

Manage Your Digital Content Overload: More Personalization Means More Assets

sponsored by  censhare



Today's Adweek session presented by:



Theresa Regli
DAM Expert & Strategist



Francisco Ruiz
Senior VP, EMMsphere



Moderated by:



Jess Pelini
Marketing Manager US, censhare



What is Digital Asset Management?

The management of digital media throughout its lifetime

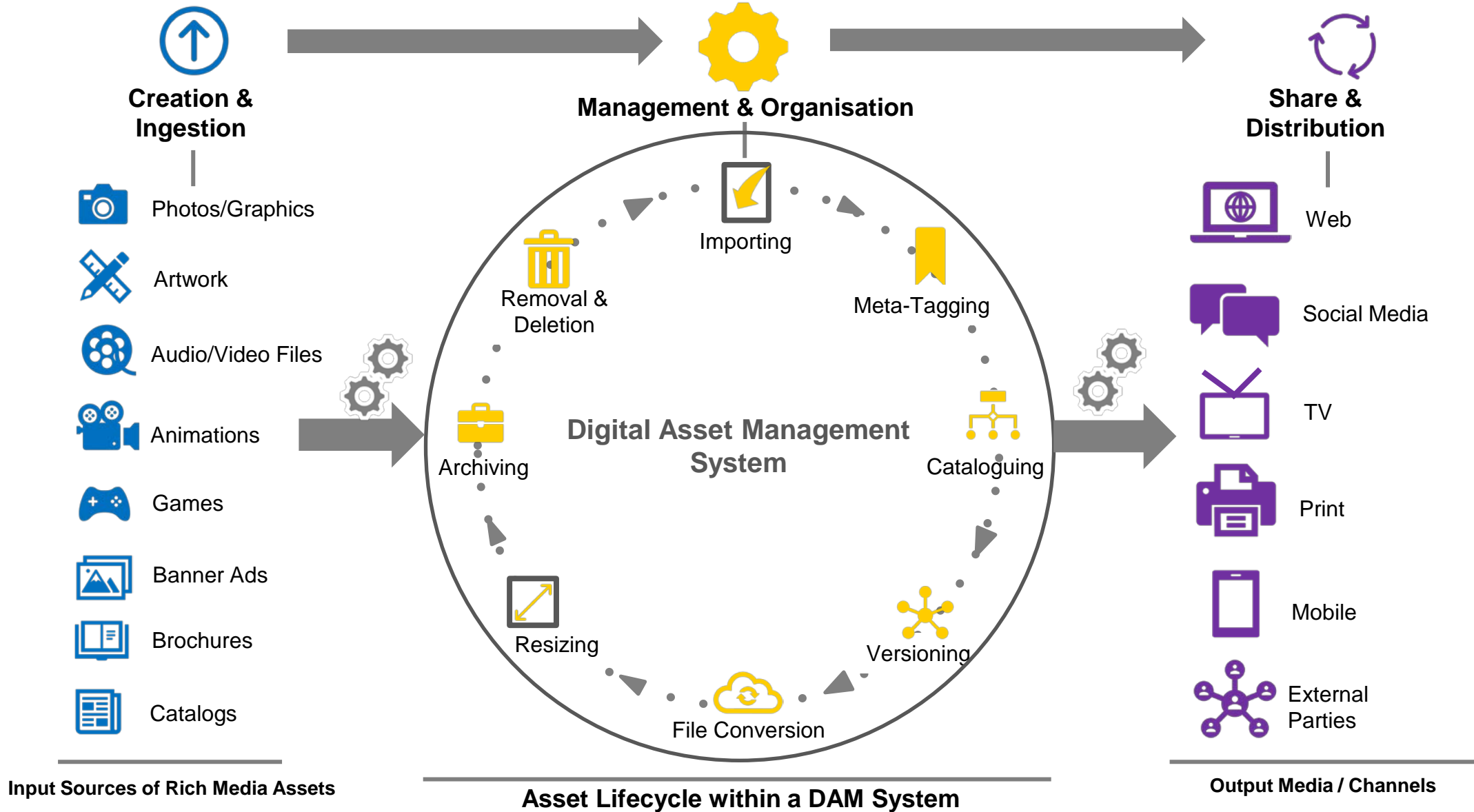
Digital media is “rich media” and other (mostly) non-textual assets

- photos / graphics
- audio & video files
- animations
- games
- banner ads
- brochures
- catalogues



A digital asset is a file that has an intrinsic or acquired value

What does a DAM system do?



Input Sources of Rich Media Assets

Asset Lifecycle within a DAM System

Output Media / Channels

When does a file become an asset?

When it can be managed through its metadata



<dish>Salad</dish>

<ingredient>spinach</ingredient>

<ingredient>acorn squash</ingredient>

<ingredient>feta</ingredient>

<ingredient>pumpkin seeds</ingredient>

<brand>BioPlanet</brand>

The evolution of asset value

*Metadata is still about the **what**, but it's now also about the **who**, **when** & **how***

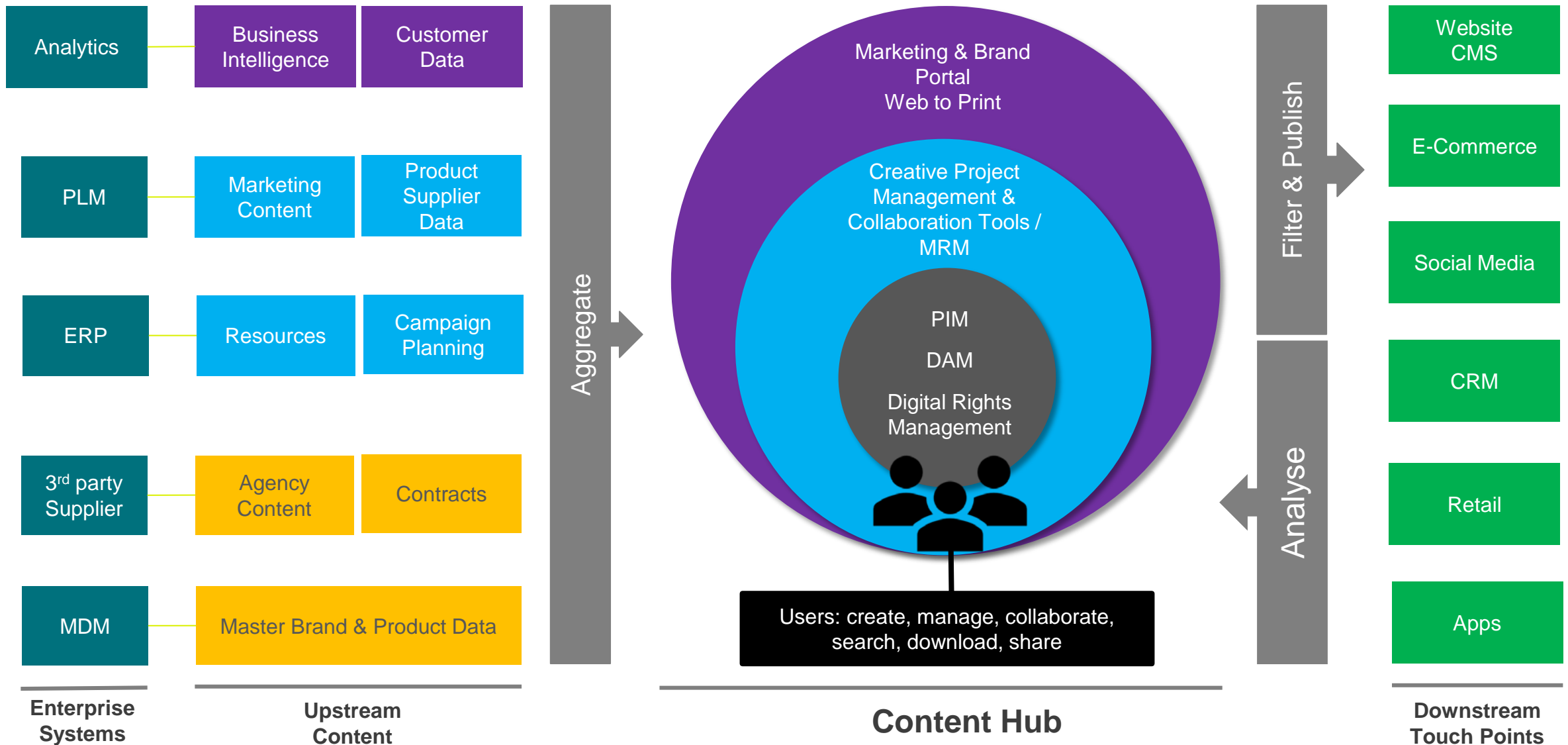
Target this image dynamically to:

- Vegetarians
- Previous salad buyers
- Organic product shoppers
- During squash season
- When spinach is on sale
- Post-holidays, after everyone has eaten too much



<dish>Salad</dish>
<ingredient>spinach</ingredient>
<ingredient>acorn squash</ingredient>
<ingredient>feta</ingredient>
<ingredient>pumpkin seeds</ingredient>
<brand>BioPlanet</brand>

DAM in the MarTech ecosystem



A centralized, single source of truth

The screenshot displays the Censhare web interface. At the top, there is a navigation bar with the Censhare logo, navigation arrows, a search bar containing "Search in censhare", and a user profile for Marc Swanson. On the left, a sidebar lists "My pages" (Dashboard, Tasks, Favorites, Pinboard, Editing, Last created, Last edited, Stored searches, Trash) and "Open" items (various image thumbnails). The main content area is titled "Last created" and shows a grid of 24 image thumbnails. Each thumbnail includes a title, a progress indicator (a circular gauge), and a small icon in the bottom right corner. The thumbnails are arranged in three rows and eight columns. The first row contains thumbnails with progress indicators of 28%, 44%, 29%, 37%, 55%, 20%, and 37%. The second row contains thumbnails with progress indicators of 68% and 90%, followed by actual image thumbnails. The third row contains actual image thumbnails. The interface is clean and modern, with a blue and white color scheme.

Managing Advertising: as a sum of its parts

1 The whole asset

Example of elements to be managed separately.

2 Pack Shot

More advanced systems can PARSE a layered file so sub-components don't have to be uploaded separately.

3 Hellmann's Logo

4 Background

5 Texture



6 Sub-Brand Icon or Logo

7 Text

8 Holding Company Logo

9 Text

Product Asset + Data Management

The screenshot shows the Censhare product management interface for a 'T-shirt organic cotton' asset. The interface is divided into several sections:

- Header:** Includes the Censhare logo, navigation icons, a search bar, and the user name 'Thomas Obermeier'.
- Left Sidebar:** A navigation menu with categories like 'My pages', 'Dashboard', 'My work', 'Projects', 'Media', 'Content', 'Organisations', 'My tasks', 'My downloads', 'Groups', 'Newsroom', 'Campaigns', 'Products', 'Translation orders', 'Keywords', 'Explorer', 'Favorites', 'Watched', 'Last created', 'Last edited', 'Stored searches', and 'Trash'.
- Main Content Area:**
 - Product Overview:** Displays the product name 'T-shirt organic cotton', a preview image of a green t-shirt, and pricing information: original price '\$55.00' and current offer price '\$49.00'. It also shows size categories (Regular, Tall) and color options (Green, Grey, Red).
 - Description:** A paragraph describing the premium quality of the t-shirt, highlighting its softness, durability, and breathability.
 - Features:** A list of features, including 'Material consists of 30% organic cotton and 70% bamboo fibre'.
 - Feature Stories:** A section with warning icons and the text 'EDIT . Please do not edit the product information!'.
 - Items:** A table with columns for 'Asset', 'Workflow step', and 'Wor'.
- Right Sidebar:**
 - Status:** Shows the workflow progress, including 'Marketing content' (Step) and 'Work in progress' (State).
 - Tasks:** A progress bar indicating 100% completion.
 - Browse quality gates:** A progress bar indicating 71% completion.
 - Product properties:** A detailed list of attributes including Article number (88-9654-1010), Categories (Shirts/Blouses/Polo S..., Shirts & Sweater, Export catalogue 1), GTIN (887187949083), Manufacturer number (99120), Name (localized), and Price (Offer price: 49.00 \$, Retail price: 55.00 \$).
 - Laundry:** A list of laundry instructions such as 'Bleaching: Not bleaching', 'Drying: Drying normal', 'Ironing: Ironing low temperature', and 'Washing: Wash at or below 60°C'.
 - Material:** A list of material descriptions in multiple languages: '30% organic cotton (en)', '30% Bio-Baumwolle (de)', '30% coton biologique (fr)', '30% algodón orgánico (es)', and '30% オーガニックコットン'.
 - Asset list based on related assets:** A list of related assets, including 'Open Content License.pdf'.

Multi-lingual Product Asset Management

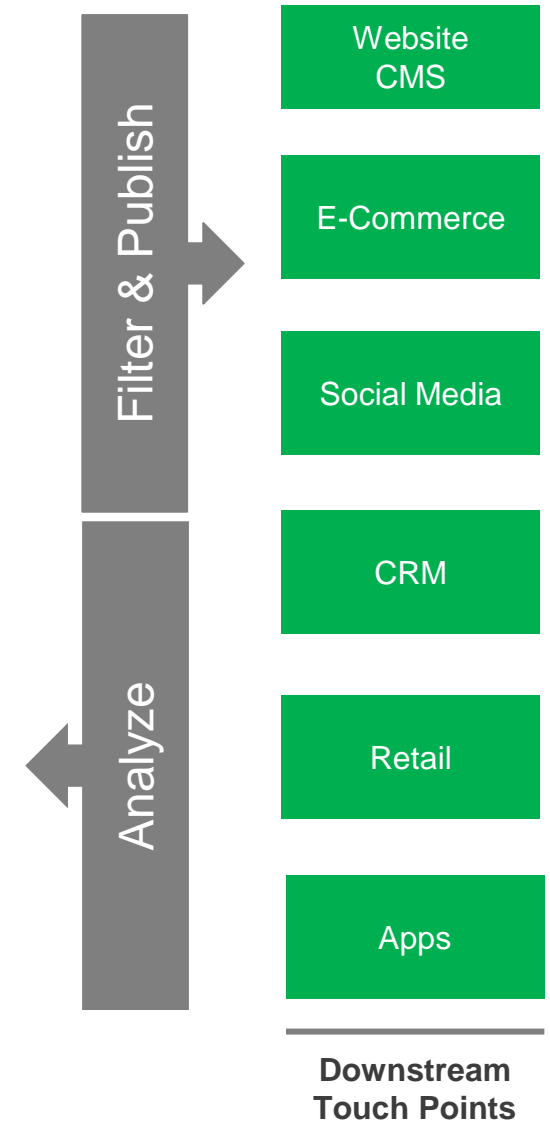
The screenshot shows the Censhare product management interface for a 'T-shirt organic cotton' asset. The interface is multi-lingual, currently set to German. The main content area displays a green t-shirt image, its name 'T-Shirt Bio Baumwolle', and pricing information: original price \$55.00 and current offer price \$49.00. Below the image, there are options for size (Normal, Tall) and color (Green, Grey, Red). A detailed description in German states that the t-shirt is made of 70% bamboo fiber and 30% organic cotton, highlighting its softness, durability, and breathability. The 'Features' section lists the material composition. The 'Feature Stories' section contains two warning icons and a message to edit the product information carefully. The 'Status' section shows a workflow diagram with 'Marketing content' as the current step and 'Work in progress' as the state. A progress bar indicates that 100% of tasks are completed. The 'Product properties' section includes identification details like article number, categories, and GTIN, as well as pricing (offer price \$49.00, retail price \$55.00) and laundry instructions (bleaching, drying, ironing, washing). The 'Material' section lists the composition in multiple languages. The 'Asset list based on related assets' section shows a related asset 'Open Content License.pdf'. The interface includes a sidebar with navigation options like 'My pages', 'Dashboard', 'My work', 'Projects', 'Media', 'Content', 'Organisations', 'My tasks', 'My downloads', 'Groups', 'Newsroom', 'Campaigns', 'Products', 'Translation orders', 'Keywords', 'Explorer', 'Favorites', 'Watched', 'Last created', 'Last edited', and 'Stored searches'. The top navigation bar includes 'Create asset', 'Actions', and a search bar. The user 'Thomas Obermeier' is logged in.

Multichannel Distribution

DAMs + Content Hub Platform

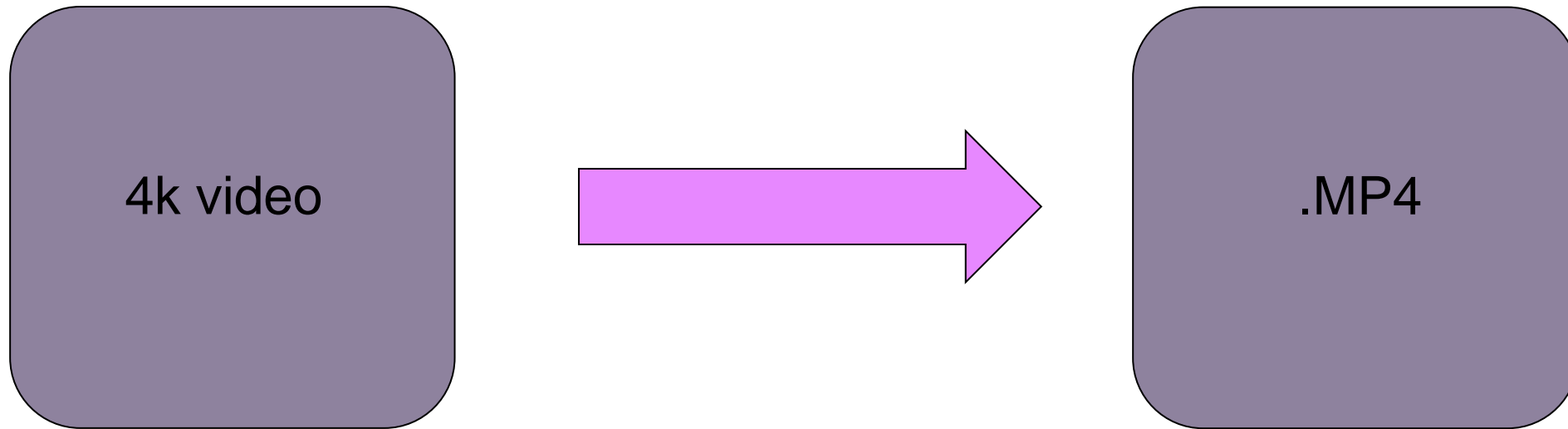
Enables you to **produce & publish** content by:

- Providing methods for assets to be shared, linked to, or otherwise distributed outside the system
- This DAM function may be as simple as generating a URL on ingest, or as complex as pushing richly tagged assets to other systems



Simultaneously distribute & transform

- “push this video format to my networks, but this MP4 format to the web”
- “detect device and media player, push this format”



Advice for a Successful DAM

Enterprise DAM is not just a big enterprise spending a lot of money

It's both a **strategy** + a **team mindset**

8 Tips for Implementing & Using an Enterprise-level DAM:

1. Have a solid governance with tough decisions being made at the top
2. Give clear direction on the purpose of the system
3. Approach it as **a platform** rather than **a product**
4. Avoid using DAM as a destination; rather use it **as a service** that enables the enterprise
5. Have a North Star Vision: Keep everyone on the same page as to what an “asset” entails
6. Take DAM beyond the creative and marketing departments
7. Have well-aligned data across the DAM and your other systems
8. Focus on interconnectivity and enablement

Let's start with the end. What are we trying to achieve?

We're not just standing up a DAM – we're building an OSR for the entire enterprise

Complete

Single Source of Truth (SSOT)

- Comprehensive (all assets)
- Enterprise-wide (all teams)

Accurate

Error-free assets & metadata

- Properly taxonomized
- Fully compliant at all levels

Current

Latest/active versions

- Expired controlled/archived
- Rights honored

**Operational
System of
Record (OSR)**

Let's start with the end. What are we trying to achieve?

We're not just building DAM capabilities – we're driving enterprise-wide *adoption* of an OSR

Engaging

Generates participation

- Reflects user's context
- Welcomes ideas & feedback

Helpful

Supremely helpful

- Convenient and accessible
- In context & embedded

Instrumental

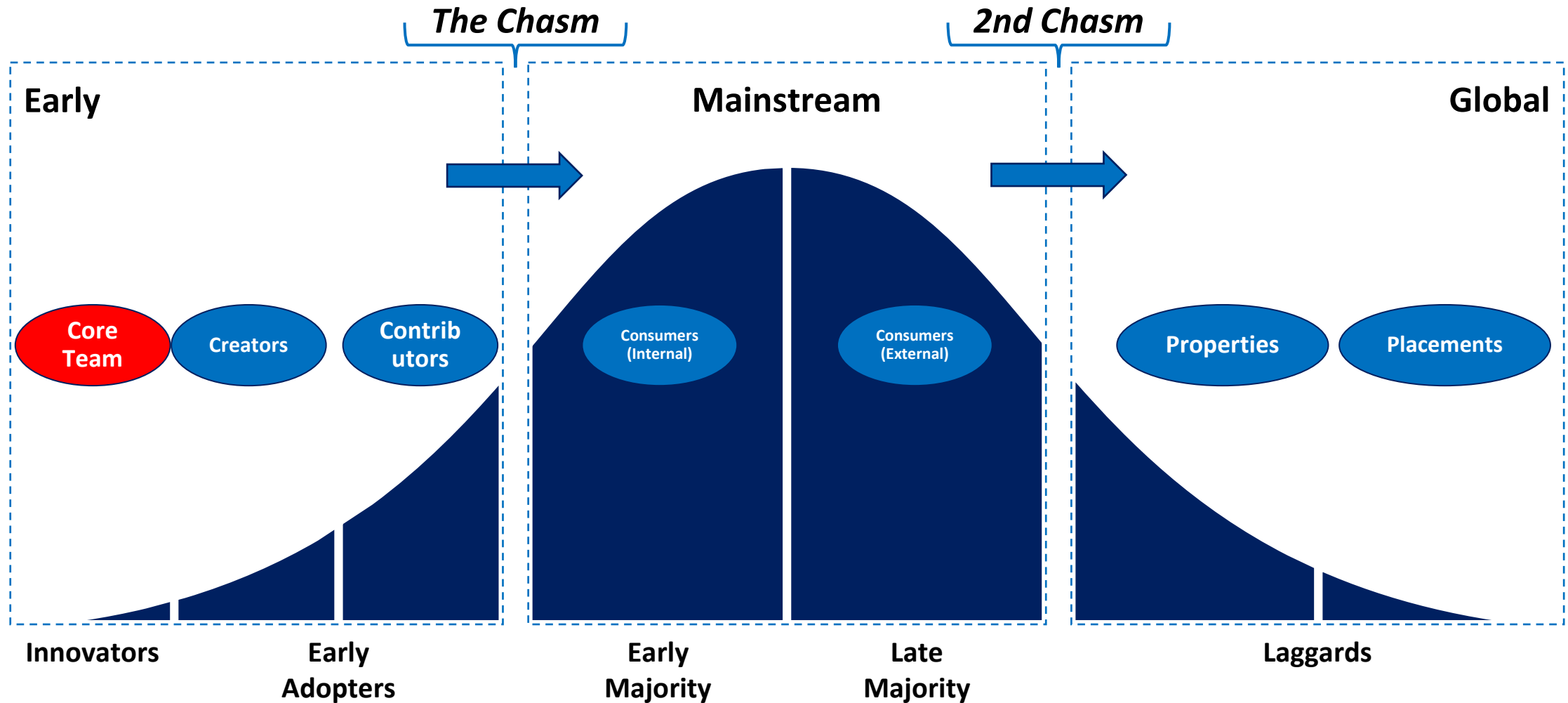
Better off with than without

- Adds benefit over alternative
- Demanded (by user volition)

Adoption

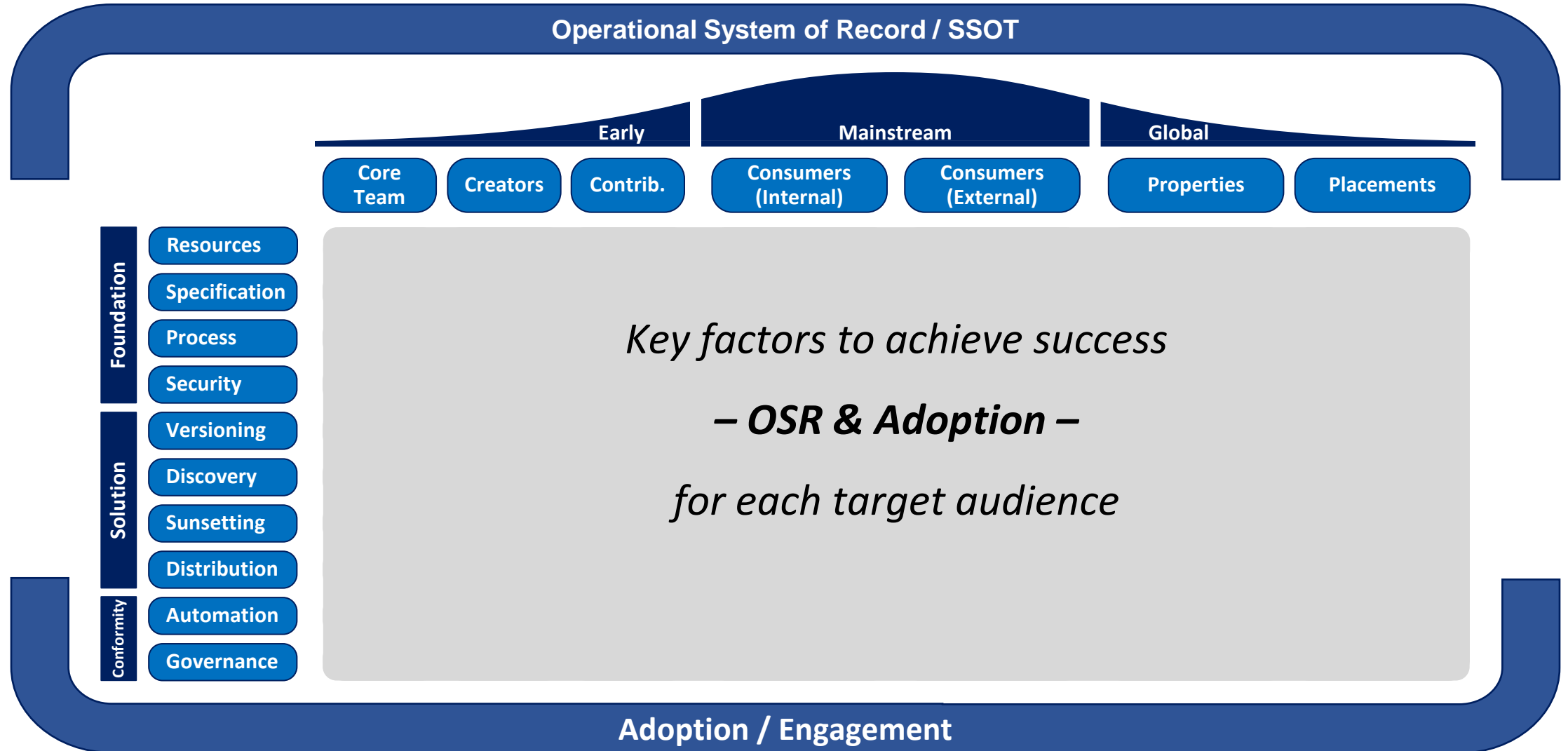
First, know your DAM customer: focus on target audiences

Apply the classic entrepreneurial model – context matters, sequence matters, threshold matters



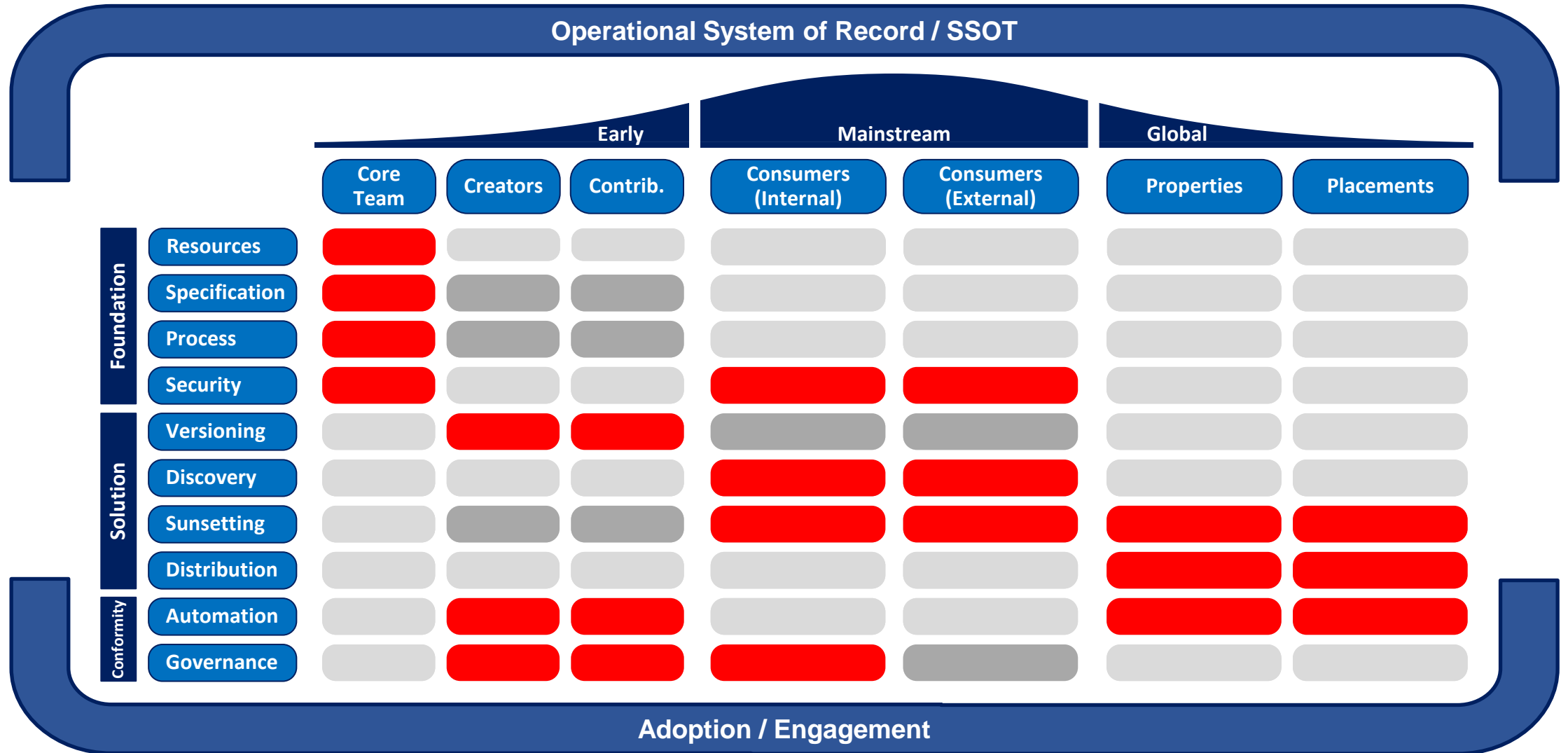
Then, deliver on factors that will drive success for each target

3 categories of factors across 10 dimensions



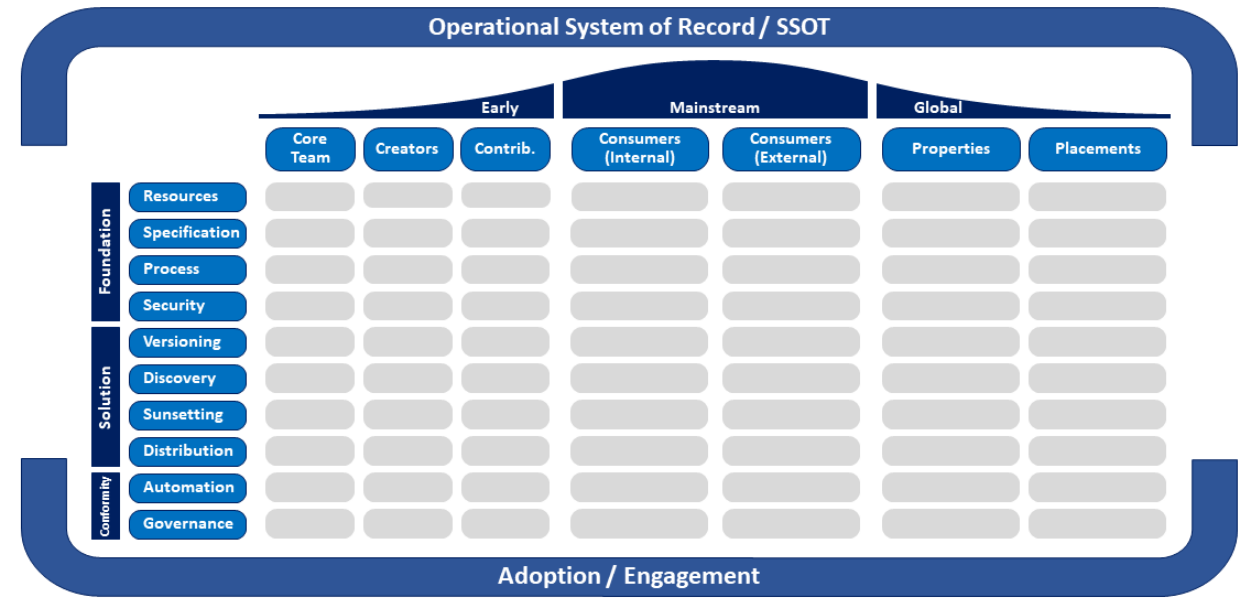
Building DAM success: an outcome-driven approach

A framework to drive success – OSR & Adoption – for DAM (KFS highlighted)



Key Questions to continually ask as you build out your DAM

- Is your DAM an OSR / SSOT?
- How strong is adoption (engagement & demand) per audience?
- Are there clear deficiencies?
- Are there any skipped/missing factors (out of sequence/dependencies)?
- Where should you focus next (i.e. which audiences & corresponding key factors)?
- Are you leveraging an Enterprise Work Management platform, i.e. workflow (hint: you should!)



Q&A



Theresa Regli
DAM Expert & Strategist
theresa@theresaregli.com



Francisco Ruiz
Senior VP, EMMsphere
francisco.ruiz@emmsphere.com



Jess Pelini
Marketing Manager, censhare
jess.pelini@censhare.com



Want to learn more about censhare's Digital Asset Management Platform?

[Visit censhare](#)

Trusted by:



sponsored by  censhare