

Future DAM Trends

2021

01

Full of Features

DAMs are becoming full featured and wholly integrated content hubs incorporating vast integrations and APIs. These features include design software, project management and marketing automation tools, among others. Consumers are beginning to expect additions such as image/facial recognition, video speech-to-text, predictive analytics, and advanced security features.

6.3B

expected DAM market
revenue worldwide in 2025

02

All Automation

Activities are now streamlined through automation features informed by the core principles of DAM. Today's branding tools have the ability to brand from end to end, connected through a centralized hub. This dramatically improves the process of digital file creation, organization and utility. Automation also helps companies find their actionable items more quickly.

78%

of small business back
up their data

03

Partnerships

Digital asset management vendors are outsourcing to specialized third parties to enhance their offerings without bloat in the internal budget or an overload of manpower focused in one direction. With the evolution of digital asset management comes the evolution of the entire digital business ecosystem. Companies that hope to improve their key metrics in the future will need to adapt to the expanding nature of the technology.

\$189k

can be saved over 5 years
for companies that use
DAM systems