

Is marketing technology hurting more than helping?

Marketing technology quickly solved lots of little problems, but created an even bigger one along the way: these ad hoc systems are content hungry.

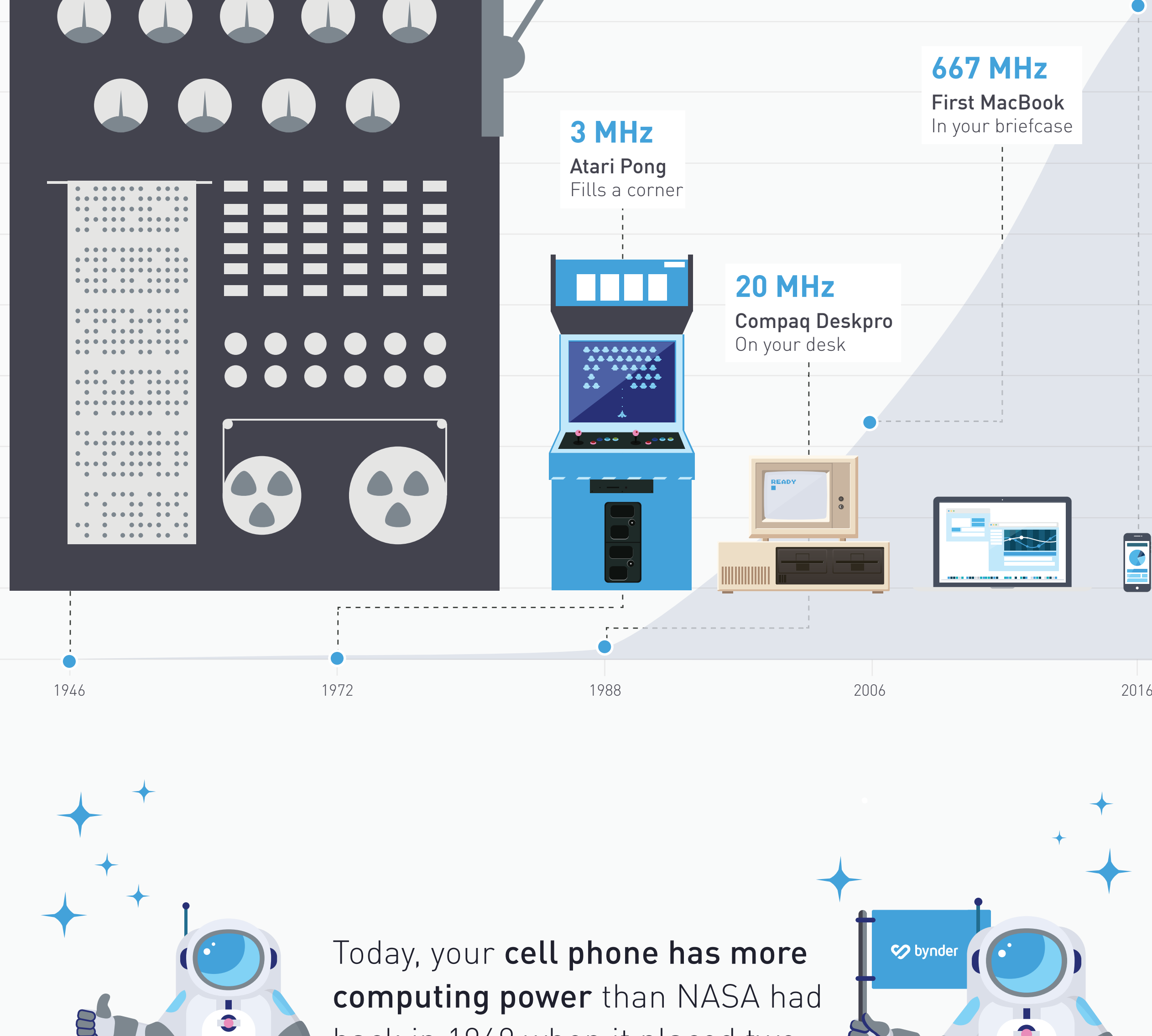
Marketers are struggling to use new technology to produce and distribute engaging content.

Attention spans are shrinking.



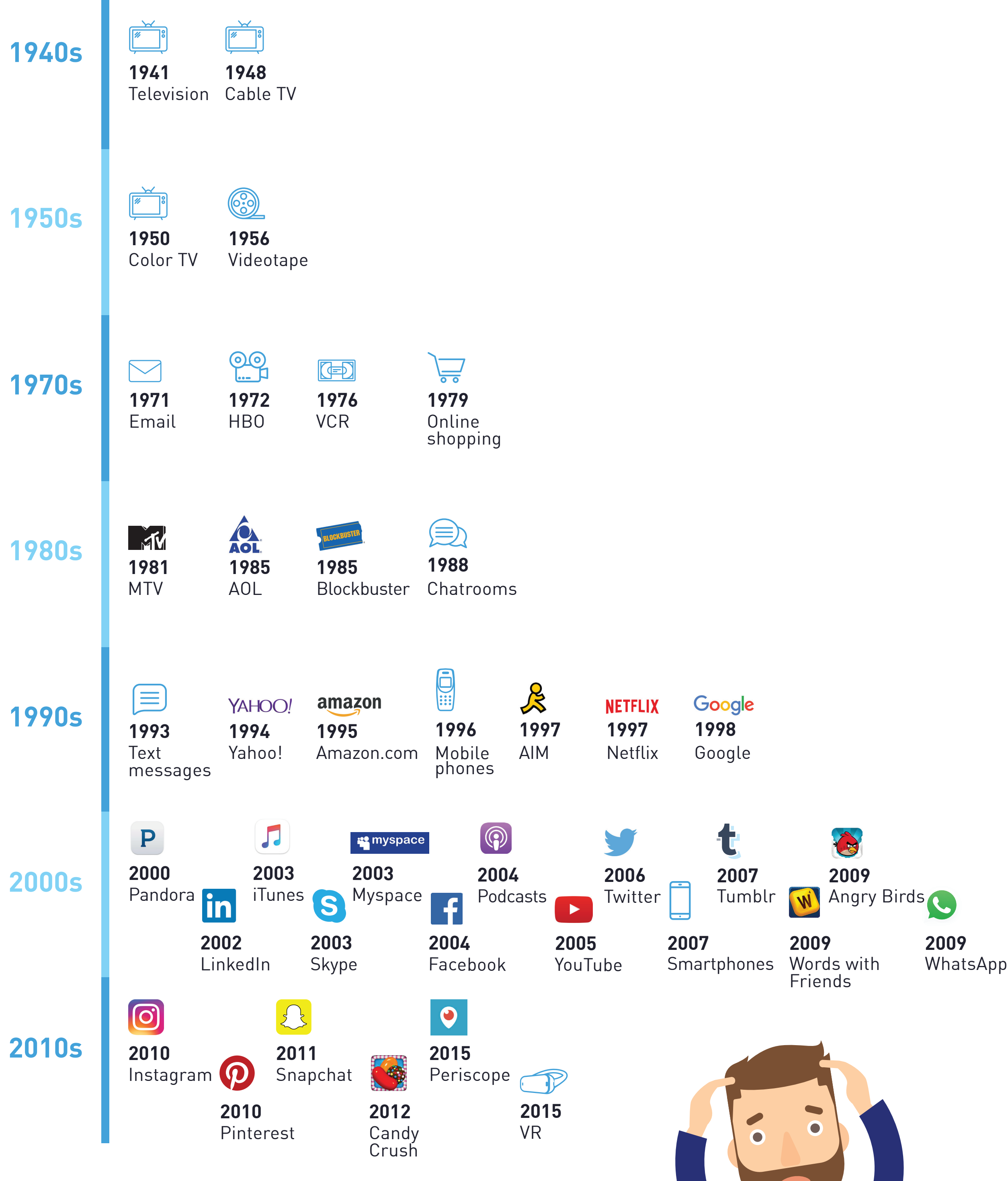
The supercomputer we carry in our pockets is largely to blame.

COMPUTERS HAVE GOTTEN SMALLER AND MORE POWERFUL.



Today, your cell phone has more computing power than NASA had back in 1969 when it placed two astronauts on the moon.

Especially when combined with billions of digital distractions and entertainment options.

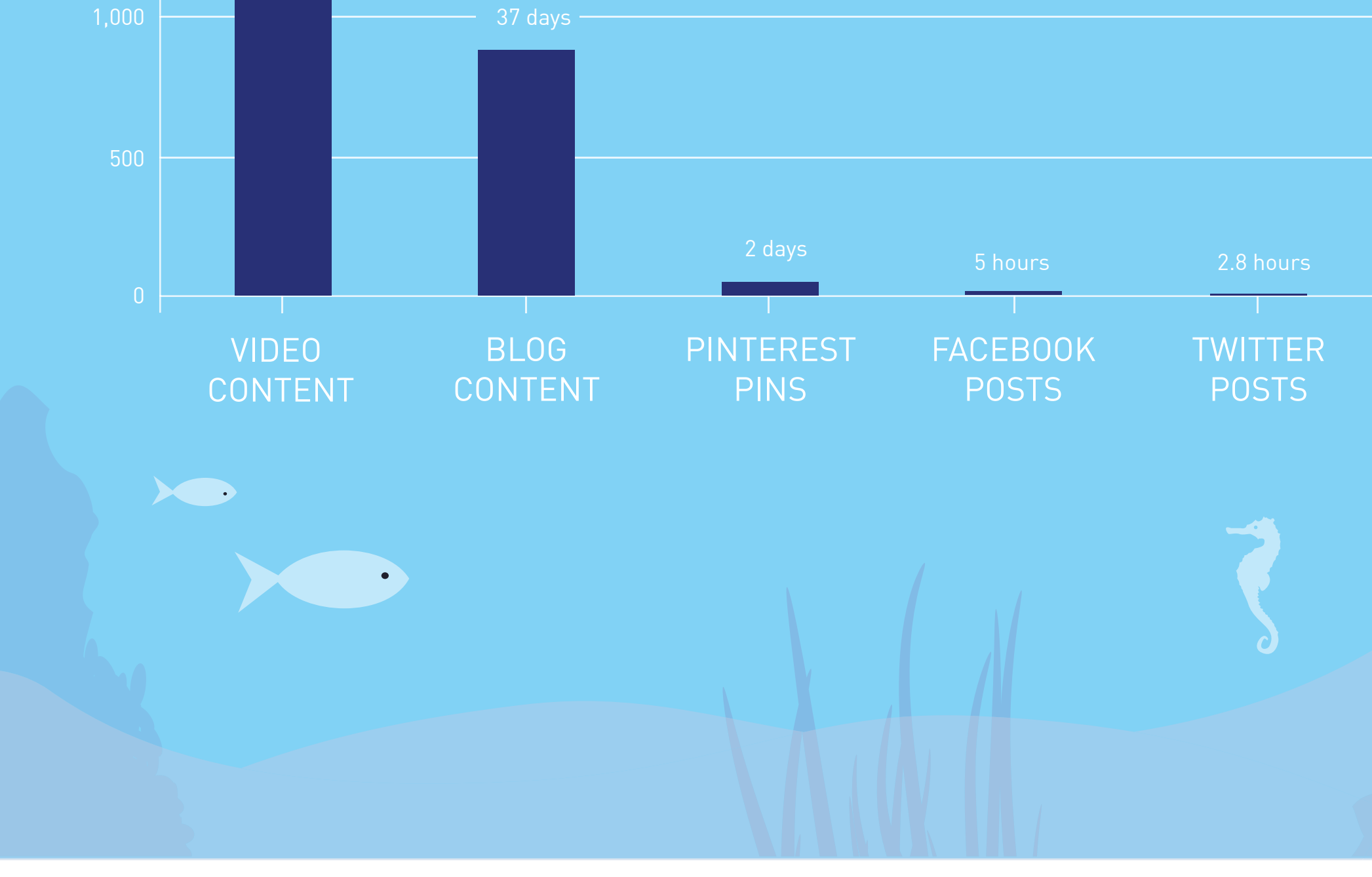


Marketers are struggling to keep their heads above water as they are forced to create content for more and more channels.

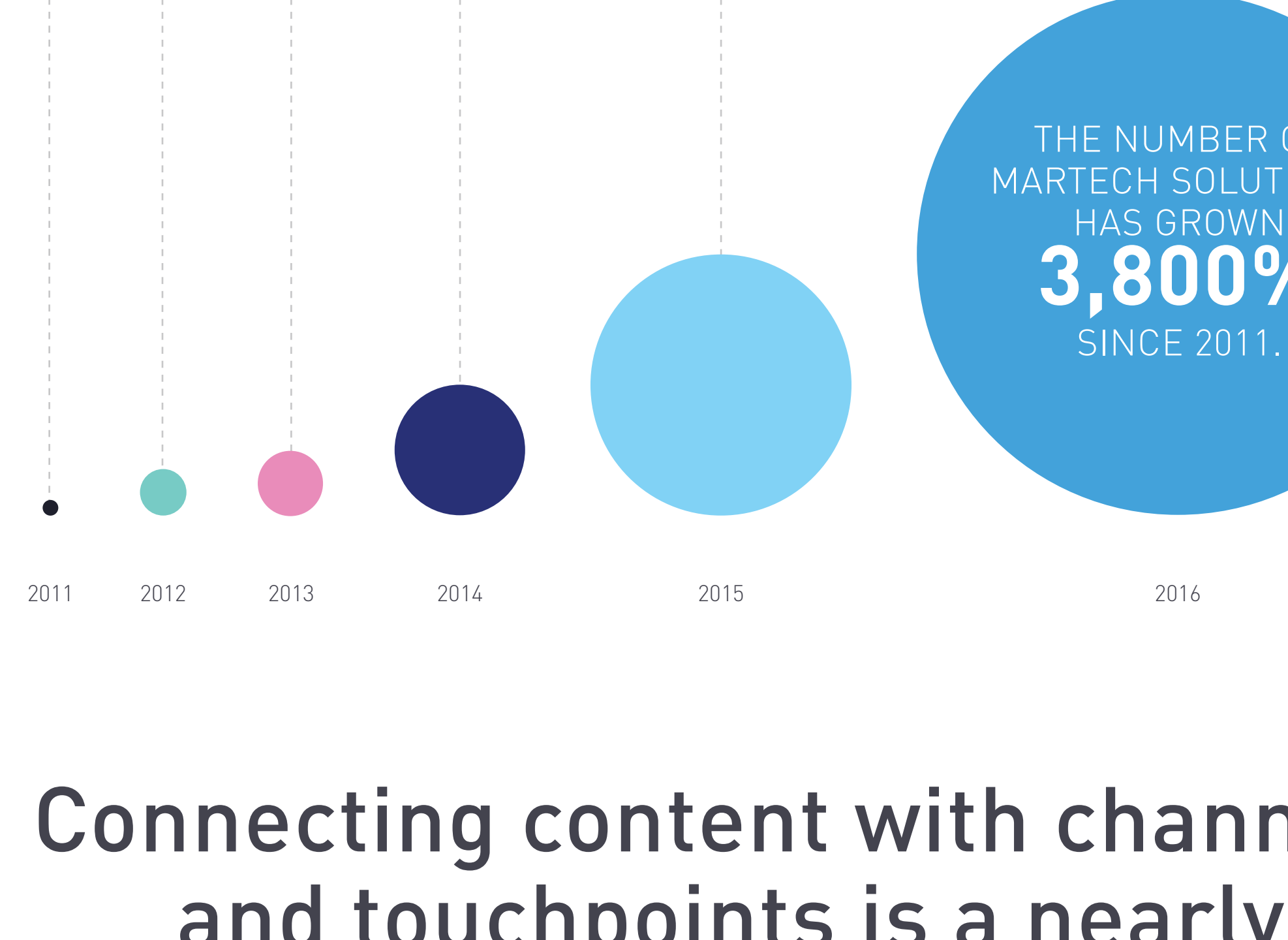
500%

The expected growth rate for web content by 2021!

And the lifespan of new content is getting shorter and shorter.



Marketing technology is supposed to help, but disconnected apps are creating their own problems.



Connecting content with channels and touchpoints is a nearly impossible juggling act.

● CONTENT ● CHANNELS



Marketers need DAM to simplify and accelerate the development and distribution of their content.

