NUXEO

The DAM Business Case

Powering the Retail Content Factory

Retailers can't afford to forget the role of content and digital marketing in enabling their digital transformation initiatives, which will unlock

$2.95 trillion

in value in the next 10 years [1]

Transforming digital marketing channels is mission-critical. One of the biggest bottlenecks:

Campaigns need more fuel—in the form of digital content—than ever before. And the pressure is on:

71%

of marketers say they have to create 10x the number of assets they did a few years ago

85%

are under pressure to create assets and deliver campaigns more quickly [2]

So retailers need more content than ever—and they share common struggles in producing it...

79%

of retail and CPG executives say users **can't find the content** they're looking for

65%

say rich media management **processes are mostly ad hoc**

83%

lack a high level of content sharing and collaboration across departments [3]

...and managing it

35% Integration with other business applications

35% Managing metadata from different groups

32% Lack of clear content ownership [3]

With so much depending on content, it's no surprise that retail is an industry with a high level of interest in DAM technologies

Digital Asset Management (DAM) offers big benefits to the bottom line:

24%

average increase in revenue (79% increase revenue 10% or more)

23%

reduction in risk (66% reduce risk 10% or more)

34%

increase in productivity (97% increase productivity 10% or more) [2]

But what if DAM could give your digital transformation initiatives an even greater competitive edge?

Now, you can get more from your assets by using DAM to power up personalization

68%

of digital experience professionals consider personalized content delivery a top priority

In 2018, personalized content is no longer optional:

87%

of large enterprises use **responsive design approaches**

62%

personalize **web and mobile** experiences

What do marketers want to personalize today?

28% content layout [4]

75% website content

44% reminders and alerts

32% mobile apps

55% promotions and product offers

49% product recommendations

80%

of marketers believe personalized content is more effective—

75%

want to create custom content by assembling and repurposing content from existing materials...

BUT

67%

of marketing departments say their processes for atomizing content are fully or mostly manual

The result? Major roadblocks to personalization

Why aren't companies personalizing more?

59% don't have the technology

59% don't have the bandwidth or resources

53% don't have needed data

28% believe personalization is too difficult

Personalization doesn't have to be a time-consuming, manual process

With Nuxeo DAM, get more from every piece of content

Easier Personalization:

Automatically atomize, remix, and distribute personalized content—so your creative team can spend time developing new ideas, instead of versioning old ones.

Optimize User & Customer Experience:

Eliminate duplicated effort and silos that limit your efficiency, while giving your customers best-in-class experiences that keep them coming back for more.

More Transparency:

Transform your creative operations into an always-on content factory, with full visibility for every part of your organization that uses digital assets.

[1] Accenture, The Digital CPG Value Opportunity: Seen But Unrealized
[2] DDC, Proving the Value of Digital Asset Management for Digital Marketers and Creative Teams
[3] Forrester DAM 2020: Expectations from Digital Asset Management of the Future
[4] Converge Benchmark Report: Digital Asset Management
[5] Forrester, Digital Experience Technology and Delivery Priorities, 2018
[6] High Performance Marketing Organizations: Content Marketing and Analytics
The Age of Hyper-Personalization and Automation