

**Acquia**  
EXPERIENCE DIGITAL FREEDOM

***CREATE RICH  
EXPERIENCES  
FASTER BY  
COMBINING A DAM  
WITH YOUR DXP***

Streamline content operations to enable scale and control



# TABLE OF CONTENTS

**03**

**INTRODUCTION ▶**

**04**

**THE CHALLENGES OF  
PRODUCING MEANINGFUL  
CONTENT QUICKLY ▶**

**07**

**BREAK FREE FROM YOUR  
CONTENT CHAOS ▶**

**10**

**WORK FASTER AND SCALE  
CONTENT PRODUCTION BY  
MAKING A DAM PART OF  
YOUR DXP ▶**

**13**

**SNAPSHOTS OF EFFICIENCY ▶**

**14**

**SUMMARY AND TAKEAWAYS ▶**

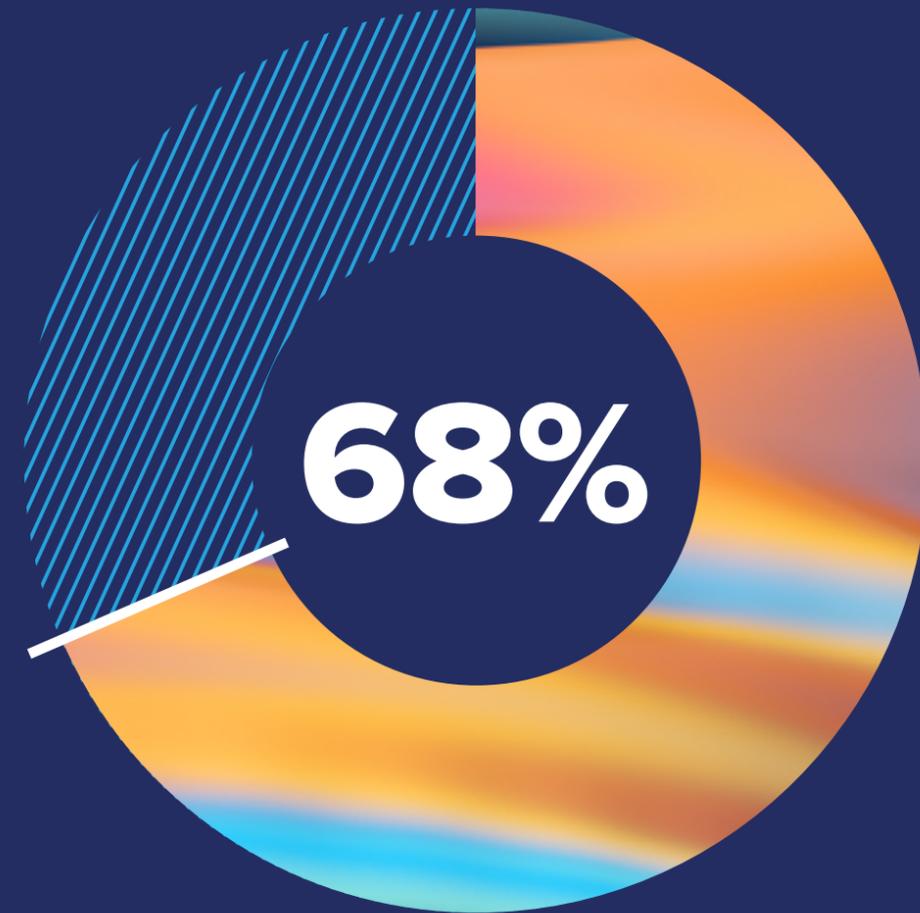
# INTRODUCTION

**There's no single playbook for creating distinctive, personalized digital experiences at scale that drive engagement. But there is a mandate: Your company won't succeed if you can't build meaningful connections with your customers online.**

In a [Forrester](#) study commissioned by Widen, an Acquia company, a majority of consumers (68%) said they'd be less likely to purchase — or wouldn't purchase at all — from a brand if the digital purchasing experience is not tailored to their preferences or needs correctly.

Content and data are at the heart of every DX strategy. Still, it can be incredibly difficult to create massive amounts of digital content for several different channels, in various formats, styles, and tones at the rapid pace demanded of most marketers.

Leveraging digital asset management (DAM) software as part of a digital experience platform (DXP) can help you deliver better and faster online experiences that meet and exceed the expectations of your customers.



**68% of consumers said they'd be less likely to purchase — or wouldn't purchase at all — from a brand if the digital purchasing experience is not tailored to their preferences or needs correctly.**

[Forrester](#)

***THE CHALLENGES  
OF PRODUCING  
MEANINGFUL  
CONTENT QUICKLY***





# 73%

of marketers admit their martech keeps them from creating and delivering innovative or creative digital experiences for their customers.

[Acquia CX Report, 2021](#)

Digital buyer journeys accelerated during the pandemic. That means organizations must now rapidly produce a larger amount of compelling, engaging, and accurate content to support customers and prospects who have an intent to purchase.

It can be a Herculean task for any team – especially those that must create more content with the same staff and budget as before.

The stakes are high. Delivering a valuable experience throughout the customer lifecycle — from reach

through retention — can help you win and keep customers. Yet, if you can't meet the high expectations of buyers, you risk losing them to competitors who can.

So what's stopping you from producing the digital experiences you want to create? Here are some common hurdles facing brands:

**Complex workflows slow down production.** Bottlenecks arise when developing and sharing content require too much manual intervention — a burden that introduces errors.

Likewise, when business users must rely on IT to accomplish critical tasks like spinning up new websites or apps, the whole process slows down and technologists lose time they could otherwise spend innovating.

**Operational inefficiencies extend go-to-market timelines.** Today's workflows and processes are highly influenced by the technology a company has, and many teams are working within siloed systems and processes that can be difficult to integrate.

It's a common problem: According to a [Forrester report](#), digital marketing and e-commerce decision-makers said that organizational and content silos were the top barriers to delivering a more successful integrated content strategy. Additionally, our [2021 CX report](#) found 73% of marketers admit their martech keeps them from creating and delivering innovative or creative digital experiences for their customers.



**/ Finding the right on-target, compelling, brand-safe digital asset, one at a time, while under deadline pressure, can be hard.** Though the clock is ticking, many creatives must spend countless hours searching for assets like images, videos, graphics, Word documents, PDFs, brochures, sell sheets, memes, and templates.

Why? It's often because these assets are scattered across different hard drives or on cloud storage tools instead of being housed in a central and easily searchable repository.

**/ Brands can struggle to maintain brand and site governance.** All stakeholders involved in creating customer experiences need to follow the same set of rules to mitigate risks. Content rights and usage regulations must be adhered to, for example. Likewise, no one should use out-of-date or off-brand images that can erode brand integrity. Messy content management can complicate these goals.

Data privacy also requires compliance. Yet, applications that are built to satisfy the needs of IT and security teams can slow down content creators.

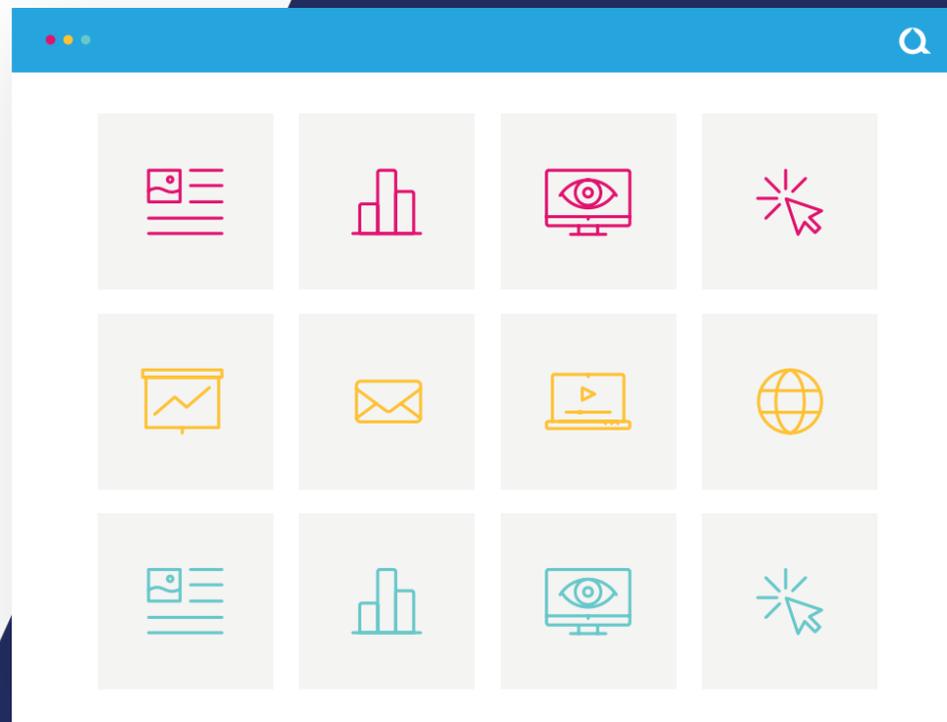
# ***BREAK FREE FROM YOUR CONTENT CHAOS***



Do the aforementioned issues sound familiar? You can boost your team’s agility and velocity by integrating a DAM with a DXP.

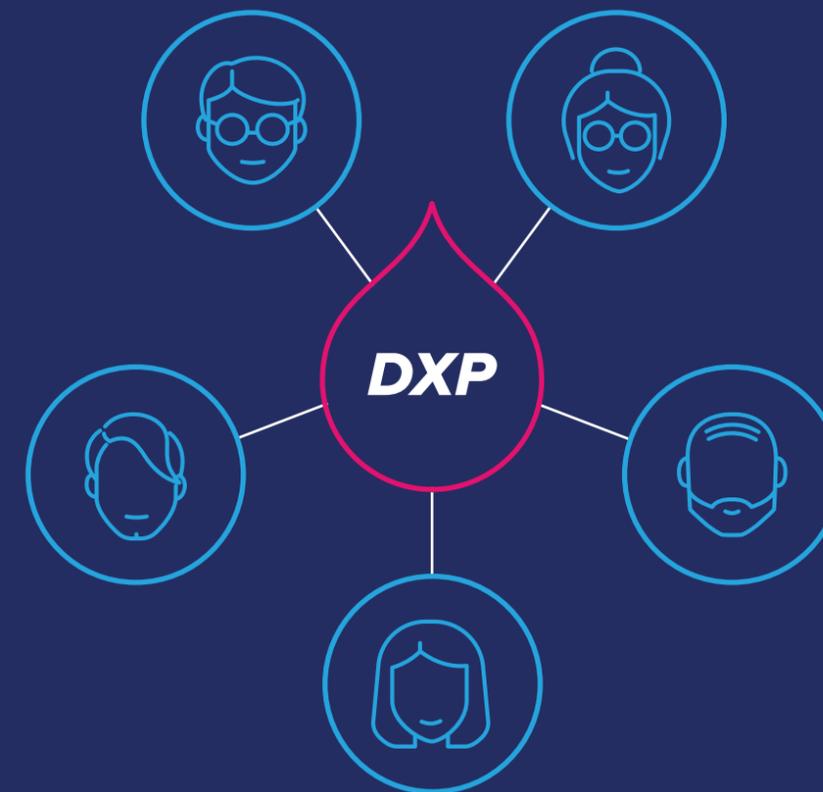
Combining a rich content hub with a platform that offers marketing automation tools and a robust content management system (CMS) will enable you to:

- Organize, access, and deliver a far greater amount of content.**
- Streamline and automate content-related workflows both internally and with external partners such as agencies.**



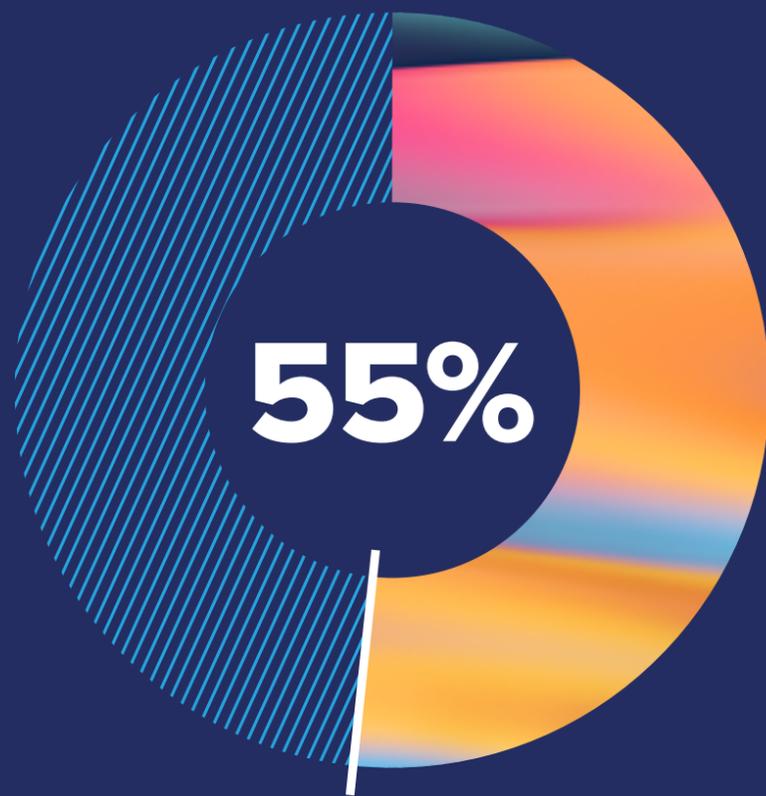
## DAM

A **digital asset management (DAM)** platform serves as a bridge between marketing and IT by simplifying how content is organized, accessed, and delivered across digital experiences. Its well-organized library of media assets could include images, videos, graphics, Word documents, PDFs, brochures, sell sheets, memes, and templates that are searchable and ready to deploy across multiple channels.

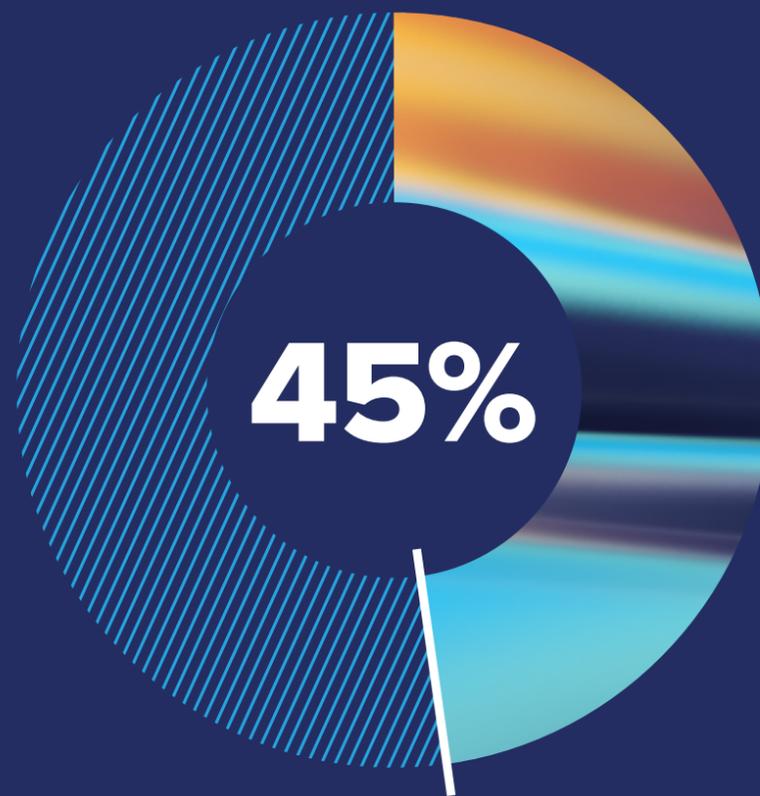


## DXP

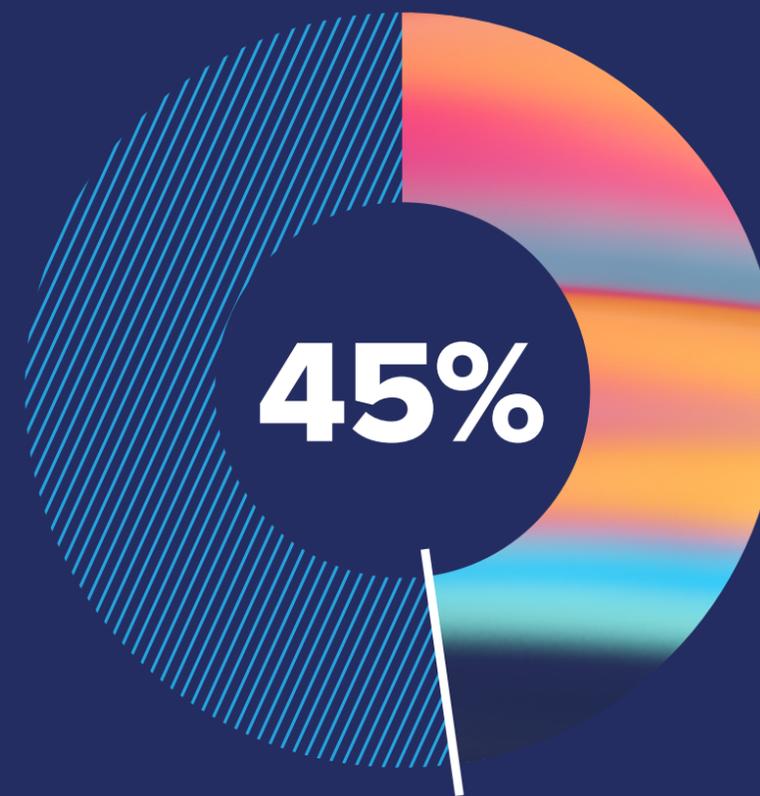
A **digital experience platform (DXP)** has both content management and customer data management capabilities and helps brands offer customers a consistent, personalized experience across multiple channels.



**of marketers say their organization adopted a DXP over the past 18 months.**



**of marketers say their organization adopted a DAM over the past 18 months.**



**of marketers say their organization adopted a CMS over the past 18 months.**

[“Deliver A Modern Digital CX: A Guide for Marketing Innovators, \(Customer Experience Trends Report, Global Edition\),” Acquia, 2021](#)



***WORK FASTER AND  
SCALE CONTENT  
PRODUCTION BY  
MAKING A DAM  
PART OF YOUR DXP***



Pairing these two powerful technologies enables teams to easily collaborate in a single workflow to create, review, manage, distribute, and analyze content. Imagine no longer having to contend with “experience silos,” where teams aren’t working closely together and disjointed customer experiences are the result. With content workflow decoupled from the developer lifecycle, brands can freshen up their content and improve the experiences they deliver faster than ever.

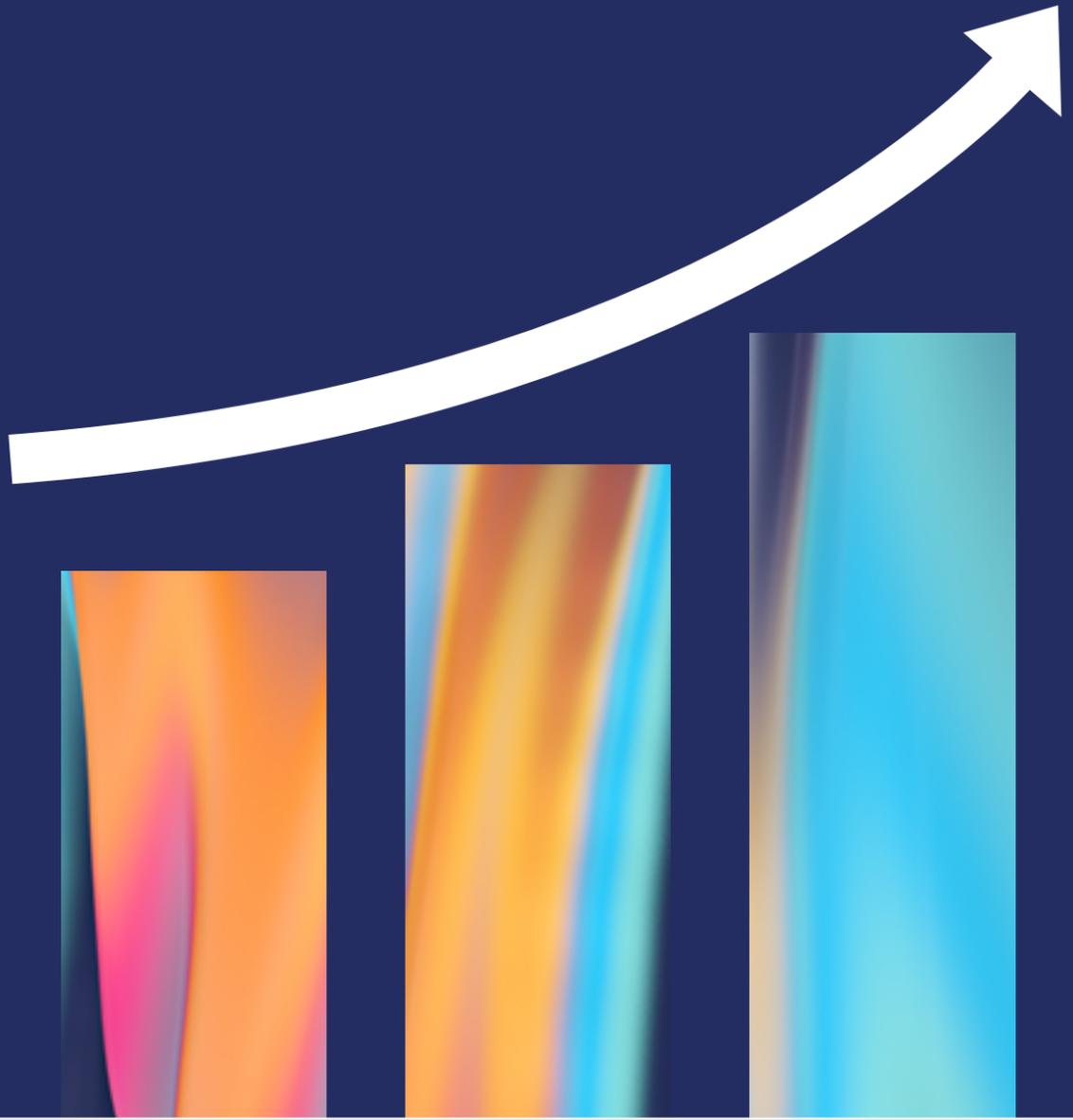
In addition, business users can employ self-service tools with component-based site-building and multisite capabilities. These user-friendly technologies make it easy to create content, update websites, and build campaigns without requiring help from IT.

Content creators, designers, and developers can also quickly browse a central repository to find the assets they need. And once those assets are up-to-date and approved, web, sales, and marketing teams can have more confidence in using them.

A chief marketing officer, for example, can manage and govern global marketing efforts while empowering local teams to create tailored versions of their own websites and campaigns.

Lastly, these DAM and DXP technologies take over time-consuming tasks that have caused marketers to focus on maintenance instead of innovation. The tools automate manual content processes such as updating copy, images, and specs about a product across internal and external systems. They handle version control, rights management, and converting files for reuse. They also sync assets and product information with other martech systems — now the web team doesn't need to replace the file every time a creative updates an asset, for instance.

***ALL THESE BENEFITS ARE IMPACTFUL, AND THEY ALL HAPPEN WITHIN A GOVERNANCE FRAMEWORK THAT OFFERS FLEXIBILITY WITHIN RESTRAINTS.***



**The DAM market is growing 15% to 20% year-over-year.**

[Forrester](#)

# SNAPSHOTS OF EFFICIENCY

**What does it look like to use a DAM within a DXP? Here are some examples:**

- // A web editor needs to search for and access multiple sizes of an asset for different web pages. Finding it takes minutes, not hours.
- // A marketing executive can access creative files without having to wait for a team located in another global region to start their day and log in.
- // A regional marketing head wants to customize a brand asset with a fresh image and a translation to make it more relevant for her Italian customers. She does so quickly, within brand guidelines, and posts the asset on her regional website without requiring help from the IT department.
- // A social media manager of a brand with large quantities of frequently updated imagery can only access images that are approved and up-to-date.
- // An affiliate retailer can easily find promotional materials without requiring assistance from the merchant's marketing department.
- // A content strategist updates a white paper in his DAM, which pushes it to the CMS and immediately publishes it online. He no longer needs to send the updated version to his web team to post online.
- // With access to approved assets, a marketer can use low-code tools to build and launch a new site quickly.



**SUMMARY AND TAKEAWAYS**

**INTEGRATING A DAM  
WITH A CMS MAKES  
THE DXP VISION  
COME TO LIFE**



**Combining a web content tool like a CMS with a DAM that functions as a central source of truth for digital assets enables organizations to:**

- // Manage content across teams, tools, and channels to build brand-consistent and personalized experiences
- // Save time and resources at every step of the content lifecycle
- // Manage, transform, and deliver digital assets at scale
- // Minimize compliance risks and ensure efficient governance of content in ways that don't hamstring marketers

- // Evolve with changing customer expectations
- // Improve content ROI by encouraging reuse of well-performing content and by providing analytics on searches, downloads, views, usage, and engagement

A DXP that has a DAM as its foundation for collaboration, coordination, and control is the solution you need to finally manage content and marketing workflow with agility, velocity, improved governance, and greater intelligence that helps fuel personalization and increased engagement.



# LEARN MORE ABOUT THE ACQUIA DXP AND ITS CLOUD-NATIVE DAM CAPABILITIES

See how Acquia DXP can help your organization improve the experience creation process.

**REQUEST A DEMO**



CREATE RICH EXPERIENCES FASTER BY COMBINING A DAM WITH YOUR DXP

# Acquia

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## ***ABOUT ACQUIA***

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions and help businesses stand out.

