

The Business Case for Digital Asset Management

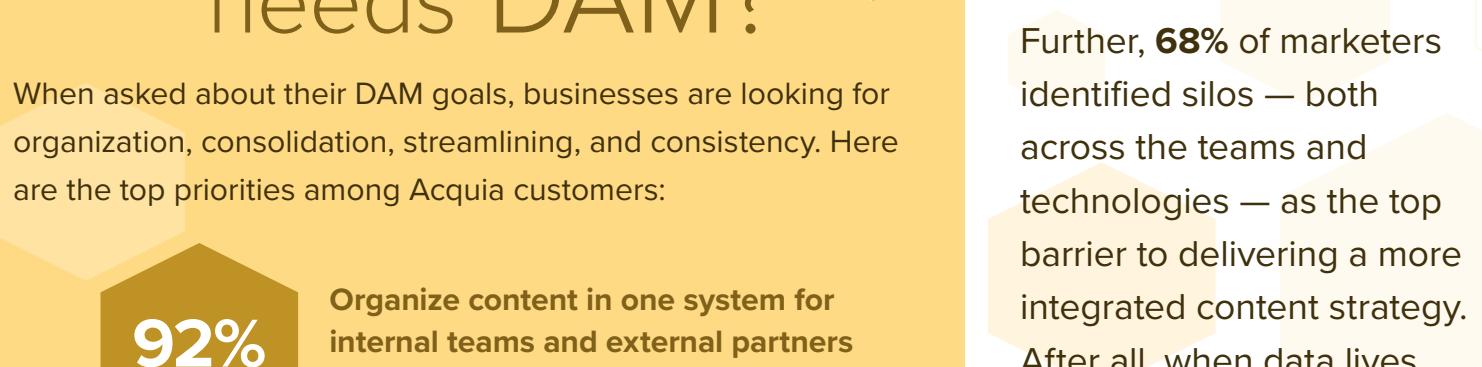
What is DAM?
Digital asset management (DAM) is the practice of administering, organizing, and distributing media files. DAM software enables brands to develop a library of photos, videos, graphics, PDFs, templates, and other digital content that is searchable and ready to deploy!

What are digital assets?

A digital asset is content that is stored in a digital file format. Organizations use digital assets to support their branding efforts, as well as their online and offline sales and marketing initiatives. Digital assets help brands define and support their identity, communicate their offering, and shape customer experiences.³

Did you know?
According to HubSpot's 2021 State of Marketing Report, **26%** of marketing budgets will be allocated to software over the next 12 months. Matching this pace, content creation is also anticipated to grow **26%** over the same time.² The need to manage this content will only continue to grow as well.

Digital assets include



Recreating digital assets that are lost or misplaced costs companies money, time, and energy.

A good DAM platform can store all the asset formats listed above (and more!) in a secure and organized environment, that is built to control content across all six phases of its lifecycle.⁴



Automatic file conversion

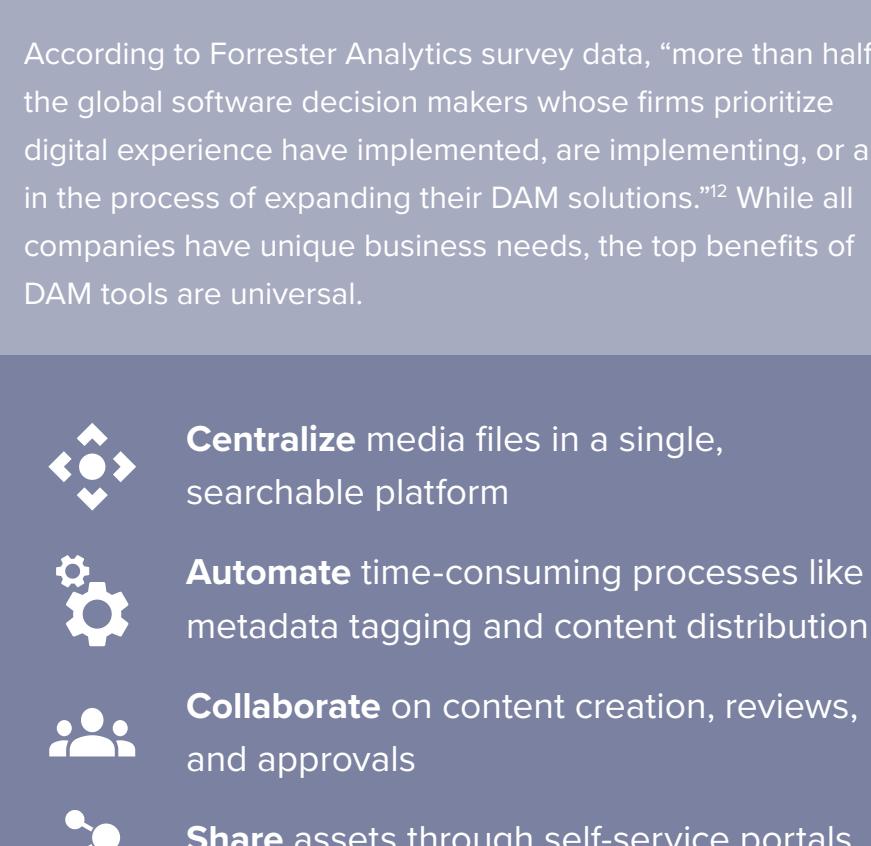
With a DAM system, users can automatically convert images, audio, video, and documents to other file formats on the fly — eliminating the need to recreate and store multiple versions of the same file.

"We have 27,000 downloads only through [the first] few months. That's amazing. That's telling us our distribution partners wanted those images or logo files to make other creative assets they needed."

- Nick Polcyn, Creative Services Coordinator at Alliance Laundry Systems⁵

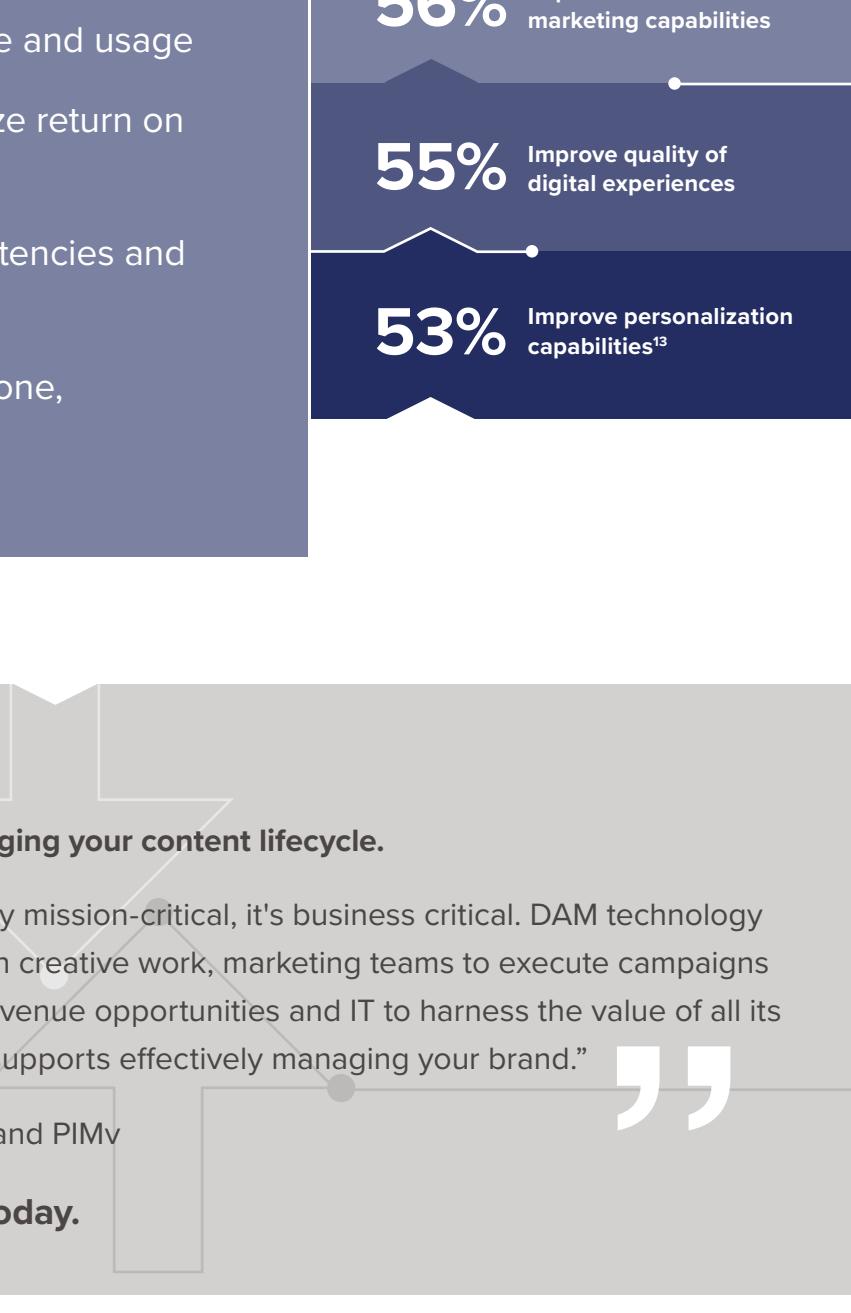
Why a business needs DAM?

When asked about their DAM goals, businesses are looking for organization, consolidation, streamlining, and consistency. Here are the top priorities among Acquia customers:



Further, **68%** of marketers identified silos — both across the teams and technologies — as the top barrier to delivering a more integrated content strategy. After all, when data lives across numerous systems, processes and ownership become unclear. Connecting DAM software with other marketing technology (martech) solutions streamlines workflows by syncing content across platforms and channels, seamlessly.⁸

This data provided focus for future photoshoots and saved them time and money.⁹



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Successful companies are investing in DAM

According to Forrester Analytics survey data, "more than half of the global software decision makers whose firms prioritize digital experience have implemented, are implementing, or are in the process of expanding their DAM solutions."¹² While all companies have unique business needs, the top benefits of DAM tools are universal.

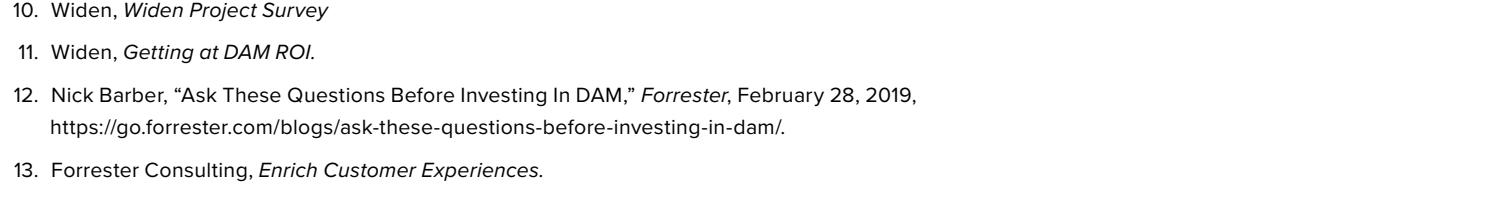
Creating outstanding customer experiences requires alignment across processes, tools, and strategies. To meet these demands, digital marketing professionals cite the following initiatives as their top marketing and content priorities over the next 12 months.

The operational efficiencies made possible with DAM translate directly to cost savings. Here's how the calculation works.⁹

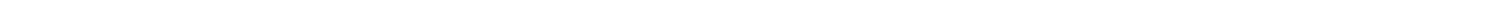
63% Improve ROI
58% Improve our use of consumer data/analytics
56% Improve omnichannel marketing capabilities
55% Improve quality of digital experiences
53% Improve personalization capabilities¹³

The operational efficiencies made possible with DAM translate directly to cost savings. Here's how the calculation works.⁹

Average hourly salary of staff finding and sharing assets **\$25** Estimated staff hours per week to find and share assets **10** Annual savings **\$13,000**



Number of asset downloads per year **60,000** Minutes to fulfill each download prior to DAM **4** Total hours spent on request fulfillment **4,000** Annual salary savings with DAM **\$100,000**



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