

The Business Case for Digital Asset Management (DAM)



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Acquia

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.



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**Simplify how content is
organized, accessed,
and delivered across
digital experiences**

One platform, multiple applications

Acquia DAM can help you create, review, manage, distribute, and analyze your content across its entire lifecycle. Supported by the cloud infrastructure of Amazon Web Services (AWS), your marketing and product content will reach new heights and scale with the growth of your business.



Assets

Catalog, control, and deliver rich media assets from a central source of truth



Entries

Enrich product data with marketing copy and digital assets for distribution



Insights

Track and measure assets and build site performance dashboards



Portals

Create branded, personalized microsites to share and showcase your assets



Templates

Create localized web-to-print collateral that's on- brand and on demand



Workflow

Streamline collaboration, reviews, and approvals with online proofing

Content Types



Audio- Podcasts, music, sound effects & mnemonics



Images- Illustrations, logos, photographs, camera raw & 360 photography



Video- Final AV, short versions for social, compreels, b-roll, & training.



Brand- Guidelines, messaging, visual styles and values.



Documents- Sell sheets, legal, reports and scripts



PDFs- White paper, slide decks and e-books



Product Data- Specifications, measurements, feature lists and ingredients.



Work-in-progress- InDesign, photoshop and illustrator files

Use DAM to:

**Organize content
in one system**

**Consolidate
redundant tools**

**Publish brand-
approved content**

**Ensure brand
consistency**

**Streamline your
workflow**

**Integrate your
martech stack**

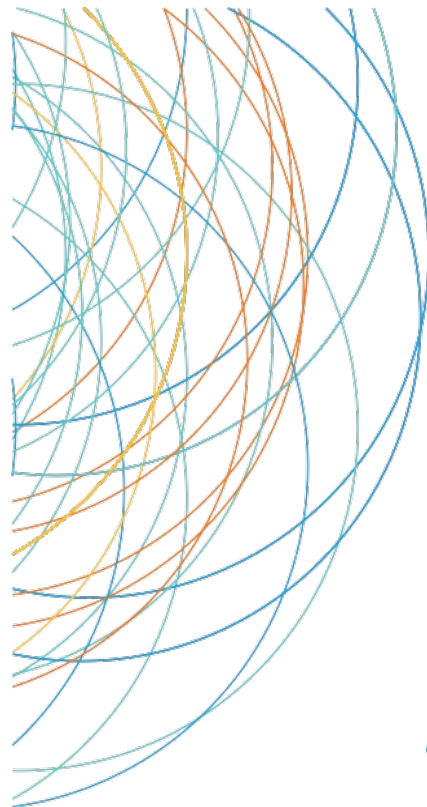
**Monitor content
effectiveness**

**Repurpose your
best-performing**

Minimize the risk

**Launch products
faster**

**Expand into new
e-commerce
channels**



Acquia DAM's core features

Centralize	See what you're working with — literally and figuratively. View and interact with hi-resolution previews for a wide range of file formats.
Organize	Maximize the use of your brand and product assets. Give users a variety of search and category options to find exactly what they need, quickly
Enrich	Prepare for omnichannel distribution by organizing what customers will read, see, and hear about your products in one view
Access	Keep projects moving forward across regions and time-zones with self-serve access.
Automate	Send content to teams or systems to support sales, marketing, and e-commerce operations
Mobile	Search, view, share, and download assets on-the-go using the Acquia DAM mobile app for iOS and Android



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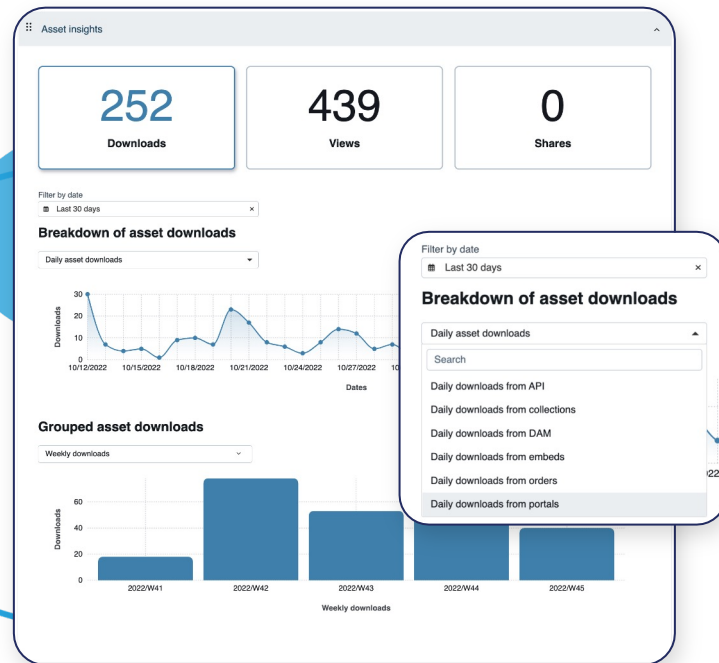
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Content Analytics

Gain visibility into asset performance

- See when and how visitors are engaging with your assets.
- See where in the world your assets are being used and viewed
- Get instant snapshots of your DAM site's performance
- Export all data for individual assets or groups of assets



"I'm not sure what more I could ask for in a DAM, the value surpasses the cost for us."

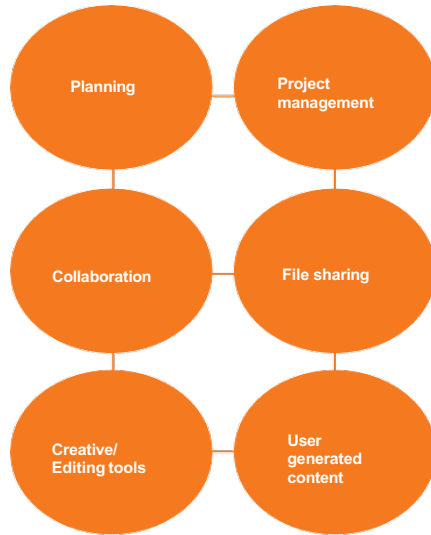
Jak Krumholtz
Pilot Corporation

"We built elaborate systems around the DAM solution, leveraging [Acquia DAM's] API to create a photo management workflow. [Acquia DAM's] product is core to our current ecosystem."

Jennifer Kordosky
Clear Channel Outdoor



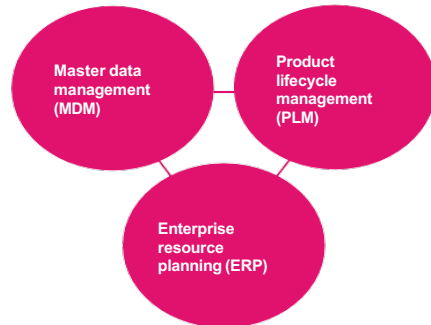
Create



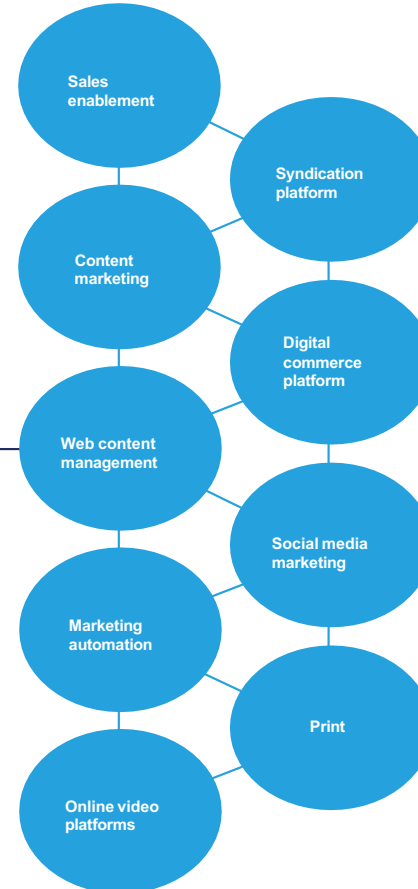
Manage



Product data



Distribute



Request a Demo:
info@bam-sa.co.za

<https://bam-sa.co.za/contact.html>

