The marketer’s guide to
ARTICULATING DAM RETURN ON INVESTMENT
Adobe Experience Manager Guide
2016
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OVERVIEW.

Digital asset management is the foundation for orchestrating unique customer experiences across channels. It’s time to rethink the strategic value for marketing.

The growing demand for personalized content across digital channels has fundamentally changed how forward-thinking companies measure return on investment (ROI) in digital asset management (DAM) solutions. DAM is the linchpin of making the future customer experience scalable. This guide is intended for creative marketing and business leaders who recognize that the current technologies and processes that support marketing cannot scale with the demand for dynamically relevant, personalized brand experiences. DAM is about more than storage. It’s a strategic enabler of digital transformation.

By 2020, the amount of digital content created and replicated in the world will grow to almost 35 zettabytes. That’s an unfathomable number, but one that seems plausible given the voracious consumer appetite for online and offline content. The volume of marketing content alone will be astronomical, but the real growth in data will come from the consumption of this content. Every interaction, every transaction, and every brand mention generates data about customer preferences and desires—and this data is growing at exponential rates.

The customer experience is rapidly evolving into a highly personalized engagement, informed by data and made relevant through a contextual understanding of customer behavior, channel preferences, and predictive insights. According to comScore, mobile activity now accounts for 59% of online shopping. Managing the customer experience at a more intimate, personalized level is getting harder, and it’s not going to get any easier in the near future. In fact, every month Adobe Experience Manager alone supports over 342 billion requests for rich media online, accounting for 4.8 petabytes of content.

The lexicon of digital asset management concepts is rapidly evolving. For example, only recently have marketers begun to worry about content management technology. After all, DAM has historically been little more than a library for content. It’s played a strategic role in enterprises for years but has never been strategic for the marketing function. Most DAM solutions weren’t built for marketers, so out of the box, they don’t blend seamlessly with marketing workflows and creative processes. Creative people will find creative ways to circumvent cumbersome, complex, or downright useless tools, and many a DAM solution has succumbed accordingly. For this reason, hard drives, shared drives, and online storage are popular asset management tools for marketing, but they are storage repositories that offer little strategic value to the end-to-end creative marketing lifecycle.

The writing is on the wall. Your existing processes and legacy asset management tools are less than ideal. But if there’s a better way—one that makes your DAM system a central enabler of content marketing processes—how do you make a case for change?
Your creative assets are the foundation of your brand experience. How easy—or difficult—it is to produce and deliver assets in the right channel, at the right time, with the right message will dictate the longevity of your brand promise. The question for creative and marketing professionals is whether the legacy investments in technology that support day-to-day marketing operations can scale to deliver channel-optimized and personalized customer experiences in the future. According to IDC, 76% of marketers agree that personalization is driving a need for more assets, and 85% say they are under pressure to deliver campaigns more quickly. These are challenges that legacy DAM solutions were never designed to address.

It’s daunting enough for marketers to feed the constant demand for compelling content across a dozen different channels. So it’s no surprise that things like “asset management” are the least attractive part of marketing execution—and not part of the average marketer’s daily vocabulary. Asset management is the yin to the yang of creative production. Marketers produce content, and that content needs to be managed. But many organizations are waking up to a stark reality. The legacy DAM solutions they’ve cobbled together to support their marketing teams simply can’t cut it anymore. Consider how much has changed over the last decade:

- **The volume of assets has multiplied.** Finding, storing, and sharing assets are more difficult. Seventy-one percent of marketers say they need to create “10x as many assets these days to support all the different channels.”
- **Digital assets must support the entire customer lifecycle**—awareness, consideration, purchase, and advocacy.
- **Customers expect device-agnostic brand experiences**, so content must be easy to consume in all channels—email, web, print, mobile, and so on.
- **High-resolution images and rich media have become a staple of the customer experience.** Streamlined delivery and collaboration on very large files are critical for marketing.
- **Assets are fragmented across niche internal solutions with weak integrations**—legacy DAM, enterprise content management, web content management, online storage, shared drives, e-commerce platforms, email marketing, marketing automation, agencies, print fulfillment partners, and so on.
- **Marketing contributors are internal and external**, and they span time zones and languages. So do customers. Seventy-five percent of organizations say they use a mix of in-house and agency-based resources.
- **Approval processes are more complex** and involve stakeholders in other departments, including legal, finance, operations, and sales. Regulatory and compliance violations from circumventing approval processes can represent a material cost to the brand.

Since its inception, DAM was designed to improve the productivity and efficiency of asset management. Today, DAM is the foundation of scalable personalization. Its strategic benefits can be directly linked to top-line revenue growth and cost savings. It’s not just about finding, managing, and sharing assets in a more complex marketing environment. Assets and dynamic content are the lifeblood of the customer experience. If it’s done right, DAM helps unify your marketing teams and channels, improves and automates key processes, and tracks metrics that matter to you.
What do marketers need from DAM?

DAM has been around since the 1980s, but marketers have found ways to get by in spite of it. The explosion of digital and dynamic personalization was a catalyst for change in marketing—it’s simply not possible to manually support the level of content creation demanded by today’s customer experiences. However, it wasn’t until about five years ago that DAM started to address the specific needs of marketers, and there were many lessons learned along the way.

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<th>If marketers are looking for more out of DAM, here’s what they’ll find in the best solutions:</th>
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<td>• Intuitive interface designed for marketing processes</td>
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<td>• Analytics to better understand content utilization and digital asset performance</td>
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<td>• Minimal data entry—the system automatically captures 75% of critical metadata when a file is uploaded. Seventy-four percent of marketers agree that success requires capturing and applying data to inform and drive marketing activities.</td>
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<td>• Automated workflows that can change based on the metadata</td>
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<td>• Collaboration and version control for a wide range of contributors</td>
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<td>• Smart content—real-time customization of creative without manually creating new files, making personalization scalable</td>
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<td>• Secure access to files without duplicating assets</td>
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<tr>
<td>• Image and video formatting and personalization from one platform, which eliminates the need to create multiple versions or manage a complex tapestry of video codecs. You can export files in any file type and resolution.</td>
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<td>• Flexible but deep information taxonomies to support campaigns and complex relationships between assets. You can easily find assets based on a folder hierarchy or flexible tags.</td>
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<td>• Strong integration with the creative tools marketers use every day, plus internal and external (agency) collaboration from inside creative tools</td>
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The new business case for DAM—revenue growth.

When you think about ROI in DAM, cost savings and time savings are probably uppermost in your mind. These are productivity and efficiency benefits that DAM certainly brings to the table. While important, they historically have been given a priority secondary to that of other investments in marketing. That’s probably the main reason DAM initiatives in marketing can be difficult to champion.

Today, DAM extends content across channels in highly scalable ways: dynamic personalization, device-agnostic asset formatting, direct integration with creative tools, and support for high-resolution images and rich media. These capabilities are the foundation of the customer experience and therefore have a direct effect on customer engagement, response rates, conversion, brand consistency, and customer satisfaction. Today, investments in DAM are investments in the future customer experience and top-line growth.

This section explores some ways in which DAM plays a strategic role for marketing and links these ways to tangible metrics that elevate DAM to a critical investment today.

**Time to market.**

For large enterprise organizations, the number of stakeholders involved in the creative and campaign process makes efficiency critical in justifying a DAM initiative. You’re looking to quantify inefficiency in your current processes. It may not seem all that compelling when you look at one stakeholder in marketing. But you need to consider how many different stakeholders are involved in that process, how frequently the process happens each year, how much they’re paid, and how much of their time is wasted. You’d be surprised what eliminating an extra 5 to 10 minutes in a repetitive process translates to in a period of a few years. In most cases, there are millions of dollars to be saved in efficiency alone—enough to justify an investment in a next-generation DAM system. But there are other benefits as well.

With the Adobe Experience Manager assets capability for dynamic media, we only need to create assets once. The Adobe solution automatically resizes images and videos to any size or format we need, so we can deliver mobile-friendly displays on any device without spending additional time creating assets.

NAVEEN GUNTI
Senior Director of e-Commerce Technology and Operations
Tumi Holdings

TE CONNECTIVITY
Reduced cost per conversion by 48%

SWISSCOM
Reduced web management costs by 20%
It’s important to document the current state of marketing processes before approaching decision-makers with a funding decision. You want to demonstrate that you have a solid grasp of the current-state inefficiencies and leave no doubt that ROI can be realized. Consider an end-to-end process from creative brief to campaign and document it in a flowchart:

- Who’s involved in each step—including both internal and external stakeholders?
- What systems do they access: email, DAM, shared drives, phone, and so on?
- How long does it take to complete each step on average? Minutes, hours, days?

Some tangible metrics to evaluate include:
- Time spent locating files
- Time spent managing version control
- Time spent on manual review cycles
- Time spent reformatting files
- Annual salary for internal resources
- Hourly rate for agency resources
- Licensing costs for legacy content management solutions
- Total number of resources involved in an inefficient process—globally

The marketing ecosystem is complex—it spans time zones, regions, languages, and devices. Creative processes must support collaboration with internal and external stakeholders. You can significantly reduce cycle times through centralized collaboration, automation, metadata capture, and workflows.

Here are best practices to keep in mind:

- Reduce or eliminate time wasted on cumbersome email review processes.
- Look for ways to automate common tasks.
- Make the process for storing and finding assets as simple and obvious as possible. (You’d be surprised how often that one gets overlooked.)
- Remember that when a global team is working together, they’re less likely to create duplicate content.4
- Consider cloud-based platforms. Solutions that are integrated in the cloud can offer shared asset storage, access, delivery, and measurement of creative assets for a variety of marketing contributors.

Adobe Experience Manager assets (on demand) is a big win for us because of the streamlined collaboration enabled across various teams and geographies involved in digital content creation. Adobe Experience Manager is simple to use, affordable, and speeds up collaboration.

MANUEL NIESS
Head Digital within Group Channels Marketing and Communication Services
UBS
Ease of use.

Ease of use is a subjective measure, but it’s critical to marketing adoption. The value of DAM is directly correlated with ongoing use. Often budget-holding decision-makers come to the table with biases about the size of a DAM investment and how much use the fancy new toy is likely to get—and for good reason. Marketers must embrace the new tool, and the more it can be customized to the way creative marketers think and work, the better. That’s why packaged DAM solutions that offer deep integration with creative tools (like Adobe InDesign, Photoshop, and Illustrator) and customer engagement tools (like campaign management, content management, and mobile) are so compelling for creative and digital marketers. DAM should automatically inherit 75% of the metadata required when a file is uploaded and should minimize data entry for marketers. DAM should also offer flexible tagging on assets—by anyone who can deliver contextual value—and support user-specific saved search results. You should also consider branding your DAM with a logo and color scheme when designing systems for marketers.

Here are best practices to keep in mind:

• Take a hard look at how your current system is being used. If your legacy solutions aren’t getting much use, that’s a good indication that they don’t work for your business. Define some basic metrics that could help justify an investment in a new tool. One common scenario is an existing system that became the DAM system by default—for example, a network file share used to store images and videos. Or you may have a legacy DAM system that’s not widely adopted. If you’re curious, you can look at the number of active users (number of provisioned users that have logged in to the system), the number of assets in the current system, or the number of new assets in the system. If your DAM system can’t give you even these simple reports, it’s time for a new one. Another thing to look for is users circumventing the existing DAM system (via email, file share, and so on).
• Look for tools designed specifically for nontechnical users. The interface must be intuitive for an untrained user to easily search, discover, or download assets.

We reevaluate our technologies often and consistently find that Adobe Marketing Cloud solutions offer the best features for our large, diverse digital marketing organization. It’s important to us that the Adobe solutions are easy enough for managers to use with minimal training, but powerful enough to offer advanced functionality so we can continually enhance visitor experiences.

MICHAEL ADOLF
Head of the Brand Portal
Audi

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<th>NU SKIN</th>
<th>Liberty Global</th>
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<tr>
<td>Redesigned website faster by</td>
<td>Increased orders by</td>
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<td>3x</td>
<td>11%</td>
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2016 | The marketer’s guide to articulating DAM return on investment
Asset reuse and personalization.

Companies that are personalizing experiences and are able to quantify improvement of their online sales or key website metrics are seeing, on average, a 19% uplift in sales. As research continues to point to the value of personalization, many brands are reinventing themselves as customer-centric organizations and announcing their intention to deliver exceptional experiences. Yet a clear gap remains between what customers want and what brands are able to deliver. Regardless of whether your customer experience strategy is fully established, DAM is foundational for making real-time personalization scalable across channels.

Some trends to consider include:

- **The "mobile first" revolution.** DAM can automatically optimize a single creative asset to deliver a consistent, compelling communication on any device. According to Forrester, the average enterprise manages 268 customer-facing websites, mobile sites, and mobile applications. Many enterprises report as many as 10,000 content creators using DAM.

- **The "real-time" conversation.** Consumers expect a rapid and real-time engagement with the brands they trust. Lack of automation leads to lengthy cycle times on static campaigns that are planned far in advance. DAM can help streamline and automate dynamic personalization of multichannel content.

- **The "rich media" experience.** The latest advances in rich media allow marketers to dynamically deliver content via customer-preferred channels. That means it’s now possible to insert a call to action in real-time on rich media including images and video—and it’s unique to each individual and device.

Next-generation DAM systems now include out of the box dynamic media personalization capabilities. This allows marketers to create digital master files containing layers of text and images. Business rules can then assemble and recouple personalized graphics in real-time across a variety of channels—web, mobile, print, and so on. What would have previously taken an army of graphic designers and a host of production-ready files to support each channel can now be done with a single master asset that is automatically personalized and rendered in real-time.

The upscale chain Tumi, known for its luggage and briefcases, accelerated launch times by four weeks using a DAM system built for marketers. The in-house team delivered product images and videos 30% to 40% faster with dynamic imaging. By centralizing production, Tumi reduced the number of images and video required to support personalization and eliminated the need to shoot products from every angle.

Adobe Experience Manager supports our performance needs, handles a massive amount of content, and excels at segmentation and personalization. Managing the content alone, including pulling in data from personal consumer health devices, is complex enough, but then we have to ultimately handle millions of users—some authenticated and some unauthenticated. Adobe Experience Manager enables superb user experiences.
How dynamic imaging works in DAM.

Dynamic imaging and automated business rules have transformed the business justification for DAM from productivity and efficiency to now include top-line revenue growth. Today, DAM is the foundation for personalization at scale and is responsible for incremental revenue that was never possible with legacy versions of DAM. At a minimum, marketers report double the response rates from personalized content and dynamic imaging. Depending on the conversion to sales rate, marketers stand to gain thousands or millions of dollars in incremental revenue from personalization alone—and it doesn’t require hundreds of unique personalized assets.

Contextual cross-channel event
- Mobile search on e-commerce website in Latin America
- Desktop search on e-commerce website in USA
- Print collateral

Digital master
- Graphic
- Copy

DAM business rules & automation
- What Channel?
- Behavior Data?
- Existing Customer?
- Loyalty Member?
- File Format Required?
- Appropriate File Size?
- Customer Preference?
- Etc.

Real-time rendering
- Orange shirt, Custom Text [Spanish] Responsive, Low-Res File
- Blue shirt, Custom Text [English] Medium-Res File
- Black shirt, Custom Text [English] High-Res File

Personalized device agnostic content

Benefits
- Faster time to market
- Lower labor costs
- Simplified version control

Benefits
- Increased response rates
- Increased sales
- Customer satisfaction
Digital rights management and reduced liability.
Most enterprises manage thousands and even millions of assets, and a large portion of them are licensed. Managing the expiration of these licenses is virtually impossible to do manually. Workflow and business rules in DAM ensure that assets follow the required QA cycles. When assets are poorly managed, it’s common for different internal groups to purchase new licenses to files or to re-create content that already exists. Or they may accidentally violate digital copyright laws, incurring fees that range from $1,000 to $1 million dollars depending on the violation—and that’s per infringement. A structured approach to digital rights management (DRM) and systems to support these efforts is the only way to mitigate the risks.

In some industries like financial services, pharmaceutical, and insurance, marketing content undergoes a strict set of approvals to ensure regulatory compliance. DAM is the ideal place to centralize the structured review process and capture a full audit history of assets.

Business costs to consider include:
- Annual cost of licensed creative assets
- Percentage of licensed creative assets that are reused
- Volume and cost of licensed creative assets accidentally repurchased or re-created
- Fees related to licensed creative violations
- Legal fees related to managing licensed creative violations
- Fees related to regulatory or compliance violations

Adopting Adobe Experience Manager enables us to centralize branding for a more consistent global experience.

DR. SALIMA DOUVEN
Global Head of Digital Strategy for Adhesive Technologies
Henkel
Automation and efficiency.
Next-generation DAM isn’t only about storing and managing files. It’s also about automated content transformation, business rules, metadata, workflows, and integration with marketing systems. Vente-privee, the French e-commerce company that pioneered the model for online flash sales, processes up to 20,000 images a day with a streamlined image publishing workflow and dynamic media capabilities. Workflows, automation, and business rules can help deliver one-to-one personalized experiences, whether a website has 100 buyers a day or 20,000.

Here are best practices to keep in mind:
• Integration between DAM and an automated tool, such as Adobe InDesign Server, can help creative teams create automated documents using the design, layout, and typographical capabilities in InDesign.
• Vente-privee significantly reduced production costs by allowing DAM to auto-generate and display unlimited variations of any asset. Marketers and end users could change the size, format, resolution, crop, or effect using an original image.

Actionable insights.
Historically, DAM has been built to manage files, not necessarily close the loop on conversion or let marketers know if the work is actually delivering the intended value. DAM is only strategic if insights based on data can be translated into action to improve future creative strategy.

Here are best practices to keep in mind:
• Centralize key performance indicators. Integration with customer engagement tools can pass data back to DAM for insights about engagement, response rates, time of day, sharing, channel preferences, and impact on sales. All of this data can help marketers optimize future creative or learn what actually drives conversion.
• For marketers, it’s also important that DAM be able to report on system usage and asset utilization. By benchmarking the frequency at which users log in, what they download, and the volume of uploads, administrators can identify variances that may indicate issues with system performance or usability long before they start to have a material impact on ROI.

Part of the success is attributable to the flexibility and power of Adobe Marketing Cloud solutions, part is the team, and part is the agile methodology we used. Overall, the whole process exceeded our expectations, we couldn’t have asked for better results.

DIANE KALMANOWICZ
Senior Director of Web Marketing
Citrix

CITRIX
Increased productivity of web team by 300%
**Forward-thinking organizations create challenges for others because the most innovative brand experiences shape consumer expectations.** That means your brand is scrutinized against every customer experience your target audience may engage in, including those with companies outside your industry or peer group. What this means is creative and marketing professionals have to deliver personalized content just to maintain parity.

Marketers struggle to promote multichannel content in dynamically relevant ways because they don’t have the right tools to automate their personalization efforts. DAM is designed to address most of these challenges, particularly because it’s well integrated with creative and campaign tools. But most marketers don’t see a difference between DAM and online storage.

Excessive dependence on shared drives and online storage in marketing does more harm than good. When you think about ROI in DAM, it’s important to understand the nuances of the different tools that are used to support marketing. Hard drives, shared drives, and online storage are little more than storage repositories, whereas next-generation DAM, designed for marketers, supports the full creative process and all stages of the customer lifecycle.

### Difference between shared drives, online storage, and DAM.

Not all digital asset management options are created equal. Shared drives and online storage offer little more than file storage and collaboration. Only DAM designed for marketers delivers strategic value that extends to all stages of the digital content lifecycle—from work-in-progress, to production, and archival.

<table>
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<tr>
<th>Hard drives / Shared drives: Features / benefits</th>
<th>Online storage: Features / benefits</th>
<th>Digital asset management: Features / benefits</th>
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<tr>
<td>Benefits offered by asset management options</td>
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<tr>
<th>Plan</th>
<th>Design</th>
<th>Promote</th>
<th>Measure</th>
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<tr>
<td>Plan / budgeting, strategy collaboration, research, analysis, develop brief, engage stakeholders, etc.</td>
<td>Create assets, find assets, purchase assets, manage versions, approval processes, etc.</td>
<td>Optimize creative for multichannel distribution, automate &amp; promote, web, print, mobile, etc.</td>
<td>Measure the effectiveness of brand assets and optimize. Analyze utilization, etc.</td>
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**THE STRATEGIC VALUE of DAM for marketing.**

2016 | The marketer’s guide to articulating DAM return on investment
Challenges with online and offline asset management in the enterprise have led to a recent uptick in DAM investments. One of the biggest barriers to DAM adoption in marketing is still justification of cost, because the benefits of productivity and efficiency are considered a soft cost. But when you start to look for scalable ways to orchestrate the same message across different channels, there’s just no efficient way of doing it without optimizing through a single platform. DAM is that platform.

“Over the last three years we’ve certainly seen a huge push for DAM in enterprise marketing teams across financial services, medical devices, and higher education,” says Nick Christy, SVP of Enterprise Technology at R2i, a full-service marketing agency and Adobe Business Plus Partner. “In many of these industries, there are two dominant themes that drive a return on investment: integration and compliance.” Deep integration with creative tools helps streamline the complexity of customizing content for legal and compliance requirements. “One of our clients manages over 1,000 websites, and they are in a geographically dispersed setting where compliance laws vary.”

When asked about the definition of ROI for DAM, Christy answers, “That’s a tough question to summarize, because every organization and industry has unique operational processes. A lot of clients we work with are understaffed in marketing—so investments in DAM are focused on time savings allowing available resources to do more around personalization and omnichannel campaign execution.”

The bottom line in complex enterprise environments is that inefficiency is still a pervasive driver behind DAM investments. But forward-thinking organizations recognize the need to centralize personalization at scale for device-agnostic and channel-agnostic brand experiences. This focus on creating seamless customer experiences has fundamentally transformed the value of DAM and changed the equation for measuring ROI.
If there is room for improvement with respect to digital asset management in your organization, it’s time to take action. Here are some tips and considerations for starting a business case.

**Is DAM strategic for your organization?**

Here’s a quick assessment to determine if your organization would benefit from a DAM initiative. If you don’t feel good about your answer to one or more of these questions, DAM probably isn’t playing the role it should. It’s time to either revisit processes or consider where your current technology infrastructure may be failing to provide strategic value.

All of these considerations are opportunity costs for your organization. They impact the efficiency and effectiveness of marketing operations—and they can be quantified and measured.

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<td>Do you frequently experience version control issues on creative assets?</td>
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<td>Do you struggle to locate creative—even when it’s centralized on a shared drive?</td>
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<tr>
<td>Are review and approval processes and asset collaboration centralized to create a historical record of marketing assets?</td>
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<tr>
<td>Do you capture metadata—based on a standard taxonomy—that makes it easy to find assets?</td>
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<td>Do you experience a longer than acceptable marketing cycle time on campaigns?</td>
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<td>Does your creative team create new versions of assets to support size and file format constraints in cross-channel promotion?</td>
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<tr>
<td>Have you violated a creative license in the last 12 months because an asset was accidentally available on a production drive?</td>
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<tr>
<td>Can you dynamically adjust creative or copy in real-time when customers interact across different devices or marketing channels?</td>
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<tr>
<td>Do you measure your asset engagement by channel?</td>
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<tr>
<td>Do you measure asset utilization by various internal stakeholders—sales, website team, partners, and so on?</td>
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<tr>
<td>Can people in multiple departments easily access and use finished assets?</td>
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<tr>
<td>Do you need to share assets securely with external creative agencies and teams?</td>
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<tr>
<td>Can you efficiently deliver targeted and optimized content for different devices, form factors, and resolutions?</td>
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Understand the benefits matrix for articulating the value of DAM.

There are four tangible areas to build a business case around DAM:

1. **Cost savings**
   - Employee salary—time spent on inefficient processes
   - Legal fees
   - Agency fees
   - Storage fees
   - Legacy DAM software licenses
   - Regulatory fines
   - Licensing rights violations

2. **Time savings**
   - Employee time
   - Time to market

3. **Revenue growth**
   - Increased sales conversion from personalized content
   - Increased response rates
   - Number of campaigns executed in device-agnostic customer communications
   - Average order value or average deal size
   - Repeat purchases
   - Upselling and cross-selling revenue

4. **Visibility & insights**
   - Quality of decisions
   - Asset utilization
   - Asset performance
   - User system utilization—frequency, activity, role, and so on
   - Campaign or creative status
   - Agency/supplier spend
SUMMARY.

DAM isn’t the solution to a “storage” issue. It’s a strategic foundation for the future of brand experiences. The first generations of DAM failed to meet the needs of creative and marketing professionals. But that doesn’t mean the core value propositions behind DAM are any less relevant for marketing. The new generation of DAM has elevated collaboration, marketing processes, workflows, and deep integration with creative tools to help marketers do their jobs better. The right solution empowers marketers to rein in the chaos and deliver personalized content, at scale, in every channel where their customers are showing up.

It’s time for marketers to take a closer look at what they can and cannot accomplish with existing asset management processes and tools. Shared drives, online storage, and legacy DAM systems were never designed to deliver the strategic value that DAM can now provide for marketers. But marketers need to be able to translate this value into tangible metrics that decision-makers can invest in today, before it’s too late.

Adobe Experience Manager can help.

Adobe Experience Manager is a comprehensive content management solution for building websites, mobile apps, and forms. And it makes it easy to manage your marketing content and assets. The best digital experience is a consistent one. Simplify the creation, management, and deployment of your content and assets across sites, mobile apps, and more. Adobe Experience Manager assets is a digital asset management system within Experience Manager that helps you create, manage, and deliver images, video, and other content to any screen or device. Keep your master assets handy, organized, and quickly customizable. For more information, visit www.adobe.com/marketing-cloud/enterprise-content-management/digital-asset-management.html
Adobe Marketing Cloud is the most comprehensive and integrated marketing solution available, enabling marketers to measure, personalize, and optimize marketing campaigns and digital experiences for optimal marketing performance. With its complete set of solutions, including Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, Adobe Media Optimizer, Adobe Primetime, Adobe Audience Manager, and Adobe Campaign, as well as real-time dashboards and a collaborative interface, marketers are able to combine data, insights, and digital content to deliver the optimal brand experience to their customers. And it gives you everything you need to get deep insight into your customers, build personalized and unified customer experiences, and manage your content and assets.