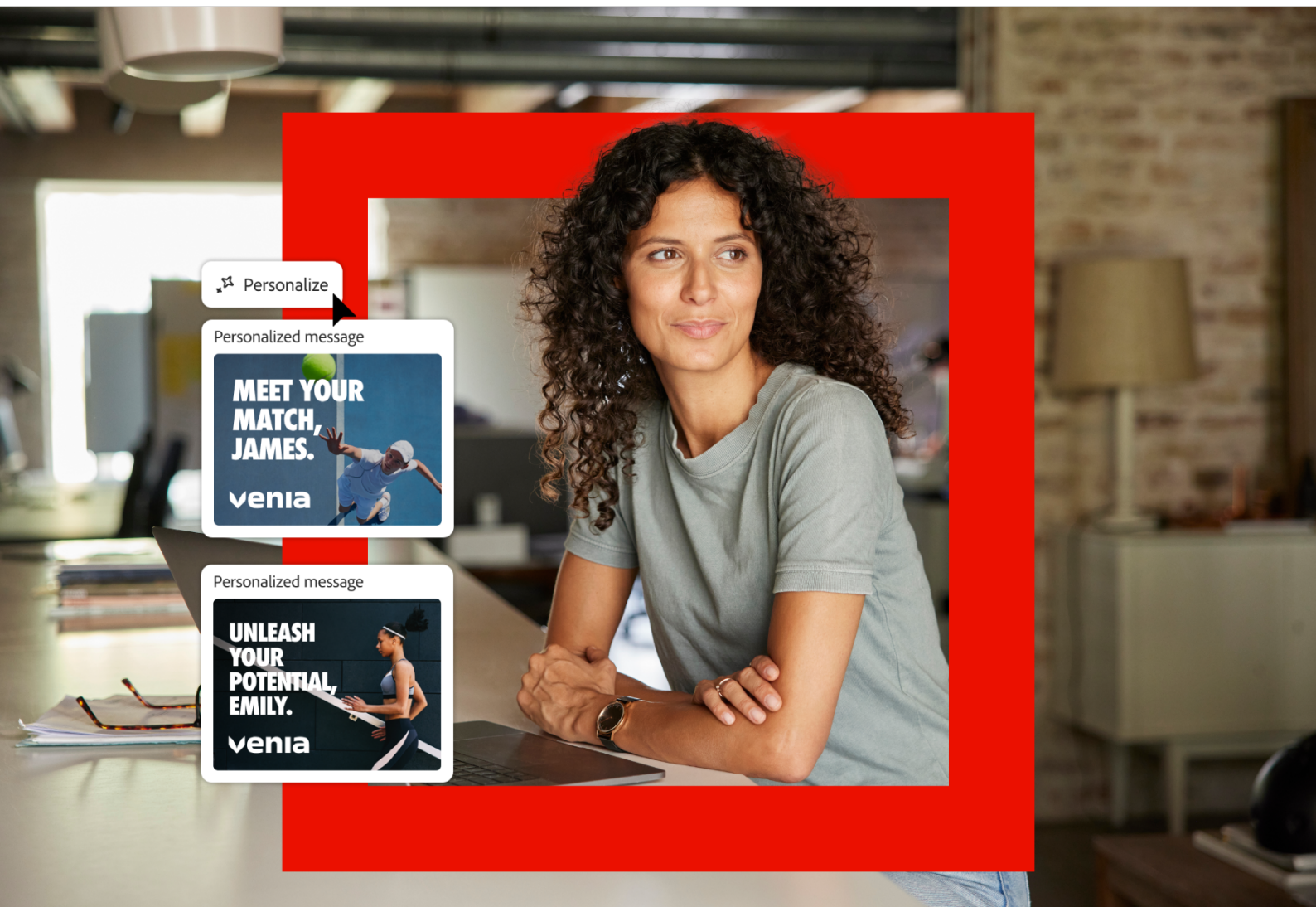




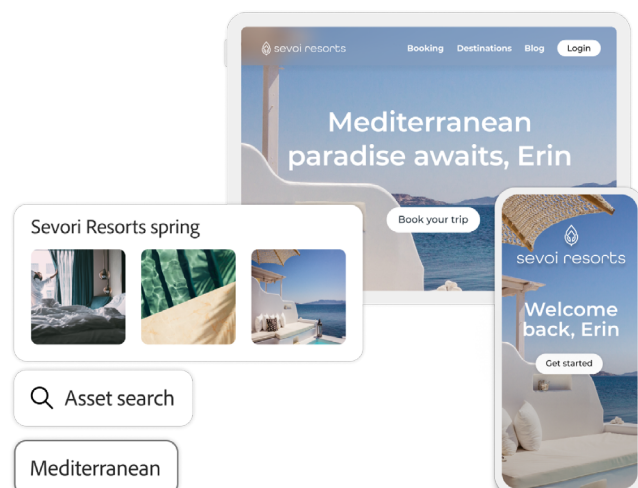
# Turn visibility into value: Solving the personalisation challenge.

Go beyond organising assets—discover, reuse, customise, and activate your content with the right digital asset management (DAM) strategy and the power of GenAI.



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# Personalisation pressure is reshaping marketing.

Digital spaces have become the new frontier of customer interaction, and the expectations have never been higher. Today's customers expect seamless, instant interactions that feel personalised and intuitive across all channels and devices, anticipating their needs and preferences.

For marketers, this creates intense pressure to not only deliver personalised interactions but also make them timely and relevant each time. The mandate couldn't be clearer.





of companies acknowledge that customers expect more personalised content across different touchpoints<sup>1</sup>.



of digital marketers agree that failing to meet these personalisation challenges comes with a significant business cost<sup>2</sup>.

Falling short means losing customers, damaging brand reputation, and missing out on valuable opportunities.

To meet this growing demand, brands are producing more content than ever before and at unprecedented speeds, especially as more organisations adopt generative AI. What used to take days—finding the right assets for a campaign, reviewing, and approving them—now needs to happen in hours or even minutes.

But here's the catch: the very demand for greater volume and faster content production can paradoxically slow down workflows. Why? Because managing and using digital assets effectively has become a complex challenge for businesses.

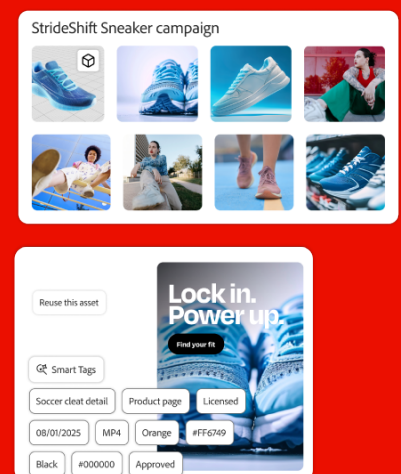


The intricacies of organising, storing, and distributing content often creates significant bottlenecks, especially when multiple teams, partners, and channels get involved.

To stay ahead, businesses need more streamlined ways to collaborate and govern their expanding digital media assets without compromising efficiency. That's where a centralised and scalable DAM system becomes a game-changer.

By consolidating all assets in a single, easily accessible place, a DAM ensures that teams can quickly find, reuse, and activate content without delays.

With the right DAM strategy in place, companies can not only meet the increasing demands of modern marketing but also pave the way for greater operational efficiency and meaningful brand impact.

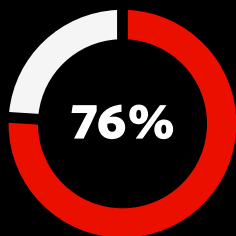


A DAM is a software platform that organises, stores, and retrieves digital files while managing their full lifecycle—from creation and reuse to distribution and tracking. It enhances efficiency, security, and accessibility, helping organisations unlock the full value of their digital assets.

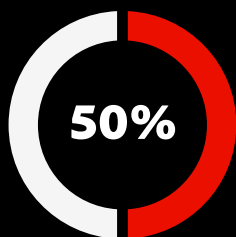
## What's holding marketing and creative teams back.

Compelling images, engaging videos, and impactful audio files are the lifeblood of modern marketing campaigns.

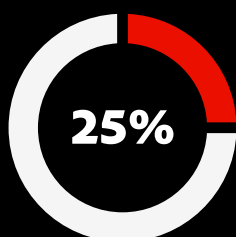
However, as content demands rise, marketing and creative teams often face asset management inefficiencies that slow workflows and hinder brand effectiveness.



of companies cannot easily find and store assets.



of assets created are never used as teams can't locate them.



of content is wasted due to redundant and siloed content creation<sup>3</sup>.

### **Fragmented storage is the hidden productivity killer.**

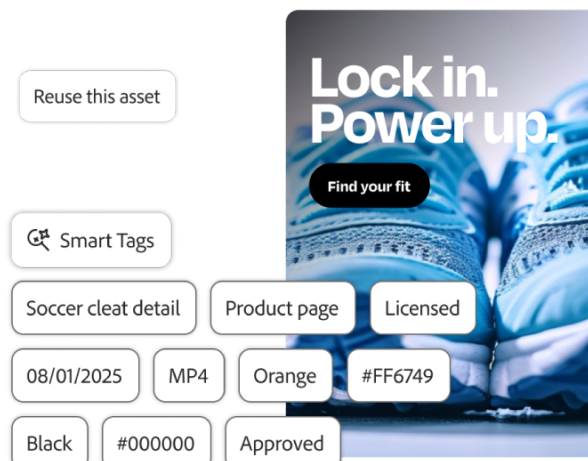
Many organisations store assets across disconnected drives, inboxes, and cloud folders, making it challenging to locate or access content. Teams spend countless hours searching for files, often recreating assets when they can't find what they need. This inefficiency is widespread—over 50% of assets created are never used simply because teams can't locate them.

### **Manual processes cause workflow friction.**

Without streamlined systems, content creation relies on antiquated manual processes. Email-driven workflows for requests, edits, and approvals add extra communication and layers of complexity. This gets further exacerbated when teams must crop and resize assets for multiple channels, slowing campaign execution.

### **Governance challenges are a compliance minefield.**

Siloed asset management complicates governance. Some assets are for internal use only, while others may have licensing restrictions. Without centralised oversight, teams risk using outdated or noncompliant assets, exposing businesses to legal penalties and brand inconsistencies.

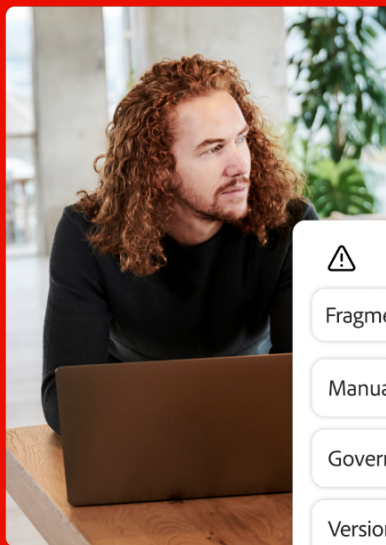


### **Version control issues cause brand inconsistencies.**

As different teams update assets and repurpose them for various use cases and channels, tracking these changes and ensuring they use the correct version becomes a major challenge. This lack of control can lead to inconsistent brand messaging and wasted time searching for approved versions.

### **Duplication of effort reduces ROI.**

When assets are inaccessible or difficult to locate, teams often recreate them unnecessarily. This duplication wastes time, increases cost, and diminishes the overall return on investment.



Fragmented storage

Manual processes

Governance challenges

Version control issues

Duplication of effort



The underlying problem is clear—decentralised asset management turns what should be a simple process into an inefficient marathon. Hours are spent searching, verifying, and reformatting instead of focusing on strategic creative development. The result? Slower campaign execution, diminished creative potential, and a significant drag on marketing performance.



# What your business needs to evaluate.

The following questions will help you diagnose inefficiencies in your DAM strategy and identify opportunities to streamline your content processes.



Diagnose inefficiencies



Content production capacity



Asset visibility and management



Collaboration and adaptability



### Content production capacity

1. Can your team consistently plan, produce, and deliver the volume and quality of content your customers expect?
2. Are you duplicating work across teams?
3. How quickly can you transform an asset from creation to market delivery?



### Asset visibility and management

1. Do you have a comprehensive understanding of your existing assets—where they're stored and how they're being used?
2. Can your teams rapidly locate, reuse, and repurpose existing assets?
3. How effectively do you get important metadata from the creative brief to the final asset?



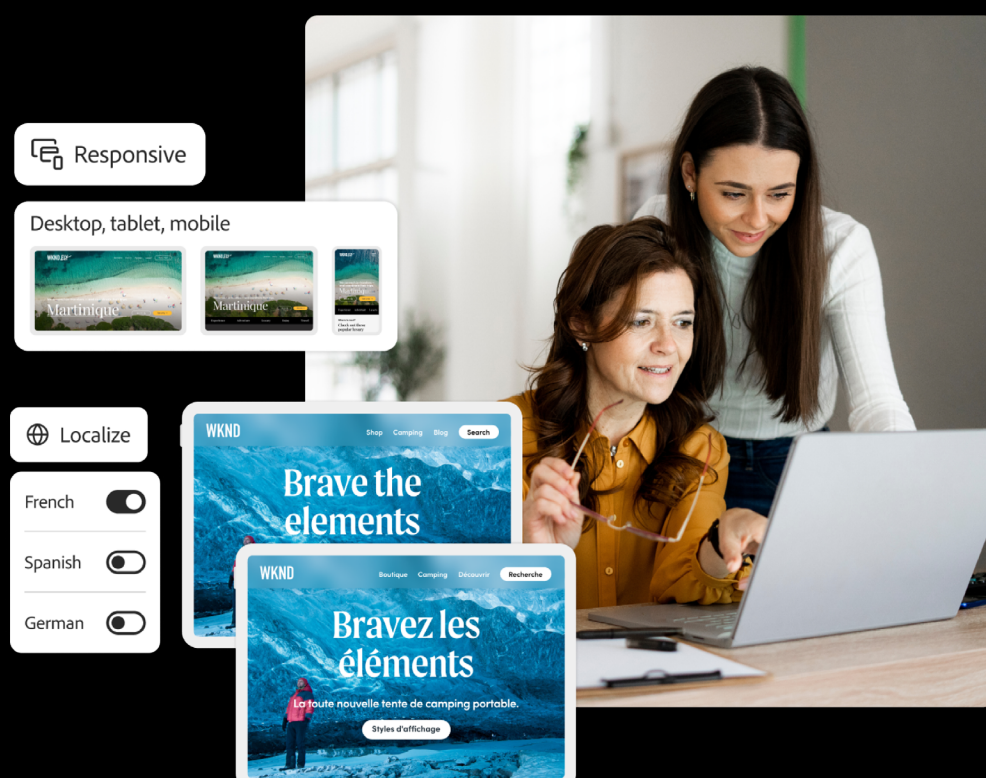
### Collaboration and adaptability

1. Do your current tools support seamless collaboration throughout an asset's entire lifecycle?
2. How effectively do your workflows track version control and enforce brand standards?
3. Can you nimbly respond to sudden market shifts and evolving customer expectations?

# Why a centralised DAM is a business multiplier.

The answer to these questions is a single repository for content where your teams can quickly and effectively find assets. The right DAM platform, however, is far more than just a storage solution—it's a strategic enabler for modern businesses.

By acting as the central hub for managing, understanding, optimising, governing and delivering digital content, a DAM eliminates silos, enhances collaboration, and accelerates the entire content lifecycle.



Adobe Experience Manager Assets, a cloud-native DAM, goes beyond basic asset management by leveraging generative AI capabilities. It enables teams to create unlimited asset variations effortlessly, dynamically optimise rich media for any screen, and ensure assets are searchable, governed, and aligned with brand standards.

It sits at the heart of Adobe GenStudio, the best-in-class solution for your content supply chain, enabling seamless content creation, efficient management, and streamlined delivery from start to finish.



**\$58.4 million**

Higher revenue per  
organisation per year



**868%**

ROI over three years

The business impact of Experience Manager Assets is significant. According to IDC, organisations using the platform report an average revenue gain of \$58.44 million per year and a staggering 868% ROI over three years<sup>4</sup>. These results stem from the platform's ability to reduce inefficiencies, speed up workflows, and maximise asset utility.



## Key benefits include:



### Operational efficiencies

**66%** faster to create new assets and  
**73%** faster to repurpose existing ones, leading to  
**55%** faster campaign launches.



### Cost savings

**24%** reduction in agency spend,  
**62%** reduction in duplicative asset creation, and  
**40%** less spend on unused assets.



### Risk mitigation

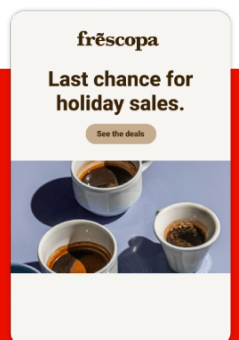
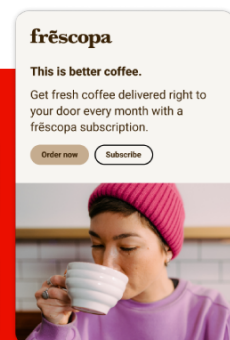
**52%** reduction in the risk of using  
outdated or unapproved assets.



**Celia Banks**  
Writer and Traveller



**Brianna Coleman**  
Rewards member

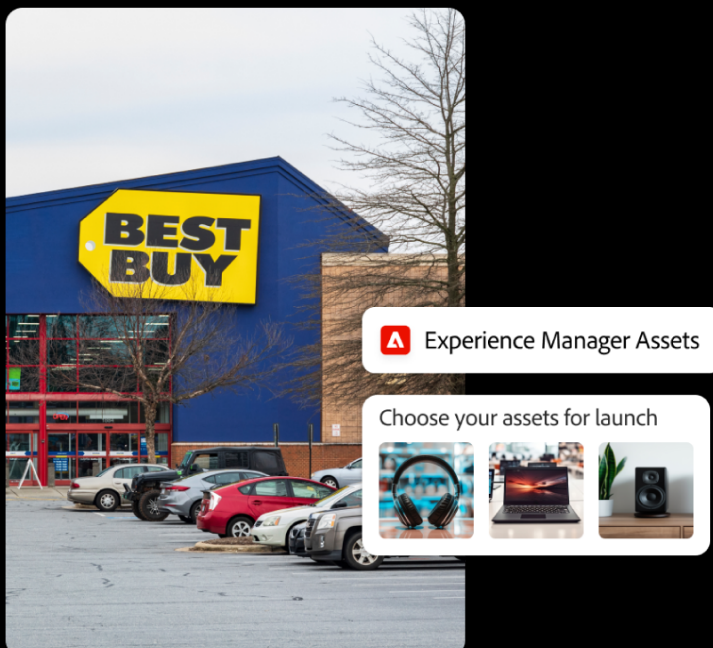


By enabling businesses to deliver personalised campaigns faster and with greater precision, Experience Manager Assets ensures the quality and timeliness of digital experiences that drive customer engagement, boost sales, and fuel long-term growth.

# Supercharge your digital assets with an AI-powered DAM.

Simply gaining visibility into your assets—knowing what you have, where it's stored, and how it's being used—is half the battle. Experience Manager Assets helps you win the entire battle, transforming that visibility into clear, measurable business value.

For example, at Best Buy, uploading and managing hundreds of SKUs for large-scale launches was once a labour-intensive process requiring four people to work 15 hours. The entire process used to take days. With Experience Manager Assets, it is now completed by a single person in just 2.5 hours<sup>5</sup>.

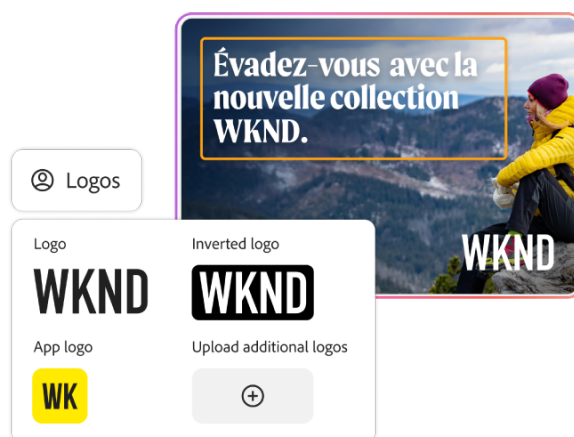


Content Hub, an AI-powered portal within Experience Manager Assets, takes asset management a step further. It ensures brand-approved assets are easily searchable and ready for immediate use across teams, systems, and distribution channels.

Its native integration with Adobe Express and the generative AI capabilities of Adobe Firefly empower marketers to make simple edits of brand approved assets, generate personalised or localised content variations, and save updated versions back to the DAM for governance and approvals.

For marketing teams, this means no more frustrating email chains about missing or outdated file versions. Instead, they can quickly discover approved assets, reuse them for campaigns, and personalise content for specific audiences—all while staying compliant with brand guidelines.

Even non-creative team members can use the generative AI capabilities of Firefly to create personalised content for downstream activities. A sales representative, for instance, can generate custom variations of pitch decks instead of waiting for support.



For creative teams, Experience Manager Assets automates time-consuming tasks like tagging and formatting. AI-powered tools like smart tagging and metadata enrichment eliminate the need for manual categorisation, making assets easy to find. At the same time, smart governance ensures assets remain aligned with brand standards, preserving creative intent across campaigns. Designers can, in turn, dedicate more time to innovation and creativity instead of administrative tasks.

**The company-wide integration of digital asset management has made it easier to share and utilise assets for a wide range of purposes, including marketing, design and development. We no longer have the same product photographed many times across the group, which has allowed us to eliminate waste. Overall, we have seen a 20% to 30% reduction in waste.**



**TAKAHIRO MIZUMOTO,**  
Digital Supply Chain Department,  
ASICS

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### For marketers

Deliver personalised content faster.

Ensure consistent brand messaging across all channels.

Accelerate campaign execution with streamlined workflows.

### For creatives

Save time with automated workflows and smarter asset management.

Focus more on creative innovation, less on administrative tasks.

Maintain creative intent with built-in brand governance.



### For leadership

Boost overall operational efficiency.

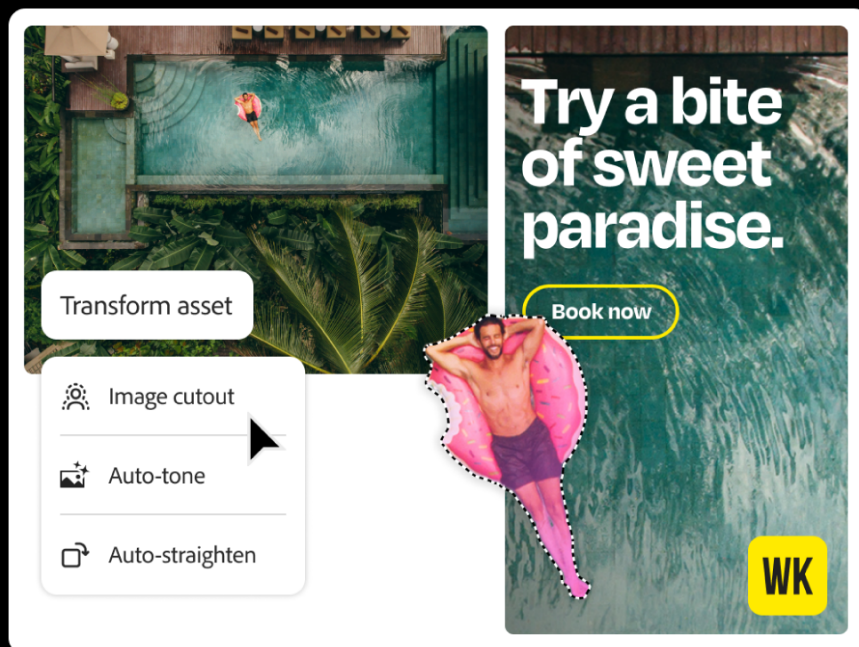
Minimise bottlenecks across teams and processes.

Maximise campaign ROI with faster time-to-market & optimised resources.

# Transform asset management for the entire content supply chain.

Managing your assets is important, but it's just one part of a much larger content lifecycle—a dynamic journey that spans planning, creation, distribution, analysis, and optimisation.

This lifecycle involves multiple stages, stakeholders, and channels, making a well-orchestrated effort across people, tools, and workflows essential for success.



In other words, you need a strong and effective content supply chain that is strengthened by your DAM system. To fully support your content supply chain, your DAM should offer:

**Upstream connections:**

Linking asset management with planning and creation tools

**Downstream activation:**

Seamlessly delivering assets across multiple channels


**Cross-platform collaboration:**

Enabling real-time feedback and iteration

Experience Manager Assets achieves this through integration with Adobe Workfront, Adobe Creative Cloud, and the broader Adobe GenStudio suite. Acting as the central nervous system of your content supply chain, it connects every stage of the lifecycle with generative AI capabilities built within its Content Hub that streamline workflows from creation to activation and insights.


Because Adobe's tools are built to work better together, you can keep your content flowing, eliminate common hang-ups and bottlenecks, and help teams build content faster and better than ever to deliver the content customers want.

# Manage your entire content lifecycle seamlessly.



Upload assets

Rio Shirt campaign



Streamlined planning and setup

Personalised asset creation

Cohesive collaboration

Optimised management and delivery

Data-driven insights



- 1. Streamlined planning and setup:** Teams use automation, standardised templates and AI-powered tools in Workfront to produce briefs, allocate resources, sync tasks, and align teams instantly.
- 2. Personalised asset creation:** Creatives leverage smart tagging and AI-driven search in Experience Manager Assets to find the right assets quickly. Firefly helps generate variations, resize assets, and apply templates to streamline personalisation and localisation.
- 3. Cohesive collaboration:** Stakeholders provide real-time updates and feedback across Experience Manager Assets, Workfront, and Creative Cloud apps, ensuring faster approvals and fewer delays, keeping projects on track.
- 4. Optimised management and delivery:** Approved assets are stored in a centralised library where AI automates metadata and tagging. From there, Content Hub ensures assets are delivered to various teams and activated efficiently across web, mobile, and third-party systems.
- 5. Data-driven insights:** Content Hub presents usage metrics powered by AI-driven dashboards in a user-friendly way, so you can generate data-backed strategies for future marketing campaigns based on top-performing asset attributes.

# Adobe technology puts your team ahead of the curve.

Creating great content is just the beginning—turning it into experiences your customers really care about is the real challenge.

This is where DAM systems make all the difference, streamlining how teams create, share, and distribute content, so you can spend less time searching for content assets and more time creating personalised experiences for your customers.



Adobe is well positioned to assist your teams to maximise the ROI of your content strategy.

Experience Manager Assets is your content command centre—organising assets, making them instantly searchable, helping you reuse what you've already created, and creating variations to tailor experiences.

By unifying your assets into a single source of truth, it eliminates the inefficiencies that slow teams down. Campaign launches become faster, brand consistency becomes automatic, and your creative potential gets unleashed.

It sits at the centre of Adobe GenStudio, our end-to-end solution for your content supply chain. Generative AI capabilities embedded throughout the platform transform how teams work, regardless of your organisation's size or digital maturity.

And the magic happens when AI and integrated tools talk to each other. Workfront manages your projects, Creative Cloud fuels your creativity, Experience Manager streamlines the production, reviews, approvals, and distribution, and AI-powered dashboards help you optimise the content further.

Together, these tools bring together everything your team needs to deliver incredible customer experiences.

**Discover Adobe GenStudio**

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