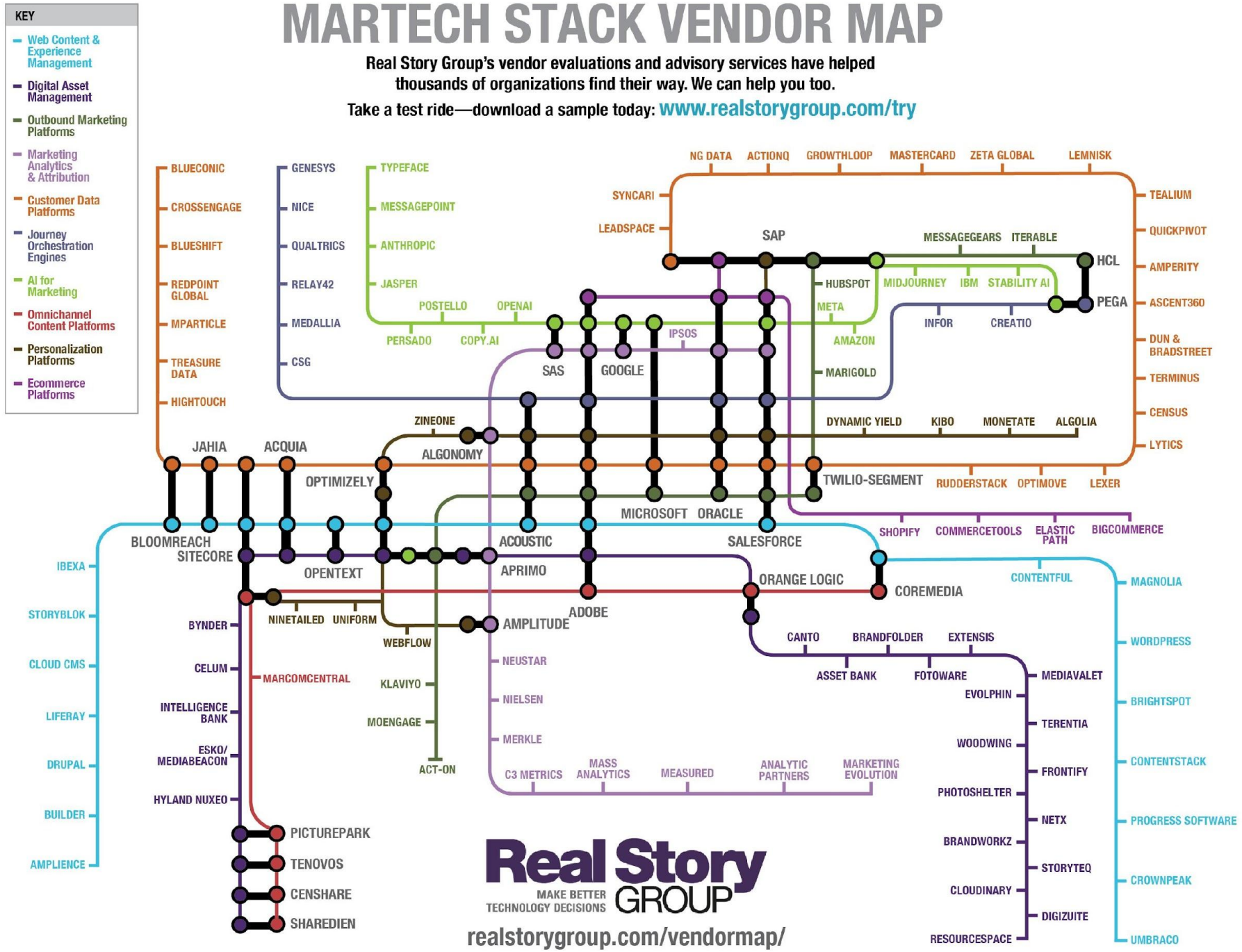
Real Story GROUP
MAKE BETTER TECHNOLOGY DECISIONS

The Rising Role of DAM in the AI Era

Jarrod Gingras

Managing Director & Analyst


KEY
Web Content & Experience Management
Digital Asset Management
Outbound Marketing Platforms
Marketing Analytics & Attribution
Customer Data Platforms
Journey Orchestration Engines
AI for Marketing
Omnichannel Content Platforms
Personalization Platforms
Ecommerce Platforms
MARTECH STACK VENDOR MAP
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SITECORE
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MAGNOLIA
IBEXA
STORYBLOK
CLOUD CMS
LIFERAY
DRUPAL
BUILDER
AMPLIENCE
BYNDER
CELUM
MARCOMCENTRAL
INTELLIGENCE BANK
ESKO/ MEDIABEACON
HYLAND NUXEO
NINETAILED
UNIFORM
WEBFLOW
KLAVIYO
MOENGAGE
ACT-ON
ADOBE
AMPLITUDE
NEUSTAR
NIELSEN
MERKLE
C3 METRICS
MASS ANALYTICS
MEASURED
ANALYTIC PARTNERS
MARKETING EVOLUTION
CANTO
BRANDFOLDER
EXTENSIS
ASSET BANK
FOTOWARE
EVOLPHIN
WOODWING
PHOTOSHELTER
BRANDWORKZ
CLOUDINARY
RESOURCESPACE
MEDIAVALET
TERENTIA
FRONTIFY
NETX
STORYTEQ
DIGIZUITE
WORDPRESS
BRIGHTSPOT
CONTENTSTACK
PROGRESS SOFTWARE
CROWNPEAK
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A Different Kind of Analyst Firm

Real Story GROUP
MAKE BETTER TECHNOLOGY DECISIONS

Relentlessly independent

24+ years

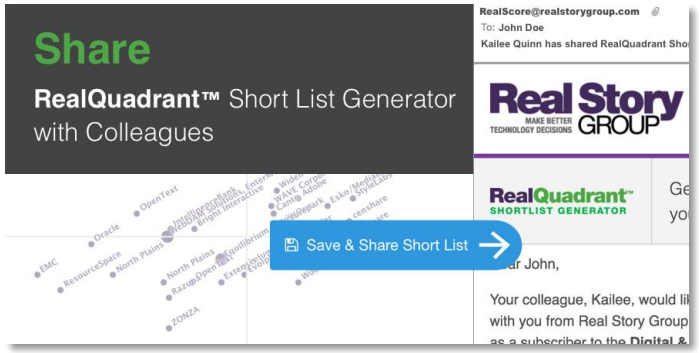
5000+ clients in 60+ countries

Independence Factors	Real Story Group	Other Firms
Consult to Vendors?	NO	YES
Speak at Vendor Events?	NO	YES
Accept Expenses & Hospitality from Vendors?	NO	YES
Write Papers for Vendors?	NO	YES

Three Subscription Offerings

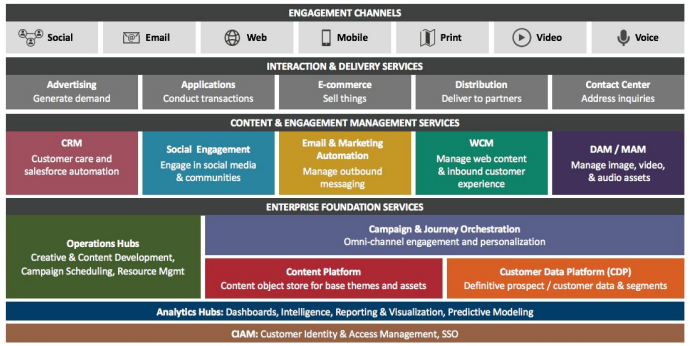
Vendor Selection Advisory

- Inform and empower tech selection teams with critical research and candid advice



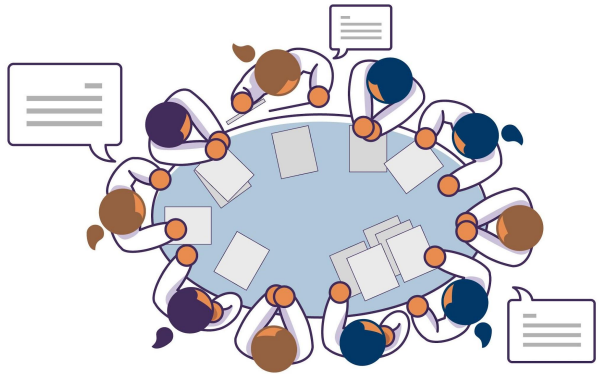
Omnichannel Stack Advisory

- Advise stack owners on strategic decisions and technology choices

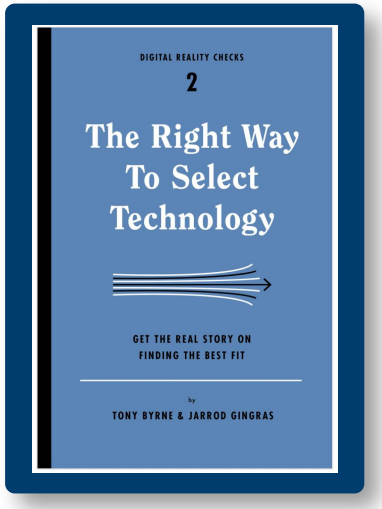


Council-level Membership

- Host executive leadership council for peer support to omnichannel stack owners

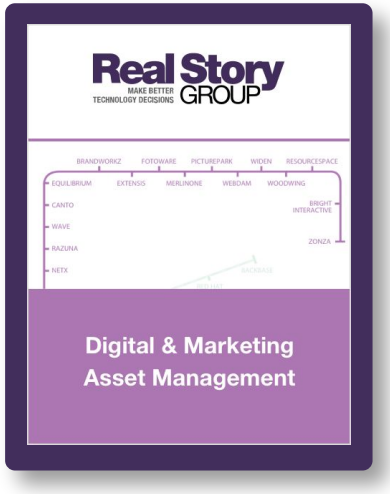


About Jarrod



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

http://rosenfeldmedia.com/books/right-way-to-select-technology/



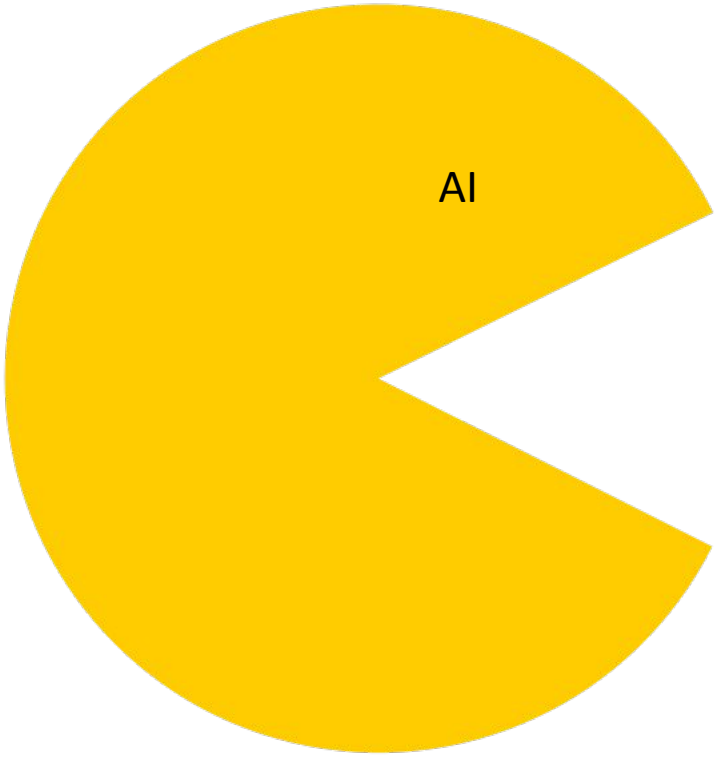
Lead DAM analyst

Evaluating 30+ DAM vendors

https://www.realstorygroup.com/Reports/DAM/

Podcast host

YouTube, Spotify, Apple, etc…



DAM

Marketing Technology

Content Supply Gap

Reason #1

Content Gap

- Goal: *right* content to the *right* person at the *right* time
- Dirty little secret about failed personalization, NBA (Next Best Action), omnichannel efforts
- Is GenAI the solution?

Speed content production

Scale content across regions, languages, product lines, channels, modalities

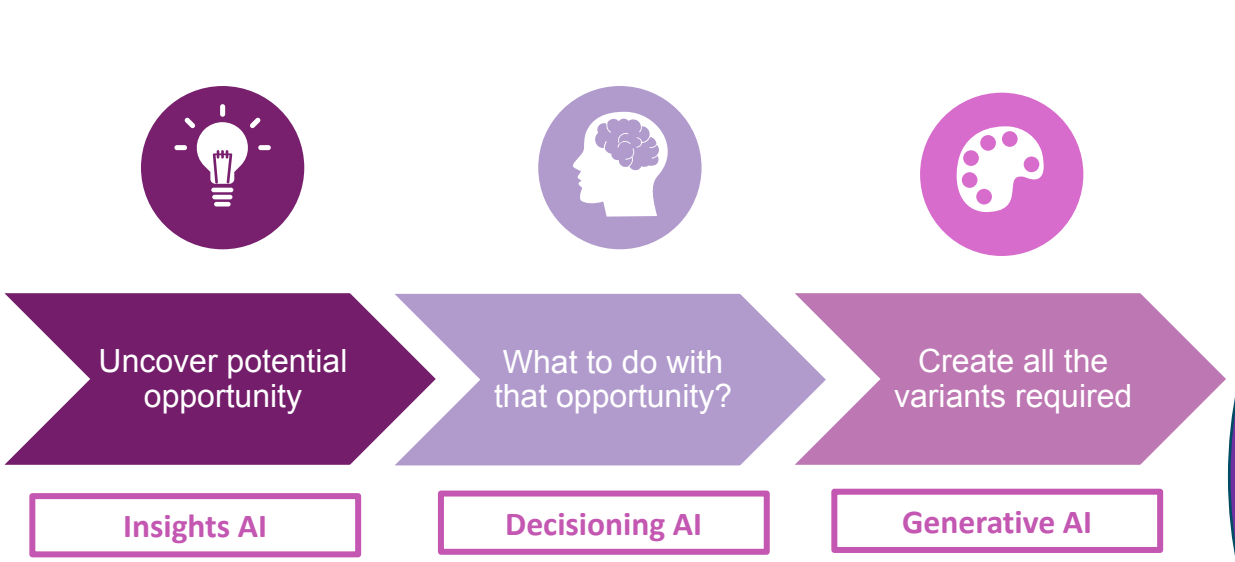
Where do we put all these variants?

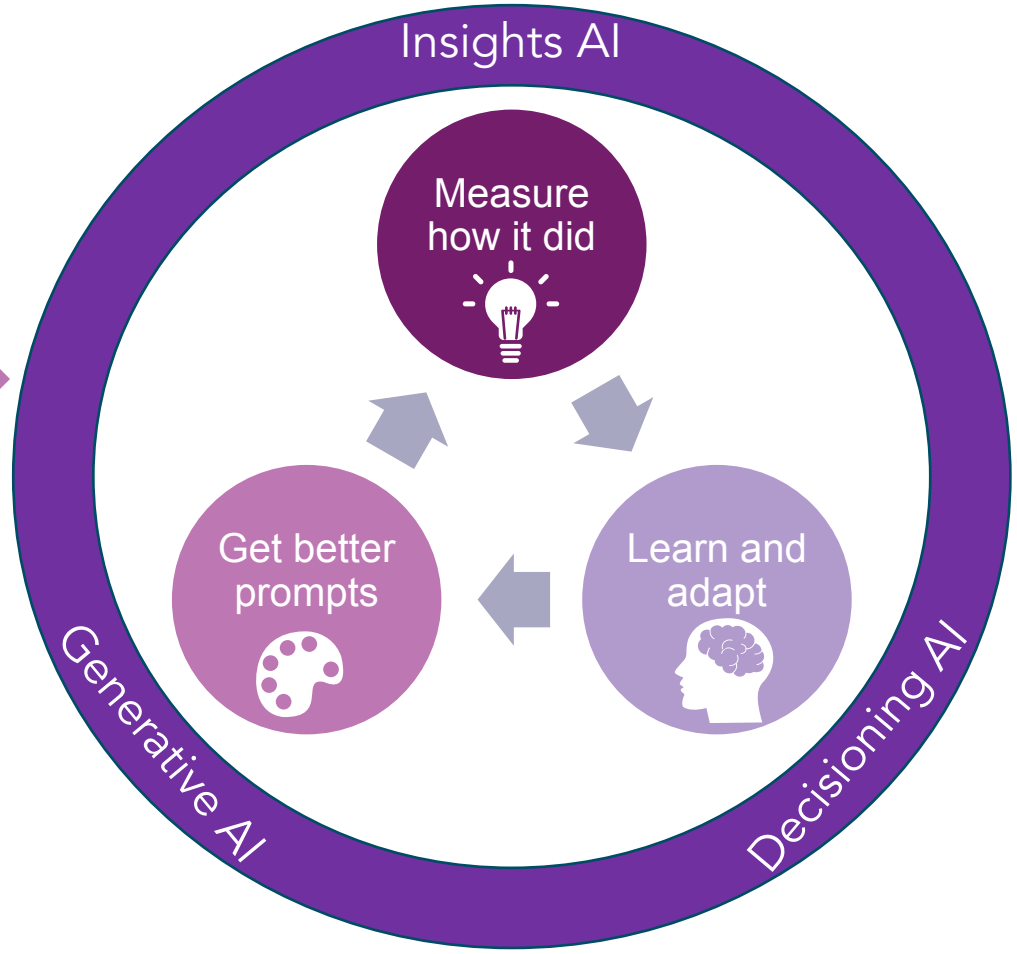
How do we manage changes, analytics, audit trails?

Need for *Sources* of Foundational "AI" Loops

Reason #2

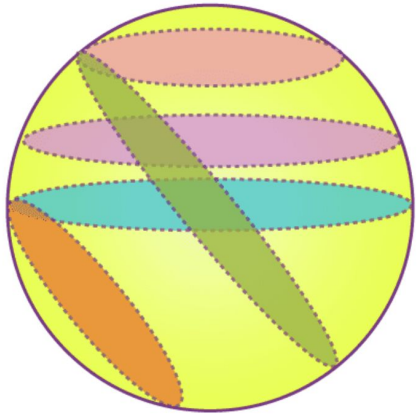
Closing the AI Loop at an Enterprise Level





Sources: Content Slices

- Organizations training proprietary models need a curated dataset
- Not all content is equal
- New premium being put on:
  - Access controls (for humans and machines)
  - Audit trails



Need for *Destinations* of Foundational "AI" Loops

Reason #3

Destinations: Predicting Asset Performance

- Cross-channel content-related insights need to live somewhere where they can inform future decisions
- Content + Data getting even closer
- Traditional searching for assets replaced by content predictions
- Suggest content that is more likely to perform better

Pendulum Swing: In-house

Up from 78% in 2018. (Most still work with external agencies, too.)

- ANA Group, 2023

Enterprises seek to:

- Control / ownership of (costly) assets
- Avoid agency lock-in
- Build a foundational content layer across the enterprise to power omnichannel experiences
- Build proprietary base for in-house generative AI

Risk Management

Reason #4

Risk Avoidance

As we give up some control, a premium needs to be placed on:

- Traceability of versions
- Tracking where assets are being used
- Quick rollbacks
- AI can create content fast, but it doesn't always follow brand guidelines
- AI systems don't inherently understand copyright or licensing restrictions

Sustainability Efforts Turn to Content

Reason #5

Green Content Focus

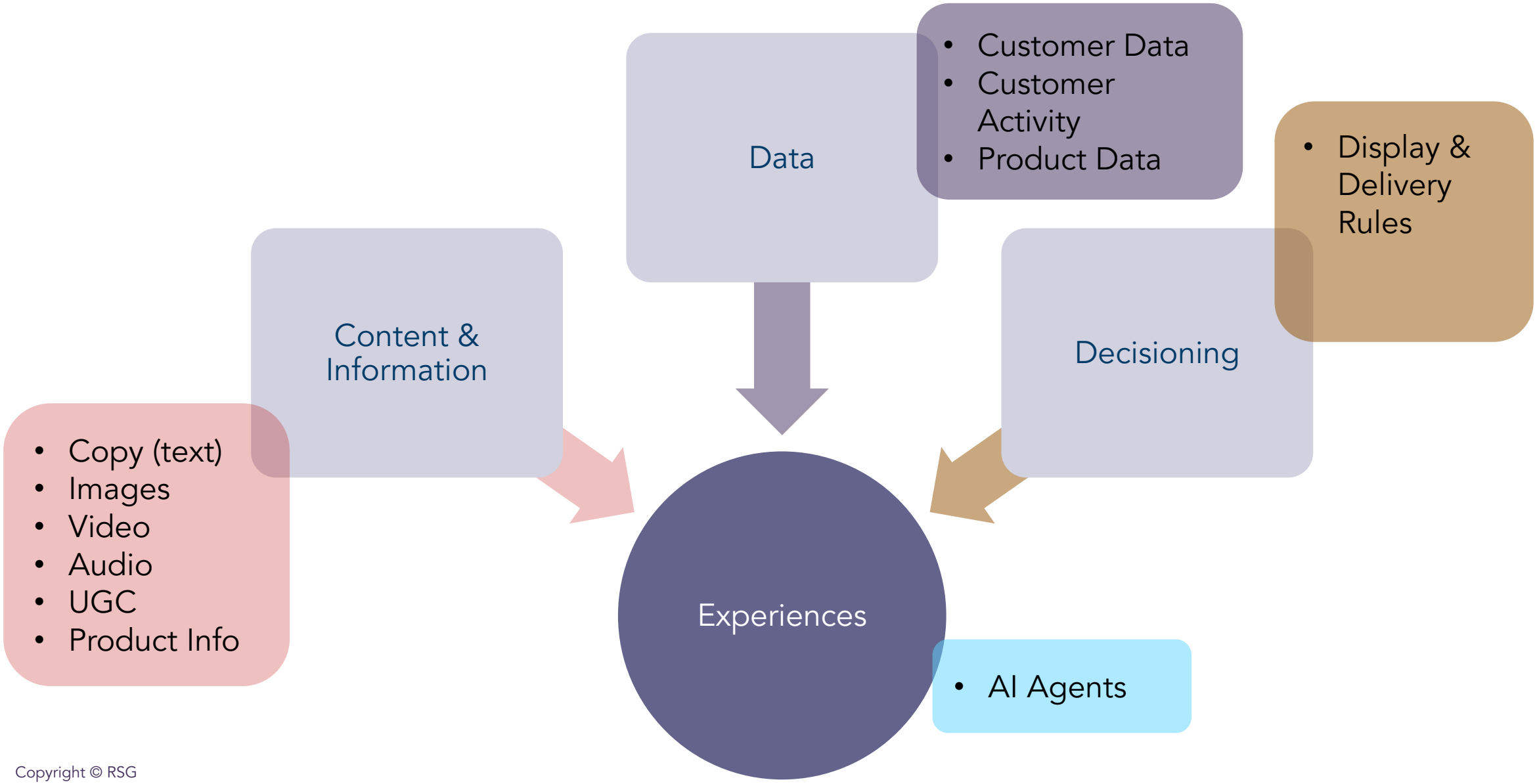
- Sustainability questions turn to (extreme volumes of) content

- Renewed focus on:
  - Asset deduplication
  - Auto-archival and deletion policies and processes
- New dashboards: track energy usage
- Vendor partners who are sustainability-driven

Building Block of (Agent) Experiences

Reason #6

Building Blocks of Experiences



Building Blocks of Experiences

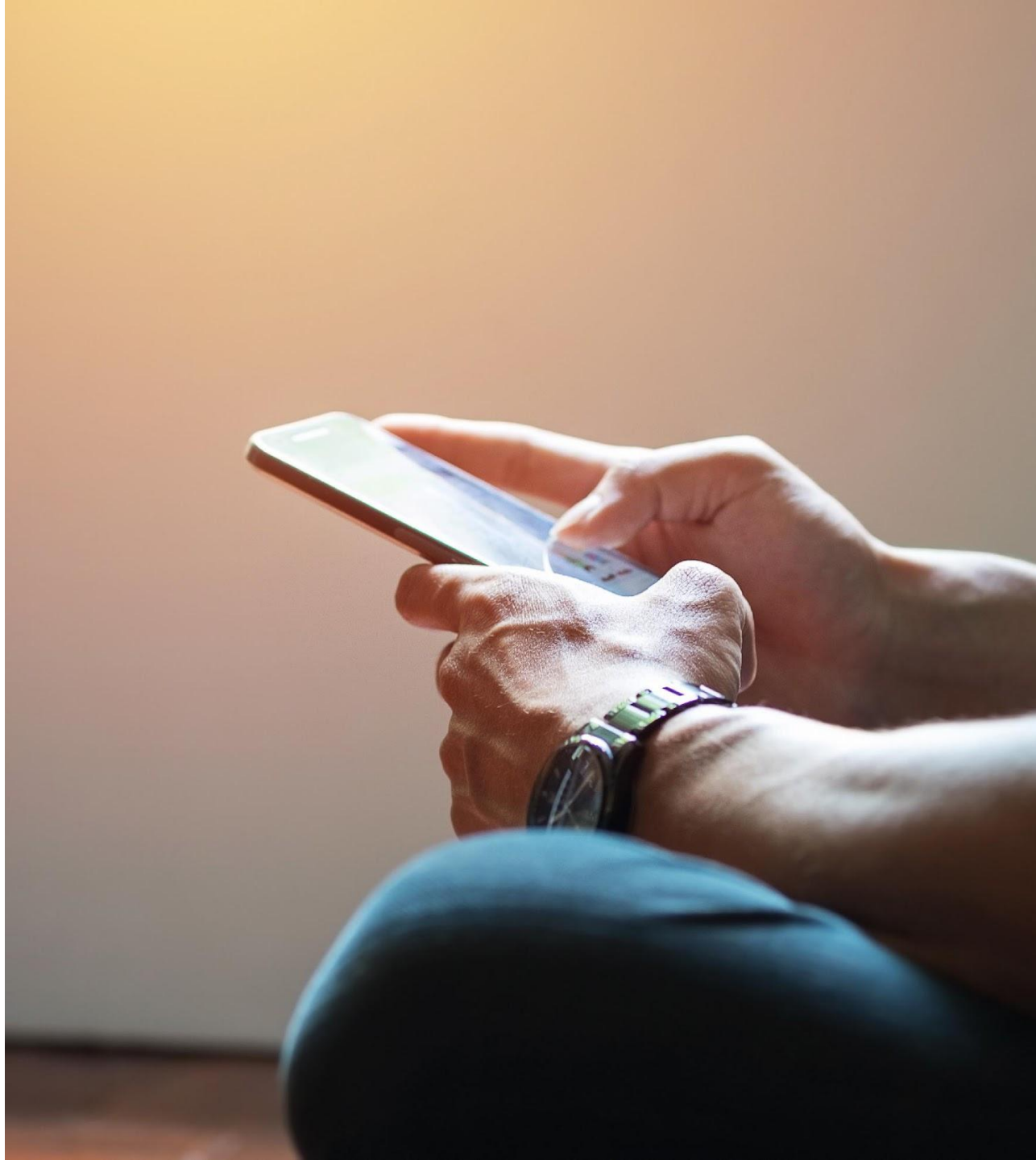
Content & Information

Data

Decisioning

Headless / Invisible DAM?

- Less emphasis on traditional DAM search interfaces
- API-first architectures
- Assets where your colleagues are creating experiences
- Custom applications (Agents!)



MarTech Services Reference Model: B2B

ENGAGEMENT CHANNELS

Ads | Web | Email | Mobile | Social | Print | Voice | Chat | Call | F2F | In-Product

INTERACTION & DELIVERY ENVIRONMENTS

Advertising
generate demand

Sites deliver
information

Applications
deliver services

Distribution
deliver via channel

Storefront
sell things

Contact center
answer questions

ENGAGEMENT SERVICES

Customer Care AI
Manage customer inquiries

CRM & SFA AI
Automate sales & manage relationships

CPQ AI
Configure, Price, Quote

Marketing Automa AI
Campaigns, outbound messages, social, ABM

WCM AI
Manage web content & inbound experiences

Ecommerce AI
Manage commercial activity

ENTERPRISE FOUNDATION SERVICES

CONTENT & INFO

Omnichannel Content Services AI
Manage components fueled with data

Digital Asset Management AI
Manage rich media & brand assets

Sales Enablement AI
Support custom deliverables

DATA

Customer Data Activation AI
Manage actionable data & segments

Customer Data Operations AI
Ingest, process, and unify customer data

Enterprise Data Intelligence AI
Analytics, Modeling, Reporting

DECISIONING

Experience Optimization AI
Omnichannel test & improve

Omnichannel Personalization AI
Customize individual experiences

Journey Orchestration AI
Set decisions for omnichannel engageme

6 *Reasons Your DAM is Even More Important*) in the Age of AI

1. Content Supply Gap
2. Need for *Sources* of Foundational "AI" Loops
3. Need for *Destinations* of Foundational "AI" Loops
4. Sustainability Efforts Turn to Content
5. Risk Management
6. Building Block of (Agent) Experiences

Thank you

Stay in touch!

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- jgingras@realstorygroup.com

Download a research sample:

DAM, AI for Marketing, AI Agents

- www.realstorygroup.com/Sample