# BREAKING THE DAM.

Free your assets and master customer experience.

2016

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Your effectiveness at creating, sharing, and deploying creative digital assets has a direct impact on your ability to create compelling customer experiences. And digital asset management (DAM) is the foundational piece in that effort. But be careful. There's danger in the attitude, "We have a DAM. We have things under control." The world was a very different place three or four years back when many of the DAM systems used today were built. Back then the Internet of Things wasn't even a thing. Those old-world systems weren't designed with the explosive growth of today's digital landscape in mind.

Certainly, old-world DAM systems can keep assets safe and give you a central place for your people to get your assets. But like a dam across a river, these outdated systems can become bottlenecks in your organization's digital marketing efforts. They can hold your team back instead of helping you keep pace with the demands for efficient asset creation, collaboration, and distribution. Rather than scaling to handle the fast-rising deluge of assets that need to be created, stored, and shared, old-world DAM systems soon reach or have already reached their breaking point.

The constant evolution of digital marketing continues to expose deficiencies and gaps in old-world DAM systems and the way organizations deal with their assets. The realities of today's digital world require a new kind of DAM system—one that eliminates asset bottlenecks and helps fix the way assets and content move through organizations and their channels. You need a next-generation DAM system that works with supporting technologies to make it easier to give your customers personal digital experiences that lead to more sales, greater loyalty, and higher ROI. Your organization needs a way to free up its assets so they can go to work for you.

Your next-generation DAM system should also be able to help you address other issues that hold you and your asset sharing efforts back. Communication problems between departments. Disconnects between creatives and campaigns. Breakdowns in asset delivery to the sales channel. The complexities of trying to use assets for different screens and different connection speeds. A next-generation DAM system should be able to help you open up the different processes and systems that can block the flow of assets.

A true next-generation DAM system goes well beyond basic asset sharing and creation. It plays a pivotal role in shaping your digital marketing strategy. For example, one study shows that organizations that consciously invest in holistic improvements to their digital marketing program see a bigger payoff than those that take a one-off approach to digital strategies and tactics.[1]

Your DAM system should be the foundation on which these improvements are built, but remember, it's a make-it or break-it deal. If you get it right, you'll position your business to move far ahead of the competition. If you misstep, you'll be left behind. And getting it right requires a next-generation DAM system, plain and simple. In this paper, we'll look at why.

# Enterprise Asset Sharing Best Practices.



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## DAM

### Digital Asset Management

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# REMOVE walls between creatives and marketers.

The way you support creativity has a direct relationship on your profitability. One Forrester study indicates that companies that foster creativity enjoy greater market share by a factor of 1.5 compared to their less creative counterparts.[2] A different study shows that design-driven companies have outperformed the S&P 500 by 219% over 10 years.[3] But encouraging this kind of creativity doesn't necessarily come easily. Some of the biggest obstacles are simply the walls that get built between marketers and creatives that make it difficult for them to work together.

Some of those walls get built when marketers have to work with many different creatives and creative teams. You might have your own internal creative team as well as relationships with a dozen different creative agencies. Different types of walls get put in place if you depend on a single large creative agency to handle

much or all of your work. From project kickoff to all the back-and-forth to final approval, it's difficult for your marketers to collaborate with all your creatives. This not only impacts your ability to meet all of your impossible deadlines, but it has a significant impact on the quality of your finished creative work.

When you don't have efficient processes in place, you block the collaboration efforts between marketers and creatives while slowing the time it takes to create compelling user experiences. That's especially true when those efforts rely on email, file shares, FTP servers, file sharing services, and even old-school DAM systems that use time-consuming, awkward, and manual processes for sharing, collaborating on, and distributing your assets.

But a next-generation DAM system supports asset sharing workflows between teams and can break

down these walls. In fact, "78 percent [of marketers] agree DAM is key for streamlining the end-to-end process from asset creation to campaign delivery."[4] Consider, for example, the number of steps and systems involved in your current content creation process. It's probably a double digital number, and it's easy to see why. If marketing builds campaigns from assets stored in one system and the creative team manages and stores them in another, there's inefficiency, and that creates a wall. A system that combines and streamlines the creation, feedback, and approval processes, then, will increase the speed and ease of creating and delivering consistent experiences across all your channels.

DAM and workflow technologies that help you prepopulate assets with metadata also make a big difference in improving the back-and-forth between marketers and creatives. If work on an asset needs

to be reassigned to a different team member, a new staffer, or even a different agency, asset metadata can provide guidance to the new person that lets them quickly pick up where the previous person left off. Having a rich media data set also makes it easy to find the right asset in the first place, which is critical. Seventy-one percent of marketers say they need to create 10 times as many assets these days to support all the different channels, so searching this growing mountain of assets is much easier if you have the right metadata.

The combination of metadata and workflows can even help you make sure teams and partners use assets within the terms of licensing rights. For example, if someone on your team tries to initiate a project that intends to use a celebrity image in a social media campaign, but you only have rights to use that image on your website, the system can warn your team member immediately. It can even ask the team member if they want to automatically initiate a process to try to obtain the necessary social media rights. As such, not only are these examples of building intelligence into workflow processes important for efficiency, they can also stave off the huge risk downstream from potential legal actions caused by using an asset in the wrong place or at the wrong time.

Simply put, the combination of a next-generation DAM system with intelligent workflows opens up the way for marketers and creatives to work together. Interactions are simplified and streamlined. Everyone enjoys more time for creativity. All aspects of the asset creation process run more smoothly. You put yourself in the position to create better user experiences and respond faster to valuable new opportunities.

# "78%

**agree DAM is key for streamlining the end-to-end process from asset creation to campaign delivery."[5]**

# CREATE unified campaigns
## across your systems and channels.

When you invest in the creation of an asset, you obviously want to get the most value from it. To do that, you have to use it across all of your channels. Rather than thinking of your email, social, and web teams creating their own, distinct assets, think of campaigns as broad, customer-focused initiatives that share the same creative assets across all channels. Then you can start enjoying some nice benefits.

The first benefit is creating greater interaction across all of your different teams—web, email, social, for example—regardless of their particular focus, something we talked about in the last section. Next, you create a more consistent customer experience no matter where or how your customers interact with you. We'll talk more about how to achieve this consistency later in this paper. The third benefit is gaining cost and time efficiencies that can come when you unify your cross-channel initiatives. So, not only do you save money by getting the most out of the assets you create, but you increase your ability to quickly respond to the demands of all your marketing channels.

Centralizing your assets across channels begins with a DAM system and workflows that can facilitate the necessary collaboration among your marketing teams. A next-generation DAM system that takes advantage of the cloud can make access and sharing easier and faster for different teams, no matter where those teams work. To further unify different campaigns, the DAM system also needs to be able to work with other types of marketing systems, such as those publishing to social, email, web, video, or other channels.

"45% say DAM improves brand consistency across campaigns and channels."[6]

# MAKE IT DROP-DEAD EASY
## for your partners, channel, or anyone to share your assets.

The easier you make it for partners, the channel, and anyone else to get your creative assets, the more likely they'll use them to promote your products and brand. A cloud-based DAM system with an easy-to-use media portal is essential to providing that easy access.
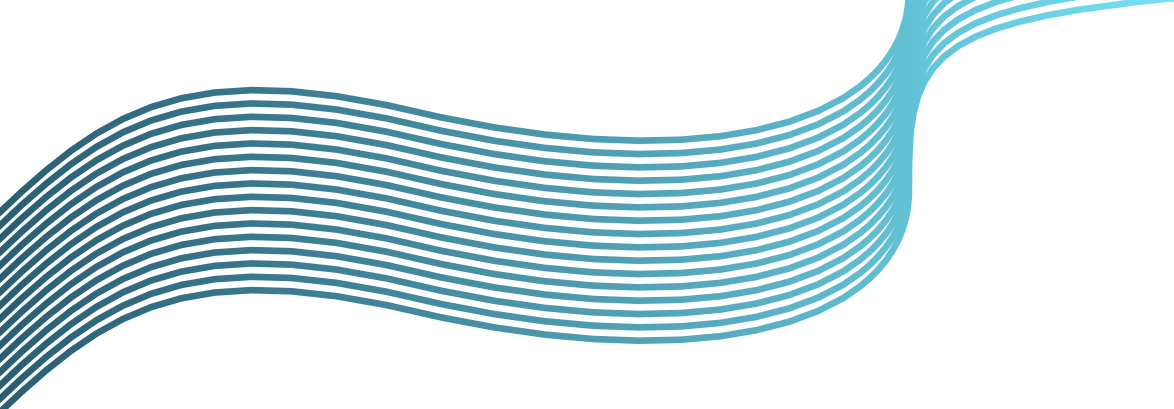
For example, international athletic equipment company ASICS had been using an asset sharing system that slowed down its retailers' ability to get and upload ASICS creative assets to their websites. ASICS had to individually manage and respond to ongoing individual requests for these assets from each of their online and physical retail partners to support their selling and promotional efforts. And every time ASICS updated any of their products, they had to push out new and updated assets to each channel partner in a one-to-one fashion. This cost the retailers and ASICS time, potential revenue, and customers.

To solve this problem, ASICS invested in a new DAM system that centralized all of their digital assets and allowed them to create a self-service brand portal that automated its manual processes. The brand portal acted as a filter and a secure access point for the DAM system, giving the retail partners access only to those approved creative assets that ASICS wanted them to use, while making it easy for the partners to find and download the assets they needed. Now when channel partners want to promote a certain product or run a campaign, they just log in to the ASICS portal, browse its folders or perform a search to find the approved assets they need, view the different assets, and immediately download the ones they want.

As a result, ASICS' retail partners are happier because it's easier and faster to get the assets they need for promotions. And ASICS is happier not only because their assets get to market faster, but because they save a significant amount of time managing the user experience.[7]

## 40K+ SKUs
## 200 employee hours

**Using a brand portal, ASICS switched from manual processes to automated ones for managing 40,000+ SKUs, contributing to an estimated savings of 200 employee hours managing retailer accounts and requests while improving the user experience.[8]**

A brand portal can provide your partners and others a variety of other benefits. When you have a cloud-based portal integrated with your DAM system, you not only provide others faster and easier access to your creative assets, but you can better secure your sensitive information. It lets you populate a cloud environment—separate from all the assets stored on your DAM system—that is a subset of your creative assets—a subset that only has the assets that specific groups of people need. That limited visibility and access to only the assets that certain partners, channels, or other groups need also eliminates asset clutter and overload, making it even easier for them to find the most appropriate assets to use.

Another major benefit a brand portal can give you is the ability to ensure brand integrity across your channel in a way that reinforces your brand and enhances the customer experience. Outdoor patio furniture manufacturer Tropitone realized this as they created a portal for their dealers and sales representatives. This brand portal hosts vignettes of all the company's furniture options, which can display on demand unlimited variations of any asset. Using the asset's original imagery stored in the DAM system, portal users can change the size, format, resolution, cropping, or effects of an asset. They can zoom in, pan, swap color swatches, and show different fabrics and styles too. This makes it easy for dealers and representatives to tailor the visuals in their sales presentations to the specific needs of any customer, while allowing Tropitone to maintain a consistent brand image.[9]

Overall, brand portals make it easier for anyone internal or external to your organization to engage in marketing efforts for you. This includes even indirect marketing efforts. For example, public relations teams can create a media portal for the press to make it easier for them to use approved creative assets in news stories and articles that reference your organization.

# MAKE asset personalization easier for marketers.

Customers crave engaging digital experiences. They want emotional connections. So it's imperative to give them personal experiences that match their own individual needs and tastes, whoever and wherever they are. The demand for these personalized experiences not only continues to rise, but it's fast becoming a consumer expectation.

For example, a recent Accenture web survey found that 60 percent of customers want to receive real-time offers in stores, and 59 percent would like offers delivered while they're considering products online.[10] But a survey conducted by Econsultancy, in association with Adobe, shows that only 5 percent of marketers currently use technology to personalize extensively. And 29 percent say they aren't practicing personalization of any kind.[11] To make matters worse, of the customers who say they've had personalized experiences, 70 percent called them superficial and 63 percent said in addition to not being compelling, they were annoying.[12]

As those statistics illustrate, personalization can be extremely difficult for marketers, not to mention expensive. In the past, personalization required long lead times, working with an army of creatives to produce in advance all the needed variations of assets for every possible personalized scenario.

Today, the level of complexity only increases as the content driving those experiences needs to be just as engaging whether the experiences are happening on customer smartphones, tablets, laptops, digital signs, digital watches, or digital whatevers. But having the right technology in place can simplify and significantly reduce the cost of your personalization efforts.

Next-generation DAM systems facilitate marketers' decisions and efforts around personalizing assets. They work with or incorporate new personalization technologies that let you cost-effectively and easily build personalization into core asset processes. You can automatically render unlimited variations of a single creative asset to generate personalized experiences on demand. With a collection of master images, text layers, color palettes, customer data, asset metadata, and business rules, you can assemble and recouple personalized content on the fly across mobile devices, websites, digital signs, kiosks, and more.

For example, you might want to place a banner ad with a holiday theme on your site. With personalization technology tied into your core assets, your ad doesn't have to display a set product or promotion. The actual products and promotions displayed in the banner can dynamically change, giving you flexibility in what you promote and when. Instead of having a static banner

that might experience mediocre click-through, this lets you personalize it by individuals or customer segments based on their recent purchase history, what they have in their cart, or other pages they visited. So, if a certain shopper spent time on a web page for a specific running shoe on your site, your personalization process can dynamically create a banner that displays the shoe image with a relevant offer as part of your holiday campaign.

**Technology like this integrated with your DAM and content management systems lets you use what you already know about your customers to dynamically create more meaningful online experiences for each one.**

You can also let customers drive the experience, using configuration tools to design the features and look of products to their tastes, whether it's customizing their own shoe, car, living space, or whatever.

Going back to the running shoe example, you could have a configuration tool on your website that gives shoppers a virtual showroom where they can design and create their own personalized version of a shoe

they want to buy. You present them a set of controls that make it easy to modify the default design of a shoe by changing things like color, patterns, fabric, or whatever parameter you define until the shoppers come up with combinations they like and want to buy.

You present them a set of controls that make it easy to modify the default design of a shoe by changing things like color, patterns, fabric, or whatever parameter you define until the shoppers come up with combinations they like and want to buy. This gives consumers greater control and buying convenience that promotes a much richer and more personal experience.

This is what Tumi does. This upscale manufacturer of luggage, briefcases, and bags uses a personalization engine in conjunction with their DAM system to allow online customers to see their bags in any color or fabric offered, as well as to create and preview in real time custom monograms on those bags. Using a single master image and color and fabric samples, they can render all the different product-color combinations and font styles with previews that show details such as stitching and curvature with picture-perfect accuracy.[13]

One of the goals of personalization is to not simply bring the in-store experience to your customers'

digital devices, but to make digital experiences even better and more engaging than traditional in-store experiences. Let users shop at their leisure, explore your offerings in greater detail, and get more familiar with your brand. Create an online store that offers a wider array of products, including a fuller selection of colors, styles, sizes, and personalization options, than a physical store. Even look at migrating aspects of that personalized digital experience to the storefront in interactive kiosks or digital signs that change as different customers approach.

Whatever your product or service, personalization helps your customers feel a deeper connection with your brand and offerings. That ultimately leads to higher conversion rates and sales. And when you have a next-generation DAM system that makes it easier to take advantage of new personalization technologies, you can significantly reduce your asset development time and effort, saving you money while giving you faster time to market.

# 66%

**Survey respondents who automated personalization for mobile achieved a 66% increase in mobile conversion rate above the average of those who didn't personalize.[14]**

# DISTRIBUTE digital assets
## with the highest quality possible.

To fully engage with your customers, you need to create positive experiences across the entire customer journey. Even if you make a great emotional connection with customers while they browse from their office laptops, you'll lose them if the experience degrades when they try to continue shopping from their tablets or smartphones. You need consistent customer experiences that are agnostic when it comes to device type and screen dimensions. You need to be able to ensure asset quality and fidelity everywhere your customer connects with your brand.

Creating consistent experiences across all of your customer touchpoints is just as tricky as personalizing your communications, and for similar reasons. Developing assets and customizing the experience for every possible screen shape can be cost-prohibitive. But also similar to personalization, next-generation DAM systems can use dynamic asset enablement technologies that eliminate the need to create different versions of your assets for every channel your consumers might use. No matter what device or format your customers use, these technologies let

you deliver a consistent experience by converting assets on the fly to meet the requirements of a specific touchpoint destination.

Such a scenario typically starts with storing one very high-quality original version of each asset in your DAM system. With your DAM system driving dynamic media serving, you can automate the process of correctly rendering and sharing this original asset in real time with the best possible experience for any given device. This process allows you to create rules and templates in advance, identifying the best default sizes for each device and screen. Then, as different channels and devices request that asset, the optimal experience is created and delivered from the single source. This allows you to use the same base image for print, video, web pages, tablets, and smartphones without having to store and manage separate versions and sizes. Thus you create consistent experiences with a single core asset across all devices, channels, and connection speeds without having to create and manage nearly unlimited versions of an asset.

While dynamic asset enablement incorporates aspects of responsive design, it goes beyond that. It's about getting assets to seamlessly support multiple devices. It lets you share a single asset with different devices and dynamically adapt it to the needs and features of each device. It does more than just modify the asset for size. It also has the intelligence to modify and optimize the asset for the device's connection speed, pixel density, formatting, and even image cropping.

# MAKE IT EASY for people to get the right assets.

If you're like many enterprises, you might have millions of creative assets to manage at any one time. Enabling all your different marketers, creatives, channel partners, and even the press to find and then use the right assets can be a difficult, time-consuming challenge. You don't want to give them access to everything, but you want to make sure they can easily get what they need. You can make the right assets easily accessible to the right people and systems by using metadata in your next-generation DAM system.

Metadata is simply data that you tie to an asset to describe what it is. If you have a photo of a vintage sports car built in 1967, the metadata for that photo would not only indicate that it's a photo of a 1967 vintage sports car, but it should state the car manufacturer, car model, color, and perhaps other details such as chrome trim, upholstery, wheel type, and engine. But to be entirely useful, the metadata doesn't stop there. It might have information on where the photo was shot, the background scenery, the name of the photographer, copyright information, and particularly important, what licensing rights you have in terms of using the photo.

In addition to details that describe the asset, your metadata should also describe how you initially intend to use the asset, as well as other ways it might be used. For example, you could specify that it's initially for a fall 2016 campaign, which could allow your DAM system to automatically serve the asset to channel and media targets for that campaign. To help with other potential use cases, you could include metadata that indicates that the asset resonates with car enthusiasts or males between the ages of 45 and 65.

To help ensure that proper and complete metadata gets tied to each of your assets, you want a next-generation DAM system that helps automate the process of populating the metadata. As a basic example, rather than having to manually add campaign-specific metadata to each asset in a campaign, you just enter the metadata once, and the DAM system automatically populates that metadata on the appropriate assets. A more advanced scenario would be a level of asset intelligence that can scan images in the DAM system to see if they're missing obvious tags that the digital fingerprint of the image files says they should have. Such tags might include things like people, landscapes, cars, devices, phones, computers, animals, belts, purses, and even the colors of all these items. The DAM system would be able to automatically detect these graphical elements and add their associated meta description tags if they are missing and considered useful by the marketer.

These types of meta tag automation and asset intelligence can also help make sure your assets are automatically delivered to the channels and campaign targets you want. This makes it easier for your internal teams and external partners to find the relevant creative assets they need.

Similarly, you can apply metadata to assets, in conjunction with your DAM system's workflow business rules, to help enforce licensing restrictions. Well-structured metadata can also enable dynamic personalization and consistent experiences across all of your customers' touchpoints.

As a best practice, your metadata should support the Extensible Metadata Platform (XMP) standard. This allows the metadata embedded in your assets to be recognized and used by other systems and applications outside your organization. Your system should also have an open API or be preintegrated to connect to enterprise systems such as web content management, commerce systems, or other business applications.

# 76%

**say DAM eliminates difficulty finding assets**

—and thus time spent recreating assets that already exist."[15]

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**"You have to have a strong and dynamic brand, but a lot of organizations don't even know where all their assets are, what they've done with them, and if they still have the right to use them. Because of that they don't have the ability to respond with the proper velocity in today's market. Adobe gives you the tools and processes you need to deliver and execute."[16]**

**IRA LESSACK**
Vice President of Client Services
3|SHARE

# Tap into your audience for the **MOST** impactful content.

As you strive to create digital experiences that resonate with your customers, you might have a significant hole in your strategy if you rely only on in-house developed assets. You need to leverage the best available assets wherever they happen to live. And those best assets might just live where your target audience lives—on social media.

When your customers buy your brand, it often becomes the topic of their social media conversations. These conversations can be more authentic and more engaging than any content you could ever create because they're born from real engagement with real people. In fact, 83% of consumers say they completely or somewhat trust the recommendations of friends and family. But trust isn't confined only to those in our inner circle, as two-thirds say they trust consumer opinions posted online, which makes it the third-most-trusted form of advertising.[17] Clearly consumers feel that the user-generated content that lives and moves through social networks is more reliable and more memorable than branded content.

Each day, more than two billion pieces of user-generated content get posted on social sites. Solutions now exist that can help you find it, get the rights to use it, and then incorporate it into your customer experiences. Being able to collect and use customer content that complements your own brand-created content can considerably raise the authenticity of your message with your customers, while giving those customers even more compelling digital experiences. It can help you tap into the experiences of real people to create memorable connections that live longer in the hearts of your customers. But doing that requires a DAM system that has the ability to work with these user-generated content solutions.

Opportunities also exist to actively facilitate and promote the sharing of content among consumers directly within your core web properties. Branded social communities based around blogs, reviews, ratings, and community forums can be a powerful way to build and promote the sharing of assets. By building sharing directly into your brand experiences, you gain another opportunity to benefit from the highly influential and pervasive voice of the consumer. Once again, to take advantage of this opportunity and still deliver a consistent user experience, you need the help of a next-generation DAM system.

> "Consumers are already talking about your brand online, creating authentic content in real time. By unifying brand- and user-generated content, enterprises can offer the most engaging customer experiences."[18]

**MELISSA WEBSTER**
Program Vice President, Content and Digital Media technologies
IDC

# MONITOR how digital assets are used and perform.

To create customer experiences that really connect with your customers, you need feedback and intelligence on how your assets are being consumed across all your different channels. You need to know which experiences work. That requires getting information on asset usage back to your DAM system so your marketers can easily know how those assets are doing. Content teams typically spend most of their time working in the main asset repository, so centralizing the assets' usage details within the DAM system can streamline the process for understanding asset performance. If a marketer needs to look at three different reporting tools to see how an asset's performing in the web, email, and mobile channels, it creates an inefficient and highly fractured process.

As important as centralization of data is to understanding asset performance, bringing together the right information on usage is just as critical. We are not talking about traditional analytics data here. We're talking about information specific to the needs of content marketers.

The asset intelligence that marketers need typically falls into three main categories—interaction metrics, engagement metrics, and value metrics.

## Interaction Metrics.

Interaction metrics go beyond what some refer to as consumption metrics. In consumption metrics, the assumption is made that people actually consume and enjoy the content after they click on it, but that's not always the case (unfortunately). Interaction metrics look at more than just whether people clicked through to a blog or downloaded your content from a single device. They look at how people interact with your content across multiple devices and how that content actually connects or resonates with those people. Interaction metrics should help you answer questions like the following:

- What topics should we focus our content on next quarter?
- Where should we stop investing valuable internal resources and budget?
- What titles are most appealing?

## Engagement Metrics.

Engagement metrics go the next step beyond interaction metrics to tell content marketers the impact their content had on consumers. They give you a true measurement of content quality. To get that true measurement, you have to first understand what's important to your key audiences.

Next, you have to put your content in places that allow you to accurately measure how your audience engages with the content. Some common engagement metrics include the percentage of content consumed, completion, page depth, and those types of things. But you also need to measure more behavioral aspects of engagement such as where the mouse hovers on the page, what portion of traffic reaches certain points on a page, and other mouse or click movements.

"Before, we told customers what we thought they needed to know. Now, we are determining what our visitors really want to know, based on actionable intelligence from Adobe Marketing Cloud."[19]

**QUINTIN MCGRATH**
Managing Director of Business Solutions
Deloitte Touche Tohmatsu Limited (DTTL)

## Value Metrics.

As the name suggests, value metrics look at the unique perspective or value that your content gave your audience. Was it valuable enough that they chose to share it with others? What do they tell others about it? Value metrics look at things such as shares, likes, comments, reviews, and other efforts from your audience that paint a picture of how they really feel about your content.

As your content marketers try to balance their heavy workloads, they don't have a lot of time to look for the information they need to make the best decisions about assets. That's why it's important to put the right asset intelligence where they can easily get to it—in the DAM system, where your assets live.

In addition to these interaction, engagement, and value metrics, your team needs asset intelligence that helps determine the ROI on your various creative assets. By tying analytics to your asset creation and asset sharing workflows, you gain deeper insight into how various assets are performing, and you can measure their profitability based on the investment of resources used to create those assets. You end up with clear insights into how different creative experiences impact your business results, eliminating any question about which ones are worth the investment.

# CONCLUSION

You need to connect with your customers through dynamic, memorable, personal experiences wherever they are. You need the speed to make that connection when the moment's right. That's how you differentiate your brand. The asset management best practices we've discussed will get you there. But you can't do all of it at once. So, where do you start?

You have to look at your current enterprise asset ecosystem—the different teams and groups involved with your assets, and the places where your assets are shared and used—and determine which best practice or practices in these areas should be a priority for your business over the next 6 to 12 months. But you can't stop there. You also have to decide how good your organization needs to be in all the other best practices two to three years from now. In the short term, picking a few areas where you want to excel might be good enough. Eventually, the brands that thrive in an increasingly customer-centric, content-rich world will be those that fully embrace a best-in-class approach to asset creation, sharing, and delivery.

"The usability of Adobe Experience Manager has had a positive impact on our ability to maintain a well designed, continuously updated site. We can now publish content roughly twice as fast as we could in the past. With 600 content authors and thousands of pieces of content created annually, we're realizing huge efficiencies and providing better information to our various audiences."[20]

**SAM BREUNIG**
Associate Director of Global Digital Channels
Deloitte Touche Tohmatsu Limited (DTTL)

## Next Steps

If you're interest in gaining a deeper understanding of the opportunities and costs related to operating based on a modern DAM, please review the Adobe guide to "Articulating DAM Return on Investment". 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.

# ADOBE 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. It helps you turn asset sharing challenges into business changing opportunities. For more information, visit www.adobe.com/marketing-cloud/enterprise-content-management/digital-asset-management.html.

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touchpoints. Eight tightly integrated solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, audience management, video, social engagement, and campaign orchestration. The tie-in with Adobe Creative Cloud makes it easy to quickly activate creative assets across all marketing channels. Thousands of brands worldwide, including two-thirds of Fortune 50 companies, rely on Adobe Marketing Cloud with over 30.4 trillion transactions a year.

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