



# How to Measure DAM ROI



**We've worked with over 800 brands  
to understand the business case for  
digital asset management (DAM)**

**Here are three models our  
customers use to calculate their  
DAM return on investment (ROI)**

## **Search and share time savings**

This model considers the time disruption that graphic designers and marketers experience by constantly being asked to find, gather, and send digital assets to internal and external stakeholders

# Search and share time savings

If two designers each spend five hours a week searching for and sharing content — and twenty marketers spend two hours a week doing the same thing — that adds up to 50 hours.

And if we assume an average hourly rate of \$25, we get an **annual total expense of \$65,000**.

And these savings are compounded if you consider the people across other teams or departments are spending time looking for digital assets.





Nick Polcyn, Creative Services Leader at Alliance Laundry, shared, “A process for an image or logo request would take two or three days, and if it was international in a different time zone that would be even longer. Now, they’re finding it themselves.”

So how do they measure DAM ROI? “It’s very clear,” he said. **“It’s time. Everyone realizes I’m saving time** — I can search this so much more quickly, I can find exactly what I’m looking for and download just that asset.”

[Read the Alliance Laundry case study](#)



## **Asset fulfillment savings**

This model builds on the previous concept by looking at savings in terms of asset downloads

# Asset fulfillment savings

We've found that the average mid-size enterprise customer has about 60,000 asset downloads per year.

Our customers have told us it took an average of four minutes (at best) to fulfill one asset request prior to having a DAM system. That equates to 4,000 hours spent fulfilling requests, and doesn't count those hard-to-find assets that take hours to locate.

In this approach, using DAM software provides an **average salary savings of over \$100,000.**

This exercise can also be used to demonstrate that with a DAM solution, the number of downloads and uses far exceeds what could be accomplished before.

**60,000** asset downloads per year

**x 4** minutes to fulfill each download

---

**240,000** minutes

**240,000 minutes/60**  
**= 4,000 hours**

**4,000** hours

**x \$25** hourly staff salary

---

**\$100,000** annual savings



Christine Morrison, Director of Product Content Marketing at Fanatics, shared, “We had millions of images previously stored on shared network folders...it was terrible to find one specific image.”

She estimates that **their DAM system does the job of three full-time staff members**, saving Fanatics a significant amount of money in employee salaries and benefits — as well as freeing up employees to do more meaningful work.

[Read the Fanatics case study](#)



## **Asset creation and repurposing savings**

DAM ROI can also be measured in terms of the costs to recreate visual content that has been lost or misplaced

# Asset creation and repurposing savings

Consider the average expense of a photo or video shoot — including models, retouching, production, and travel. If this number is divided across the assets used from that shoot, we estimate that the value for an individual file might be \$300.

And if you take a conservative estimate of losing one file a week, that's **\$15,000 that could be saved annually** if you had a safe, secure solution for your existing work and creative investments.

**\$300** estimated value per asset

x

**50** assets lost per year

---

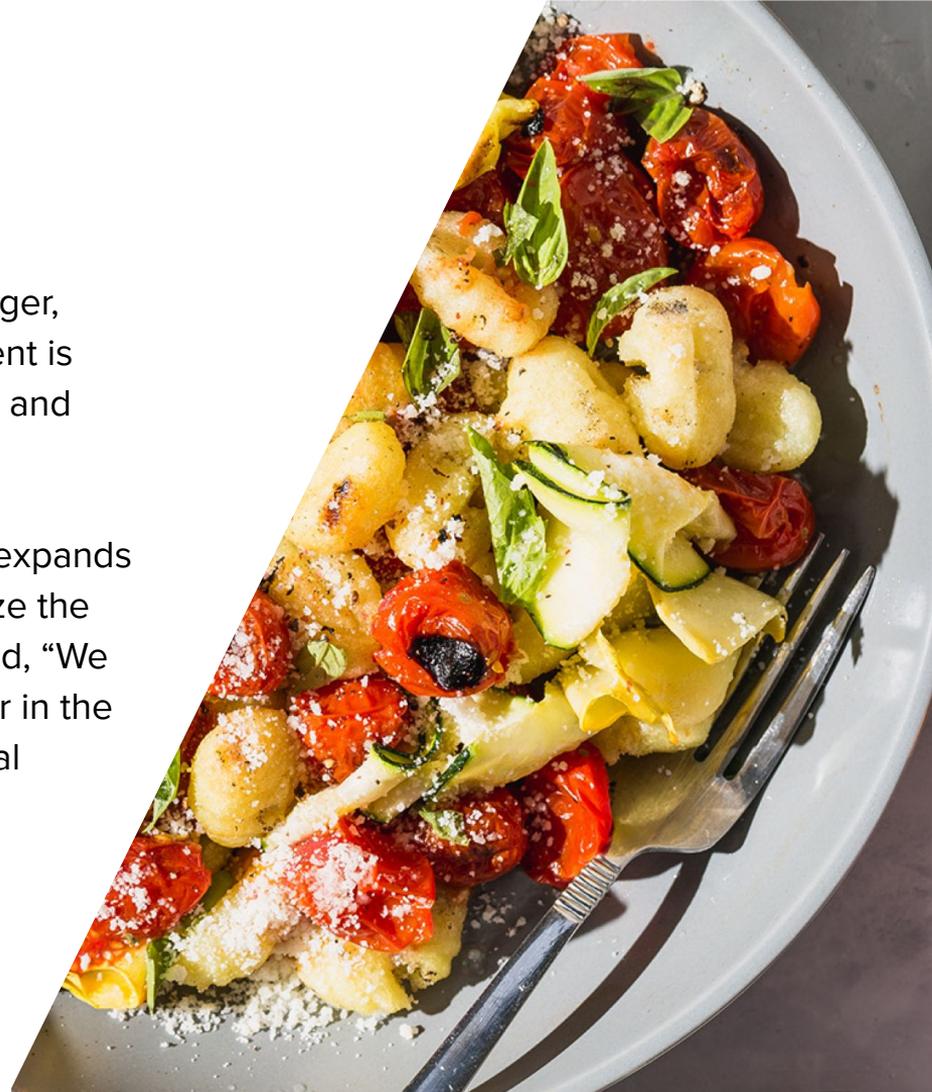
**\$15,000** annual savings



Leah Carlson, Global Content and Technology, Sr. Manager, McCormick & Company, Inc, shared, “Our product content is used and repurposed by a wide range of internal teams and external partners.”

With Widen as their central source of truth, McCormick expands the visibility of their content — allowing them to maximize the value of their assets through greater use. Leah explained, “We see double the return on investment in Widen each year in the savings we get by repurposing content across our global regions.”

[Read the McCormick case study](#)



# Asset creation and repurposing savings

This example is from a global company with 14 brands across 10 markets. It outlines how they calculated average yearly content creation savings through repurposing and reuse. The numbers represent actual repurposed assets on a monthly basis, not total downloads from the DAM system.

|       | Videos<br>(15 - 30 sec) | # of video assets<br>repurposed from Widen | Static image<br>(recipe/product) | # of static assets<br>repurposed from Widen | Average monthly cost<br>avoidance | Average yearly cost<br>avoidance |
|-------|-------------------------|--|----------------------------------|---|-----------------------------------|----------------------------------|
| NA    | \$4,200                 | -  | \$510                            | 30-40                                       | -                                 | \$19,500                         |
| EMEA* | \$1,660                 | 10-15                                      | \$118                            | 25-30                                       | \$5,000                           | \$60,000                         |
| CHINA | \$1,200                 | 1  | \$200                            | 15  | \$4,200                           | \$50,400                         |
| AU    | \$930                   | 5  | \$120                            | 12  | \$6,090                           | \$73,080                         |
| INDIA | \$150-\$250             | -  | \$35                             | -   | -                                 | -                                |
| LATAM | \$250                   | 6  | \$25                             | 27  | \$2,904                           | \$34,848                         |
| SEA   | \$2,222                 | -  | \$150                            | 2   | \$296                             | \$3,552                          |
|       |                         |  |                                  |   |                                   | Total: \$241,380                 |

## Interested in learning more?

Check out our [ROI calculators on widen.com](#).

Or see for yourself how Widen's DAM system can simplify your content workflows.

[Request a demo](#), today!