DAM Trends to Watch
In 2022

Jarrod Gingras
Managing Director/Analyst
Three Subscription Offerings

#1 Vendor Selection Advisory
Inform and empower tech selection teams with critical research and candid advice

#2 Omnichannel Stack Advisory
Advise stack owners on strategic decisions and technology choices

#3 Council-Level Membership
Host executive leadership council for peer support to omnichannel stack owners
MARTECH STACK VENDOR MAP

Real Story Group’s vendor evaluations and advisory services have helped thousands of organizations find their way. We can help you too.

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www.realstorygroup.com/try/
## A Different Kind of Analyst Firm

<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
</tbody>
</table>
Digital Workplace and Digital Marketing Technology

- Author of book about applying design thinking to the tech selection process
- http://rosenfeldmedia.com/books/right-way-to-select-technology/

- Lead DAM analyst
- Evaluating 30+ DAM vendors

4000+ clients in 60+ countries
- https://www.realstorygroup.com/Reports/DAM/
Trend #1:
Market Evolution and Splits Aligning with Journey Stages
Phases of DAM: 1.0 – 4.0

STANDALONE LIBRARY

- Single repository managing images, video, audio files through their lifecycle
- Step up from shared drives or cloud sharing platforms
- Disconnected from larger technical stack
- Another destination to store and retrieve assets
Phases of DAM: 1.0 – 4.0

DAM 1.0

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DAM 2.0

MARTECH SERVICE

- DAM recognized as MarTech
- DAM is a critical part of workflow
- Upstream and downstream integration
- DAM supplying some systems of engagement
- One-way flow of information

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Phases of DAM: 1.0 – 4.0

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**DAM 3.0**

**OMNICHANNEL CONTENT PLATFORM**
- Manage media, narrative, and data all as first-class objects
- Support component-level management for omnichannel activation
- Enable sophisticated, compound, mixed-media content
- Measure effectiveness beyond traditional campaign analytics
- 2-way flow of information, including usage and derivations
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**DAM 4.0?**

**PREDICTIVE CONTENT**
- Leverage analytics to suggest better performing assets
- Query-able system to answer context questions
- Real-time asset performance testing
- Real-time asset adaptation
- AI-driven content creation
2022 DAM Marketplace

KEY THEMES

- DAM remains a highly fragmented marketplace
- Pressure from mid-market players is forcing top end of market to differentiate on either scale or omnichannel
Trend #2: Time to Think Bigger Than Just Traditional Assets
Think Bigger: Digital Assets as Omnichannel Content

Omnichannel Content
- Text / copy snippets
- Offers
- Micro-experiences
- Documents

Omnichannel Content Services
Manage components fueled with data

DAM
- Images
- Video
- Audio

Digital Asset Management
Manage rich media & brand assets
MarTech: Idealized Creative-to-Channel Flow

**ENGAGEMENT CHANNELS**
- Ads
- Web
- Email
- Mobile
- Social
- Print
- Alexa
- Chat
- Call
- PoS/F2F
- IoT/Product

**INTERACTION & DELIVERY ENVIRONMENTS**
- Advertising
  - Generate demand
- Sites
  - Deliver information
- Applications
  - Deliver services
- Distribution
  - Deliver via channel
- Storefront
  - Sell things
- Contact Center
  - Answer questions

**CONTENT & ENGAGEMENT SERVICES**
- **Service & Support**
  - Address customer inquiries and problems
- **CRM & SFA**
  - Automate sales & manage relationships
- **Social Media Management**
  - Engage in social media & communities
- **Outbound Campaigns**
  - Manage & deliver messaging campaigns
- **WCM**
  - Manage web content & inbound experiences
- **Ecommerce**
  - Manage commercial activity

**Omnichannel Content Services**
- Manage components fueled with data

**Digital Asset Management**
- Manage rich media & brand assets

**Creative & Marketing Ops:**
- Creative & Content Ops, Scheduling, Project & Resource Mgmt

Distribute components to multiple channels

Mix assets & micro-narratives with data

Produce & Approve Assets

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Reference Architecture Model: Omnichannel MarTech Stack

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- WCM: Manage web content & inbound experiences
- Ecommerce: Manage commercial activity

**ENTERPRISE FOUNDATION SERVICES**
- Omnichannel Content Services: Manage components fueled with data
- Digital Asset Management: Manage rich media & brand assets
- Customer Data Activation: Manage actionable data & segments
- Customer Data Management: Ingest, process, and unify customer data
- Omnichannel Personalization: Customize individual experiences
- Journey Orchestration: Set decisions for omnichannel engagement

**Data Intelligence:** Analytics, Reporting & Visualization, Predictive Modeling, Dashboards

**Creative & Marketing Ops:** Creative & Content Ops, Scheduling, Project & Resource Mgmt

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Trend #3: Never Finished Asset Meets Real-Time Manipulation
Happy Anniversary,
Karen!
Real-time Asset Manipulation

All chairs 20% off until January 3!
Key Capabilities of an OCP

- Object oriented:
  - Supports compound asset management with parent/child/sibling relationships
  - Highly extensible (ideally graph-based) information modeling
- Advanced asset and media management
- Text and HTML as first-class objects
- Where-used tracking services – at asset or component level
- Tight integration with enterprise data services
- Connector framework to deliver to digital/print/other assembly services
- Richly “shoppable” store
- Advanced permissions models
- Supports multiple taxonomies
- Pluggable AI / ML (not limited to vendor’s services)
Trend #4: Context is King
### The Right Asset for the Right Context

<table>
<thead>
<tr>
<th>Channel</th>
<th>Device</th>
<th>Geography</th>
<th>Expiration Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>Mobile</td>
<td>North America</td>
<td>12/31/22</td>
</tr>
<tr>
<td>Web</td>
<td>Browser</td>
<td>North America</td>
<td>12/31/22</td>
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<tr>
<td>Social</td>
<td>Mobile</td>
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<td>7/31/23</td>
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<tr>
<td>Social</td>
<td>Mobile</td>
<td>Europe</td>
<td>7/31/23</td>
</tr>
<tr>
<td>Print</td>
<td>Print</td>
<td>All</td>
<td>None</td>
</tr>
</tbody>
</table>
Trend #5: Integrations Highlighting User Experience Needs
Integrations Highlighting User Experience Needs

Creative Tools

Workflow

Packaging

PIM

DAM or OCP
Manage images and video

CRM/SFA
Customer care and salesforce automation

Social Engagement
Engage in social media & communities

Email & Marketing Automation
Manage outbound messaging

WCM
Manage web content & visitor experience

Product Info Aggregation
Aggregate product assets and data for 3rd parties
Integrations Highlighting User Experience Needs

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Trend #6: Predictive Performance of Assets
DAM 4.0?

PREDICTIVE DAM

Leverage analytics to suggest better performing assets

Query-able system to answer context questions

Real-time asset performance testing

Real-time asset adaptation

AI-driven content creation
Measure Effectiveness of Assets

### Score

#### Usage

0

### Usage Statistics

<table>
<thead>
<tr>
<th>Solutions</th>
<th>Count</th>
<th>Last Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>0</td>
<td>Not Used</td>
</tr>
<tr>
<td>Web &amp; Mobile</td>
<td>0</td>
<td>Not Used</td>
</tr>
<tr>
<td>Social</td>
<td>0</td>
<td>Not Used</td>
</tr>
<tr>
<td>Email</td>
<td>0</td>
<td>Not Used</td>
</tr>
</tbody>
</table>
Predicting Asset Performance: Query-able System

A.

B.
Trend #7: Still the Right DAM?
Applying Design Thinking Principles to Tech Selection

EMPATHIZE:
Create Stories

DEFINE:
Create RFP and Shortlist

IDEATE:
Review Proposals and Downselect

PROTOTYPE:
Demos and Downselect

TEST:
PoC

Agile =
• Team-based
• Test-oriented
• Hands-on
• Iterative

Right Market

Long to Shortlist
(6-8)

Shortlist to Demo
(3-5)

Demo to Finalists
(1-2)

Finalists to Winner
(1)
2022 DAM Trends to Watch Summary

• Trend #1: Market Evolution and Splits Aligning with Journey Stages
• Trend #2: Time to Think Bigger Than Just Traditional Assets
• Trend #3: Never Finished Asset Meets Real-Time Manipulation
• Trend #4: Context is King
• Trend #5: Integrations Highlighting User Experience Needs
• Trend #6: Predictive Performance of Assets
• Trend #7: Still the Right DAM?
Final Thoughts

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