The Highlights

Live Session with Scott Brinker:

DAM at the core of your MarTech Stack

"It's no longer okay to say that digital transformation is around the corner. The digital reality is what we are living and teams are starting to look in the mirror and not love what they see."

— **Scott Brinker,** Editor, Chiefmartech.com

The power of a connected, composable ecosystem in 2023

Digital asset management (DAM) has always been valued for its ability to seamlessly integrate with various web properties, particularly with content management systems (CMS). However, the MarTech landscape is vast and diverse, and companies need to ensure a consistent content experience across every channel where they engage with customers.

This is where a DAM system can prove invaluable by allowing companies to centralize and orchestrate all customer and content data in a way that aligns with their existing workflows. In the past, companies often had to mold their organizational structure around rigid

software systems. But with the rise of composability, companies can now leverage flexible and adaptable frameworks to fit their unique business needs. The days of one-size-fits-all software are long gone.

Unlocking personalization at scale with DAM technology

As companies gain greater control over their customer data, the next logical step is to leverage that data for effective personalization, **delivering the right content to the right people at the right time**. This can be as simple as personalizing an email with the recipient's name or substituting tokens altogether. However, to truly succeed at personalization, companies need to become more sophisticated with their customer data, dynamically segmenting different groups and tailoring content based on specific cohorts.

To achieve this level of personalization, companies require a well-structured content repository that allows them to work with templates and easily access substitutable content elements such as images, videos, and content blocks. These elements must be consistently structured and accessible across all systems in the company's tech stack, rather than being limited to siloed legacy systems.

Most companies use multiple systems to engage with customers across different contexts and stages of the customer lifecycle. To scale personalization efforts beyond siloed legacy systems, a centralized, single source of truth is essential. By leveraging customer data effectively and providing tailored content across channels, companies can enhance the customer experience and ultimately drive business growth.

Navigating choppy waters: how the MarTech stack can help companies succeed in 2023 and beyond

In 2023, companies are increasingly focused on boosting profitability, reducing costs, and fighting inflation. As a result, many organizations are investing in digital asset management (DAM) as a core technology to speed up time to market, increase channel performance, and execute on strategic initiatives—delivering a tangible return on investment (ROI). The resulting cost savings alone can easily justify building a platform strategy within your MarTech stack.

However, the true benefits of DAM will become more apparent in 2024 and beyond. With a highly efficient and centralized platform in place, companies will gain greater flexibility and adaptability, enabling them to better respond to the rapidly evolving technological landscape. Whether the future brings web 3.0 or the metaverse, we know that content and customer data will continue to be essential drivers of success. By investing in DAM now, companies can future-proof their operations and position themselves for long-term growth.

Optimize your content tech stack and increase ROI in 2023 with exceptional content experiences. Download our exclusive guide!

Speakers:

Scott Brinker has been analyzing marketing technology and its impact on marketing organizations for more than a decade as the editor of the chiefmartec.com blog. He serves as VP Platform Ecosystem at HubSpot, helping to grow and nurture the company's community of technology partners. And he authored the best-selling book Hacking Marketing, about adapting software management practices — such as agile methodologies — to marketing teams. He holds degrees in computer science from Columbia University and Harvard University and an MBA from MIT.
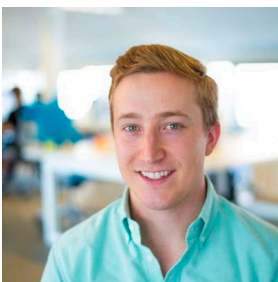
Brian Kavanaugh is the Director of Global Field & Customer Marketing at Bynder, where he oversees how demand generation programs bring campaigns to market and engage today's Marketing and Creative leaders. Brian is passionate about how brands differentiate themselves from the competition with innovative products, compelling visuals, and smart messaging.

Ready to see the power of an integrated digital ecosystem firsthand? Schedule a demo with one of our experts to see it in action.