

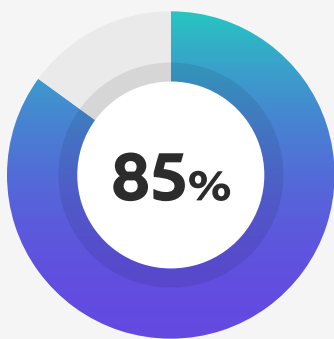


Less searching for assets. More personalised content.

Why centralising your assets is the first step in delivering the content your customers want.



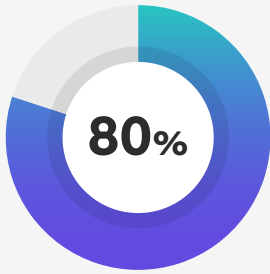
As customers spend more time in digital spaces, your goal is to have them spend more of that time interacting with your brand. Your content needs to be on call anytime, anywhere, and on any channel or device—enticing customers to interact with your brand, share in experiences, and ultimately make a purchase.



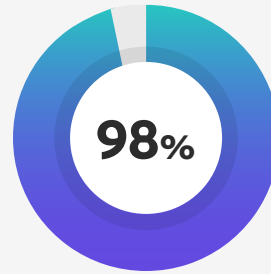
According to Deloitte Digital, 85% of marketers say they're under pressure to create and deliver content more quickly.

But it's not just any content that customers crave. The most impactful content is personalised and delivers relevant information at exactly the right moment. In fact, Forrester Consulting says that 73% of consumers and 87% of business customers expect to be delighted both before and after a purchase.

Brands struggle to keep up with content demands, yet personalisation matters more than ever. With the right tools—like a centralised and scalable digital asset management (DAM) platform—they're better set up to deliver meaningful experiences.



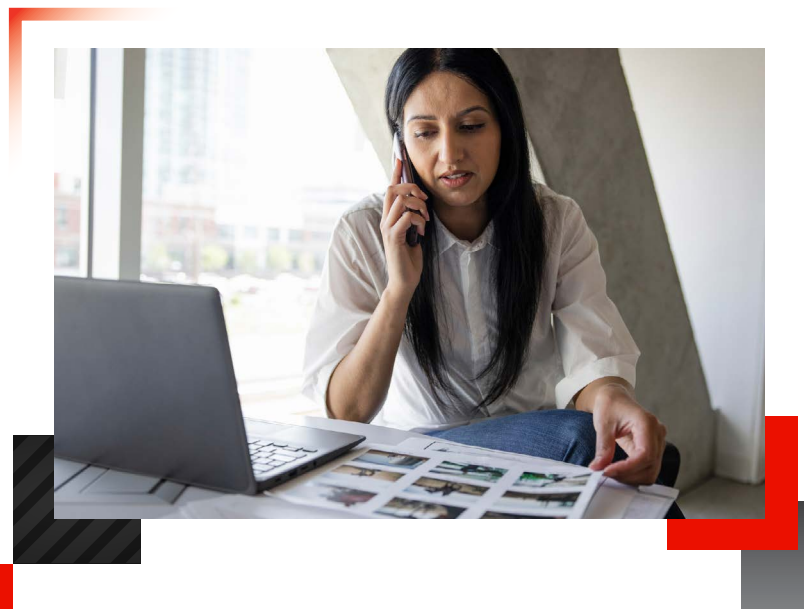
**of organisations
rate personalisation
as crucial to
business growth.**



**of digital marketers agree
that failure to overcome
personalisation challenges
carries a high cost.**

Source: Forrester Consulting

Explore how centralising your assets into a single DAM can reduce time spent searching for assets, keep your teams connected, and ultimately deliver content that resonates with your customers.










Don't let inefficient asset management stand in your way.

Personalised content takes more than building the right assets—you also need a way for everyone to easily access them. Many businesses struggle to create and manage the volume of their assets at every step in their content delivery process. Specifically, many teams are spending too much time searching for content across disconnected drives, desktops, and apps. When they do find an asset, many struggle to track down and verify the latest approved versions before they use them. If they can't find the assets they're looking for, teams spend time re-creating content that may already exist and manually inputting metadata to try and find them again later. When it comes to creating content across different channels, teams often have to crop images and videos to fit each one (for example, an Instagram post has different sizing requirements than a Facebook banner). This only adds to the time teams spend creating or editing content, which IDC says is an average of 26.7 hours per week.

Marketing and creative teams are slowed down by:

-  Spending too much time searching for content across disconnected drives, desktops, and apps
-  Tracking down and verifying the latest versions of approved assets before use
-  Re-creating content that already exists
-  Manually inputting metadata
-  Manually cropping images and videos for different channels and devices

Start by centralising your assets into a single DAM.

Centralising your assets is the first step within a winning personalisation strategy. For example, IBM had been working in 40 different DAM repositories—each with countless box folders and desktops. This added up to thousands of content locations that housed over 171,000 digital assets. “The big opportunity was our best content wasn’t getting in front of our customers,” says Ari Sheinkin, vice president of global experience engine at IBM. Now, IBM uses Adobe Experience Manager Assets as its one centralised content hub to quickly and easily access all assets.

Centralised DAMs have become a crucial part of effective content strategy. Businesses that are leading in personalisation and customer experiences are counting on these technologies to get them ahead of the content curve and deliver personalised experiences that drive results. According to Adobe and Econsultancy, 51% of senior executives are making content a top priority, and that includes having the right digital asset and content management systems.

51%

of senior executives are making content—including digital asset and content management systems—a top priority.

Source: Forrester Consulting

Because they’ve had some time to mature their content strategy alongside their technology, these experience leaders are already focusing on how to make the most out of their platforms. Forrester Consulting says they’re 4.7 times more likely to tag content with the relevant metadata and attributes using a mix of manual and artificial intelligence techniques—both of which are needed for personalisation. They’re also 3.8 times more likely to improve content reuse by storing all content in a single DAM with robust search capabilities, which means these businesses can scale their personalisation and content delivery efforts.

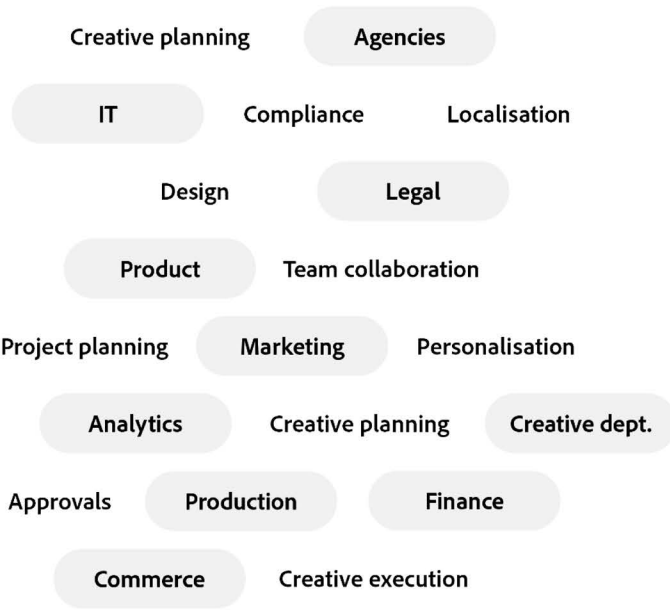
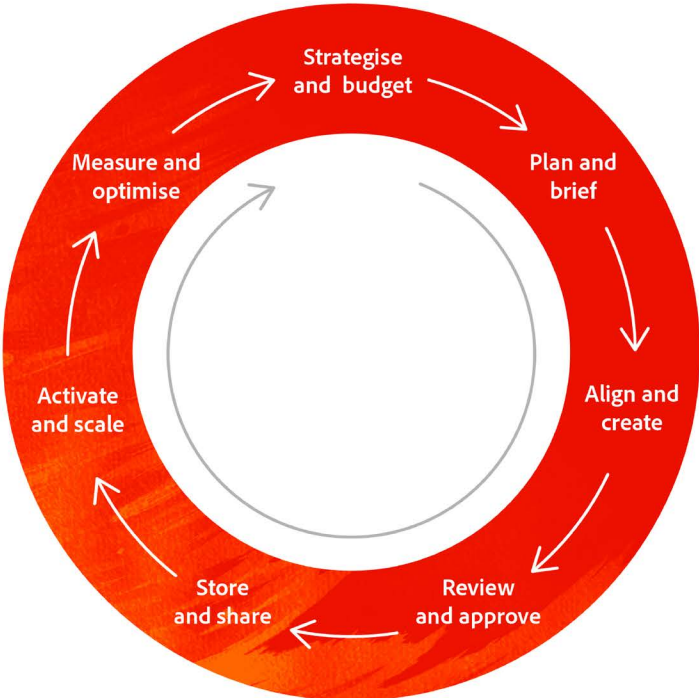


Integrate your DAM into an end-to-end content supply chain.

As organisations struggle to keep up with content demands, they often end up working less efficiently—or making more work for themselves altogether. Teams find themselves disconnected with workflows happening at different paces. The resulting content isn't as relevant or useful as it could be, or great content goes unused because teams couldn't find it. Teams falling into these patterns need to establish a well-orchestrated effort across the entire content development lifecycle. In other words, they need to establish a content supply chain.

A content supply chain is a process that brings together people, tools, and workstreams to effectively plan, create, manage, and deliver content. Establishing your content supply chain is crucial—it keeps unrealistic pressure off your creatives teams while increasing efficiency and value for your organisation. When it comes to managing your assets, you'll want to focus specifically on the store and share stage and how it fits into the greater content lifecycle.

Optimising the content lifecycle requires cross-functional collaboration.



When assessing your content lifecycle, consider these questions:

- Are you able to plan, produce, and deliver the level and volume of content you need?
- Do you know what assets you have, where they live, and if or how they're being activated?
- How fast can you go from asset creation to delivery and monetising your assets?
- How do you get important metadata from the creative brief to the final asset?
- Do your tools foster collaboration throughout the lifecycle of an asset, from intake through production and delivery?
- Are your teams duplicating work?
- Are you able to nimbly respond to market shifts and customer expectations?

The answer to these questions is a single repository for content where your teams can quickly and effectively find assets. The right DAM can strengthen your content supply chain by unifying your marketing teams and channels and empowering them to create new content—as well as millions of variations—at scale. To truly support your content supply chain, your DAM should be connected both upstream and downstream to the planning, production, delivery, and activation of your content through integrations with a work management application and your creative applications.

Empower your teams with integrated Adobe technology.

The right technology makes all the difference. Experience Manager Assets centralises all your assets in one DAM and creates a central source of truth for your organisation. Flexible tags and folder hierarchies display the most up-to-date, approved content and reduce the need to manually duplicate existing content. That way, teams can find and use the right asset every time.



For example, [Kao Corporation](#) engages with customers across a variety of channels. To create consistent, relevant experiences, the company needs a powerful DAM to keep track of its massive asset repository. “We can manage more than 500,000 global assets centrally with Experience Manager Assets,” says Tsuyoshi Tanaka, manager of office of communication technology for the digital marketing center at Kao Corporation. With so many assets to work with, having efficient repository search capabilities keeps teams on track.

While managing your assets is important, it’s part of a much larger content lifecycle. Integrating your DAM with Adobe Workfront and Adobe Creative Cloud helps you connect the entire content supply chain. Because Adobe’s tools are built to work better together, you can keep your content flowing, eliminate common hang-ups and bottlenecks, and help teams build content faster and better than ever to deliver the content customers want. The seamless integration between all three tools connects the dots between intake, planning, production, and delivery while keeping teams connected and collaborating at every stage.

Adobe technology fuels the content supply chain.



A stakeholder requests an asset through a standardised creative brief.



The request gets tagged with a unique ID and turned into a project in Workfront.

⌚ All tasks are automatically added to Creative Cloud.



Tasks are assigned to creatives in Workfront and show up in their queue.



Creatives find and use assets within Experience Manager Assets to create content.



Review and approval cycles happen between Workfront and Creative Cloud.

⌚ Stakeholders provide feedback and approvals in Workfront, which creatives see in Creative Cloud.



Assets are uploaded automatically from Creative Cloud to Experience Manager Assets.



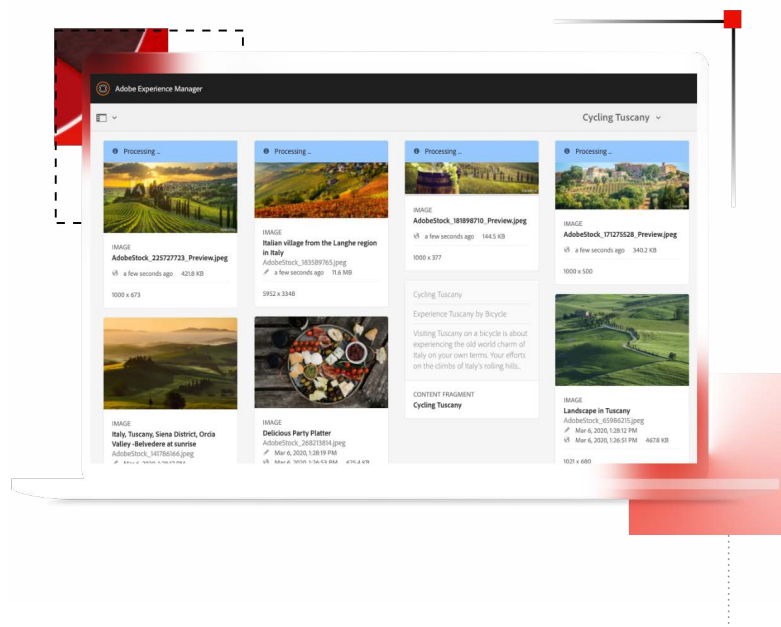
The asset is uploaded to Experience Manager Assets.

⌚ Metadata syncs automatically between Workfront and Experience Manager Assets.

While the content supply chain can help you streamline the creation and delivery of content, personalisation at scale should be top of mind for translating that content into the customer experiences it becomes. To make personalisation at scale possible, Experience Manager Assets has built in Creative Cloud functionality so marketing teams can make changes directly and effortlessly within the DAM. That means teams can swap out backgrounds, change colours, and retouch or replace objects without switching tools. They can also automatically crop, resize, and compress images and videos to rapidly push more content to more channels—while still making sure they load quickly and respond properly.

Together, Experience Manager Assets, Workfront, and Creative Cloud help to make your experiences stronger. With one centralised place for faster intake, production, reviews and approvals, storage, disbursement, and customisation, the entire content supply chain runs faster and smoother so your teams can get great experiences to your customers in just the right moments.

Explore how Adobe Experience Manager Assets can strengthen your content supply chain.



Sources

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