Your Journey from DAM to Omnichannel Content Management

Jarrod Gingras
Managing Director & Analyst
Hard Hitting Digital Marketing Technology Research and Advisory

Evaluating 150+ MarTech vendors

Host executive leadership council for peer support to omnichannel stack owners

Author of book about applying design thinking to the tech selection process

4000+ clients in 60+ countries

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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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## 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>
Where are You on Your DAM Journey?
Phases of Content Management: 1.0 – 4.0

STANDALONE LIBRARY
Phase 0.0?

The Cloud: Box, Dropbox, OneDrive, Hightail, WeTransfer, Google Drive, etc.

Applications

Collaboration Tools

SharePoint

File-shares (D, E, F, G, K, Z drives)

Document Mgt Systems

Desktops

Laptops

Tablets

Phones

E-mail

IM
Phase 1.0 Goal

A common and secure place to store, organize, and retrieve content throughout its lifecycle.
Technologies (and Teams) Geared Towards Content Types

Documents
- PDFs
- PPTs
- Word docs
- Excel spreadsheets
- CAD

Digital Assets
- Video
- Audio
- Image files
- InDesign files
- Photoshop files
- Illustrator files

Web & App Content
- Web text
- Web images
- Web video
- Templates: web, mobile, etc.
- Mobile apps text
- Mobile apps images
- Mobile apps video

Marketing
- Leads
- Campaigns
- E-mails
- Social
- Sentiment analysis
- Analytics

Document Management / ECM
Digital Asset Management (DAM)
Web Content Management (CMS, WCM)
Marketing Automation Platform / ESP / Social Publishing
Phases of Content Management: 1.0 – 4.0

1.0

STANDALONE LIBRARY

Single repository managing content through a lifecycle

Step up from shared drives or cloud sharing platforms

Disconnected from larger technical stack

Another destination to store and retrieve content
Phases of Content Management: 1.0 – 4.0

**STANDALONE LIBRARY**

- Single repository managing content through a lifecycle
- Step up from shared drives or cloud sharing platforms
- Disconnected from larger technical stack
- Another *destination* to store and retrieve content

**MARTech SERVICE**
# Evolution Part 2: Model for the 2010s: Horizontal Integration

## MAJOR CHANNELS

<table>
<thead>
<tr>
<th>Social</th>
<th>Email</th>
<th>Website</th>
<th>Mobile</th>
<th>Print</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connect and engage in social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## PRODUCTION, INTERACTION, & DELIVERY SERVICES

<table>
<thead>
<tr>
<th>CDN</th>
<th>Optimization</th>
<th>E-commerce</th>
<th>Consumer Analytics</th>
<th>Page Layout</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed digital delivery</td>
<td>Analyze, test, and improve</td>
<td>Conduct Transactions</td>
<td>Collect and report on behavior</td>
<td>Develop Print materials and packaging</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OVP</th>
<th>Mobile Middleware</th>
<th>Community</th>
<th>Portals</th>
<th>Contact Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver Streaming Video</td>
<td>Custom mobile experiences</td>
<td>Discussions and profiles</td>
<td>Transact business</td>
<td>Address customer inquiries</td>
</tr>
</tbody>
</table>

## CONTENT & ENGAGEMENT MANAGEMENT

| Social Engagement | Marketing Automation | WCM | DAM / MAM |
| Connect and engage in social media | Manage email and social campaigns | Manage web content and customer experience | Manage images and video |

## Customer Data Backbone

<table>
<thead>
<tr>
<th>BI</th>
<th>Analytics</th>
<th>PIM</th>
<th>MDM</th>
<th>ERP</th>
<th>CRM</th>
</tr>
</thead>
</table>

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Phases of Content Management: 1.0 – 4.0

1.0

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2.0

MARTECH SERVICE

- Content system recognized as MarTech
- System is a critical part of workflow
- Upstream and downstream integration
- System supplying some systems of engagement
- One-way flow of information
Phases of Content Management: 1.0 – 4.0

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3.0

**OMNICHANNEL CONTENT PLATFORM**
Think Bigger: 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
## Enterprise Content Management: Future Vision

### Interaction Environments

<table>
<thead>
<tr>
<th>Environment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>Generate demand</td>
</tr>
<tr>
<td>Contact Center</td>
<td>Answer questions</td>
</tr>
<tr>
<td>Applications/Portal</td>
<td>Deliver services</td>
</tr>
<tr>
<td>Channel</td>
<td>Distribute product</td>
</tr>
<tr>
<td>Websites</td>
<td>Deliver information</td>
</tr>
<tr>
<td>Online Storefronts</td>
<td>Sell things</td>
</tr>
</tbody>
</table>

### Engagement Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Loyalty</td>
<td>Manage rewards logic and redemptions</td>
</tr>
<tr>
<td>Sales &amp; Support</td>
<td>Automate sales, Manage relationships</td>
</tr>
<tr>
<td>Social Media Mgmt</td>
<td>Engage in social media &amp; communities</td>
</tr>
<tr>
<td>Outbound Marketing</td>
<td>Manage campaigns, Deliver messages</td>
</tr>
<tr>
<td>WCM</td>
<td>Manage web content &amp; inbound experiences</td>
</tr>
<tr>
<td>Ecommerce</td>
<td>Manage commercial activity</td>
</tr>
</tbody>
</table>

### Omnichannel Content Services

- Manage components fueled with data
- Re-usable and trackable content / asset / product components
- Longer-form experiential / value-story content & some static page management

### Omnichannel Content Platform

- Manage rich media & brand assets
- Product Information: Manage unified, core product information

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As of today, Real Story Group believes DAM vendors represent best long-term solution

- More scalable and robust repositories rather than Content Marketing or Web Content Management vendors
- Advanced support for images and media is essential
- Object-oriented architectures support omnichannel content derivations and compound marketing assets (e.g., parent-child and sibling relationships)

Who Will Be Your OCP?

- DAM?
- WCM?
- CCM?
- Marketing Ops?
- CRM?
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**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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4.0

**PREDICTIVE CONTENT**
The “Never-Finished Asset”: Personalization

Happy Anniversary, Karen!

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The “Never-Finished Asset”: Real-time Manipulation

All chairs 20% off until January 3!
Predicting Performance

A.

B.
Predicting Performance at Scale
<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.0</strong></td>
<td><strong>STANDALONE LIBRARY</strong>&lt;br&gt;Single repository managing content through a lifecycle&lt;br&gt;Step up from shared drives or cloud sharing platforms&lt;br&gt;Disconnected from larger technical stack&lt;br&gt;Another destination to store and retrieve content</td>
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</tr>
<tr>
<td><strong>4.0</strong></td>
<td><strong>PREDICTIVE CONTENT</strong>&lt;br&gt;Leverage analytics to suggest better performing assets&lt;br&gt;Facilitating personalization at scale&lt;br&gt;Query-able system to answer context questions&lt;br&gt;Real-time content performance testing&lt;br&gt;Real-time content adaptation&lt;br&gt;AI-driven content creation</td>
</tr>
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</table>
Key Takeaways

- Omnichannel ambitions are forcing enterprises to rethink their view of content, data, and decisioning
  - ...AND, how content, data, and decisioning need to be managed
- Omnichannel ambitions are forcing enterprises to rethink their technology stacks
- Every enterprise is on a different stage of this journey
- Not all vendors are equipped to get you to where you want to go
- Despite what some software vendors are telling you, there is no single right answer
- Applying design thinking methodologies to technology selection can mitigate the risk of making a bad choice
Is Your DAM holding you back?
Where are You on Your DAM Journey?
Thank you!

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