access to the DAM. But there's no use in limiting access when DAMs are now powerful enough to help everyone at an organization do exactly what they need to do with content.

DAMs are expanding access by:

- **Empowering more teams to find, create, deliver, and take action with assets.** People like downstream marketers, for example, can select the asset that they want, swap the background, apply the right brand colors, add text, and quickly create new channel assets.

- **Having different user experiences for different types of users.** A DAM needs to have both lightweight and deep-dive interfaces.

Lightweight interface	Deep-dive interface
For users like downstream marketers or salespeople who need to find an asset and take action as quickly as possible.	Gives content creators, creative ops, marketing ops, and DAM librarians the ability to go more in depth with asset repositories and data.

- **Offering personalized workspaces that are populated with what's relevant to each user.** This includes the most used or latest assets and any relevant asset info that makes it easier and faster for everyone to use.

TREND 2

Integrating generative AI empowers everyone to create.

Content is in high demand, and creative teams are overwhelmed with work requests trying to deliver assets to meet it. They need the ability to create something once, then have other teams use it everywhere.

With AI, downstream marketers can take one asset made by the creative team and transform it to fit whatever experiences they need.

Fewer repetitive tasks, more innovative ideation.

The time it takes creatives to manually resize every version of an asset is time they can't spend ideating and creating impactful new experiences. And as they're working through every version, they have a team of marketers who are waiting to push those assets out to the right channels.

The demand for content is not slowing down, yet the time and resources spent on repetitive tasks limit how quickly teams can deliver new experiences. With the latest upgrades to the DAM, teams can now be more efficient.

DAMs are starting to accelerate content velocity by:

- **Giving the right tools to everyone.** DAMs integrate creative and generative AI capabilities and approved brand colors, fonts, and templates so everyone can create the assets they need and deliver them across channels.

- **Allowing creatives to build assets once, for anyone to use everywhere.** DAMs do all the automation—like cropping, resizing, and tagging—to take these mundane tasks off creatives' plates. Downstream marketers get access to assets and can quickly reuse them in personalized ways across any channel.

- **Providing guardrails for asset management and governance.** As more people use the DAM to create, AI makes sure all assets are tagged with the right metadata and meet the brand standards.

> " Being able to self-service certain capabilities, like cropping an image five different ways, gives our creatives more time to focus on other high-impact work.

Terry Chu
Director and Product Owner of MarTech Creative and Collaboration Stack, Prudential Financial

Read the full story

Bring generative AI into the mix.

The root of innovation is to always push limits and try new things—and the latest innovation is generative AI. The most advanced DAMs are introducing generative AI to make creating countless variations of assets easier and faster for anyone within your organization.

The DAM is becoming a center for creation by:

- Enabling downstream marketers to generate images, text, and text effects within seconds and apply approved brand templates to do it

- Helping businesses use these capabilities to scale tailored content beyond human ability to accelerate the delivery of relevant experiences for each customer

Trust and productivity must go hand in hand.

60%
of business owners believe AI will improve customer relationships.

64%
say it will increase productivity.

65%
of consumers say they will trust businesses that use AI.

Source: Forbes

DAMs support rich and emerging media types.

Assets   Download all

Today's customers are inundated with content. Emails flood their inboxes, and ads fill their social media channels. To stand out, brands need to meet customers in unexpected ways.

Delivering these kinds of high-impact experiences means there's going to be more that goes into them. A DAM that can't support rich media won't be enough. Instead, DAMs have to be able to support large files that contain anything from a 3D rendering of a new sports car to a virtual try-on feature for a clothing brand.

Create next-level content.

An advanced DAM will:

- Support large video files, 3D, animation, virtual reality (VR), and augmented reality (AR)—and optimize these assets for any channel.

- Enable creative, marketing, and customer experience teams to personalize and scale rich and emerging media types—and get them to market quickly and efficiently.

- Manage large files with hundreds or thousands of related assets, and map them to complex products and immersive experiences.

For example, some HVAC companies are using VR to walk customers through the ins and outs of their air conditioning units. With a powerful DAM managing these immersive experiences, you can push the boundaries of customer engagement.

TREND 4

# Insights will be delivered right in the DAM.

Web activity

99
Page views

69
Unique visitors
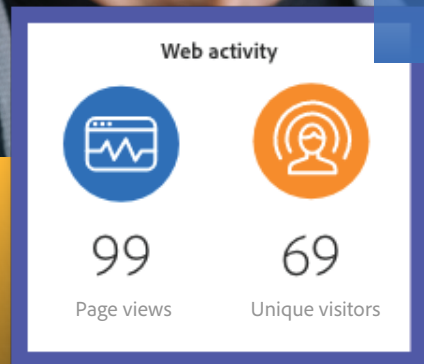
Your experiences could seem top notch—but if they aren't meaningful or relevant to your customers, they won't entice those customers to engage more with your brand. Customer insights have always helped marketers choose the right experiences to deliver, but DAMs are evolving to apply insights earlier in the process.

It's important to have customer data on the experience level, but at that stage, plenty of resources have already gone into making them. What differentiates leading brands is when those insights make it down to the asset level, right within the DAM. That way, creatives can know what content is going to resonate with customers as they're creating it.
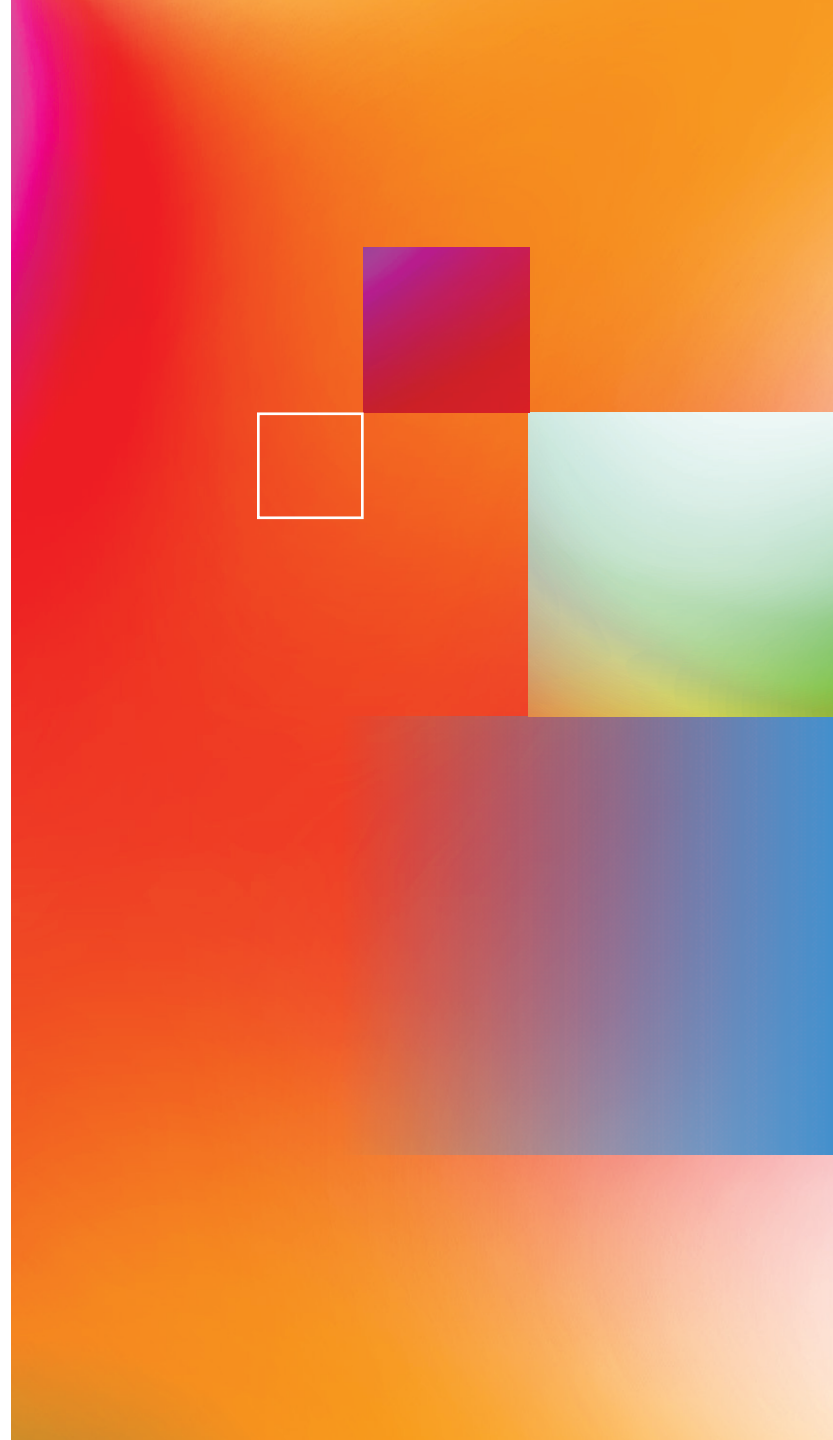
Know what content is working.

The most functional DAMs will have insights delivered directly into the DAM itself with live, asset-specific performance data and tailored reports.

- DAMs will provide an understanding of how individual assets perform, for which audiences, and in which channels—all quickly and in context.

- This feedback will help fuel decisions that help creatives know what to make in the future.

While traditional insights can still fuel your overall strategy, let insights within your DAM point your assets in the right direction.

DAMs will allow teams to systematically drill down to get more insights into what's relevant from either a high level or a deep dive.

- Insights will provide different levels of granularity for an asset's performance depending on what the needs are.

- For example, a DAM could give the high-level insight that customers like images of shoes or a granular view that they specifically like images of basketball sneakers.

Customer preferences are always changing, so giving creatives the most up-to-date insights keeps content feeling fresh and relevant.

The most advanced DAMs will break insights down even further into specific asset components, like the image, text color, background color, or a combination.

- These insights will be collected through the connected ecosystem, like pulling information from your content management systems (CMS) into your DAM, to understand how asset components are performing in granular and holistic views.

- This level of insight will both help creatives make more enticing assets and guide AI tools on building the right permutations of those assets into stellar experiences.

With generative AI, creatives can quickly combine standout components into top-tier assets.

INTEGRATIONS

TREND 5

Deep integrations connect the marketing stack.

With the DAM at the center of the content engine, it needs to operate with all the other systems that teams use to plan and produce content. This includes tools like work management and creative tools, enabling users throughout the organization to easily access and use digital assets directly from within those applications.
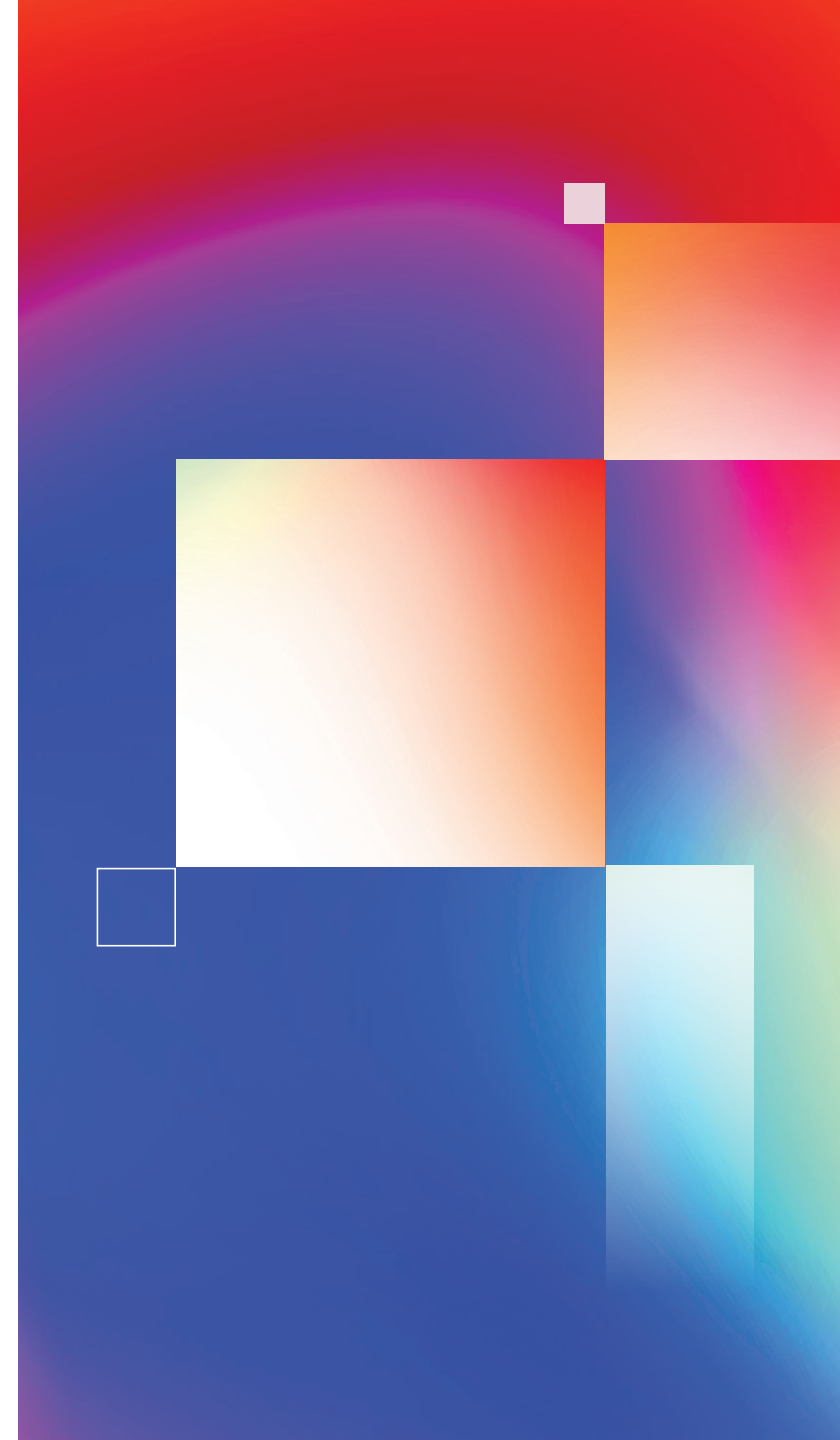
Bring the DAM front and center.

A lot goes into your content before it reaches your customers. Your creatives go through rounds of ideation and review to make new assets. Marketers shape those assets into countless variations and use customer insights to understand which will perform best. Developers then build that content into webpages, mobile apps, and social media channels—all to give your customers the best experiences possible.

Your DAM is at the core. With one place for all your content needs, you can build an ecosystem that allows you to do more with it—without the challenge of trying to get each part to work together seamlessly.

Trends we'll see about connecting the ecosystem:

- DAMs that offer more third-party integrations, extending the martech stack for better personalization, intelligence, and efficiency as seamlessly as possible.

- Integrations that allow everyone from creatives and marketers to developers to create, deliver, and deploy experiences faster than ever.

> "Integrations certainly make it much more efficient on our side from an overall tool stack, ecosystem, connectivity, and even an authentication standpoint. It's really exciting to see where Adobe's taking this whole content supply chain.

Christopher Grove
Vice President of Operations,
Xfinity Creative

Read the full story

Get the right technology on your side.

Customers can see right through flat, impersonal content. Because they have so much to choose from, they can tell when brands are making an honest effort to connect with experiences that actually have their interests in mind.

Meeting these expectations can seem impossible. But creating the right kind of content, on whatever channel a customer decides to use at any given moment, gets a lot easier when you have the right technology.

Put your best content forward with Adobe.

If there's anything these five trends tell us, it's that moving forward, everyone gets to be a creator. And for good reason. To grow your business, you need to accelerate the content creation, personalization, and delivery of experiences that will be impactful to each of your customers.

With Adobe Experience Manager Assets, you can have the right tools already within reach. It allows you to easily manage millions of assets, across any channel and media type you need, all while checking against what customers actually want. No matter who you are in the company, you can find the right asset and transform it with the power of generative AI through Adobe Firefly to fit any experience. And whether you manage a small environment of a few assets or a large environment with millions of them, Experience Manager Assets scales when you need to and connects with integrations across the marketing stack as your business grows.

Learn more

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