

What is digital asset management (DAM)?

Digital asset management is a software system that stores and shares digital assets in an organized manner, with the option of being integrated with other systems. The system provides workflow capabilities such as allowing access for certain users to browse, edit, approve, and/or use the content. The DAM increases the efficiency for finding certain digital assets as well as controlling user access (Keathley et al, 2016).

The Future of DAM

As DAMs become more popular and widely used in organizations, there are bound to be more innovations and technologies being implemented to further the function of a DAM.



The development of user interface and user experience designs are changing to better fit the use of DAM platforms. The designs are changing to create a better front end user experience, where not only content creators, such as marketers and designers, will use but also other users from different departments. This allows content to be used in many ways, so having a user friendly interface for the DAM platform is necessary in order to make it accessible to everyone (Jabbari, 2020).

Enhancing the Digital Experience

Personalized marketing is a top priority for many companies because it greatly enhances the customer experience and dynamic assets make this possible. Dynamic assets only require the original asset to be managed, but multiple versions are created, so they are suitable for different uses such as having different sizes for varying social media platforms. This helps adapt content across devices and channels to better target their audience (Jabbari, 2020).

Digital Marketing Hub

DAM is a core system that is integrated into other internal and external systems in order to optimize the use of data and content. Companies are beginning to connect systems with application programming interfaces, which allows the systems to communicate efficiently. By establishing these connections, companies are able to gain an advantage over their competitors (Jabbari, 2020).

Artificial Intelligence

Many DAM vendors have started integrating artificial intelligence capabilities into their DAM platforms. These capabilities can include auto-tagging, recognizing faces or emotion, touching up images, voice searching, building tools or widgets based on metadata, and many other features (Jabbari, 2020).

37% of companies are prioritizing the use of AI

95% of companies plan to adopt AI in the next 2 years