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The 7 essentials of next-gen digital asset management.

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.
Source: Adobe

34%

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

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

Source: IDC Technology

2 Unify campaign management.

By replacing an outdated DAM with one that integrates with other systems, whether that's a CRM, CMS, or work management system, you can create unified campaigns across all systems and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

50%

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.

Source: Adobe

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.

73%

Percentage of customers using multiple channels during their shopping journey.
Source: *Harvard Business Review*

71%

Percentage of marketers saying they need to create 10x as many assets these days to support all the different channels.
Source: IDC and Adobe

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.

60%

Only 6 out of 10 organizations feel they have achieved extensive personalization of digital content.
Source: Adobe

66%

66% of consumers say encountering content that isn't personalized or optimized for their device would stop them from making a purchase.
Source: Adobe

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.

60%

Percentage of marketers who say personalization increased customer engagement and conversion rates.
Source: Statista

72%

Percentage of consumers who say they only engage with personalized content.
Source: SmarterHQ

6 Manage metadata effortlessly.

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

20%

Average reduction in time needed to launch marketing campaigns because it's easier to create and place digital content needed for the campaigns.
Source: Adobe

45%

Improvement in asset creation workflows by automating metadata tagging efforts.
Source: IDC and Adobe

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.

366%

The three-year ROI increase organizations saw from investing in a DAM.
Source: IDC

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

> "Moving onto Adobe Experience Manager specifically for creating experiences, it saves a huge amount of time and energy and allows us to produce content while being consumer-centric."

Chris Hammond
Chief Digital Officer
Helly Hansen

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

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