



# More than a DAM—a dynamic content engine.

A practical guide for moving from a static repository to creating personalized content experiences with ease.



More than just a pretty picture or an entertaining video, digital assets and dynamic content are the heart of the customer experience. They entice shoppers to interact with your brand, share their experiences, and ultimately make a purchase. However, as consumers continue to demand more and more content, creating and managing these assets can leave your teams frustrated and overwhelmed.



About **29%** of organizations say keeping up with demand for new content is their top business challenge.

Source: [IDC](#)

# 51%

of senior executives are making content—including digital asset and content management systems—a top technological priority for 2022.

Source: [Adobe and Econsultancy](#)

Here's where your digital asset management (DAM) system comes in. Not simply a place to store assets, the right DAM can strengthen your content supply chain by automating content workflows, unifying your marketing teams and channels, and helping you create net new content, as well as millions of variations, at scale. In fact, more organizations are counting on these technologies to get them ahead of the content curve and deliver personalized experiences that drive results.

# The colossal content struggle.

When organizations can't get the right experiences to the right consumer at the right time, the impact can be severe—low brand awareness, late campaigns, missed conversion opportunities, and ultimately, lost customers. Yet the hurdles teams must clear while making their way through the content process can be just as daunting.

Inefficient creative workflows result in countless hours of wasted time, duplicated efforts, and marketing dollars down the drain.

## Here's what's slowing down your creative teams:

- Too much time searching for content across disconnected drives, desktops, and apps
- Too many people required in the content process
- Verifying the latest versions of approved assets through tedious, email-driven workflows
- Re-creating content that already exists
- Manually inputting metadata
- Manually cropping images and videos for different channels and devices



Creatives aren't the only ones struggling with content challenges. If you're a marketer or IT decision-maker, you're all too familiar with the pressures of getting digital experiences to market quickly, increasing conversion rates, modernizing technology to accommodate changing consumer needs, and removing team silos for more efficient processes. What's more,

**More content means added time and resources.**

- **26.7** average number of hours per week spent creating or editing content
- **26%** projected increase in content authors in the next two years

Source: [IDC](#)

you face the risk of stiff legal penalties associated with using expired or unlicensed content.

Break through the content barrier with Adobe Experience Manager Assets, a revolutionary DAM that uses the scalability of the cloud and the power of artificial intelligence to take you from creation to experience—all without the manual steps in between.





# Perfecting the path to personalized experiences.

Experience Manager Assets provides you with a powerful way to create experiences consumers crave while lightening the load of your creative team. Here's how.

## From design to delivery with Experience Manager Assets

1. Smooth out your workflows



3. Personalize experiences at scale



2. Use the right assets every time



4. Track insights and measure performance



# 1. Smooth out your workflows.

Whether you need to hit a campaign deadline or want your message to reach consumers before competitors do, speed is of the essence. That's why reviews and approvals need to flow with ease—for both single assets and entire collections.

With Experience Manager Assets, you can ensure assets are quickly approved for use and optimized for reuse across channels. Reviewers can provide actionable feedback and compare versions side by side to choose the best assets right in the DAM. And through native integration with tools like Adobe Creative Cloud and Adobe Experience Manager Sites, teams across the enterprise can collaborate along every step of the content journey without ever leaving their favorite tools.



### How Kao Corporation connects its DAM and CMS for faster site launches.

Each year, the Kao Corporation launches over 1,000 new products that are promoted across more than 250 global websites. With hundreds of thousands of digital assets, the company needed a more efficient way for web developers to access approved media for faster site updates, and to manage its assets for consistent user experiences and branding worldwide.

Supported by Experience Manager Assets, Kao was able to shorten the time from site creation to distribution, reducing costs by 20% compared to legacy workflows.

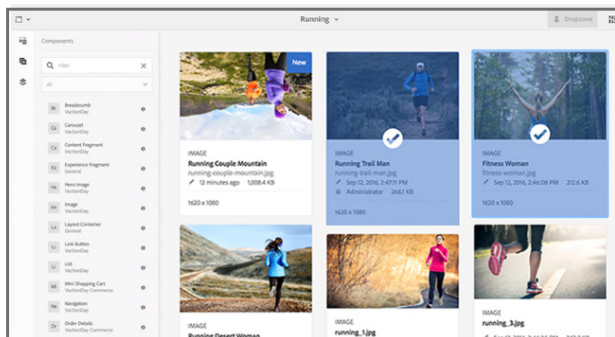
“ We can manage more than 500,000 global assets centrally with Experience Manager Assets, so we decided to integrate the CMS and DAM functions.

**Tsuyoshi Tanaka**

Manager, Office of Communication Technology, Digital Marketing Center  
Kao Corporation



## 2. Use the right assets every time.



Your digital assets have the potential to deliver enormous value, but if you're using outdated versions or assets that are out of compliance, your brand could suffer. Help your teams find and use the right asset *every time* with Experience Manager Assets.

As your single source of truth, Experience Manager Assets provides flexible tags and folder hierarchies to display the most up-to-date, approved content, reducing the need to manually duplicate existing content. Together with strong brand and legal approval workflows, as well as digital rights management, you can be sure you're delivering experiences that are both compelling and compliant. And with the Brand Portal, your extended teams, partners, and resellers can access these approved assets for a consistent brand experience all around.





### ASICS strengthens brand integrity with consistent experiences across regions.

ASICS wanted to provide its global marketing teams with consistent, streamlined access to digital assets while eliminating the waste associated with duplicate photoshoots. The global sports brand lacked a central hub to store product images. And because each region held its own photoshoots for the same product, brand integrity suffered due to color and other inconsistencies.

The team now uses Experience Manager Assets to manage 700,000 digital assets—all accessible through their Brand Portal—allowing them to deliver the same images for the same products in all regions, strengthening the global brand.

“ We no longer have the same product photographed many times across the group, which has allowed us to eliminate waste. Overall, we have seen a 20% to 30% reduction in waste.

**Tatsuya Ohashi**

Digital Supply Chain Department, Digital Division  
ASICS



### 3. Personalize experiences at scale.

Creative teams should spend their time designing personalized experiences that “wow” customers—not manually tagging, cropping, and resizing assets. Keep your teams focused on what they do best with content intelligence and automation capabilities from Experience Manager Assets.

For example, Under Armour uses smart tags to automatically tag its product photography with keywords for colors, emotions, or sports categories as each asset is uploaded into the DAM, saving teams time and providing a richer, more efficient search experience.

With Experience Manager Assets, you can also automatically crop, resize, and compress images and videos to rapidly get more content to more channels while ensuring they load quickly and display properly. And even if you don't have creative skills, you can effortlessly create asset variations in real time by swapping out backgrounds, retouching, or replacing objects—making personalization scalable while keeping costs down.

With rich media optimization to create immersive experiences, your DAM has you covered.

### **The Tile Shop**

The Tile Shop goes beyond the repository for more engaging experiences.

The Tile Shop needed a new approach to creating, storing, and managing the 10,000 digital assets the company uses to sell its products. The existing solution only allowed teams to publish static images and lacked the capability to tag or organize assets.

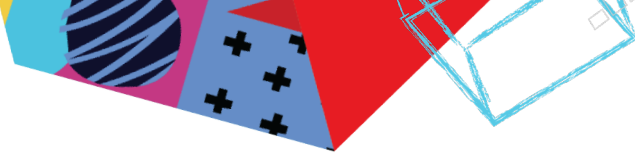
Since implementing Experience Manager Assets, the company can now automatically crop individual assets to display on every device and channel customers use to browse their products, *saving hours of time*. Customers can also toggle between color swatches when viewing product images—a new feature for its website that puts more power in shoppers' hands.

The Tile Shop also uses automation to assign metadata tags to each asset. This helps increase productivity and improve search results with suggested imagery that designers can use in new creative ways.

“ Experience Manager Assets is not just a repository. We see it as a one-stop shop for our digital content processes and strategies. It's a true enterprise solution, and we're only beginning to see its impact on our customer experience and internal operations.

**Jill Byrnes**

Senior Director of Marketing and Merchandising  
The Tile Shop



## 4. Track insights and measure performance.

Your work doesn't end once your digital experiences reach the consumer. You need to track asset performance so you can understand how different experiences impact business results. Through an integrated, intuitive dashboard, Experience Manager Assets helps you tie performance directly to conversion and ROI by providing insights on how people interact with your content, how interaction changes on different devices, and which content is performing best—all without relying on your analytics team.

Assets insights give you the guidance you need to improve lower performing assets while reusing those that work well so you can deliver more impactful digital experiences and gain higher returns from your efforts.

Organizations using Experience Manager Assets report an average 3-year ROI of **366%**.

Source: [IDC](#)



# A DAM for every organization.

Whether you're just starting to get a handle on your digital assets or you're heavily invested in enterprise-wide digital asset workflows, there's a version of Experience Manager Assets DAM that's right for you.

## Adobe Experience Manager Assets Essentials

Get started quickly with a lightweight DAM  
*(best for departments or smaller enterprises)*

Out-of-the-box, lightweight digital asset management solution helps marketing and creative teams easily store, manage, and discover assets.

- Easy to set up and configure so you can get started with asset management right away
- Essential DAM capabilities with robust governance and access controls
- Search and smart tagging powered by Adobe Sensei (AI technology)
- Collaboration features including My Workspace and Task Management
- Native integrations with Adobe Creative Cloud and Adobe Experience Cloud applications

[Learn more about Experience Manager Assets Essentials](#)

## Adobe Experience Manager Assets

Scale and transform content with an enterprise-grade DAM  
*(great for all, especially large enterprises)*

Highly scalable and customizable digital asset management platform unifies enterprise-wide teams with automation and intelligent delivery.

Everything in Experience Manager Assets Essentials plus:

- Enterprise-grade metadata management, taxonomy, and global governance tools
- Ability to automate and scale content creation, transformation, and delivery
- Advanced rich media for immersive experiences through images, videos, and 3D assets
- Unified work management, creative, and asset management to scale your content supply chain
- Integrations and APIs to connect to third-party applications and custom apps
- Configurable and customizable media portals for broad content distribution

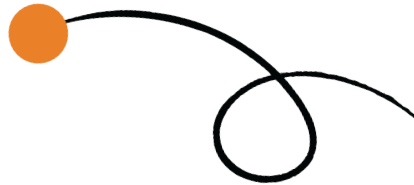
[Learn more about Experience Manager Assets](#)

# Take your assets—and customer experiences—to new heights.

As customer expectations continue to climb, your assets need to work harder so you can work smarter. With Experience Manager Assets, you can transform your DAM from a static repository to a dynamic content engine, freeing up creatives to do their best work, bringing teams together to speed up content delivery, and increasing conversion rates so you get the most from your content investment.

Discover how you can smoothly go from designing content to delivering personalized experiences at scale with Experience Manager Assets.

[Learn more](#)



Adobe Experience Manager Assets gives us a great launching point for innovation as we improve the way we manage some of our most valuable resources. We're already saving time and money by making our creative assets more accessible, and we're eager to keep exploring the benefits.

**Ben Snyder**

IT Product Owner  
[Under Armour](#)

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