How to Measure DAM ROI

Three models our customers use to calculate their DAM return on investment (ROI)

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Search and Share Time Savings

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.

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 this time is compounded if you consider the people across other teams or departments who are spending time looking for digital assets. When you centralize assets in a DAM system, this time and its associated costs can be greatly reduced.

50 hours per week spent looking for and sharing assets

x

52 weeks per year

x

$25 average hourly staff salary

$65,000 annual cost

Alliance™
Laundry Systems

Alliance Laundry Systems distributes on-brand content across time zones and teams.

Challenge: The creative team at Alliance Laundry Systems supports marketing and sales efforts across the world. Their existing digital asset management (DAM) platform lacked the functionality to scale with their global content operations.

Solution: Acquia DAM, including the Assets, Insights, and Portals applications

Results: With Acquia DAM, Alliance has streamlined the distribution of up-to-date product imagery and brand assets to internal teams and external partners around the world. They have DAM system users in 18 countries and asset requests are now completely self-service – a dramatic improvement from the previous two- to three-day process. Further proof of the increased efficiency is seen in the increased use of the DAM system by the company's internal teams and distribution partners, including 119,883 downloads and 4,302 uploads in the span of 12 months.

Asset Fulfillment Savings

Asset Fulfillment Savings

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

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

Our customers have told us it takes 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, the absence of a DAM system costs an organization an average of $100,000 in excess time fulfilling asset requests.

With a DAM solution, not only can the number of downloads and uses far exceed what could be accomplished before, but the time to search and retrieve an asset can be reduced to just a few clicks.

60,000 asset downloads per year

x

4 minutes to fulfill each download

240,000 minutes

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

4,000 hours

x

$**25** hourly staff salary

$**100,000** annual cost

ZURICH

Acquia DAM provided Zurich Insurance Group with a scalable, centralized platform to manage its brand assets across numerous locations.

Challenge: Zurich needed a centralized, scalable platform to host its brand assets. A clunky DAM system, siloed workflows, and overlapping organizational initiatives proved challenging.

Solution: Acquia DAM

Results: Content authors can find images in the new DAM platform in an average of two minutes, compared to the previous average of 12 minutes.
In its first 2.5 years, the new system has:

- 21,000 users
- 407,000 logins
- 1.4 million downloads

Given the increase in users and improved efficiency in leveraging its content, Zurich estimates a 75% reduction in system cost per user.

Asset Creation and Repurposing Savings

Asset Creation and Repurposing Savings

DAM ROI can also be measured in terms of the costs to create visual content.

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 leverage generative AI tools that are included in or integrated with your DAM system, you could potentially produce more value from your existing work and creative investments by efficiently augmenting and repurposing them, instead of starting over from scratch and reshooting. Plus, you get an added productivity bonus by giving your creative team time back to work on other projects.

$300 estimated value per asset

x

50 assets repurposed or reused

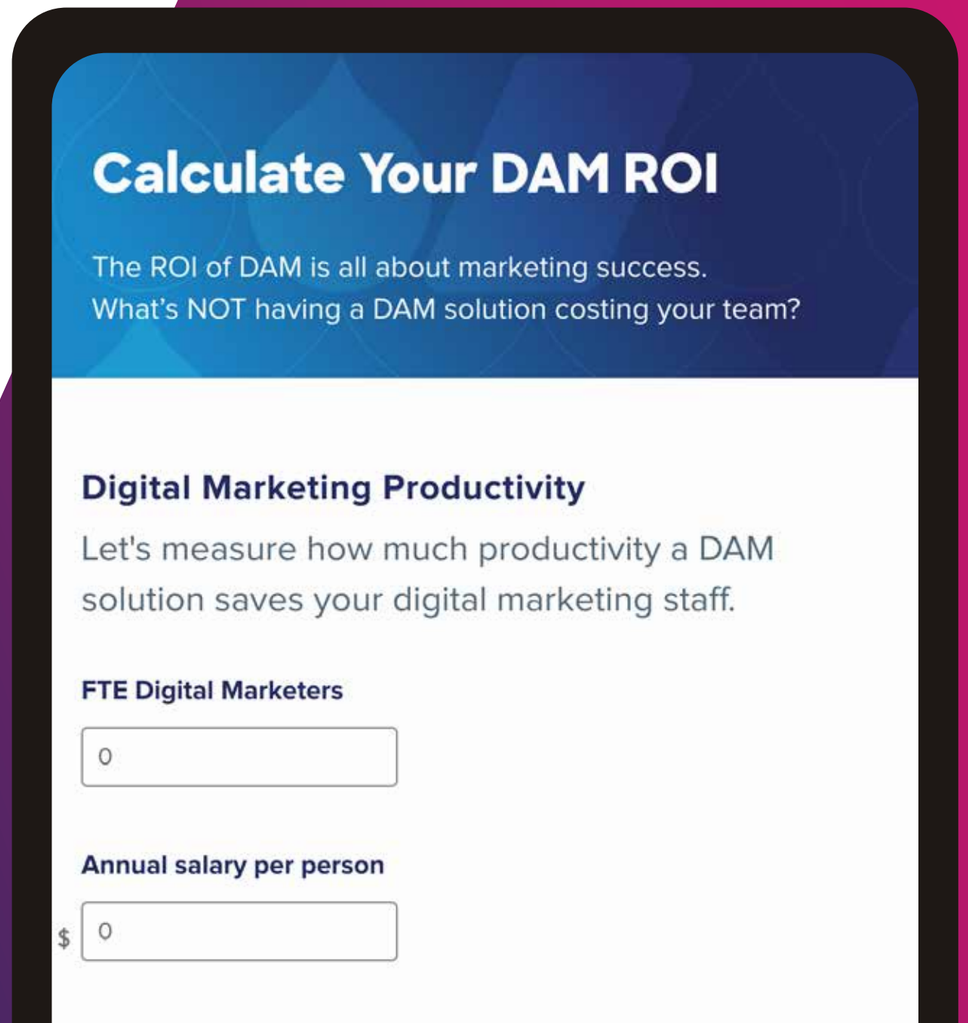
$15,000 annual savings

The following example outlines how a global company with 14 brands across 10 markets 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 (15-30 secs)	# of video assets repurposed	Static image	# of static assets repurposed	Average monthly cost avoidance	Average yearly cost 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 how your organization can benefit from digital asset management?

Check out our ROI calculators or see for yourself how Acquia DAM can simplify your content workflows by requesting a demo today!



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About Acquia

Acquia empowers ambitious digital innovators to craft productive, frictionless digital experiences that make a difference to their customers, employees, and communities. We provide the world's leading open digital experience platform (DXP), built on open source Drupal, as part of our commitment to shaping a digital future that is safe, accessible, and available to all. With Acquia DXP, you can unlock the potential of your customer data and content, accelerating time to market and increasing engagement, conversion, and revenue.