Marketers need DAM to simplify and accelerate the development and distribution of their content. Especially when combined with billions of digital distractions and entertainment options. 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. 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. The supercomputer we carry in our pockets is largely to blame. Today, your cell phone has more computing power than NASA had back in 1969 when it placed two astronauts on the moon. Attention spans are shrinking. The expected growth rate for web content by 2021! The number of marTech solutions has grown 3,800% since 2011. The supercomputer we carry in our pockets is largely to blame.