Create Rich Experiences Faster With a DAM as Part of Your DXP

Streamline content operations with DAM and DXP to enable scale and control



Table of Contents

03
Introduction

04
The Challenges of Producing Meaningful Content Quickly

07
Break Free From Your Content Chaos

10
Work Faster and Scale Content Production by Making a DAM Part of Your DXP

12
Snapshots of Efficiency

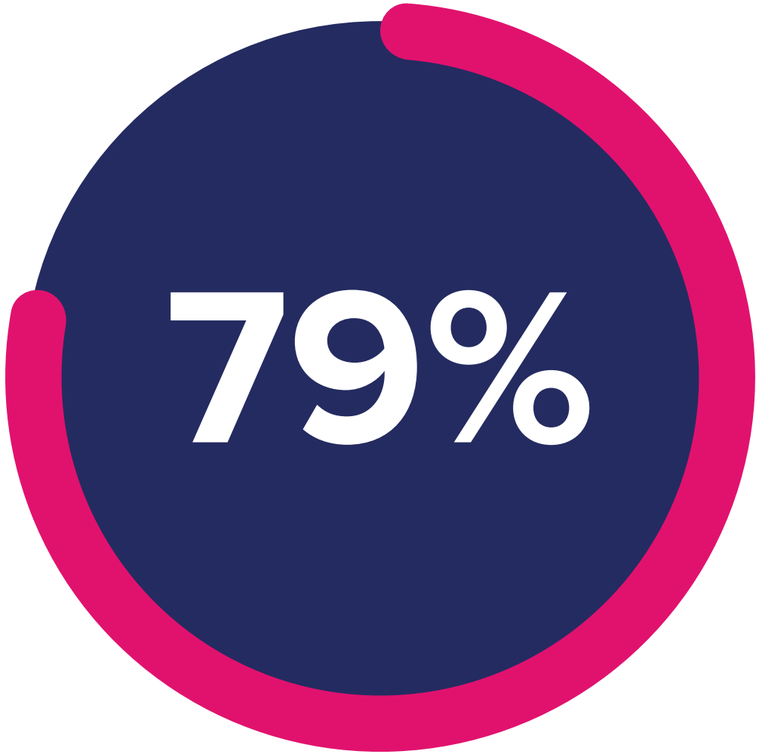
14
Summary and Takeaways

Introduction

Content is the core of meaningful, productive digital experiences, and that means marketers today are spending a lot of time and resources to meet the demand for personalized, consistent, and compelling content across many touchpoints. Research from Deloitte Digital reveals the demand for marketing content grew by 1.5x in 2023, but marketing teams were only able to meet that demand 55% of the time.

With both the volume and velocity of content production increasing, marketing teams are struggling under the weight of disconnected content planning, creation, and delivery systems and processes. The imperative is for organizations to build a more streamlined content supply chain – one that erases inefficiencies, silos, and redundant processes to speed operations and maximize the ROI of their digital assets.

Leveraging a digital asset management (DAM) system as part of a digital experience platform (DXP) provides the foundation of an optimized content supply chain, enabling marketers to plan, produce, and deliver campaigns more effectively. Let's look into the challenges and strategies for producing content more efficiently, and how integrating DAM as part of a DXP can help you deliver better and faster online experiences that meet and exceed the expectations of your customers.



of consumers say they expect brands to have a consistent message and appearance across all digital platforms they interact with them on; 96% of marketers agree that it's important to create consistent marketing content across all digital platforms.

2023 Acquia Customer Experience Trends Report



The Challenges of Producing Meaningful Content



Whether it's ordering groceries, booking a multi-city vacation, or scheduling a doctor's appointment, today's consumers are accustomed to conducting their research and completing their tasks through digital channels with convenience, ease, and speed. That means organizations must now rapidly produce a larger amount of consistent, compelling, engaging, and accurate content to support customers and prospects who have an intent to purchase.

It can be a Herculean task for any team – especially those that must create more content with the same staff and budget as before.

The stakes are high. Delivering a valuable experience throughout the customer lifecycle — from reach through retention — can help you win and keep customers. Yet, if you can't meet the high expectations of buyers, you risk losing them to competitors who can.



of marketers say they struggle to create content that can be rapidly released across all of their organization's digital platforms at once.

2023 Acquia Customer Experience Trends Report

So what's stopping you from producing the digital experiences you want to create? Here are some common hurdles facing brands:

- **Content and team silos make delivering coherent customer experiences difficult.** Brands are built by consistently delivering over time. When marketing, digital, creative, and sales teams are all using their own asset repositories and tools, it makes message and design consistency challenging. It increases the risk of outdated or off-brand materials, leading to a disjointed brand experience for customers. Our 2023 CX Trends report found 43% of marketers say working effectively with other internal teams to create digital experiences is one of their organization's biggest martech or digital experience challenges.

- **Finding the right, compelling digital assets.** Teams are constantly under deadline pressure. When they can't find what they need, they'll settle for what's readily available. Low-res images, outdated one-pagers, and omitting videos can negatively impact brand perception and website conversion.

- **Starting from scratch instead of reusing and repurposing content.** Reusing and repurposing high-quality content expands its reach and lowers content production costs. Top-performing enterprise marketers cite fewer challenges with content repurposing than their peers, according to Content Marketing Institute.

- **Ad hoc asset production processes slow time to market.** Creative requires the most lead time to deliver content. Without well-defined, repeatable, and automated processes, timelines extend to get new campaigns, products, and communications out. That translates to fewer selling days, competitors capitalizing on trends faster, and missed opportunities to tap into cultural moments.

- **Brands can struggle to maintain brand and site governance.** All stakeholders involved in creating customer experiences need to follow the same set of rules to mitigate risks. Content rights and usage regulations must be adhered to, for example. Likewise, no one should use out-of-date or off-brand images that can erode brand integrity. Messy content management can complicate these goals.

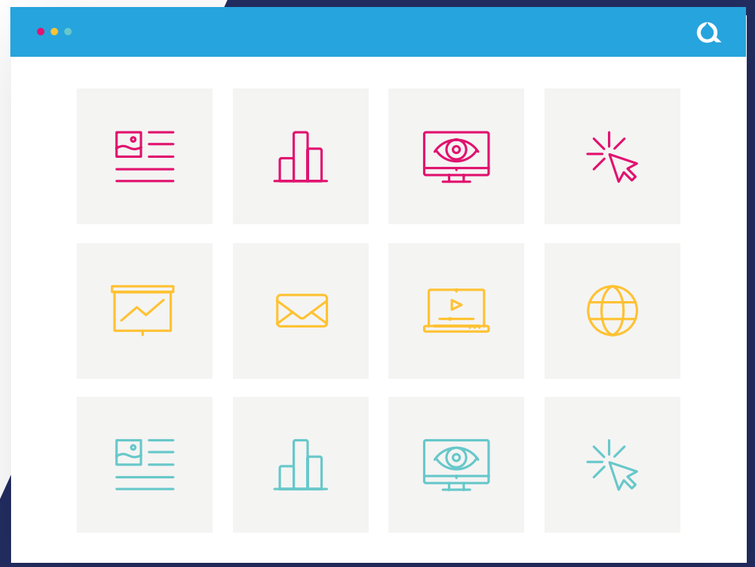


Break Free From Your Content Chaos

Do the aforementioned issues sound familiar? You can boost your team's agility and velocity by integrating a DAM system with a DXP.

Combining a rich content hub with a platform that offers marketing automation tools and a robust content management system (CMS) will enable you to:

- Organize, access, and deliver a far greater amount of content.
- Streamline and automate content-related workflows both internally and with external partners such as agencies.





DAM

A **digital asset management (DAM)** platform simplifies how rich content is organized, accessed, and delivered across digital experiences. Its well-organized library of media assets could include images, videos, graphics, Word documents, PDFs, brochures, sell sheets, memes, and templates that are searchable and ready to deploy across multiple channels.

DXP

A **digital experience platform (DXP)** is a collection of software that works together to power digital experiences from inception to delivery. It's a central hub from which to create, manage, deliver, and optimize content-driven experiences across all digital channels.

What a DAM system brings to your DXP

- Data about files to assist in finding, publishing, and analyzing your creative assets
- Self-serve access to assets across your martech stack via integrations
- Transformations to optimize assets for every digital and print channel
- Collaboration for creating, reviewing, and sharing creative assets
- Governance with version control, permissions, and rights management
- Repeatable and scalable workflow automation throughout the asset lifecycle

91%

of software decision-makers indicated that their organization has implemented, is implementing, or plans to implement a DAM for their digital experience platforms.

Forrester



Work Faster and Scale Content Production by Making a DAM Part of Your DXP



Pairing digital asset management with content management enables teams to easily collaborate in a single workflow to create, review, manage, distribute, and analyze content. Imagine no longer having to contend with “experience silos,” where teams aren’t working closely together and disjointed customer experiences are the result. With content workflow decoupled from the developer lifecycle, brands can freshen up their content and improve the experiences they deliver faster than ever.

In addition, business users can employ self-service tools with component-based site building and multisite capabilities. These user-friendly technologies make it easy to create content, update websites, and build campaigns without requiring help from IT.

Content creators, designers, and developers can also quickly browse a central repository to find the assets they need. And once those assets are up-to-date and approved, web, sales, and marketing teams can have more confidence in using them.

A CMO, for example, can be confident their global marketing efforts are brand-compliant, while still empowering local teams to tailor their own versions of websites and campaigns.

Lastly, these DAM and DXP technologies take over time-consuming tasks that have caused marketers to focus on maintenance instead of innovation. The tools automate manual content processes such as updating copy, images, and specs about a product across internal and external systems. They handle version control, rights management, and converting files for reuse. They also sync assets and product information with other martech systems — now the web team doesn’t need to replace the file every time a creative updates an asset, for instance.

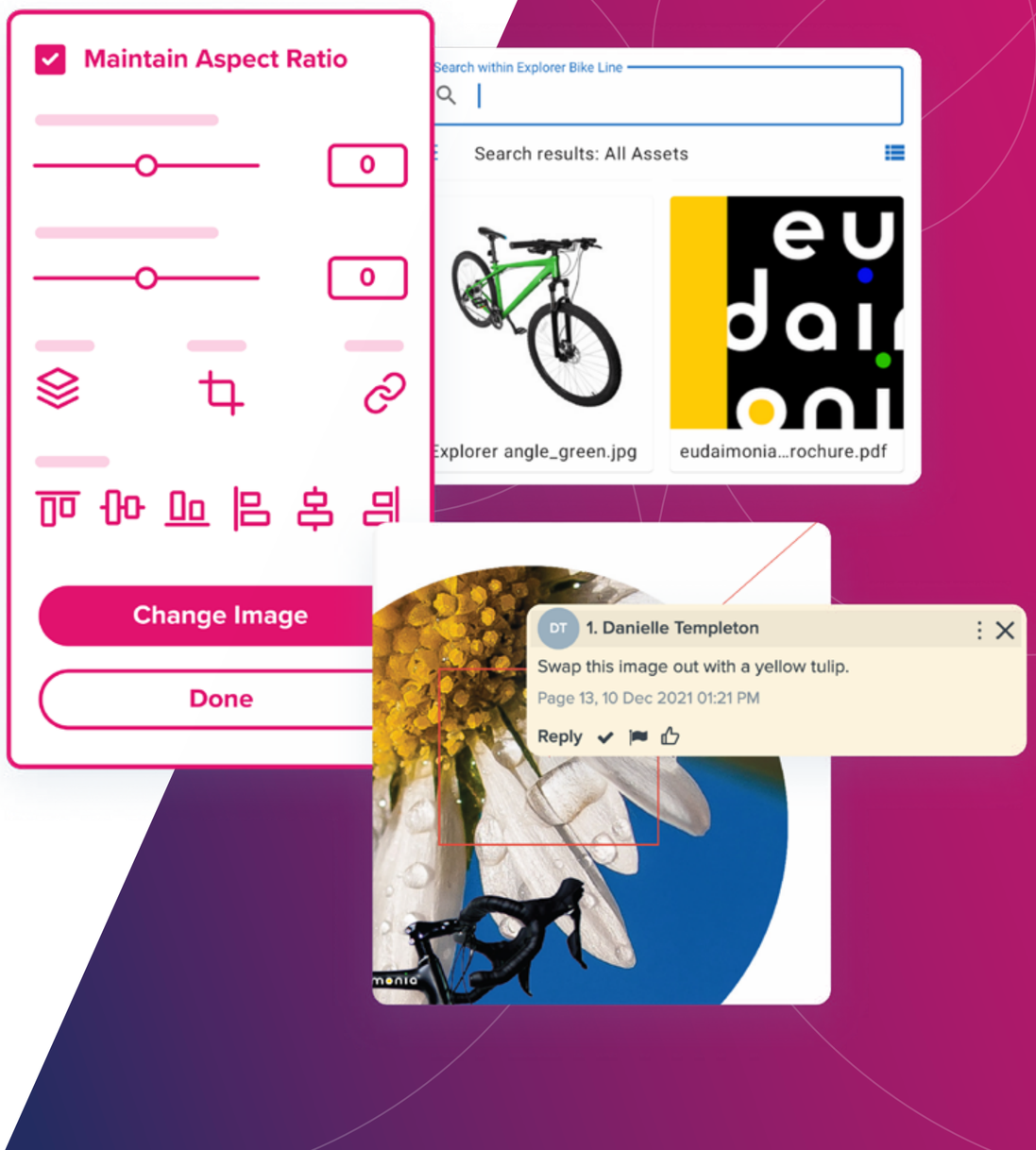
All these benefits are impactful, and they all happen within a governance framework that offers flexibility within restraints.



Snapshots of Efficiency

What does it look like to use a DAM within a DXP? Here's one possible scenario:

- A marketer requests assets for a campaign using a standardized Acquia Workflow creative brief.
- Designers are assigned to the tasks in Workflow.
- Designers create within Adobe Creative Cloud, searching and pulling in existing design elements from the DAM.
- Assets are routed for review and approval from the brand lead and then legal.
- Final assets are automatically added to Acquia DAM.
- The marketing team is automatically notified of the new assets.
- The social media manager accesses the asset from their social publishing tool.
- The digital marketer searches the synced Drupal media library to add the asset as a WebP file to the new webpage.
- The sales team accesses the asset along with their other materials via a DAM portal.
- The content strategist can see everywhere and how often the asset is being used.



Summary and Takeaways

Integrating DAM within a DXP Drives More Efficient Content Operations

Establishing a DAM system as the source of truth for digital assets throughout a DXP enables organizations to:

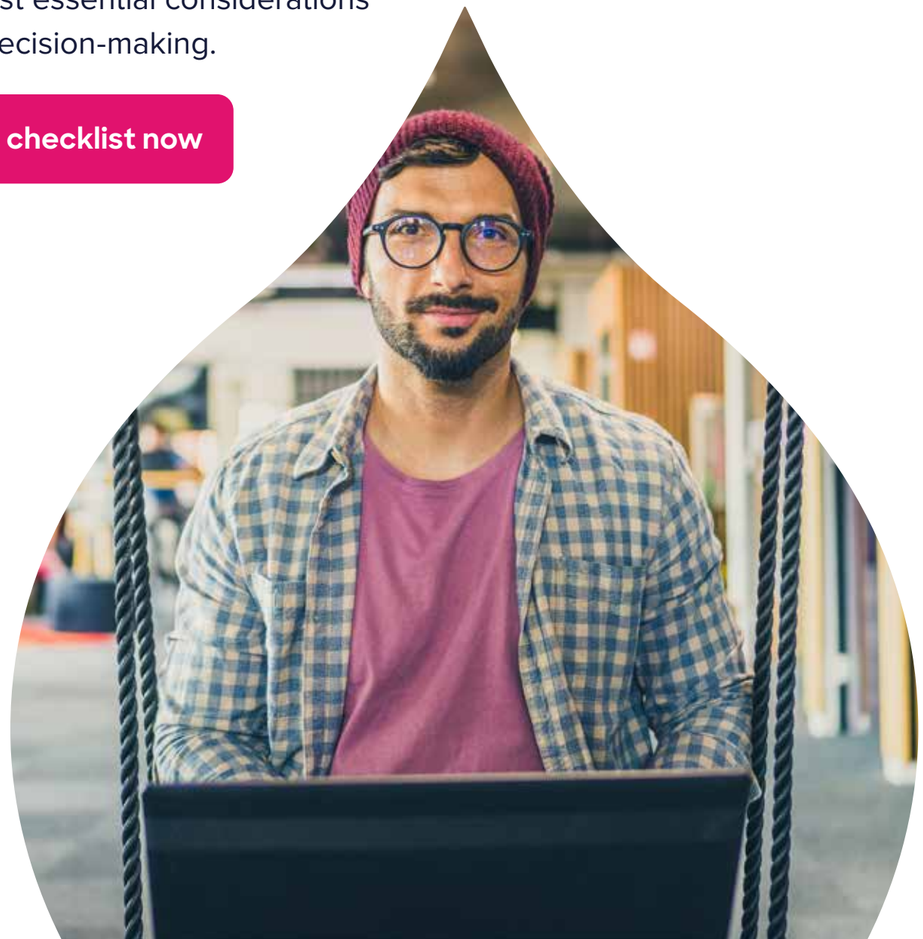
- Manage content across teams, tools, and channels to build brand-consistent and personalized experiences
- Save time and resources at every step of the content lifecycle
- Manage, transform, and deliver digital assets at scale
- Minimize compliance risks and ensure efficient governance of content in ways that don't hamstring marketers
- Evolve with changing customer expectations
- Improve content ROI by encouraging reuse of well-performing content and by providing analytics on searches, downloads, views, usage, and engagement

A DXP that has a DAM system as its foundation for content collaboration, coordination, and control is the solution you need to finally manage content and marketing workflow with agility, velocity, improved governance, and greater intelligence that helps fuel personalization and increased engagement.

Streamline Your Search for the Perfect DAM System

Choosing the right digital asset management system doesn't have to be overwhelming. Our **free checklist** simplifies the process by highlighting the 10 most essential considerations for your decision-making.

Get the checklist now





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About Acquia

Acquia empowers ambitious digital innovators to craft productive, frictionless digital experiences that make a difference to their customers, employees, and communities. We provide the world's leading open digital experience platform (DXP), built on open source Drupal, as part of our commitment to shaping a digital future that is safe, accessible, and available to all. With Acquia DXP, you can unlock the potential of your customer data and content, accelerating time to market and increasing engagement, conversion, and revenue.