

2025 DAM Trends Report

Learn how organizations use digital asset management to drive their business forward.



 MediaValet



DAM Trends: The Impact Edition

In its third year, the **DAM Trends Report** has become a window into not just how people use digital asset management systems, but how DAM software can impact organizational outcomes.

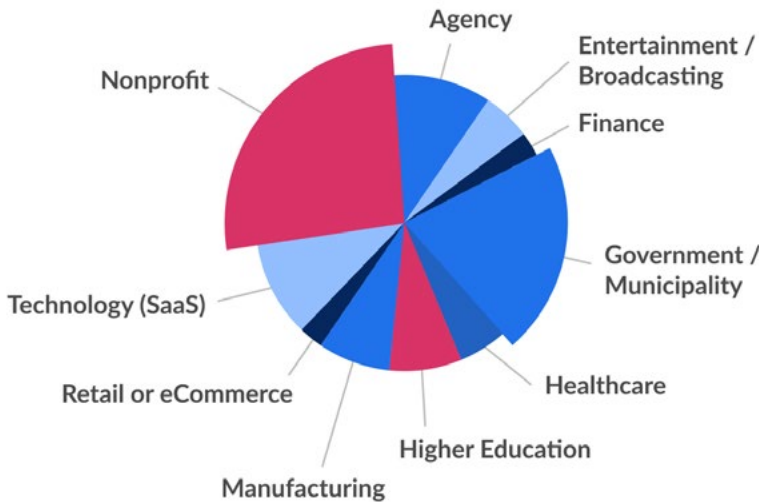
The major push to move everything digital has seen DAM software evolving to store new file types (such as video and audio) and to serve departments way beyond the scope of marketing. They've become more than a central repository, a DAM platform has become integrated within modern, digital-focused organizations.

DAM solutions are an instrumental aspect of the modern tech stack.

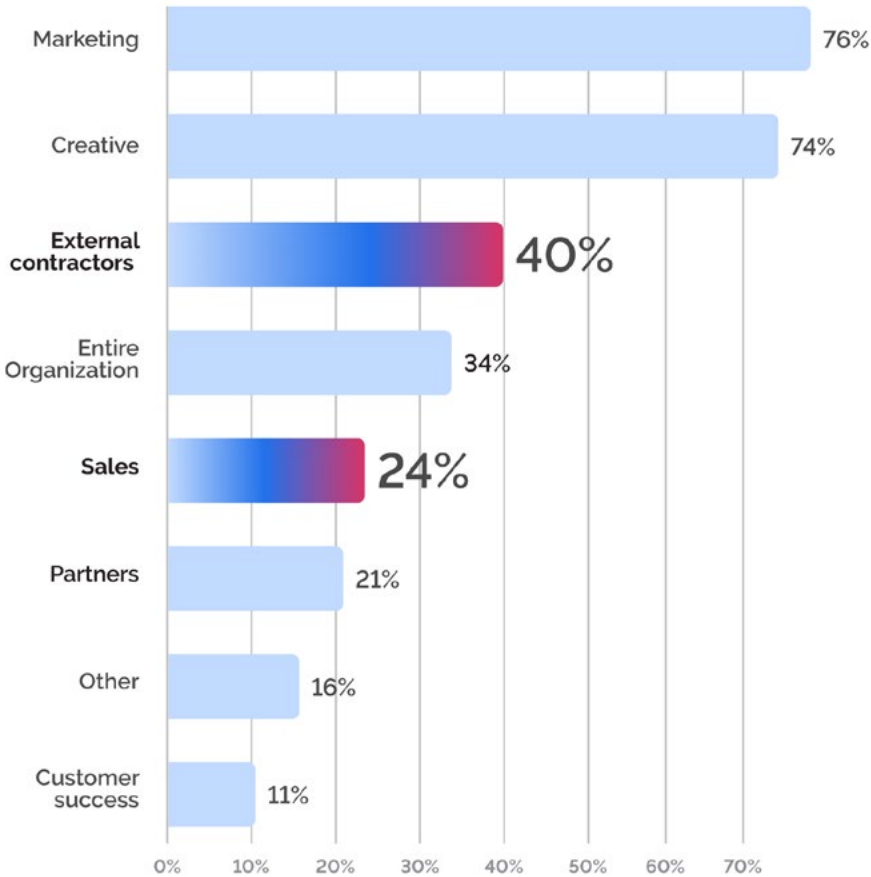
And this modern tech stack serves industries across the board. From tech to nonprofit, this year’s survey respondents came from a host of industries.

Across these industries, organizations are predominantly using DAM for marketing and creative teams (no surprises there), but what’s interesting is that as DAM becomes more entrenched in the tech stack, there are higher numbers of customer experience teams and external stakeholders making use of a DAM system.

Which industry do you work in?



In your organization, which departments use DAM?



The move from traditional file management

2024 saw more organizations than ever before transitioning to a dedicated DAM system. More than 70% of our survey respondents made the move from traditional file management systems, 57% from local solutions, and 46% from shared servers; while 22% of respondents made the move from a previous DAM system to a new one.

As the market matures and technology evolves, we notice that we're at the outset of a migration trend. Users of historic or inherited DAM vendor contracts are moving to newer, more impactful platforms.

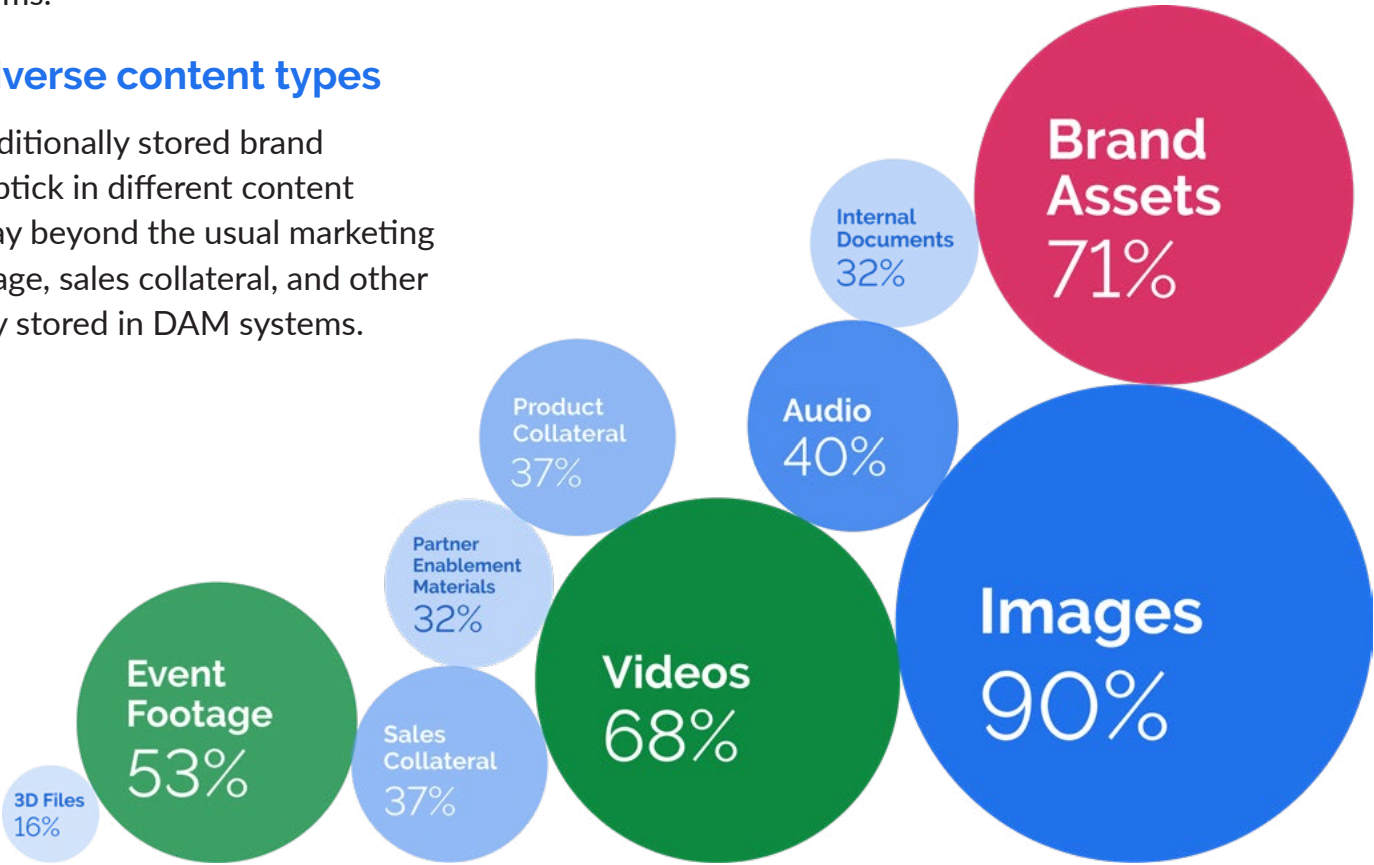
The storage of more diverse content types

While DAM systems have traditionally stored brand collateral, we've noticed an uptick in different content formats and types, serving way beyond the usual marketing and creative uses. Event footage, sales collateral, and other rich media are now commonly stored in DAM systems.

Extending the type of content stored within a DAM system has solidified its applicability across organizations. The increase in organizations storing sales collateral, partner enablement, and event footage is an indication that DAM is not only serving new use cases, but producing valuable outcomes beyond organized storage.

But why should anyone care?

Well, as organizations move to cloud-based, dedicated DAM solutions, there are a number of benefits that help them scale.



We've compiled the **five most compelling findings** from the 2025 DAM Trends Survey:

1. DAM Systems Are Saving Time and Money
2. Expanding DAM Usage is Achieving Business KPIs
3. DAM Software is Enabling Efficiency Gains and Resource Reallocation
4. DAM Systems Are Driving Better Marketing Outcomes
5. DAM is Enhancing Brand Protection and Compliance

DAM TREND 1

DAM Systems Are Saving Time and Money

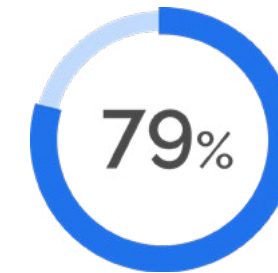
Most organizations understand the critical role of maximizing ROI in technology investments. Investments should, ideally, directly impact profitability and operational efficiency.

Based on the survey, **60% of organizations that are using DAM are seeing time and money savings** that are impacting their business KPIs.

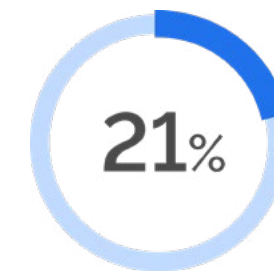
A digital asset management solution can enable:

- **Improved Efficiencies:** Streamlined processes enhance overall productivity.
- **Task Automation:** Automating repetitive tasks frees up valuable time for strategic activities.
- **Streamlined Onboarding:** Faster onboarding processes enable new team members to become productive more quickly.
- **Self-Service Access:** Empowering users to find and utilize assets independently reduces dependency on support teams.
- **Reduced Software Costs:** Consolidating digital asset management reduces the need for multiple software licenses.
- **Reduced Asset Duplication:** Centralized storage eliminates unnecessary duplication of assets.

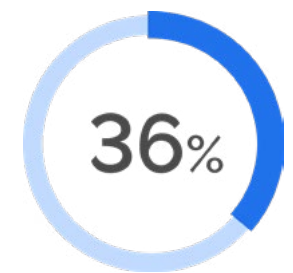
How is a DAM saving organizations time and money?



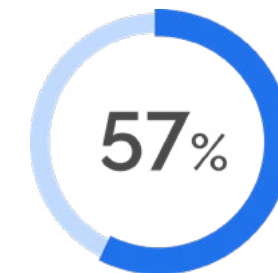
Improve efficiencies and time savings



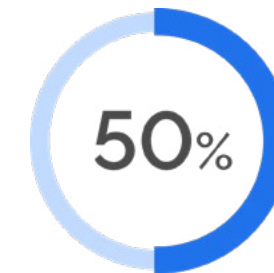
Better automate repetitive tasks



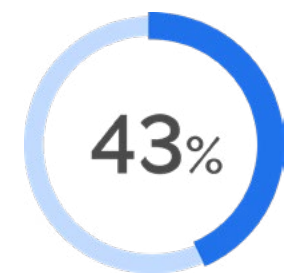
Streamline onboarding practices for new employees



Improve self-serve access



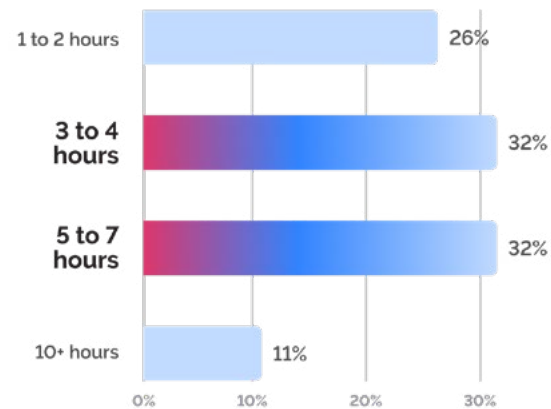
Reduce software costs



Reduce new asset creation

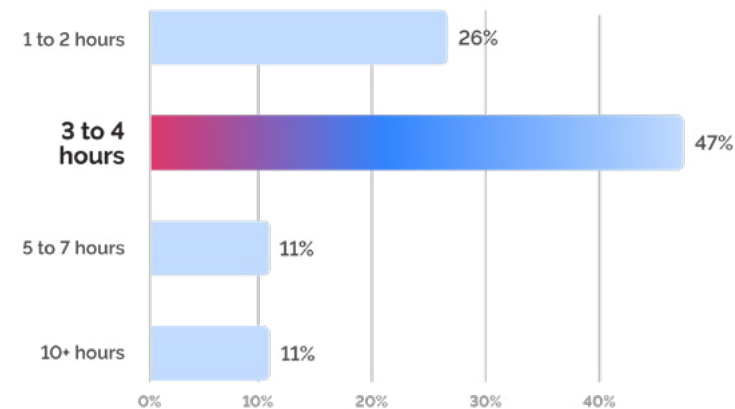
How many hours per week are individuals saving?

Searching for assets



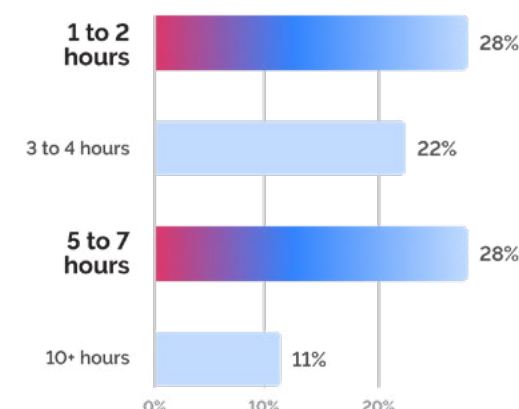
67% save time searching for assets, at an average of 4.5 hours per week.

Sharing your assets



67% save time sharing or distributing assets, at an average of 4 hours per week.

Recreating or duplicating assets



64% save time recreating or duplicating assets, at an average of 5 hours per week.

Organizations save an average of 13.5 hours per week on asset-related tasks — that's 34% of a work week to put towards more impactful tasks!

Key Findings

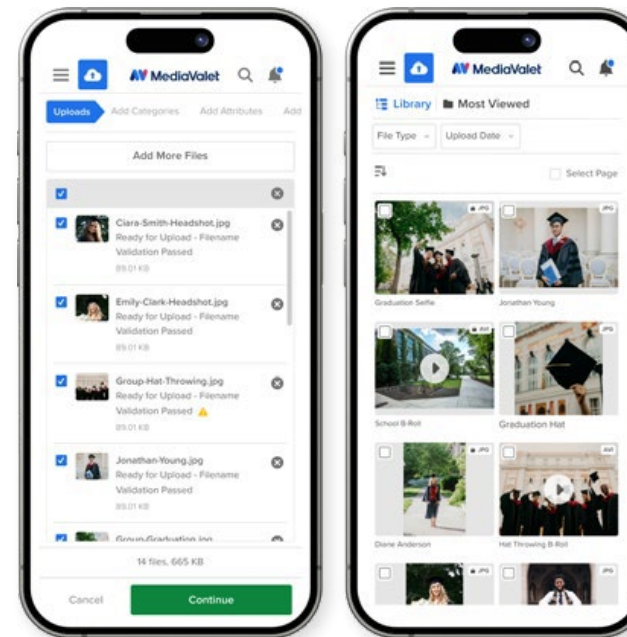
- 60% of organizations using DAM are saving money
- 79% of organizations using DAM have improved efficiencies
- 13.5 hours per week saved on asset-related tasks, on average, by organizations using DAM

DAM TREND 2

Expanding
DAM usage
is achieving
business KPIs

In 2024, organizations have been increasingly using DAM systems for a larger variety of storage needs and use cases.

The organizations that have expanded use cases and introduced AI-powered features have achieved exponentially better results with their DAM.



Enabled Mobile Access

The introduction of mobile access enables teams to work efficiently from anywhere. As businesses continue to adopt flexible work models, having mobile access to DAM becomes increasingly crucial. It ensures that team members can retrieve, manage, and share digital assets on the go, thereby enhancing productivity and responsiveness.

Of the organizations that have implemented mobile access to their DAM:



Achieve faster
project deployment

Added New Users

As more departments recognize the advantages of DAM systems, new users from areas such as sales, customer service, and product management are coming on board. This cross-departmental adoption enhances overall operational efficiency and ensures that all teams have access to the assets they need.

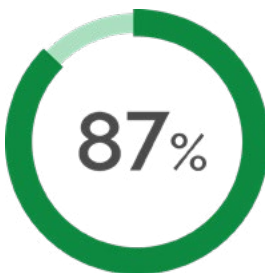
Of the organizations that have introduced new users to their DAM this year:



Report better asset utilization



Save money across the organization

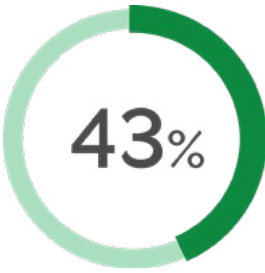


Reallocate resources to more impactful tasks

Increased Storage

Increased storage capacity in cloud-based DAM systems often comes with cost-effective pricing models that allow organizations to pay for what they need. This flexibility ensures that businesses can manage their budgets effectively while still meeting their storage requirements.

Of the organizations that have increased their DAM storage this year:



Achieve ROI in under 6 months



Reduce software costs for redundant systems

The Impact of AI-Powered Features

Based on the survey respondents that have implemented AI-powered features like Video Intelligence and Face Recognition, we looked at how these features have impacted their asset management.

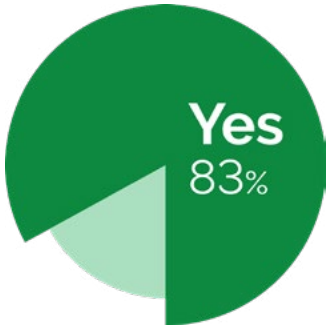
Face Recognition

Face Recognition is an AI-powered feature within a DAM that helps to simplify the individual tagging process and make it easier for users to quickly find assets that contain specific people.

Users that have implemented Face Recognition have exponentially increased their ability to organize and manage huge libraries of assets with 100% of those using Face Recognition have increased asset management efficiency.

But it's not just improved efficiencies, in fact, leveraging AI within DAM has helped teams achieve tangible results. 83% of respondents using Face Recognition reporting have saved money with their DAM.

Has your team saved money by leveraging DAM and Face Recognition?



“Face Recognition is a game changer for us because we get requests for photos of people all the time but it’s always been so difficult to deliver a complete set of pictures. Now MediaValet does it for us.”

Ryan Holloway
Miami Dade, Municipality



Video Intelligence

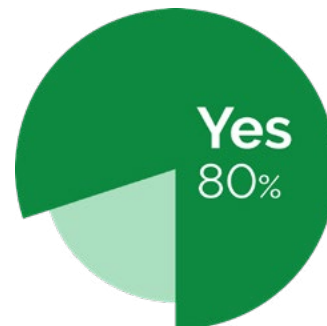
Implementing Video Intelligence within a DAM platform enables organizations to elevate their video usage.

Using AI, Video Intelligence generates transcripts and identifies people, topics, scenes and more within audio clips and video footage.

80% of survey respondents that use Video Intelligence have discovered new insights within their video footage, while 60% have improved the distribution and reach of their video content.

The impact of Video Intelligence is universal: **100% of organizations that have implemented Video Intelligence have driven digital expansion.**

Have you discovered new insights with your video since implementing Video Intelligence?



The production team came to me looking for video content featuring the trolley in Mister Rogers' Neighborhood. Specifically, the trolley with another character in the show. Using our DAM, I was able to quickly search "trolley" plus that character and find all the moments across our entire library of 1,150 episodes where they're both present."

Jack Rowley
Fred Rogers Production



Key Findings

- 100% of organizations using Video Intelligence expanded their digital presence
- 83% of organizations using Face Recognition save money with their DAM
- 88% of organizations that have implemented mobile access achieve faster project deployment

DAM TREND 3

DAM Software is Enabling Efficiency Gains and Resource Reallocation

Cloud-based DAM software is typically positioned as a system for asset organization, storage, and management. But once these tasks have been optimized, the key consideration lies in understanding how organizations that have adopted DAM can reallocate resources to improve efficiency.



MediaValet is a crucial part of our collaborative process. From the design team to external partners, it syncs all teams together."

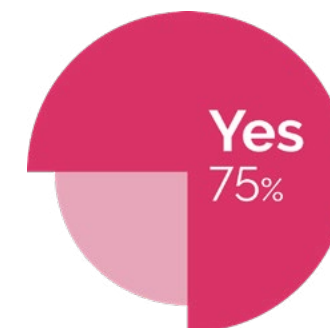
Matthew Lawson
SONOS

SONOS

In 2024, organizations using a dedicated DAM have streamlined various processes, saving time and redirecting resources to more strategic activities.

Organizations have reallocated these savings towards higher-value tasks, such as developing new marketing strategies, enhancing customer experiences, and investing in innovative projects.

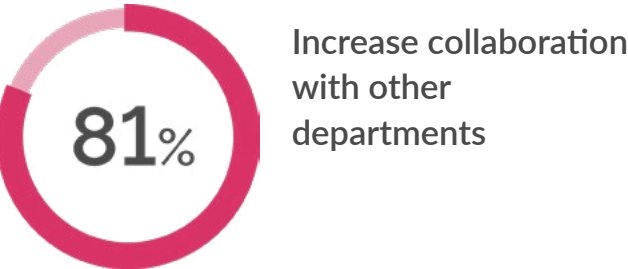
Has your DAM
enabled you to
allocate time or
resources to more
impactful tasks?



Where are organizations reallocating their time savings?

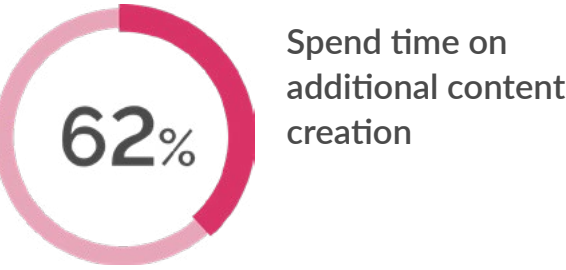
Collaboration

Enhanced collaboration tools within DAM systems facilitate smoother workflows between different departments, reducing the time spent on coordinating efforts. DAM systems centralize all digital assets, making it easier for departments such as Marketing, Sales, and Product Development to access and share resources efficiently. This centralized access not only ensures everyone is using the most up-to-date assets but also enhances communication and reduces bottlenecks.



Content Creation

DAM systems free up time and creative resources, allowing teams to focus on developing fresh, innovative content. The powerful search functionalities ensure existing assets are easily accessible, so users can quickly find what they need and dedicate more energy to producing new, original work for various projects.



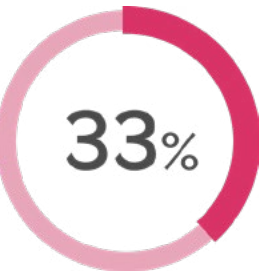
Strategic Planning

DAM systems empower organizations to shift their focus from tedious administrative tasks to strategic thinking and planning. By streamlining asset management and providing valuable insights into asset usage and performance, these systems enable teams to concentrate on activities that truly move the needle—like refining content strategy, optimizing resource allocation, and enhancing campaign effectiveness.



Team Training

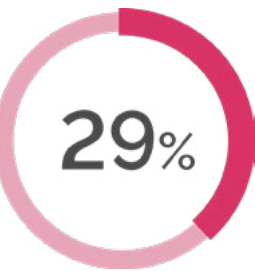
With DAM systems, the quick retrieval of sales collateral, product information, and other essential assets simplifies the onboarding process for new employees. Instead of spending time searching for resources, new team members can immediately access the information they need, allowing them to get up to speed faster and focus on their roles more effectively.



Increase time on team training

Customer Engagement

DAM systems enhance customer engagement activities by streamlining the creation, management, and distribution of digital assets. This ensures that high-quality, consistent, and relevant content reaches customers across all touchpoints, driving better engagement and loyalty.



Improve customer engagement activities

Key Findings

- 75% of DAM users have reallocated resources to more impactful tasks
- 81% of DAM users increased collaboration with other departments

DAM TREND 4

DAM Systems Are Driving Better Marketing Outcomes

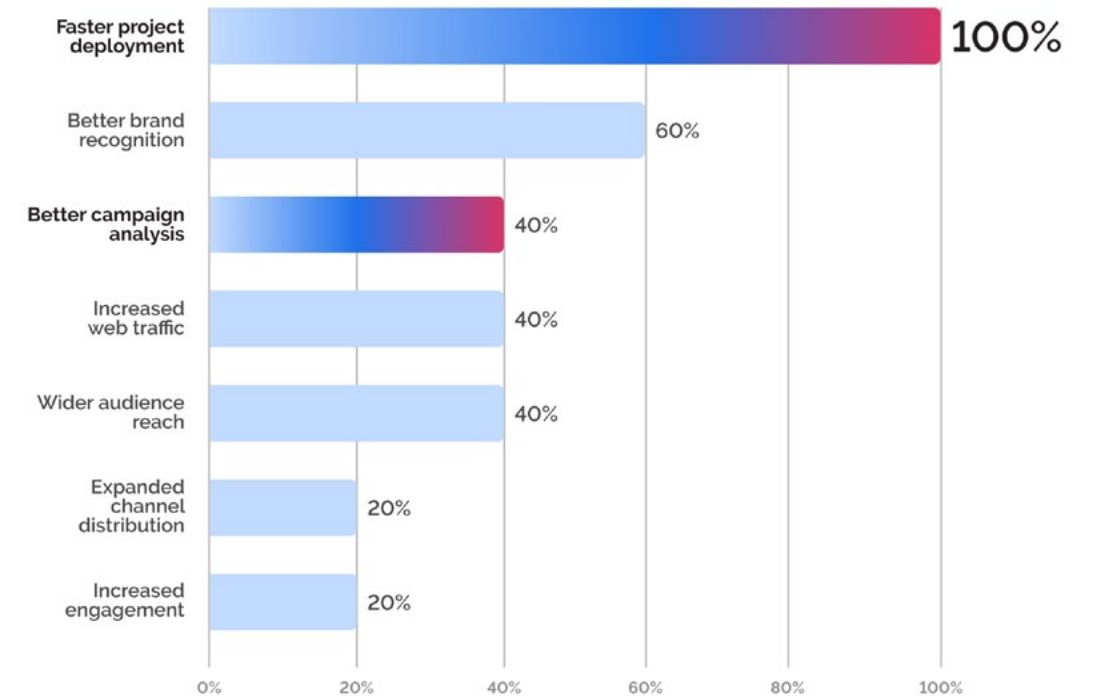
DAM systems are revolutionizing the way marketers operate, driving better project outcomes and overall campaign success, and enabling the “10X marketer”.

The 10X marketer is a marketer whose productivity and impact are exponentially greater than average, and DAM systems are key enablers of this enhanced performance.

Based on our survey results in 2024, DAM systems enabled better marketing project outcomes, better brand recognition, better campaign analysis, and expanded channel distribution.

And those are results when it’s just a standalone DAM. When marketing teams incorporate the right integrations with their DAM — even better things happen.

How has the use of DAM impacted your project outcome?



The Impact of DAM and Project Management Integrations

The overarching goal of integrating DAM software and a project management (PM) solution is to streamline workflows and processes. Systems like Wrike, Monday.com, Asana, and Jira are some of the most popular project management software options available.

Organizations that have both DAM and PM integrated, achieve much more than better workflows and processes.

80% of the marketing departments that have implemented project management integrations like Wrike have saved money with their DAM.

Integrated Collaboration

By consolidating DAM and PM into a single platform, teams no longer need to switch between systems, which eliminates the risk of information silos. This integration ensures that all project-related communications and assets are centralized, so everyone stays both aligned and current.

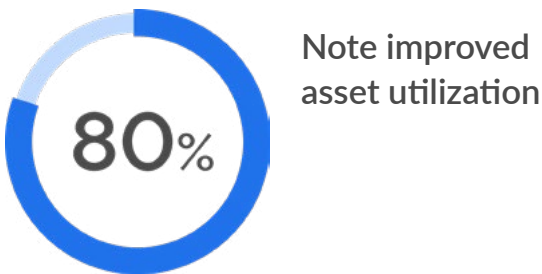
Unified access to both project tasks and digital assets, teams can maintain better communication, streamline workflows, and make faster decisions, leading to more efficient project execution and higher productivity.



Centralized Assets

Integrating DAM with PM means that all digital assets are stored, cataloged, and searchable within the project management platform. This centralized approach ensures that assets are easily accessible and can be quickly located when needed, reducing the time spent searching for files and increasing their usage across various projects.

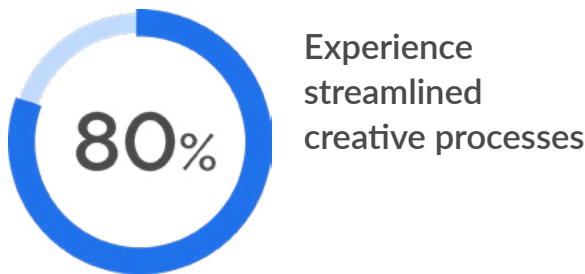
Teams can effortlessly access a well-organized library of digital assets, allowing for effective reuse and repurposing of content. This maximizes the value of investments by ensuring that assets are consistently used across multiple projects.



Unified Workflows

The integration of PM and DAM systems allows for seamless automation of creative workflows. Project managers and creatives can manage both tasks and assets within the same platform, leading to a more structured and efficient process.

By managing creative tasks and assets within integrated platforms, teams can reduce bottlenecks, maintain momentum, and accelerate time-to-market for creative aspects of projects, ensuring deadlines are met without compromising on quality.

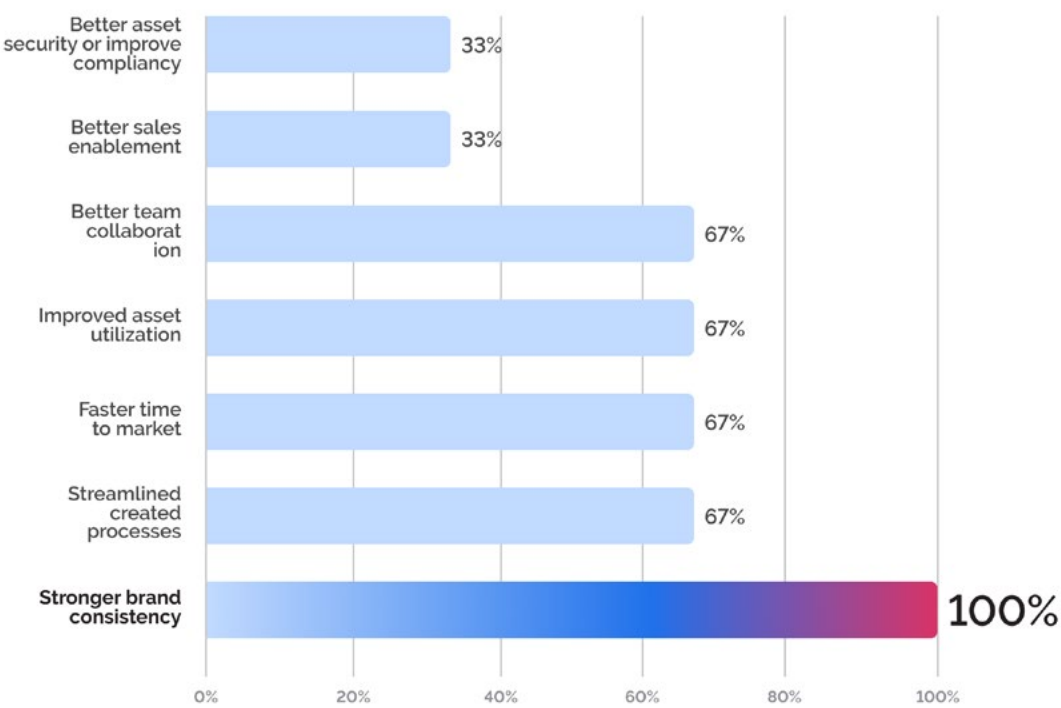


Integrating a Templating Software

With a templating solution, creative teams can create on-brand, adaptable templates to meet the unique needs of other departments, saving themselves repeat work and excess time and resources spent.

When organizations integrate a templating solution like Marq with their DAM, marketing departments achieve amazing outcomes, way beyond time saved.

How has integrating your DAM with a templating solution impacted your organization's KPIs?



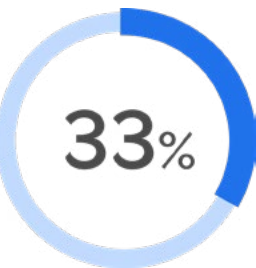
“ We haven't been able to put a dollar amount on it, but implementing MediaValet and Wrike together has most certainly saved us time and money.”

Delaney Murtaugh
Monumental Sports and Entertainment



Better Sales Enablement

Integrating DAM with a templating solution provides sales teams with immediate access to relevant marketing materials directly within their workflow. This integration also allows for real-time customization and personalized content creation, empowering sales teams to close deals more effectively by delivering the right message at the right moment.



Achieve better sales enablement

Stronger Brand Consistency

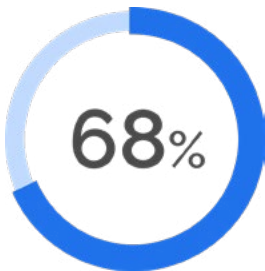
Integrated DAM and templating systems ensure that all digital assets used across various projects and departments consistently align with brand guidelines. This alignment extends from the creation of assets to their final deployment, ensuring that the brand's voice and visual identity are preserved across all touchpoints.



Achieve stronger brand consistency

Faster Time to Market

Integrating DAM systems with templating solutions significantly reduces time-consuming manual processes, accelerating the time to market by automating the creation, approval, and distribution of digital assets. This efficiency allows teams to respond more quickly to market demands and opportunities.



Achieve faster time-to-market

Key Findings

- 100% of marketing departments that use DAM have faster project deployment
- 80% of marketing teams that integrate DAM and PM save money
- 100% of respondents who integrate templating and DAM achieved stronger brand consistency

75% of marketing departments that use DAM and a templating solution like MediaValet Templating save money.

DAM TREND 5

DAM is Enhancing Brand Protection and Compliance

As data breaches and cyber threats continue to pose significant risks to organizations, the need for robust security measures to protect brand assets and maintain customer trust has never been higher.

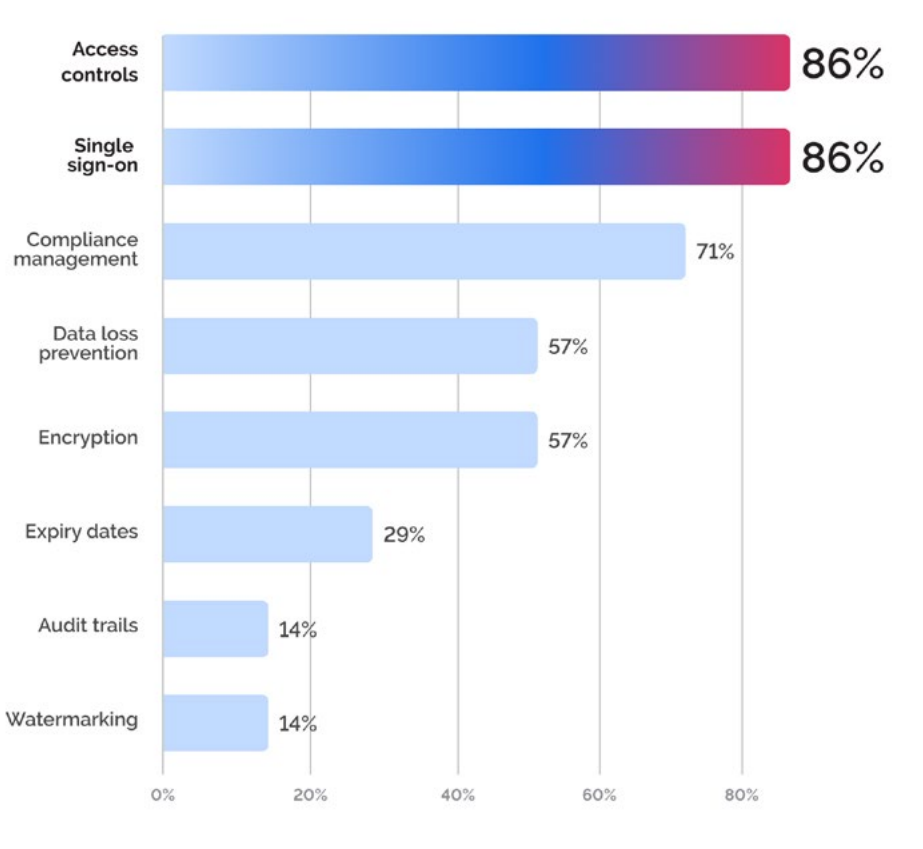
DAM systems play a critical role in enhancing brand protection, ensuring brand consistency, and maintaining compliance with legal and regulatory requirements.

Based on the 2025 DAM Trends survey, **95% of DAM users are satisfied with their DAM security capabilities**. But when DAM users integrate more security features, like single sign-on (SSO) with their DAM, **satisfaction with DAM security increases to 100%**!

Many DAM providers, including those with SOC 2 and ISO27001 compliance, offer enhanced security features that ensure the highest levels of data protection and meet rigorous industry standards.

SOC 2 compliance guarantees that the DAM system follows strict protocols for data security, availability, and privacy, while ISO 27001 certification ensures that the DAM provider maintains an internationally recognized information security management system (ISMS). Together, these certifications give organizations added confidence in the security and integrity of their digital assets.

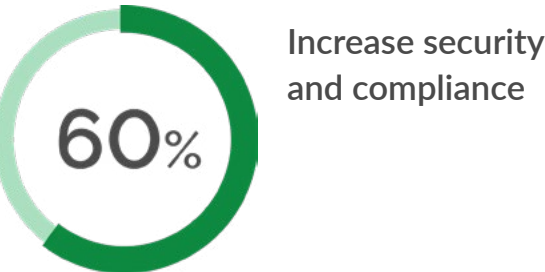
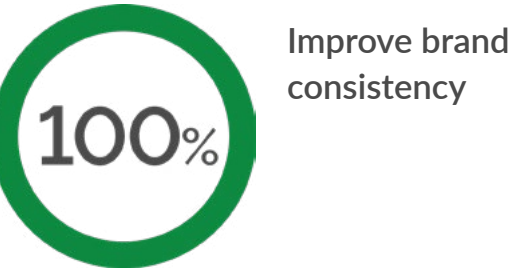
Which security features do organizations find most valuable in their DAM?



Security Features

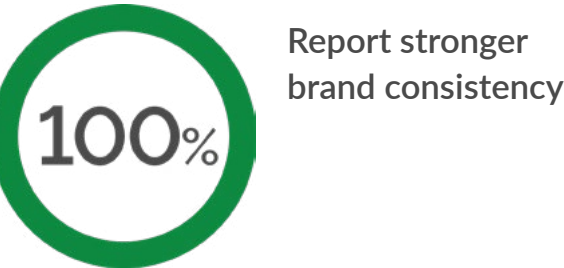
Access Controls

Of the respondents who identified access controls as the most valuable security feature in their DAM system:



Single Sign-On

Of the survey takers that listed SSO as the most valuable security feature in their DAM:



Compliance Management

Of the survey respondents who listed compliance management as a valuable security feature in their DAM:



Key Findings

- 100% of DAM users with SSO have improved brand consistency
- 95% of DAM users are satisfied with DAM security capabilities
- 86% of users with SSO integrated DAM have improved compliancy

Conclusion

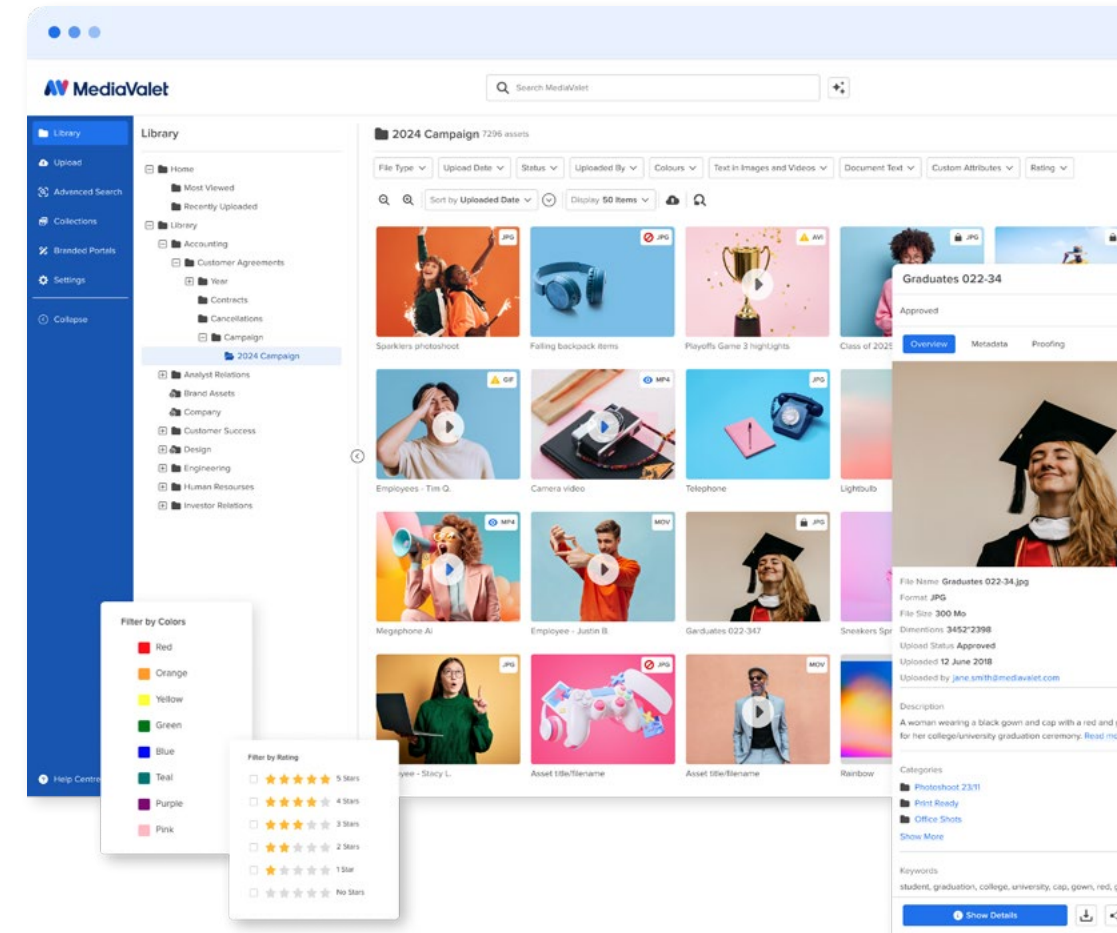
DAM is core to success in 2025

The 2025 DAM Trends Report illustrates the undeniable impact of integrating Digital Asset Management software into the modern tech stack.

Organizations that adopt and expand their DAM capabilities not only streamline their workflows but also achieve substantial business outcomes, from enhanced collaboration and asset utilization to stronger brand consistency and faster time to market. The integration of DAM with project management tools and templating solutions, coupled with emerging AI-powered features, further amplifies these benefits, enabling teams to unlock new levels of productivity and creativity.

As businesses continue to navigate the evolving digital landscape, the role of DAM systems will only become more critical. Those that invest in advanced DAM solutions today are positioning themselves for success, ensuring that they can efficiently manage their growing libraries of digital assets, maintain brand integrity, and respond swiftly to market demands.

Are you interested in learning more about a MediaValet DAM and how it can help your organization achieve tangible results? Reach out to a representative to find out more today. In the meantime, check out our MediaValet results in this [short report here](#).





Say hello to the best DAM company

Let's work together to find how a DAM can impact your organization.

[Book a Demo](#)

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Blaze the trail to better performance



Find the assets you need, instantly

Use a central library to manage your growing collection of digital assets, from campaign ideation through to distributing final content.



Create custom branded libraries

Enhance your content with keywords, categories, search filters and more. Take advantage of AI-generated tags to boost discoverability.



Make smarter, data-backed decisions

Elevate your decision-making process with our user-friendly, data-rich reporting system. Dig into insights that matter, designed for your needs.



Feel empowered with unlimited support

Take advantage of MediaValet's unlimited product training and support to help you achieve your goals every step of the way.



Elevate your digital asset security

Feel confident that your content is protected by enterprise-level security, including user permissions, data encryption and SOC 2 certification.

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