

THE FUTURE OF DAM

Intro

DAM systems are constantly evolving into better and more suitable technologies for its users. With so many innovative DAM developers, DAM systems have a lot of exciting plans for the future!

Speed that DAM up!

Using data analytics, DAM systems are sought to grow into a general Digital Experience Management system. As DAMs are already incorporating vast integrations including application programming interface (API), project management and marketing automation tools, design software, among others, technologies such as image/facial recognition, video speech-to-text, predictive analytics, and advanced security features are on the horizon. These future additions to DAM systems will make them more user-friendly and decrease the time people spend organizing and finding assets within the DAM (Merline, Jan 2020).

Search ...

A.I. makes it all possible

A large part of DAM systems is tagging and defining keywords for your assets. Currently, this is done manually, but with integrated A.I, automatic asset tagging will be possible making the DAM process exponentially more efficient. A.I. will also be able to organize similar images which will allow yet another area of DAM systems to be automated.

A.I. is also responsible for the technologies previously mentioned such as image/facial recognition, video speech-to-text, predictive analytics. A.I. is an exciting part of DAMs future, which will ultimately automate many of the processes leaving time for creative people to do creative things (Merline, Sept 2020).

How Covid-19 plays a role

Before the pandemic, DAM spaces were entering a period of growth, but as covid is disrupting the generic working space, DAM providers are on overdrive creating new DAM integrations out of complete necessity (Choi, 2020).

"I've witnessed this drive to solve problems and bridge gaps between the office and the dining room table firsthand, and the trajectory of DAM innovation has grown through the process."

- Byung Choi
- CEO of MarcomCentral, specializing in DAM

Are data analytics important?

Yes! In a survey conducted in 2019 by Deloitte (the Duke Fuqua School of Business and the American Marketing Association), chief marketing officers concluded that marketing decisions influenced by data analytics increase ROI by an average of 39%. By incorporating insight and analytics into their software, DAM developers can give marketers everything from a thorough overview of which assets are being used the most, versus the ones that aren't. With this data readily available, marketers will be able to imagine and optimize content that resonates with customers, making their jobs easier, while also maximizing the ROI on every asset that goes out the door (Choi, 2020).

39%

Final thoughts

Short and simple. DAM is quickly approaching a new age of innovation and A.I. development. Covid-19, as horrible as it is, has forced DAM developers into accelerated creation and adaptation, leaving the future bright and shiny for DAM systems.

BRIGHT
FUTURE