



# DAM ESSENTIALS

Your Guide to Digital Asset Management in

# FINANCIAL SERVICES



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## Everything you need to know about DAM for financial services.

An abundance of information exists on digital asset management – however, this information often lacks the specificity for the financial service industry's unique needs. **But that's about to change.**

Whether you're a newly hired DAM manager looking for a primer on digital asset management for financial services, a marketing manager looking to get your assets onto your web platform, or a creative director determining whether you need to upgrade your DAM to fit a new use case, this resource is your starting point for discovering the right solutions.

### By the end of this guide you should:

- Understand the significance of DAM metadata and its role in bolstering your marketing objectives
- Formulate a comprehensive strategy for choosing, enhancing, or deploying your DAM with confidence
- Identify key features of a modern DAM and how to leverage them to benefit your company
- Recognize applicable DAM use cases that align with the requirements of your financial services business
- Understand the integrations that are integral to your operations

# Chapter 1: Understanding Your Data

## Data Assessment—For Every Stage of Your DAM Journey

It may seem obvious, but managing and maintaining data maturity requires deep knowledge of your data. Regular assessments of your data practices will help you understand how your DAM is being used, how it might function more efficiently, and how you can use it to solve organizational problems.

This initial assessment is the first step before you begin consolidating data from various systems, applying consistent metadata, changing workflows, or enhancing security. Data audits are also an excellent opportunity to declutter your database regularly.

Your initial assessment should investigate:

- **Data Content:** What information does your data contain, and in what format?
- **Data Storage:** Where is your data physically and digitally located, and is it easily accessible?
- **Responsibility:** Which teams oversee data storage and management?
- **Purpose:** What is the ultimate goal for your data? Is it for search, analytics, enhancing consumer experiences, or powering AI applications?
- **Quality:** What is the current state of your data? Is it accurate and reliable?



Effective metadata is indispensable for a functioning DAM, and ample information is available to help you craft it (rest assured, we've prepared a guide on [that topic](#)).

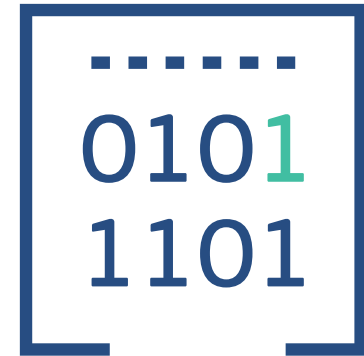
To start, here are three key points to remember as you approach your DAM assessments:

## 1 - Understand Your Structured and Unstructured Data

Your DAM's data is comprised of quantitative and qualitative data—what we refer to in DAM as structured and unstructured data. Structured data are those easily identifiable points of information that can be organized into database fields or spreadsheets with relative ease, like campaign names, geography, and product data.

Unstructured and qualitative data are more challenging to discern. This data comes in images, videos, text files, and even social media communication, which need additional context to make the data easily searchable. Or, unstructured data enters the DAM from uploaded assets without their metadata context, making them impossible to organize, search, or analyze.

The first step is conducting a data audit to understand how you're currently ingesting and managing both data types. You need a robust metadata model and ingestion rules to ensure that unstructured data doesn't clutter your DAM and reduce its effectiveness. AI and machine learning tools in modern DAMs can help manage the data burden. Still, you must comprehensively know your DAM before attempting to resolve structural issues with sweeping changes.

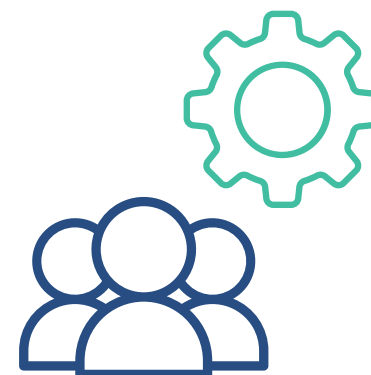


## 2 - Touch Base With Your Users

Engage with the individuals who use your DAM to understand their experience with the data. Inquire about how they use your data and content, identify any challenges they encounter when finding information, and gather insights on how they would like to use data in the future. Your aim is not to impose restrictions but to leverage their expertise to ensure that your data effectively serves their needs.

## 3 - Identify Where Data Is Stored and How It Moves

It's crucial to map out where your data resides, how it's collected and represented, and how it moves across systems, whether it's the cloud or an on-premise data repository. What are your processes for change requests across systems? How do you handle integrations, and which systems host an accurate picture of your data? Your ideal tech stack should include a centralized taxonomy for tagging assets and content to help keep all dependent systems in sync automatically (more on those in the next section).



## Defining Metadata, Taxonomy, and Keywords

### Metadata

Metadata are the descriptive elements used to define and describe an asset. Metadata provides the structure you need to make your content discoverable and accessible in search—therefore, strong metadata is crucial for a functioning DAM.

Metadata often falls under three main categories:

**Descriptive:** Used for discovery and identification purposes, like search. Also includes elements like title, subject, creator, date, location, and keywords.

**Structural:** Indicates how compound objects are created, like file format, file dimension, file length, size, dimensions, etc.

**Administrative:** Provides information that helps manage an asset, like rights management metadata or preservation metadata for archiving and preserving an asset.

Data is complex, and the best way to protect your DAM from mismanagement and clutter is to create robust rules for your metadata—otherwise known as taxonomy.

### Metadata and You

How does metadata help you manage content?

Use your metadata on any asset to search in DAM, curate collections of assets, and understand content performance based on specific metadata values.

## Taxonomy

Your taxonomy organizes your metadata. It is the larger ‘bucket’ that classifies the metadata within it, creating connections and relationships between items to address business challenges and fulfill user requirements.

A well-designed taxonomy allows users to intuitively navigate the DAM, search for assets, and efficiently manage meaningful information. Moreover, taxonomy guarantees compliance by establishing a shared language and controlled terms for all users. This ensures a uniform approach to content management.

### Taxonomy and You

Language, data, assets—change is the only constant about these things. Here are three aspects to keep in mind to ensure your taxonomy is in tip-top shape:

**Truncate or deprecate:** Keep your taxonomy updated with bi-annual health checks. Analyze common terms in your structure and remove outdated language. Keep your taxonomy as light as possible—no more than three levels of hierarchy.

**Don’t leave it unattended:** If you’re not careful, new terms added to the taxonomy can be added with no relationship to the overall structure. Keep your hierarchies clear and place any new terms in relevant categories. Create new classifications, if you must, but avoid making miscellaneous categories where new terms are placed but soon forgotten.

**Thoughtfully outsource:** Third-party services take considerable oversight, so remember to add metadata to check quality. AI (and even human DAM managers) may need to recognize your terms. Geography, culture, language, and colloquialisms may affect your chosen terms and synonyms. Always double-check, [seek out DEI support](#), and update accordingly.

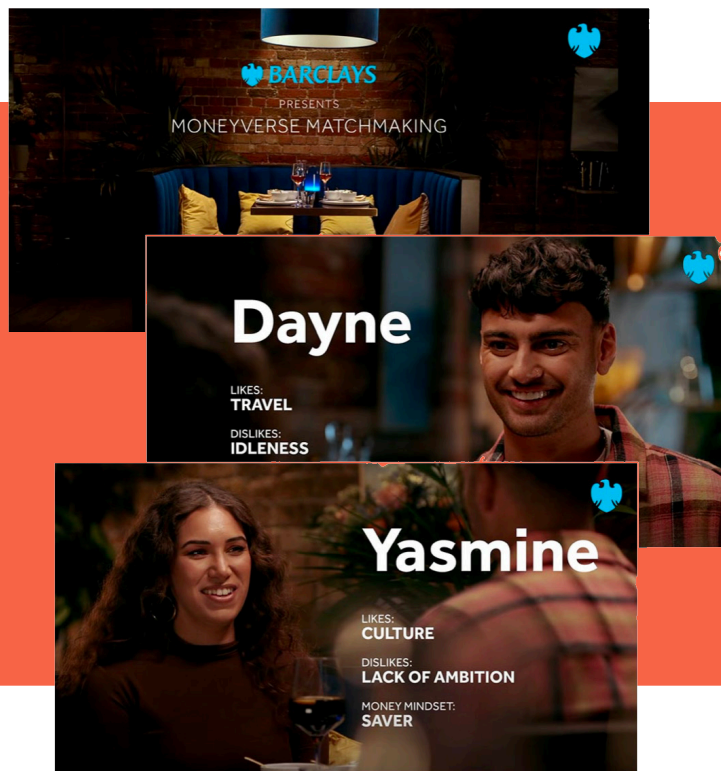


## Keywords

Keywords are a form of metadata and capture deeper aesthetic elements, conveying additional layers of information that help users connect emotionally.

Keywords do two things: help you categorize content and make searching for content more accessible. Keywords convey intangible qualities about assets—like emotions and concepts—integral to visual storytelling.

So, financial services companies producing campaigns based upon complex concepts benefit from a keywording methodology that goes beyond what's visible and explores what's invisible.



### Keywords and You

Consider the potential keywords behind an ad campaign like Barclays "Moneyverse Matchmaking". The campaign title encapsulates more than just words; it marries the idea of strong relationships with financial management, evoking concepts like communication, honesty, and even romance. All these keywords could be used to describe a visual campaign and help improve searchability in the DAM.

## Chapter 2: 5 Steps to Selecting the Right DAM

Selecting the right DAM for your financial service company's needs is no small undertaking. Whether it's the first time you're investing in this foundational tool, or you are in the market for an upgrade, these five steps will guide you on a smooth journey.

### 1 - Assemble Your DAM Committee

We call them your DAM dream team, after the greatest sports team ever assembled. No matter the terminology you use, one thing remains certain: undertaking this endeavor solo is not an option. To begin your DAM journey—and see it through successfully—you'll need support from individuals such as:

**The business sponsor:** The high-level executive who recognizes the gap that digital asset management could fill and advocates for the journey throughout.

**The business analyst:** The collector of the current problems and forecasted solutions.

**The specialist:** The external mentor, educator, and industry specialist every DAM team needs at different stages of their journey.

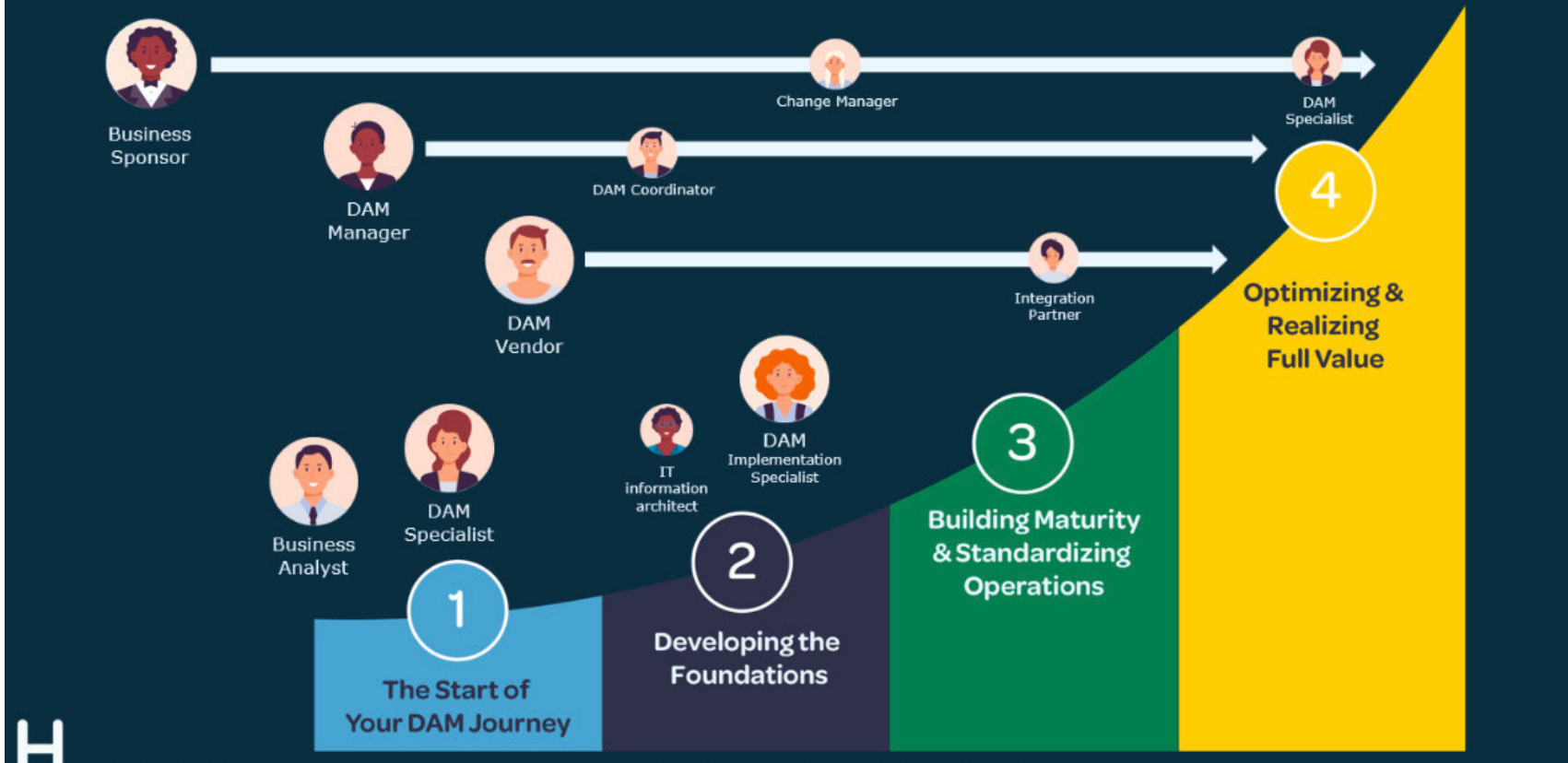
**The DAM manager and coordinator(s):** The full-time, permanent roles dedicated to daily tasks and strategic functions of the DAM.

**The change manager:** The one who understands how to best implement new processes so there's minimal disruption to the business.

**The IT architect:** The embedded IT support with a deep knowledge of your tech stack, how data currently flows, and the wider IT goals the DAM should adhere to.



# WHO NEEDS TO BE INVOLVED IN THE DAM



Your committee, dream team, DAM avengers assembled.  
Via Kristina Huddart Consulting

Assembling these individuals at the appropriate points during your DAM journey is pivotal for achieving your goals. Fortunately, we've prepared a two-part series that outlines precisely how to accomplish this.

How to [assemble](#) and [hire](#) your DAM dream team 

## 2 - Solidify Your Goals

Long before you take out the corporate card, you will need to solidify your organization's priorities for your new DAM. This requires collaboration across stakeholders –you will want to discuss the four goals below, engage in these conversations early, and revisit them regularly throughout your vendor search.

### - Archive or Activation

Are you in need of an excellent archive, or a DAM to empower your team to manage, share, and publish content? Identifying which you require early is going to eliminate many vendors from your search.

### - Productivity

Consider how your DAM can increase productivity—like increasing discoverability or simplifying your tech stack—and prioritize those features in your vendor evaluation.

### - Innovation and Product Roadmap

Identify the key areas where you would like to see improvements –compliance, secure sharing, integrations, analytics, new use cases—and prioritize the areas you believe will be most significant for your business.

### - Internal and External Users

Consider (and answer) these questions: Ultimately, who will use your DAM? How will you protect assets and manage rights when sharing externally? How do you need user permissions to change based on different use cases?



### 3 - Understand the Buying Process

Research Strategically	Time and Commitment	Cost
<p>You've already begun. Remember to research beyond the first page of Google since legacy DAMs tend to dominate the results.</p> <p>Ideally, you'll have the support of a <u>DAM specialist</u> who also understands the landscape.</p>	<p>Vendor selections can take 1-6 months for smaller companies or up to a year for most enterprise financial services companies. The process requires technical and security evaluations, collaboration across departments, and countless meetings.</p> <p>Set clear expectations with your stakeholders on your evaluation timeline and ask your vendors about their implementation timeline. Don't rush into buying a DAM, they can be very difficult to change.</p>	<p>Be aware that you may run into the following cost models and additional charges:</p> <ul style="list-style-type: none"><li>- Total # of users</li><li>- Total users by type (power users vs. consumer users)</li><li>- Pricing based on the number of concurrent users</li><li>- Total number of nodes (where a node supports X number of concurrent users)</li><li>- Additional charges for API access (more cost per integration)</li><li>- Additional charges based on volume of assets being stored</li><li>- Additional services/features</li><li>- Managed implementation</li></ul>

*“DAM isn't a side project.” – Kristina Huddart*

## 4 - Look Out for Your Vendor Green Flags

Here are the vendor green flags you should be looking out for:

- ✔ **Offer and Vision**  
The best approach to narrowing down your ideal vendor is to ensure their current offerings match your needs. Only then should you focus on their long-term vision and strategic direction. [The Forrester Wave report on DAM vendors](#) can help you decipher where DAMs are currently and where they're realistically going.
- ✔ **Comprehensive Demos**  
Don't be afraid to ask questions during demos and push to see how important features actually work. If it does what they say it does, they should be able to show you, not just tell you.
- ✔ **Works for You**  
Does this vendor have the features and capabilities that your business analyst and DAM specialist unearthed in their research, internal conversations, and IT reviews? And if your needs change, how adaptable is the platform to meet those?
- ✔ **Proactivity**  
Good vendors know the internal concerns that come up in every vendor selection. They should be willing to address them and help you sell the platform to your internal teams. [This support is a good sign of the kind of support you can expect moving forward.](#)



### ✔ **Transparent Roadmap**

You can't know everything, but you should have some idea of the development of the platform over the coming months and years. It's rare to find a platform that has every feature you're looking for—but they should be a transparent partner in innovation.

### ✔ **Customer References**

Seek references supplied by the vendor and your DAM specialist. Your specialist can also set up peer-to-peer meetings with managers and executives, so you can hear their authentic stories of using that vendor.

### ✔ **Strategic Support**

Good vendors will walk you through the steps needed to implement, run a DAM, and optimize using best practices. Competent DAM vendors will help you develop ongoing strategies for your business.

## **5 - Buy Your DAM**

Once you've selected the right DAM for your needs, you'll need a [request for proposal \(RFP\)](#) to purchase your DAM. Seek guidance for moving forward with your DAM specialist and ensure your DAM team and executive leadership are on board.

[Download our RFP template](#) to get started if you'd like help to kick off your RFP process.



To get the full breakdown  
on how to choose the right  
DAM for you, read our

[Vendor Evaluation Guide](#)



# Chapter 3: The 9 Features You Can't Go Without

Specific DAM features are considered essential prerequisites. Features like ingesting content, sharing between users, archiving content, and advanced search should be familiar. However, modern DAMs possess extensive capabilities beyond the basics. These are the nine features you need to keep up with the constantly evolving world of asset management.



## Publishing Capabilities

Are you publishing assets to your ecommerce sites? How about social media? Rather than downloading your assets from the DAM and manually uploading them to your channels, use your platform's embedded publishing tools. Publish assets to social, ecommerce, web, syndication, and email channels—all without leaving your DAM.

**Once you publish content, use your DAM to track where that content is being used on channels like social media and email. This helps creative teams understand how assets are being used (or find the ones that never saw the light of day).**

## Analytics and Tracking

Use your DAM to track how content is performing across campaigns and channels to better understand how your assets perform. Your DAM's analytics and tracking features link performance data with individual assets or campaigns. From there, it's much easier for your creative teams to notice the common elements unearthed by your AI tags, recreate the success of previous campaigns, and understand how data like clicks, views, and purchases are related to certain creative choices.

Analytics and tracking in your DAM gives creative teams one unified view of asset performance, helping them better optimize content moving forward.





### **AI-Powered Tagging and Metadata**

Machine learning at ingestion scans photo, video, and audio content to pull relevant metadata into the DAM. Your DAM can recognize and tag specific brands, individuals, topics, or complex concepts. Or embed subtitles or translation in 30+ languages, making any audio searchable in the DAM. AI features enhance discoverability and reduce the grunt work your teams have to do for every asset.

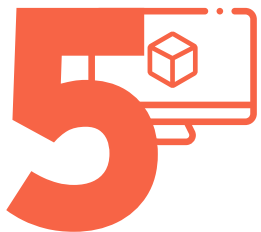
### **Robust Rights Management**

Keep your company free from legal mishaps with DAM-native rights management. All your license holders or ‘entities’ and their associated rights live in the platform, so you can control who has access and what assets they can view and download. You can even automatically hide assets from collections and search once they’ve expired—never risk unlicensed or unapproved content being published ever again. And because rights management is directly tied to each asset, you no longer need to pay for external rights management systems or an expensive percentage of your legal team’s time. It just works.



### **Customizable Brand and Content Portals**

Say goodbye to the brand portals of the past—clunky, IT-heavy projects that were difficult to launch and even more time-consuming to maintain. Now, any DAM manager or creative director can create a branded, secure content portal in minutes to share assets with partners, sales, and agencies.



Ensure only approved users can view and download the right content—all dynamically updated according to their rights agreements and intellectual property rules. Not to mention the security of only sharing the content you want with external partners—not the entire asset library.



## Compliance Workflow Automation

In a highly regulated industry with potential state-specific regulations, financial services companies must ensure that any content pushed to consumers matches the necessary compliance requirements. Built-in workflow automation within the DAM allows companies to facilitate a smooth and efficient compliance process, ensuring that all content is appropriately reviewed and approved by the relevant teams and maintains compliance.

## Drag-and-Drop System Configurations

Ensure that any DAM you invest in comes with customizable backend hubs. The primary benefit of a drag-and-drop system and metadata settings is that your DAM manager no longer needs the help of IT to create new tagging structures, asset collections, or add new metadata fields. Managers can adjust the user interface and experience at any time—changing how your platform appears to users based on permissions, role-based rules, or usability.



## Continuous Integration, Continuous Deployment (CI/CD)

When pushing a major update, you don't need to worry about interrupted service, deployment, or complex processes. Using the CI/CD approach to DAM systems, every update goes live immediately without additional cost to the customer or involvement with IT. That means large enterprise DAM users receive faster system updates, more new features, and fewer service interruptions.

## Content Production Tools



Approved users can clip, crop, edit, mask, and splice content to make changes to assets. You can do this natively within the system or integrate your DAM with creative suites to get the full power of content creation right from your DAM. And because your DAM is continually archiving every version of your assets, any change is reversible.



# Chapter 4: DAM Use Cases for Financial Services

There are plenty of opportunities across your organization for your DAM to simplify, centralize, and automate processes and workflows. Here are some common challenges and opportunities you might encounter as a financial services company and the use cases that DAM can solve.

Use Case	Problem	DAM Solution
 <b>Creating and sharing compliant content</b>	Your review workflows are cumbersome and often done outside of the DAM. Too many people or (too few of the right ones) are involved in your creative workflows. It takes a lot of work to keep track of progress, ensure compliance, and chase folks for approvals.	Keep track of assets moving through built-in compliance workflows, automatically triggering the right people to collaborate in review rounds. And do it all securely, without users or assets leaving your DAM. Once final, distribute content through curated web portals, sharing only relevant assets with the right internal and external teams based on user profiles.
 <b>Managing metadata at scale</b>	You're spending too much time manually managing and tagging assets. The underlying metadata structures are difficult to change without a long IT process.	Modern DAMs automatically add metadata (including tags, ALT tags, and keywords) to your images based on built-in AI—uploading, organizing, and managing all your asset types so you don't have to. DAM admins and managers can make structural metadata changes in minutes, no system downtime is needed.
 <b>Publish, track, and measure content</b>	Your process for publishing assets is inefficient. Publishing assets to channels like websites is time-consuming and manual—product information, tags, and analytics must be manually collected or they are simply lost. As a result, there's no way to track or measure where the content ends up or how well it's performing. Most campaign analytics never make their way back to creative teams.	With a built-in content delivery network (CDN), DAMs can automatically push content to web, social platforms, email, and other channels. Your DAM even collects real-time insights into how your content performs across channels and campaigns to give a unified view of asset performance. These insights help creative teams build better assets and understand their content ROI.

Use Case	Problem	DAM Solution
 <p><b>Improving asset discoverability</b></p>	<p>Your users struggle to find assets in their current systems. It takes multiple attempts to find what they're looking for.</p>	<p>With features like AI metadata tagging and smart search, discoverability is a breeze. You can even connect other martech systems to append additional data to improve searchability.</p>
 <p><b>Improving content reuse</b></p>	<p>You find it impossible to organize assets for reuse. A lack of discoverability in the DAM makes content reuse difficult. And once an asset leaves your DAM, there's no way to mark it for potential reuse in future campaigns.</p>	<p>Use your DAM metadata to your advantage. Create an automated "reuse" workflow by applying rules to automatically tag content based on file properties, content, and embedded data when uploaded or re-uploaded. This will make it easier to keep reused videos and images organized.</p>



The world's most engaging Financial Services brands have mastered the art of content reuse. It's your turn. Flip through

**The Art of Reusing Content**

Use Case	Problem	DAM Solution
 <p data-bbox="144 329 541 477"><b>Maintaining content rights and licensing agreements</b></p>	<p data-bbox="667 212 1276 467">You can't be sure that every rights-managed asset featured in your campaigns today is being used according to its license. You don't have features to dynamically react to changes in your rights or licensing. Legal reviews and headaches inevitably ensue.</p>	<p data-bbox="1371 212 2039 542">Built-in rights management in your DAM pairs rights details and licenses with your assets—allowing you to edit access to content based on campaigns, teams, brands, geographies, and more. Receive alerts if licenses are about to expire or if someone shares content that wasn't meant to be published or downloaded. Avoid legal team reviews, overlong contract reviews, and copyright infringement.</p>
 <p data-bbox="153 732 533 824"><b>One unified view of content</b></p>	<p data-bbox="667 615 1272 756">Your data resides in multiple systems. From asset creation and approvals to product information and metadata—it's hard to get one view of everything</p>	<p data-bbox="1371 615 2024 829">Many modern DAMs are configurable and can easily integrate with your existing applications (like your CMS system) and repositories. Maintain the integrity of assets and data as they move between systems and establish a central source of data truth.</p>
 <p data-bbox="174 1094 512 1187"><b>API integrations between systems</b></p>	<p data-bbox="667 930 1253 1032">You know there are useful integrations for your DAM, but you don't know where to start.</p>	<p data-bbox="1371 930 1997 1187">Connect your DAM with creative suites, CDPs, CDNs, CMSs, and more, with new APIs added by DAM vendors all the time. You can even get DAMs with built-in CDNs, so there is virtually no latency when viewing, downloading, and publishing assets anywhere in the world.</p>
 <p data-bbox="132 1458 554 1550"><b>Maintaining a secure, updated tech stack</b></p>	<p data-bbox="667 1295 1268 1437">Keeping your DAM updated requires costly downtime. Updates and new integrations are complex projects that cost time and money.</p>	<p data-bbox="1371 1295 1986 1550">A DAM with cloud-native, continuous integration, continuous deployment (CI/CD) technology launches any new changes without downtime or IT intervention. You'll update your DAM with current technologies and security features without additional costs.</p>

# Chapter 5: Level Up Your DAM With These 6 Integrations

Many DAMs fail because users can't integrate their manual workflows (and familiar technology) with an unfamiliar, all-encompassing system. That's why the right integrations can help with user adoption and make jobs across your organization easier and streamlined. You just need to figure out the right integrations for your business case and teams.

Talk with your IT architect about integrating some of these systems with your DAM:

## 1 - Project, Campaign, and Workflow Management Software

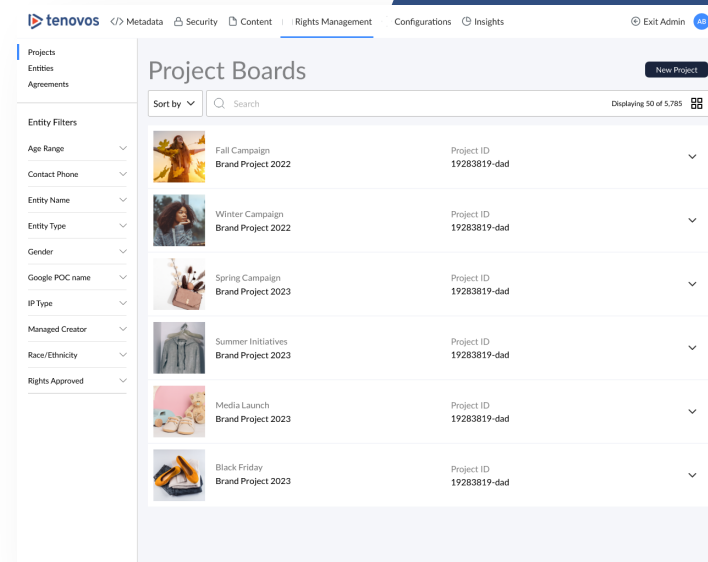
What happens when you connect the software that manages your projects, tasks, campaigns, and processes to your DAM? The immediate benefit is enabling searchable access to all the content in your DAM at the click of a button. Linking assets without leaving their workflow system is incredibly useful for creative teams. Similarly, you can create approval workflows that seamlessly bounce back and forth between your DAM and project management systems, removing the need to download and upload assets between systems manually.

This integration also transports essential project or task metadata into the DAM—these might include campaign names, product descriptions, task descriptions, and comments. This contextual metadata increases searchability and attributes helpful information to each asset or campaign in the DAM.



## 2 - Digital Rights Management (DRM)

Many modern DAMs already have built-in rights management features (like, Tenovos). But if you're managing a lot of licensed content and your current DAM doesn't help, this integration will simplify many processes.



A DRM integration allows you to:

- Keep track of who you have purchased from/sold rights to, the details of those agreements, and when they expire—all without leaving the DAM.
- Automatically attach agreement details (like approved use cases and regions) to the assets so your DAM will only give users access to approved content.
- Automatically pull access to content once it expires—removing it from search or only allowing it to be viewed for inspiration but not downloaded.

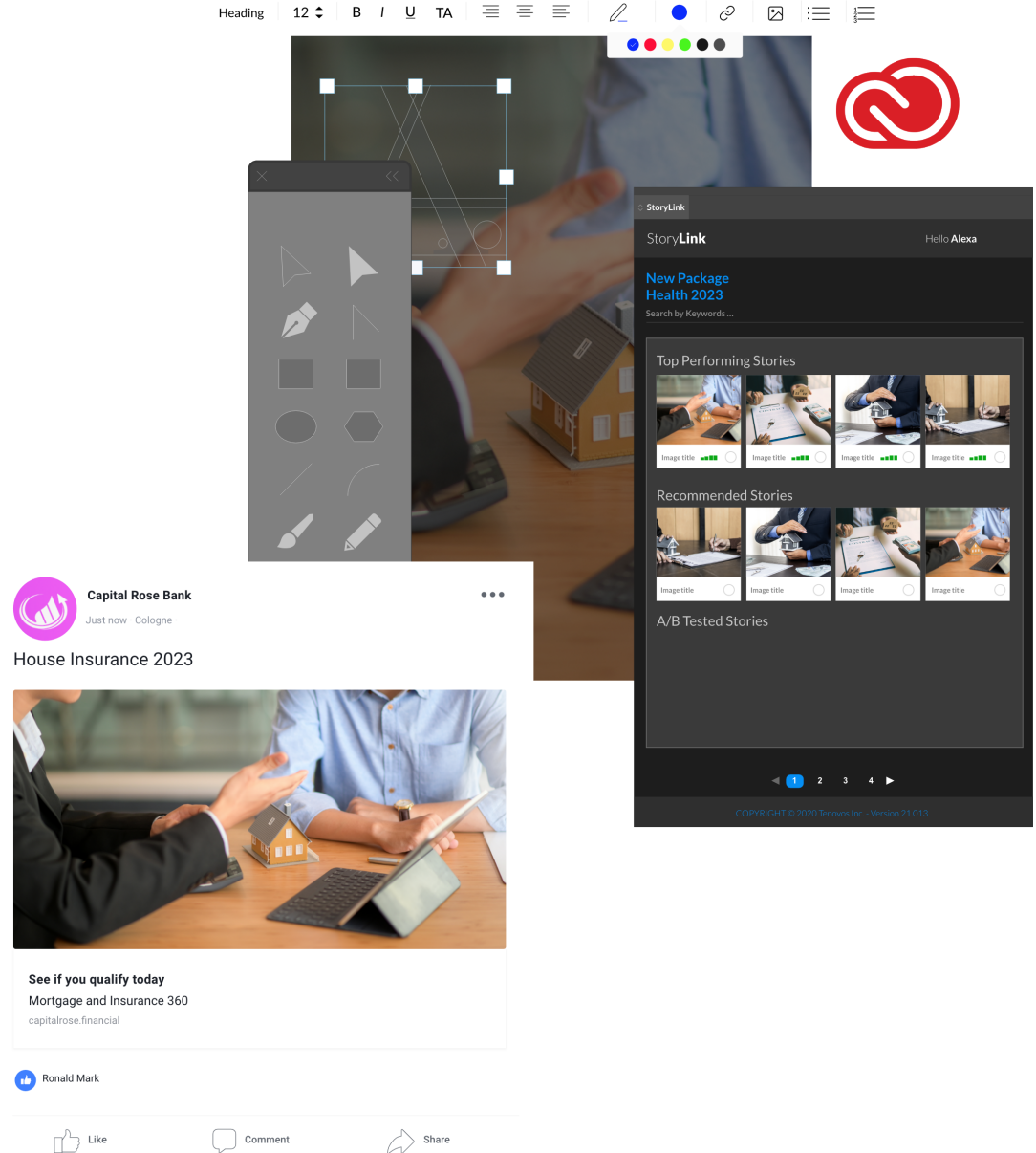
DRM is a vital integration to protect your assets from unauthorized users and your company from the risk of misusing licensed content. [Learn more about DRM and DAM.](#)



### 3 - Creative Suites

This connection removes several extra steps for your creative teams as they're creating and editing assets. Instead of manually downloading assets, creating content, and reuploading them to the DAM (and doing that process over and over with each review round), integration with your Adobe suite puts those tools directly in the platform.

Now, you can open and modify assets using your creative tools without switching apps. This is a huge time saver, improves the version control of assets, and ensures only approved assets are used in the creative process.



#### 4 - Content Management System (CMS)

Many organizations upload assets to their CMS to publish to their channels, but a CMS isn't very good at keeping those assets organized. Connecting your DAM to your CMS lets you link relevant metadata to assets, making it easier to find and move assets between systems.

This integration also maintains the DAM as your source of truth for approved content, saving creative teams from content or compliance mishaps in your CMS. Better organization of your assets makes publishing easier.

#### 5 - Marketing Automation Platforms (MAP)

A MAP system allows you to send customer-facing content, often in the form of email and social posts, to prospective and current clients. By sharing content from the DAM to a MAP, the marketing team can always leverage the latest brand-approved content in the correct format without burdening the creative team.

Furthermore, understanding how the content is performing as part of marketing campaigns provides quantitative feedback to the creative team so they can optimize future content creation.

# Resources for Your Next Steps

## Project Brief

A collection of questions your stakeholder group should answer before selecting (or implementing) your new DAM. It will help create alignment between your DAM and the wider business objectives, and also act as an outline for key functional requirements of the new platform.

[Download the Project Brief](#) 

## Implementation Checklist

A checklist that outlines important steps during the implementation process that will help improve DAM user adoption after the platform is live. Use this as a guide, and add steps as needed for your organization's unique requirements.

[Download the Checklist](#) 

## Communications Plan

A plan that includes timelines and milestones for communicating with your DAM stakeholders, along with a communications schedule and messaging you can use to drive user adoption.

[Download the Communications Plan](#) 



## The DAM Essentials for Financial Services

There you have it—your comprehensive guide to DAM. With your new ability to understand metadata, determine your financial services use cases, and understand key features and integrations, you have the tools to create the DAM of your dreams. Use the chapters and resources in this book to guide you through your modern DAM journey. Financial Services can be complicated, but choosing the right DAM to support you doesn't have to be.



Mutual of Omaha trusts Tenovos in its assessment management, marketing operations, and branding worldwide.

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