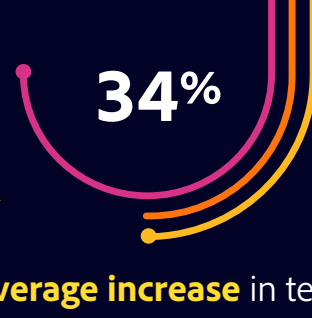


The seven requirements of a next-generation DAM.

Marketing and IT teams are overwhelmed by the pressure to deliver exceptional digital experiences. A next-generation digital asset management (DAM) system with these seven requirements can meet today's content demands and avoid a rupture in the customer experience.

1 Streamline workflows.

By switching to an on-demand DAM platform, financial services firm UBS improved collaboration with their video production teams and external agencies to achieve 3x faster and more efficient publishing.²



Average increase in team productivity experienced when organizations centered on the following:

- Reducing time spent searching for assets
- Improving collaboration
- Streamlining the review approval process¹

1/2



More than half of consumers constantly or frequently **interact with multiple devices at once** and **engage on multiple channels** such as a brand's website, in-store, and social media.³

2 Unify campaign management.

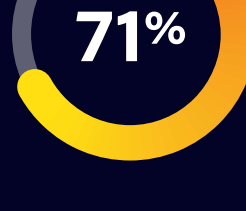
By replacing an outdated DAM with one that integrates with other systems, whether that's a CRM or a CMS, you can create unified campaigns across all systems and channels.

3 Master multiple channels.

A DAM that automatically resizes images and videos to any size or format makes it easier for you to rapidly get more content to more channels.



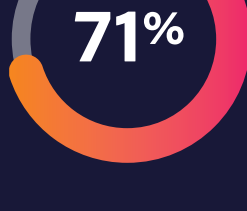
Percentage of customers **using multiple channels** during their shopping journey.⁴



Percentage of marketers saying they **need to create 10x as many assets** these days to support all the different channels.⁵



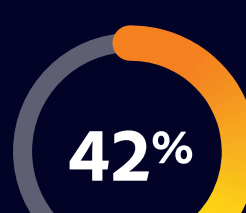
Percentage of marketers who saw an **improvement in KPIs** when they used automated personalization.⁶



Percentage of consumers who say they prefer ads **tailored to their interests** and shopping habits.⁷

4 Perfect content personalization.

An intelligent DAM equipped with machine-learning technologies to automate the creation and delivery of content increases your ability to deliver personalized experiences to all audiences.



Percentage of millennials who place a high importance on **content automatically adjusting** based on their location.⁹

5 Be responsive, always.

To meet customer expectations for responsive content, you need a DAM that can automatically generate different variations of the same asset and deliver them **on the fly** to a particular customer at a specific time on a certain channel.



Amount of customers who **won't purchase** from a brand if the **content is not relevant to them**.⁸



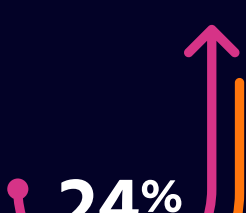
Average reduction in asset creation costs by eliminating duplicative efforts on creating assets that already exist and increasing reuse of existing content.¹⁰



Improvement in asset creation workflows by automating metadata tagging efforts.¹¹

6 Manage metadata effortlessly.

An intelligent DAM can automate the process of tagging images with helpful keywords that fit with your brand's taxonomy, making it faster and easier to find the right assets.



Percentage of **revenue increase**, on average, organizations saw from their investments in a DAM.¹²

7 Accumulate analytics for greater insights.

By using a DAM that provides metrics on how various assets perform, you gain insights into how different creative experiences impact your business results.

A next-generation DAM can provide analytics on the following:

- How people interact with your content
- How interaction changes on different devices
- What content is performing best

Let the experiences flow.

Drive higher customer engagement and retention when you can release more personalized content faster with Adobe Experience Manager Assets.

[Learn more](#)

¹ "Top 5 Traits of a Winning Digital Asset Management Platform," IDC Technology Spotlight, sponsored by Nuxeo, October 2017.

² Michael Plimsoil, "Optimising FSI Customer Experiences, Part 2: Content Velocity," Adobe Digital Experience Blog, November 15, 2017.

³ "2018 Adobe Consumer Content Survey," Adobe, 2018.

⁴ Emma Sopadjeva, Utpal M. Dholakia, and Beth Benjamin, "A Study of 46,000 Shoppers Shows That Omnichannel Retailing Works," Harvard Business Review, January 3, 2017.

⁵ "Proving the Value of Digital Asset Management," IDC and Adobe, June 2015.

⁶ "Digital Intelligence Briefing: 2017 Digital Trends," Econsultancy and Adobe, February 2017.

⁷ David Kirkpatrick, "Study: 71 Percent of Consumers Prefer Personalized Ads," Marketing Dive, May 9, 2016.

⁸ "2018 Adobe Consumer Content Survey," Adobe, 2018.

⁹ "2018 Adobe Consumer Content Survey," Adobe, 2018.

¹⁰ "2018 Adobe Consumer Content Survey," Adobe, 2018.

¹¹ "Proving the Value of Digital Asset Management," IDC and Adobe, June 2015.

¹² "Top 5 Traits of a Winning Digital Asset Management Platform," IDC Technology Spotlight, sponsored by Nuxeo, October 2017.