You Can't Digitally Market Without Great Digital Asset Management

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I am working on an update to our Vendor Selection Matrix™ on [Digital Asset Management (DAM)](#) – the survey results are in and I'm now talking to the vendors named and scored in the survey over the next weeks before completing the report. The link above shows the 2021 report, and the list of vendors is quite consistent, just three out and three new ones in.

DAM is a backroom process that most marketers do not concern themselves with. Cynics used to say, "A DAM is where our creative assets are sent to die". That is because, historically, it was a repository for photographs and other static images. And the people managing this process were the ultimate geeks. I well remember getting a client inquiry two weeks after I had made a speech at a Content Management Summit in Cleveland about getting more creative about tagging content assets with informative units like sales phase, customer pain point and other stuff. The client said that what I was proposing was impossible, he had tried and "my DAM coordinator told me "No way", he uses the date and time stamp and that is all".

But things have changed. Now modern DAM administrators know they are no longer just storing assets, they are supporting the delivery of compelling experiences across the whole customer journey. DAM systems are being used to store and manage rich media assets like video, even virtual reality (VR), and augmented reality (AR) images, as well as text and documents. DAM is a cornerstone of digital marketing, just like Digital Experience Management (my next report project, survey is in the field).

Which means that the DAM process is now a high priority for the whole marketing organization. This was confirmed in our survey of 1500 business professionals familiar with their DAM projects where 55% confirmed "We are now very focused on optimizing the customer experience and this requires change in the DAM process" as Very True.

The survey scored these three objectives as their top benefits desired from their DAM system:

- Better system performance and responsiveness
- Brand management capabilities
- Delivering an elegant and intuitive customer experience.

Nearly three quarters of the companies confirmed they were planning to consolidate their DAM, PIM, and other content management systems (up from 51% in 2021). So, this is an exciting time for the DAM vendors, an interesting mix of marketing suite and point solution vendors.

Watch out for the report in a few weeks' time.

Always keeping you informed!

Peter O'Neill