Managing Marketing Creative Assets Report
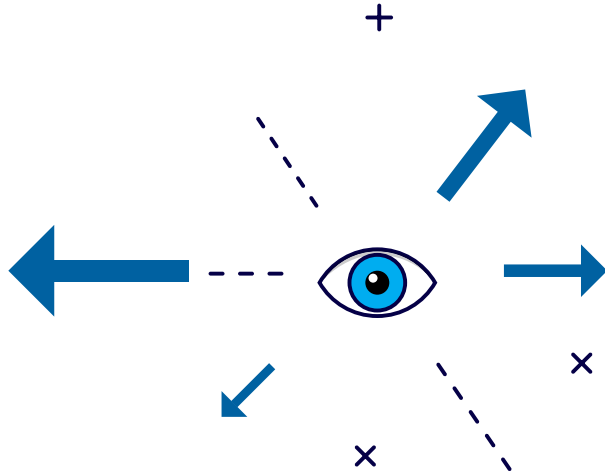
We asked marketers about their **experiences managing creative assets.**

We found it's **anything but easy!**

1.

What are the **top three challenges** you face in managing your marketing content?

Keeping track of assets
is the number one challenge.

The second challenge -
the **lack of a single central library** -
probably contributes to this.

What are the top three challenges you face in managing your marketing content?

It's hard to keep track of all the assets we have available

We don't have a centralised place where we keep all our media assets together

There are multiple versions of the same asset and it's hard to tell which is the approved one

Reformatting for different channels (cropping, changing file type etc.) takes too long

I often can't find the media assets I want

We create content for sales but they forget it's there and never use it

It takes too long to find the media assets I want

I can't tell what is OK to use and what is not (rights issues, out of date etc.)

We don't have enough space to store everything

Other

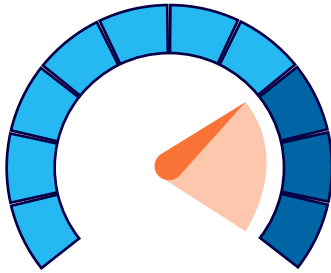0%   10%   20%   30%   40%   50%   60%

Other challenges included:
- 7% Educating people on filing systems, categories, naming conventions and filing processes. Then making sure they follow the rules.
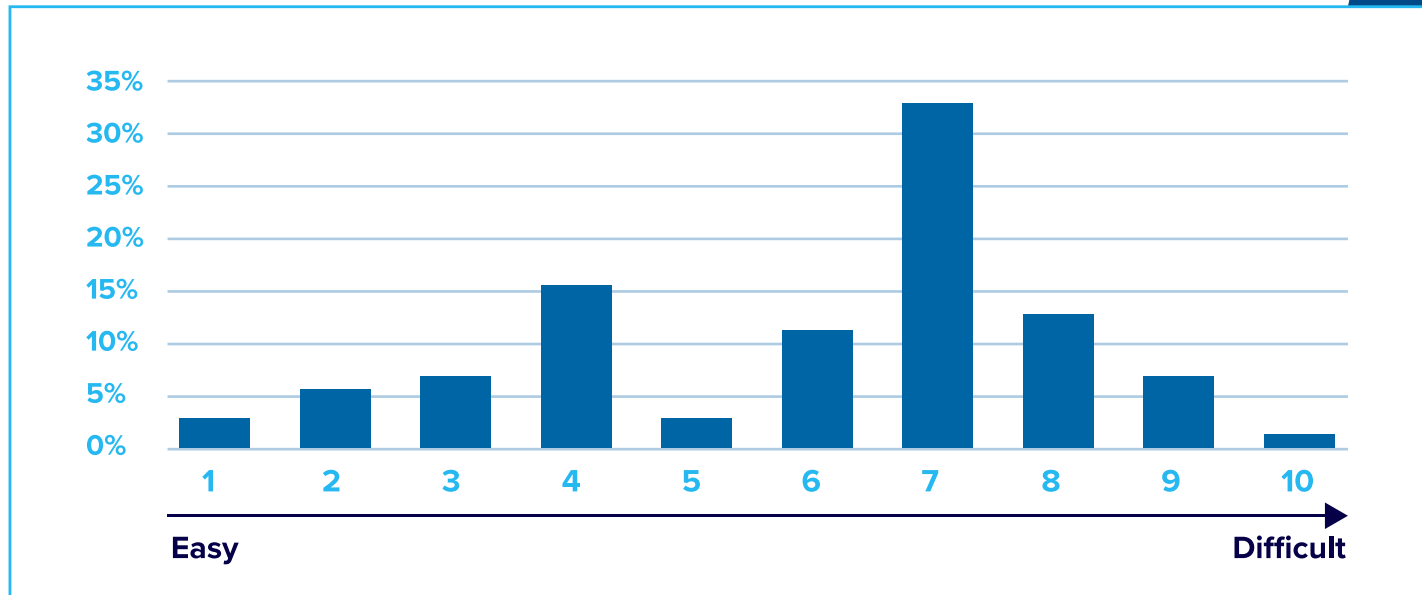- 3% Managing edits and approvals

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2.

How easy or difficult is it to keep your marketing creative assets **organised and available**?

More than half of respondents rate the difficulty of managing creative assets at **7/10 or above**

How easy or difficult is it to keep your marketing creative assets organised and available?
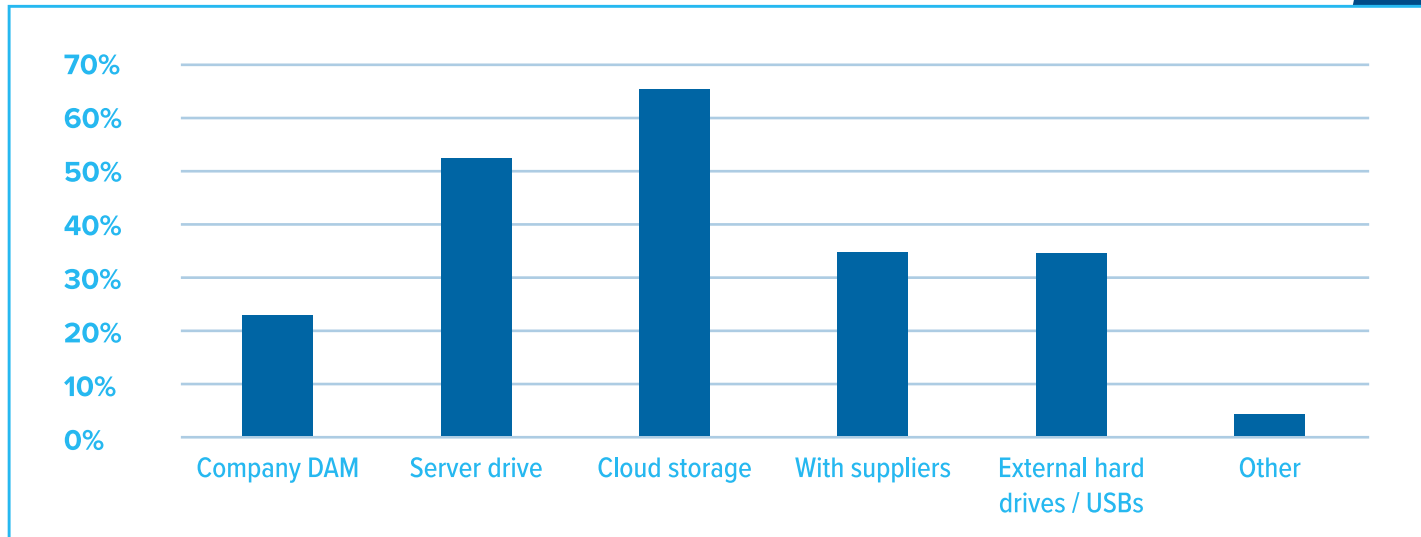
3.

Where are your marketing creative assets kept?

On average, assets are stored in **2.13 places**.

Where are your marketing creative assets kept?

4.

Which DAMs have you used and how do you rate your experience with them?

The **most used DAM** is **Adobe Experience Manager**, which 36% of respondents had used. It had an average rating of **6.44 out of 10**.

11-14% of users had experience of **Brandfolder**, **Bynder**, **Canto**, **IntelligenceBank** and **Webdam**.

With relatively small numbers, ratings may be skewed, but Canto scored **highest** at 7.00 and Webdam scored **lowest** at 5.20.
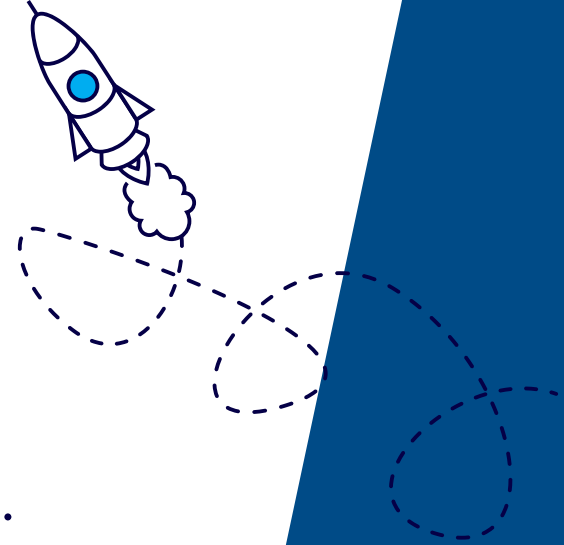
Thank you!

We hope you found this report useful.

If you're interested in tips & tricks for **getting more out of your creative assets** or tools to assist in **selecting a DAM** visit **preferredmedia.com.au/resources**

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