

FREE WEBINAR

How DAM Powers Customer Obsession

Cross the frontiers of
Content Marketing
with Intelligent DAM

WEDNESDAY

April 4th

3.00 pm CET



in collaboration with:



featuring
FORRESTER

FORRESTER®

CHALLENGE THINKING. LEAD CHANGE.

FORRESTER®

How DAM Powers Customer Obsession

Nick Barber, Analyst

April 4, 2018

A person is captured mid-jump, leaping over a deep, rocky canyon. The scene is set at sunset or sunrise, with a bright, glowing sun low on the horizon, casting a warm, golden light across the sky and the canyon walls. The sky is filled with soft, white clouds. The canyon walls are dark and rugged, with some vegetation visible. The overall mood is one of adventure and achievement.


62%

of digital business retail pros
saw site conversion rates
increase in 2016.



3%

**Median desktop site
conversion rate**

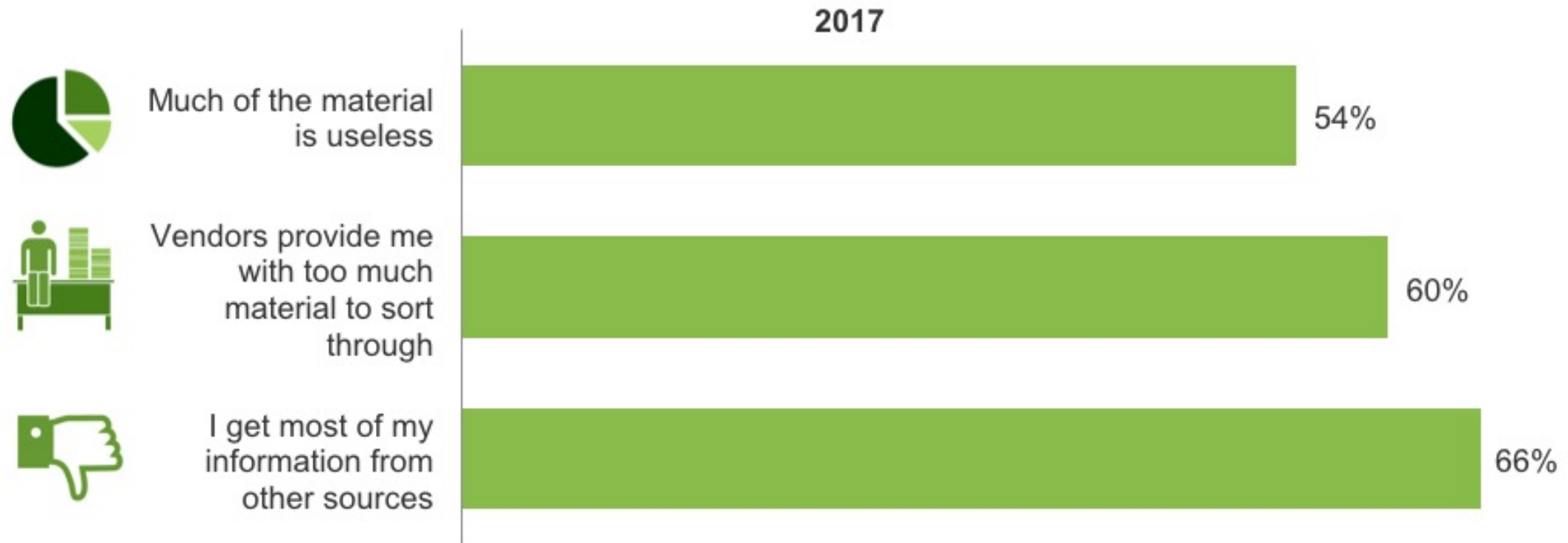


On average, European online adults spend **3.3 hours** reading media content online each week.

...but buyers report information overload.

“Considering the material you receive from vendors, how much do you agree with the following statements about the content you are provided?”

(8, 9, or 10 on a scale of 1 [completely disagree] to 10 [completely agree])



Base: 214 global IT and business decision-making professionals in the US, the UK, Germany, and France

*Base: 210 global IT and business professionals in the US, the UK, Germany, and France

Source: Forrester Consulting's Q1 2017 Global Marketing Content Credibility Online Survey

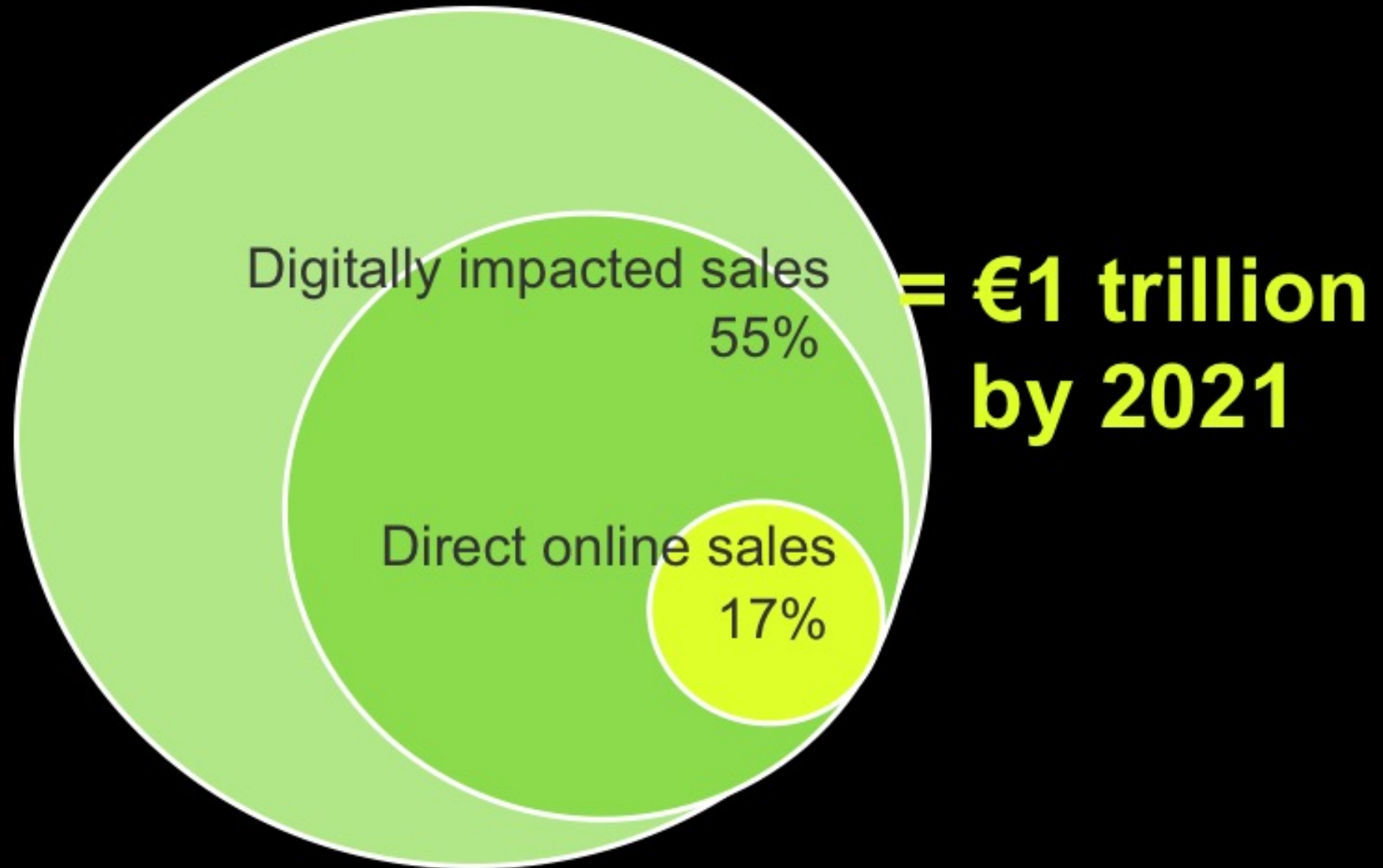
*Source: Forrester Consulting's Q1 2016 Global Marketing Content Credibility Online Survey



72%

of EU online adults
have bought online in
the past three months

European Customers Growing More Digital



Total European Retail Sales Forecast, 2021

DAM Of Today Plays A New Role

Review & Approval



Creative Toolsets



Brand Portal

Tasks



OVP

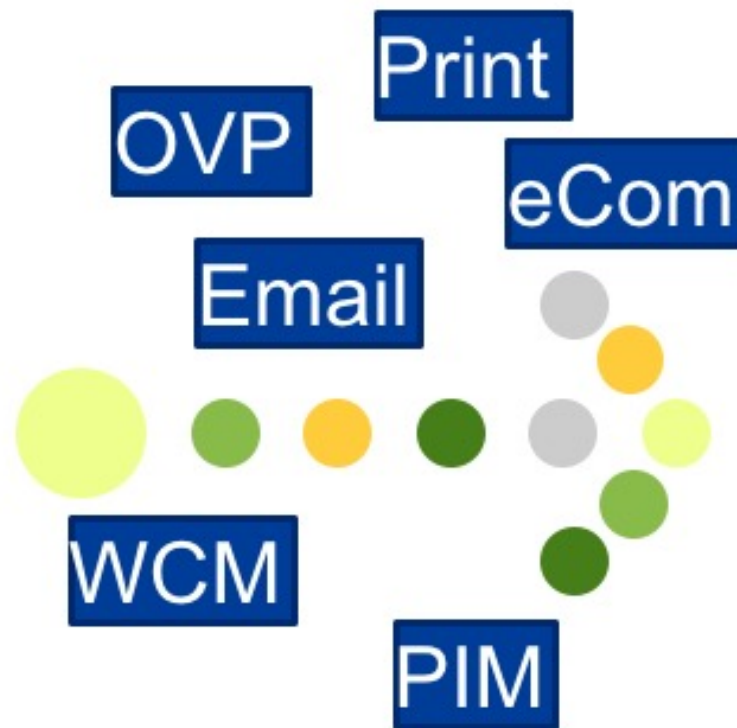
Print

eCom

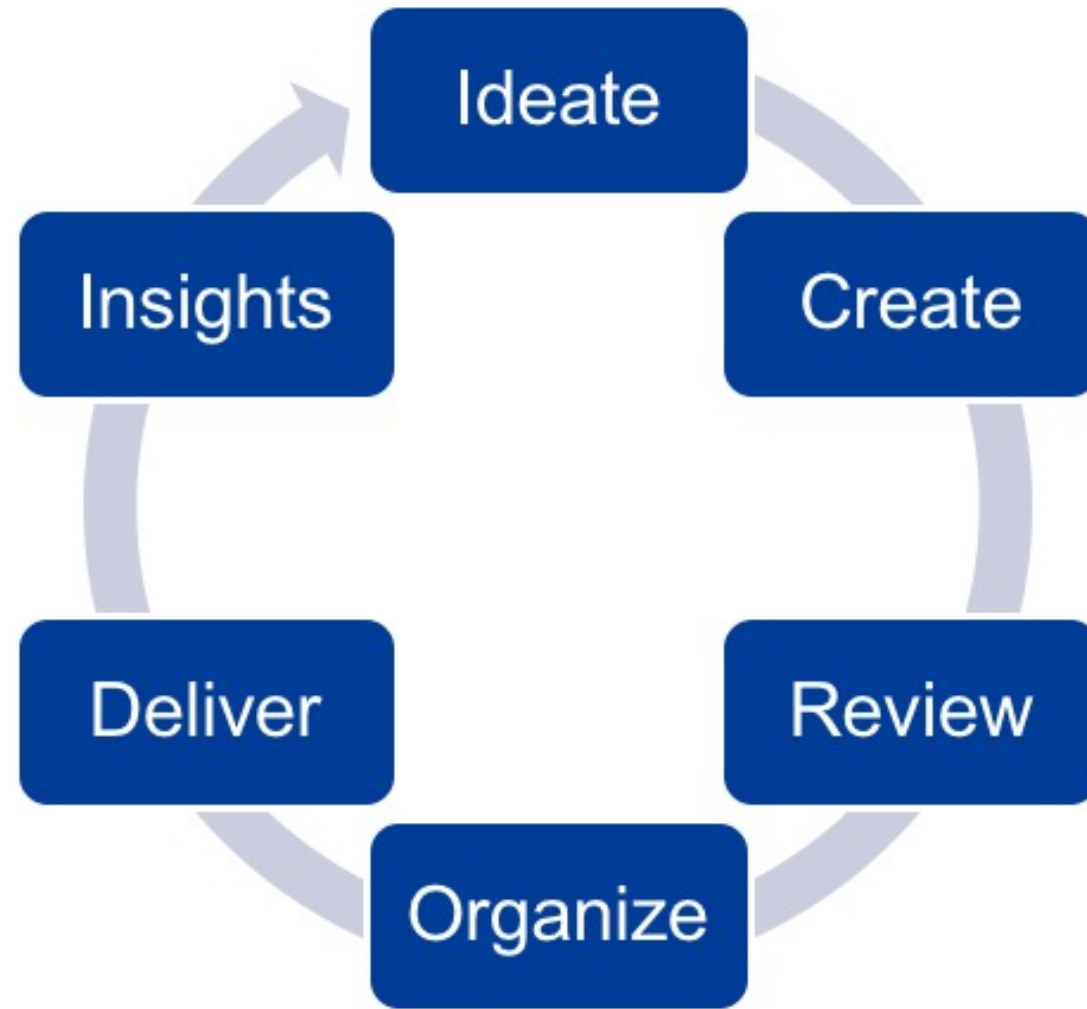
Email

WCM

PIM



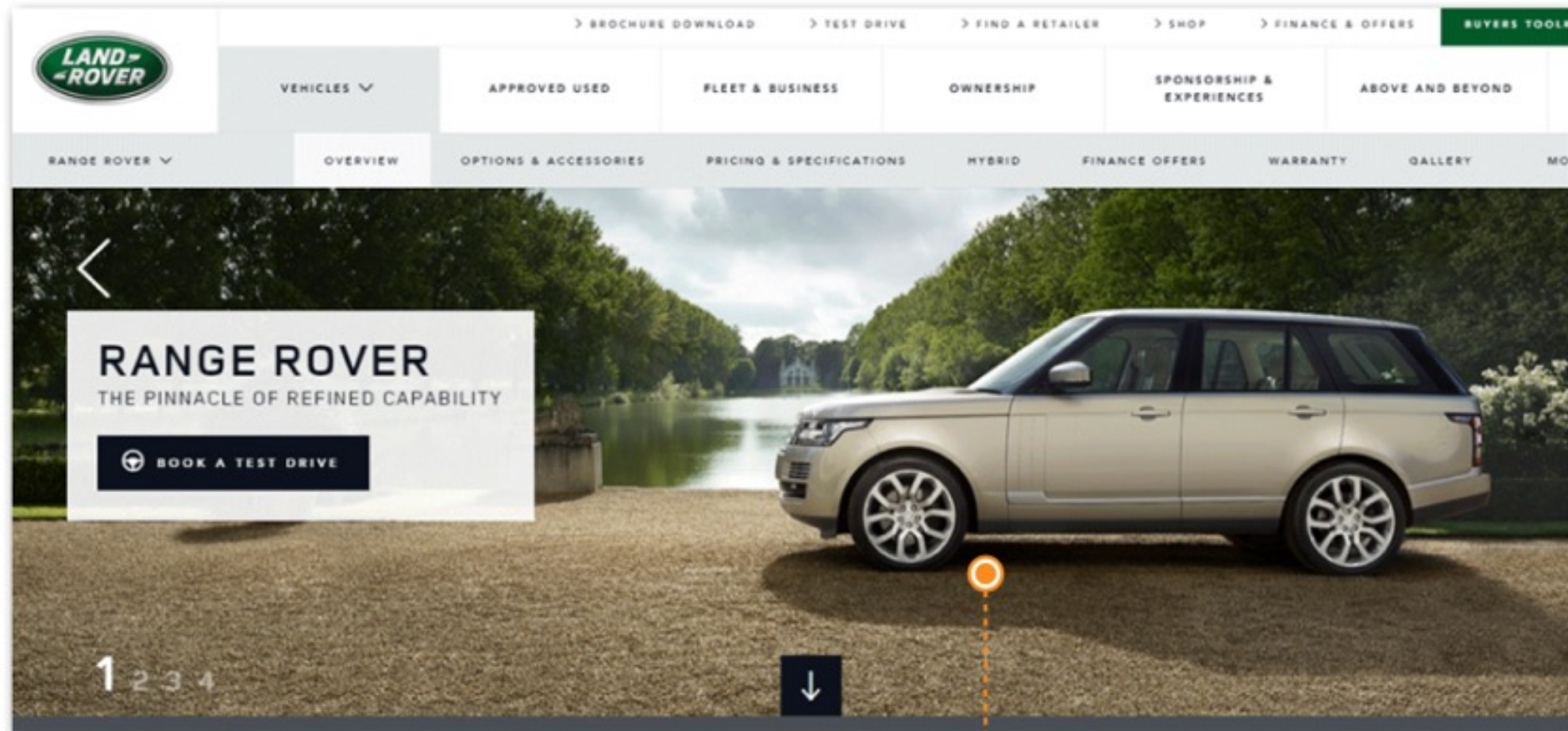
How DAM Supports The Entire Content Lifecycle



59%


of global marketing decision makers say they plan to increase spend on content and personalization this year.

Source: Forrester Data Global Business Technographics Marketing Survey, 2017.



Land Rover places its car in a realistic, desirable location.


Kia's vehicle floats
in templated white
space formatted
for eCommerce

 [NEW CARS](#) [USED CARS](#) [OWNERS](#) [KIA FLEET](#) [RENTAL](#) [ABOUT KIA](#) [Test Drive](#) [Brochure](#)

[COMPACT CARS](#) [PICANTO](#) [RIO](#) [NEW SOUL](#) [SOUL EV](#) [VENGA](#)

[Picanto Profile](#) [Kia Picanto Reviews](#) [Finance Calculator](#) [Colours](#) [Pricing](#) [Gallery](#) [Specification](#) [Picanto Chilli](#) [Picanto Chill](#)
[Kia Picanto 3 Door Accessories](#) [Kia Picanto 5 Door Accessories](#) [Request a Brochure](#) [Emissions](#) [View the iBrochure](#) [Request a T](#)

[VIEW THE IBROCHURE](#) [REQUEST A TEST DRIVE](#) [FINANCE](#)



Picanto 1
From £8,095

- Body coloured bumper
- Bulb-type daytime run
- Front electric windows
- Remote central locking
- 60:40 split folding 2nd
- RDS radio/CD audio wi
- Trip computer
- Electronic Stability Cor
Control (HAC)

Images shown for illustration purposes only

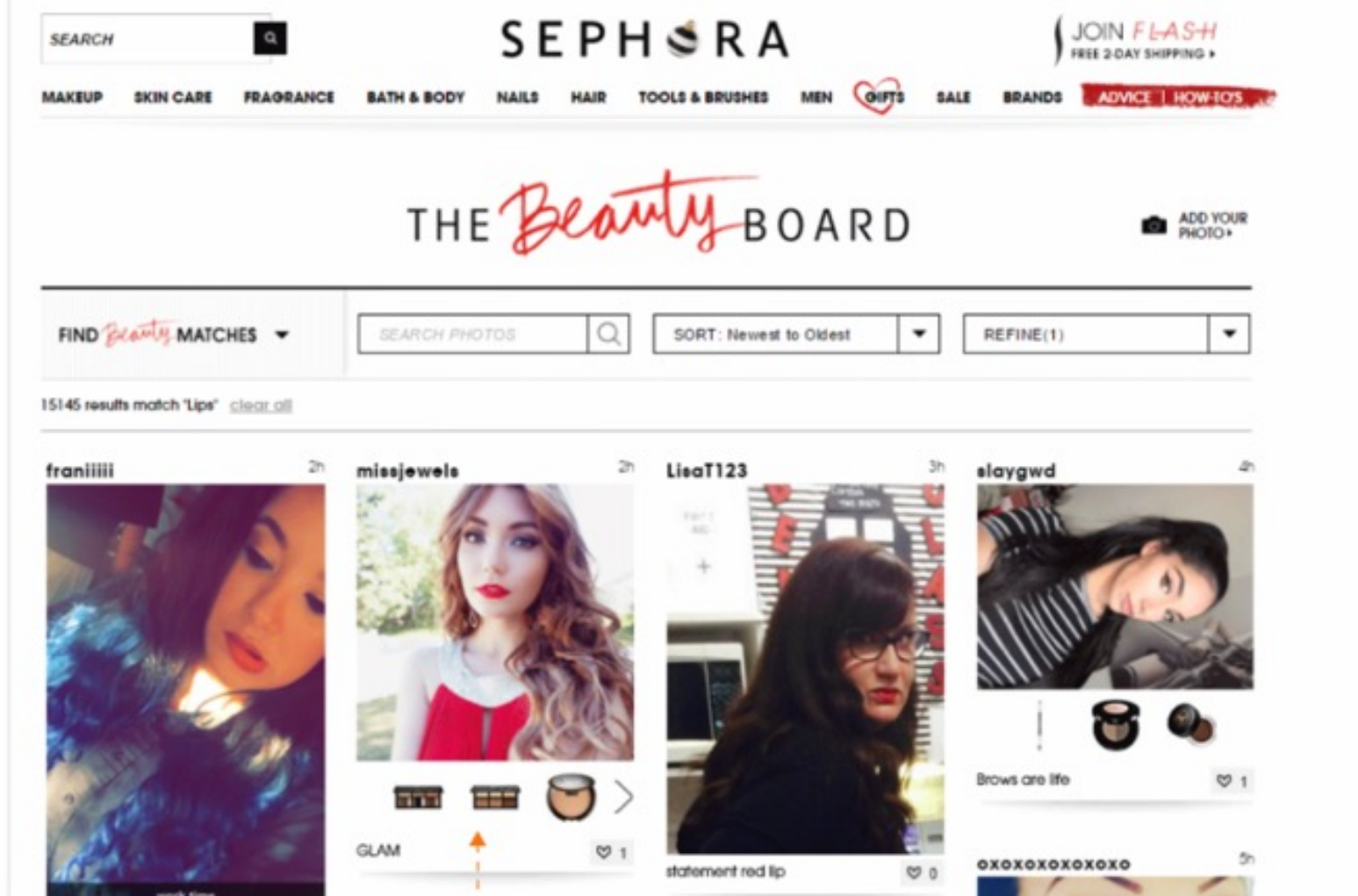
Why Is DAM Appealing?

ROI Metric	Example of Measurement
Improved Customer Experience	Consistency of graphics and media Content personalization that drives greater engagement
Cost Saving	Content recreation savings Reduced legal costs
Efficiency	Reduced time to find and asset Improved search
Brand Metrics	Brand consistency Campaign uplift

38%

of digital business leaders ranked improving the understanding of customers' needs and interests as a top content priority.

Forrester Data Global Business Technographics Marketing Survey, 2017



Sephora customers upload and tag looks with the products used to create them.

Capitalize On Trends That Drive Customer Obsession



Cloud



Atoms



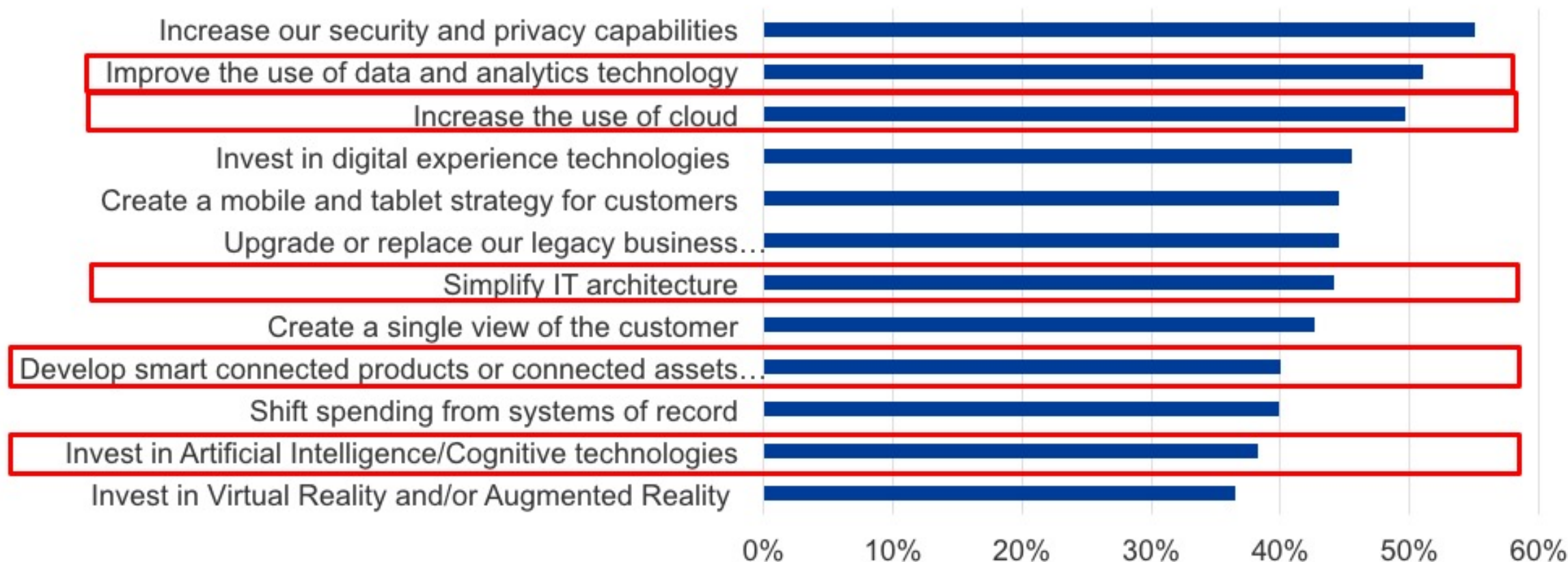
Analytics



Artificial Intelligence

IT Is Investing in Content Trends

Which of the following technology initiatives is your IT organization prioritizing over the next 12 months?



Source: 2017 Forrester Business Technographics Priorities& Journey Survey

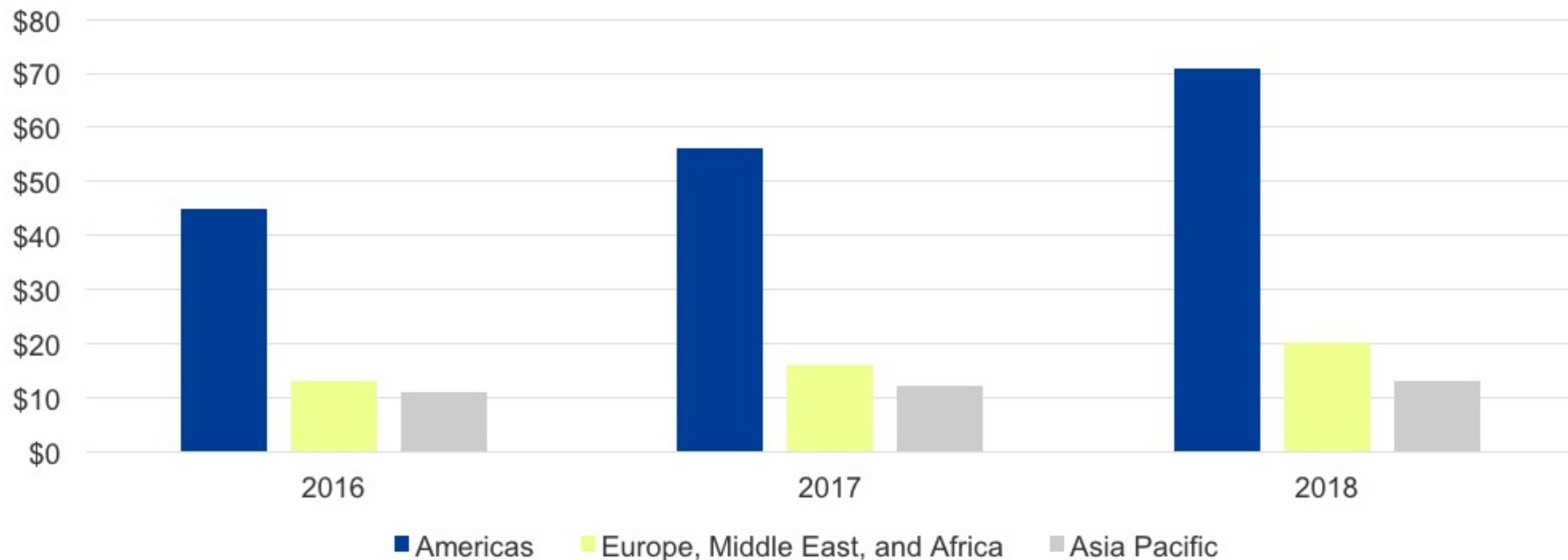
Base: 18,277 Business and technology decision-makers and influencers

Cloud



All Major Geographies Show Growth In SaaS Spend

Global Business Application SaaS Revenues By Region



Source: SaaS Adoption 2017: If You Aren't Using SaaS Broadly, Your Business Risks Falling Behind, Forrester, 2017

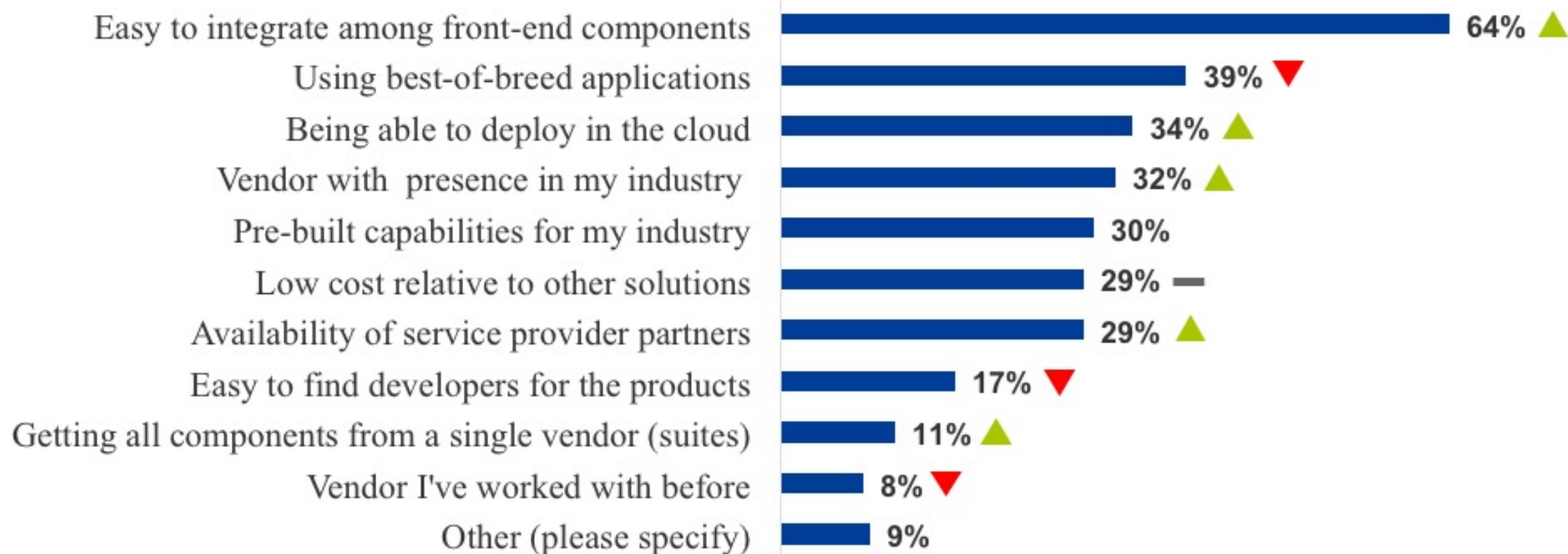
The Shift To Cloud Eases Adoption And Scale

- › SaaS means greater scale, faster deployments.
- › Enterprises can run on latest code, scale, and replace capex with opex.
- › Companies get updates weekly vs once a year or less frequently.
- › Easier to access cloud deployments.



Cloud Fits DX Trends Like Integration Needs

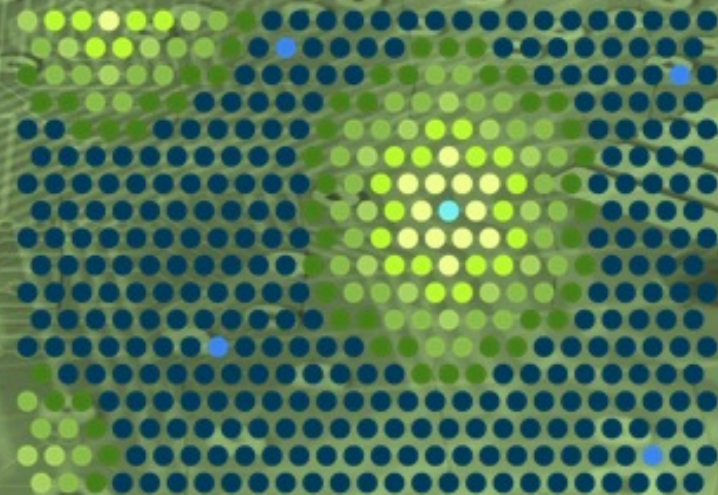
What are the most important characteristics when selecting a solution? (please pick up to three)



Source: Forrester's Digital Experience Delivery Online Survey, Q1 2017

Base: 294 Digital Experience Decision Makers

Atoms



Content Organization & Atomization Powers Reuse

Global Travel/Hospitality Brand

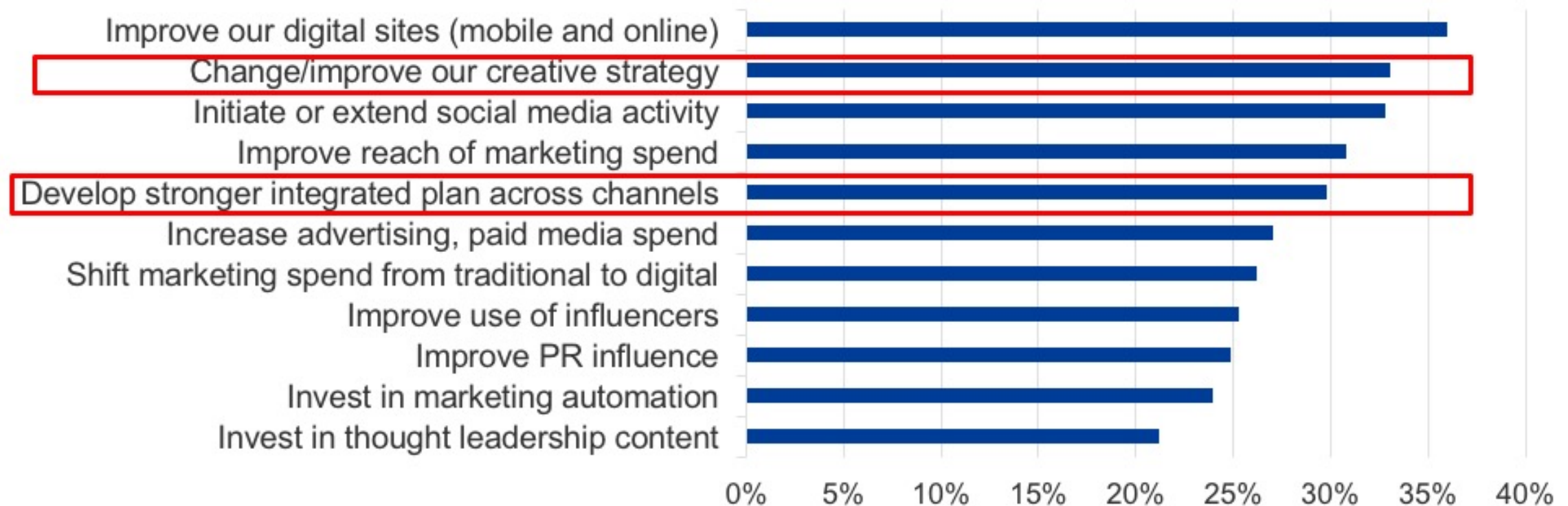
- ▶ “Content reuse is the holy grail for us like it is everyone else.”
- ▶ “Priority from leadership is to build a culture that inspires and informs each other.”
- ▶ “Our DAM is meant to foster collaboration rather than enforce silos.”

Global CPG Brand

- ▶ “We spend exorbitantly on new content every year and we need to figure out a better way.”
- ▶ “Breaking campaigns into the smallest atom helps enable reuse.”
- ▶ “Our challenges aren’t just technological.”

Brands Must Evolve To Increase Influence And Reach

What actions is your firm taking to increase brand influence and reach?



Source: Forrester's 2017 Priorities & Journey Survey

Base: 4,299 Business and technology decision-makers and influencers whose priority is to increase influence and brand reach in the market

Atomization Is Essential To Omnichannel Experiences



Ongoing needs	Semantic chunks	On demand	Ready for automation
Recurring customer needs and contexts inspire connections in teams, plans, and repositories.	Content models allow experience designers to pull content based on its utility to the customer, in the moment.	Content can move between repositories and experiences based on prebuilt and managed connections.	Designing for common transformations (e.g., reformats or translation) allows for automation across experiences.

Source: Omnichannel Strategies Demand A New Content Approach, Forrester, 2018

Analytics



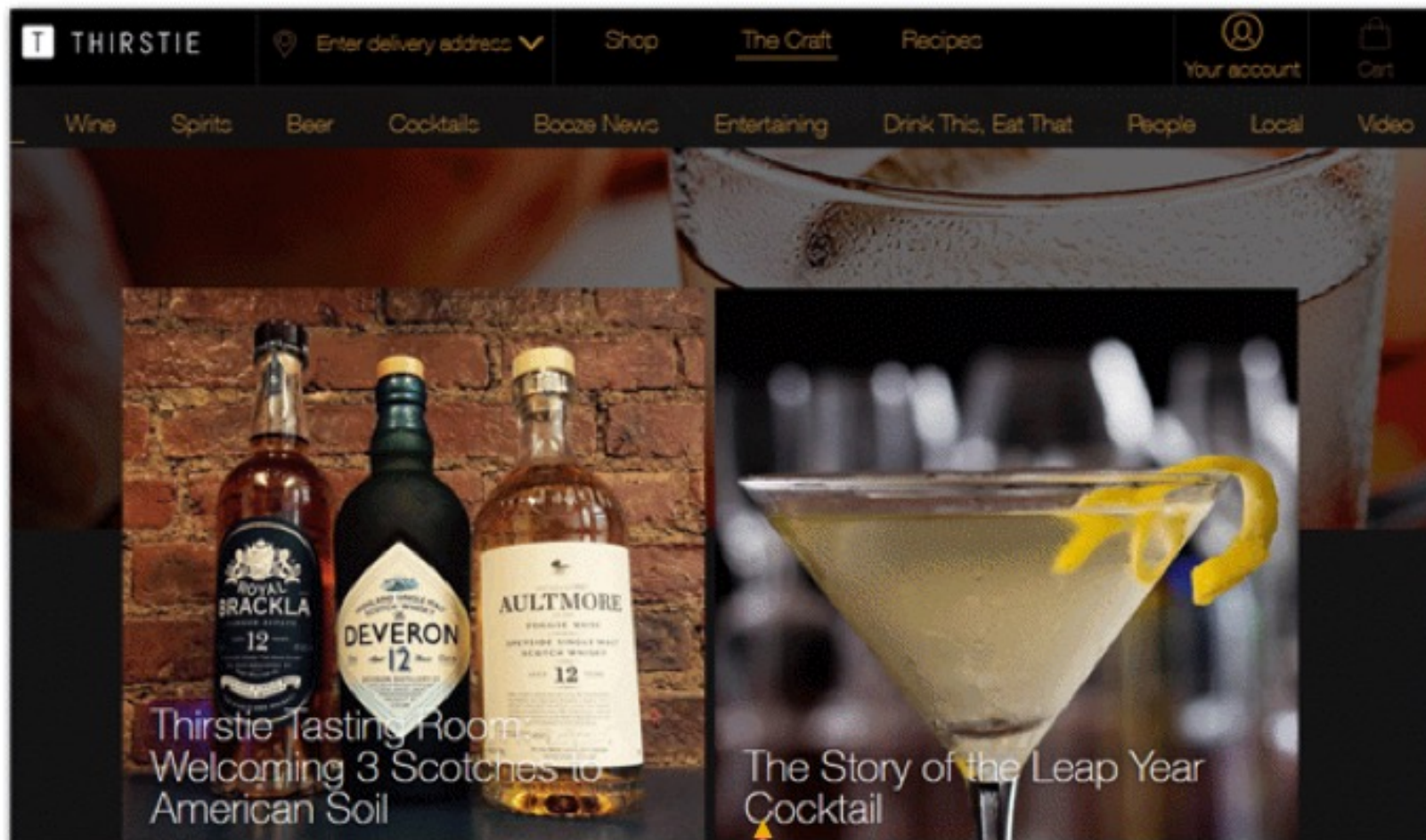
Analytics Drive ROI And Content Strategy

- › Business users want insights where/how assets are used and their performance.
- › Analytics fuels content personalization and creation.
- › Brands can use the data to extend content consumption metrics with impacts on conversion rates.



A Central Hub For Content Unlocks Silos





Thirstie's unique site content improves customer experience, attracts repeat visits and drives higher conversion rates.

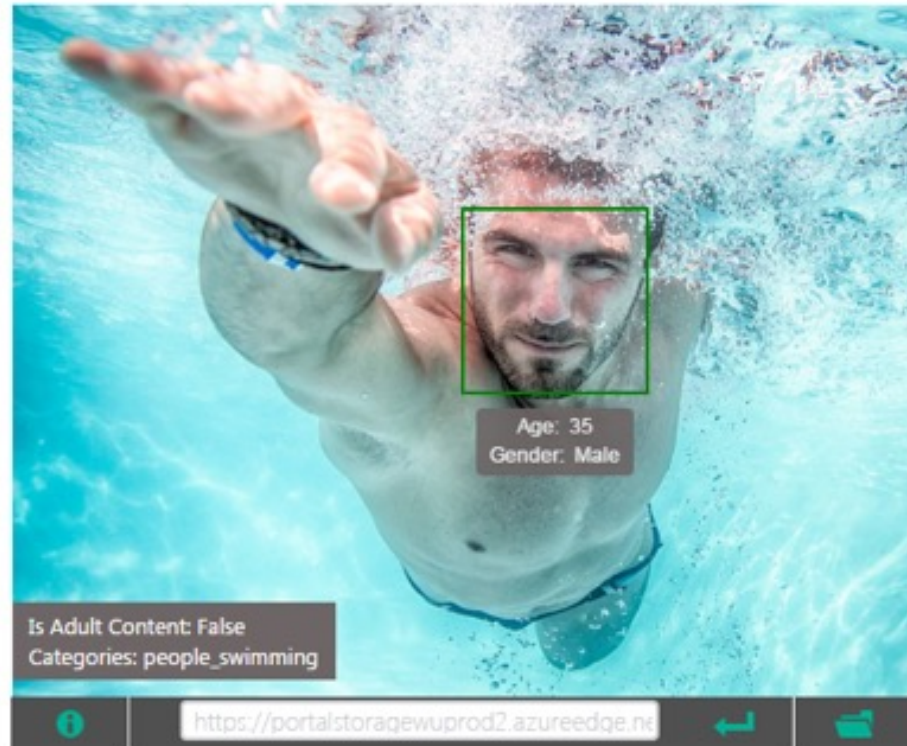
Artificial Intelligence



Brands Look to AI and Machine Learning To Help With Organization

- › Brands benefit from time saved on content tagging and search.
- › There are also insights on how to create better content.
- › AI begins to pave the way for automated content creation.

Image source: Microsoft



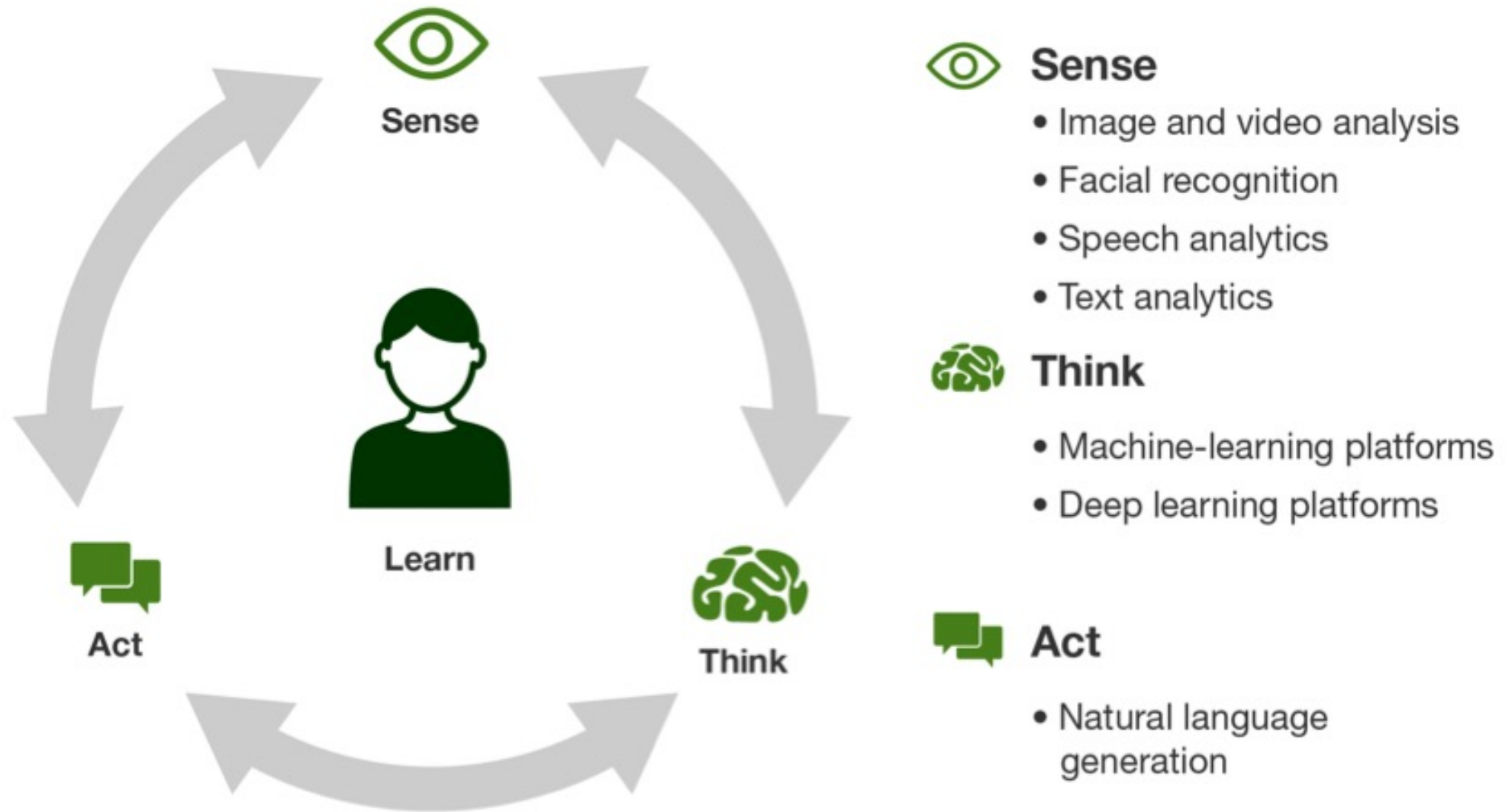
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Feature Name	Value
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Tags	[{ "name": "water", "confidence": 0.9996442794799805 }, { "name": "sport", "confidence": 0.9504992365837097 }, { "name": "swimming", "confidence": 0.9062818288803101, "hint": "sport" }, { "name": "pool", "confidence": 0.8787588477134705 }, { "name": "water sport", "confidence": 0.631849467754364, "hint": "sport" }]
Image Format	Jpeg
Image Dimensions	1500 x 1155
Clip Art Type	0 Non-clipart
Line Drawing Type	0 Non-LineDrawing
Black & White Image	False

AI's Challenge Is Changing



Source: BMW website

AI Begins To Repair Broken Life Cycles



Source: The Rise Of Content Intelligence, Forrester, 2017

Tesla uses its blog to keep customers informed and to feature user generated content.



Tesla Motors

January 31 at 1:54pm · 🌐

👍 Like Page

Autosteer makes for a safe 130km commute down the Swiss freeway.



Tesla 7.0 Autopilot: a perfect commuter feature

I can confirm the immodest statement of many owners and test drivers of the Model S, that it is simply the best car ever. Not even the highest priced car is comparable to the advanced innovative features found in the Model S.

TESLAMOTORS.COM

Embrace DAM To Support Customer Obsession

Key Takeaway	Action
Analytics	Use analytics to prove content ROI by taking into account both the upstream and downstream. Use it to optimize content for conversion by leveraging insights during the creative process.
Artificial Intelligence	Apply it to large libraries of content to fill gaps in metadata or surface additional tags that may be absent. Combine AI and analytics to understand what good content looks like.
Omnichannel Delivery	Use content atomization and cloud deployments to decouple content from the CMS to enable dynamic content and personalization. By atomizing content and overlaying analytics, you pave the way for automated content creation.

FORRESTER®



Nick Barber

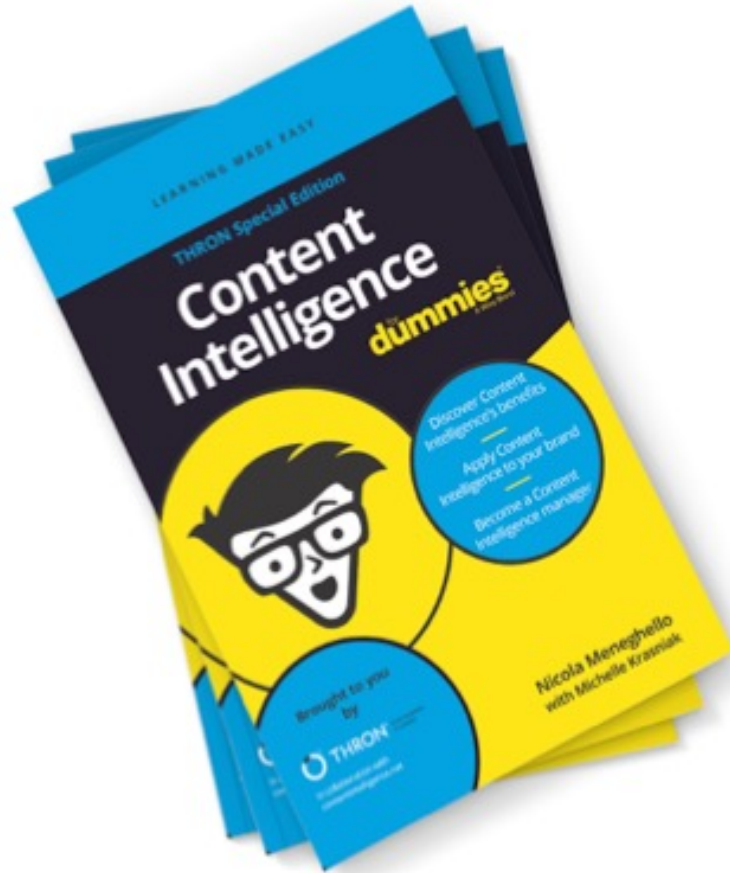
nbarber@forrester.com
@nickjb

Thank you

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HOW INTELLIGENT DAMS FUEL CUSTOMER OBSESSION

Real cases

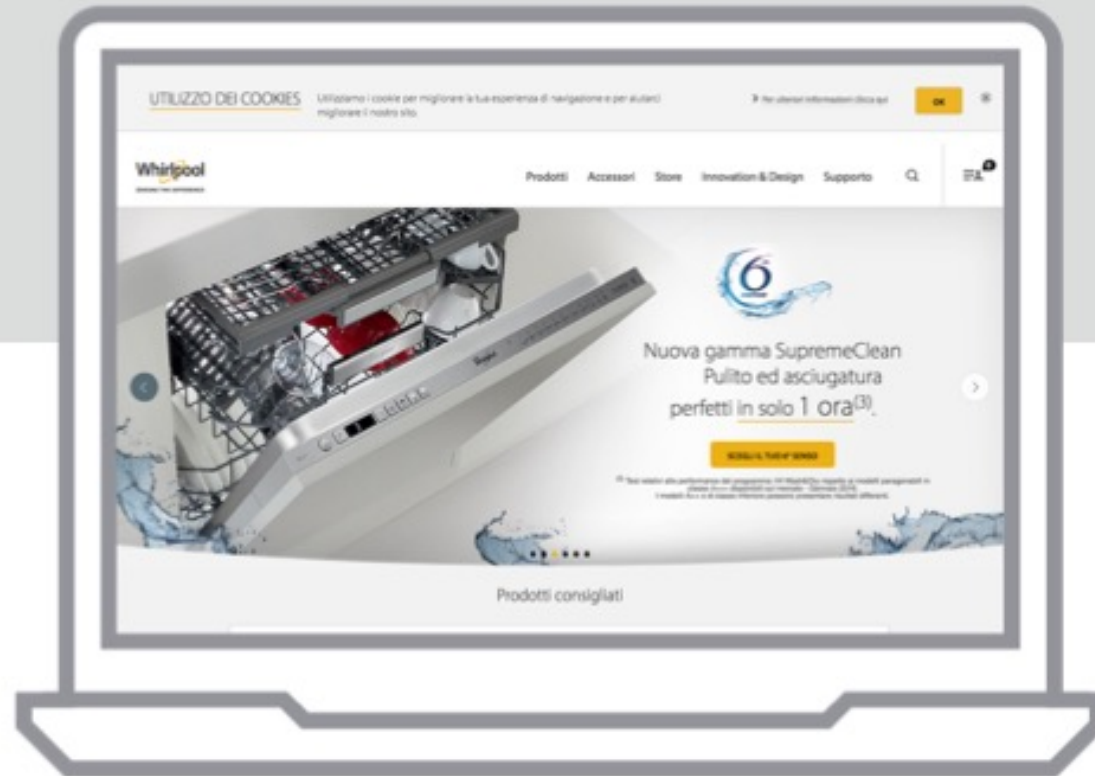


From Content Intelligence for Dummies

"Customers spend time online on different channels.

[...] such activity consists of collecting information to solve a problem or to choose the best product to buy. People collect such information by visiting content"

[...] By doing so, they tell a lot about themselves [...]"



AUTOMATED CONTENT TAGGING

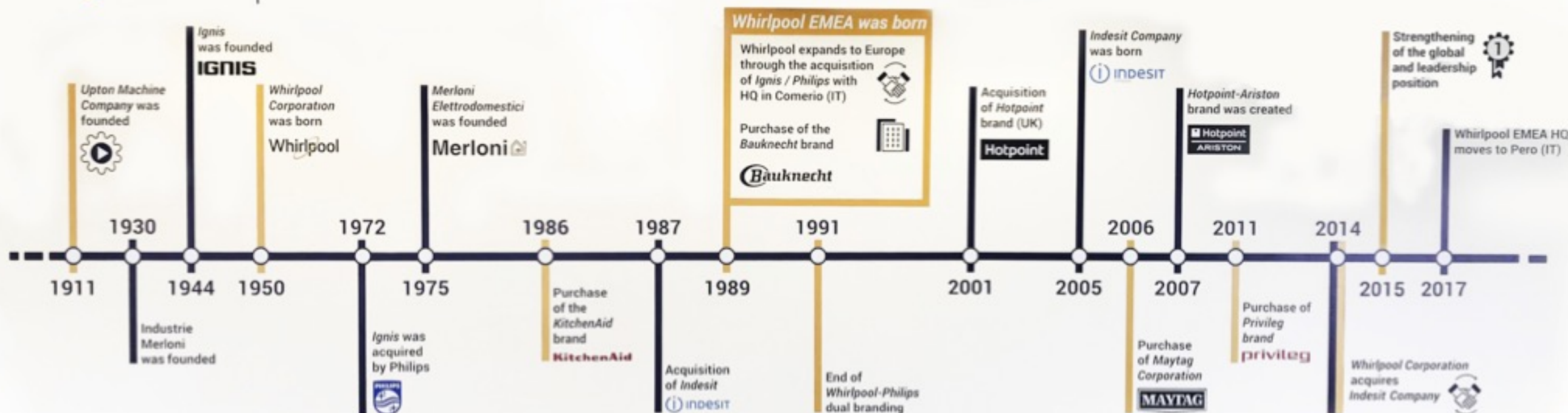
Whirlpool

SENSING THE DIFFERENCE





OUR HISTORY





Home, Kitchen & Laundry Appliances

Automatic brand and product tagging


LOGIN

SOURCE


INPUT

RESULT

Select image source



Read from URL*



Upload from your pc

*Note that access to URL source might be restricted on servers

NEXT

BRAND AND PRODUCT TAGGING





Home, Kitchen & Laundry Appliances

Automatic brand and product tagging

LOGIN


SOURCE

INPUT

RESULT

TAGS applied

BRAND	TYPE	Accuracy
INDESIT	HOODS	High



RESTART




Home, Kitchen & Laundry Appliances

Automatic brand and product tagging

LOGIN	SOURCE	INPUT	RESULT
-------	--------	-------	--------

TAGS applied

BRAND	TYPE	Accuracy
INDESIT	HOBS	High



RESTART




Home, Kitchen & Laundry Appliances

Automatic brand and product tagging

LOGIN	SOURCE	INPUT	RESULT
-------	--------	-------	--------

TAGS applied

BRAND	TYPE	Accuracy
HOTPOINT	DRYERS	High



RESTART




Home, Kitchen & Laundry Appliances

Automatic brand and product tagging

LOGIN	SOURCE	INPUT	RESULT
-------	--------	-------	--------

TAGS applied

BRAND	TYPE	Accuracy
HOTPOINT-ARISTON	DRYERS	High



RESTART




Home, Kitchen & Laundry Appliances

Automatic brand and product tagging

LOGIN	SOURCE	INPUT	RESULT
-------	--------	-------	--------

TAGS applied

BRAND	TYPE	Accuracy
HOTPOINT	DRYERS	High



RESTART

SPECIALIZATION IS IMPORTANT



LANGUAGE

English (en) ▼

PREDICTED CONCEPT

PROBABILITY

home appliance

0.997

stove

0.996

family

0.993

oven

0.988

housework

0.986

kitchenware

0.983

cooker

0.981

Automated tagging benefits:



- Average time spent on content for editors/moderators
- Increase product-related content tagging coverage close to 100%

INTEREST-BASED CONTENT RECOMMENDATION

Improving e-commerce performance



Digital Marketing and the Importance of a Data-Driven Strategy

Personalizing the customer experience



The Omnichannel Strategy Must Also Involve the Store

Webinar



Content Intelligence Webinar: How DAM powers customer obsession

Personalizing the customer experience



The site that changes depending on who is looking at it



DAVID



LAURA

The screenshot displays the ContentIntelligence.net interface. On the left, a filter builder is active, showing two conditions joined by 'or':

- Condition 1: Contact has visited a URL containing **webinar**.
 - and
 - Condition 2: The contact property **Number of visits** is greater than 4.
- Condition 3: Contact has visited a URL containing **content intelligence**.
 - and
 - Condition 4: Contact clicked a link in **1st Newsletter ENG**.

Buttons for 'Back to lists', 'Test contact', 'Name list', and '250 estimated contacts' are visible. On the right, a table lists contacts with columns for Name, Email, Phone, and Status. The table contains 10 rows of contact data.

Name	Email	Phone	Status
John Doe	john.doe@company.com	123 456 7890	Active
Jane Smith	jane.smith@company.com	987 654 3210	Active
Mike Johnson	mike.johnson@company.com	555 123 4567	Active
Sarah Brown	sarah.brown@company.com	555 987 6543	Active
David Wilson	david.wilson@company.com	555 234 5678	Active
Emily Davis	emily.davis@company.com	555 345 6789	Active
Chris Miller	chris.miller@company.com	555 456 7890	Active
Alexander Lee	alexander.lee@company.com	555 567 8901	Active
Olivia White	olivia.white@company.com	555 678 9012	Active
Benjamin Black	benjamin.black@company.com	555 789 0123	Active

AI powered content recommendation benefits:



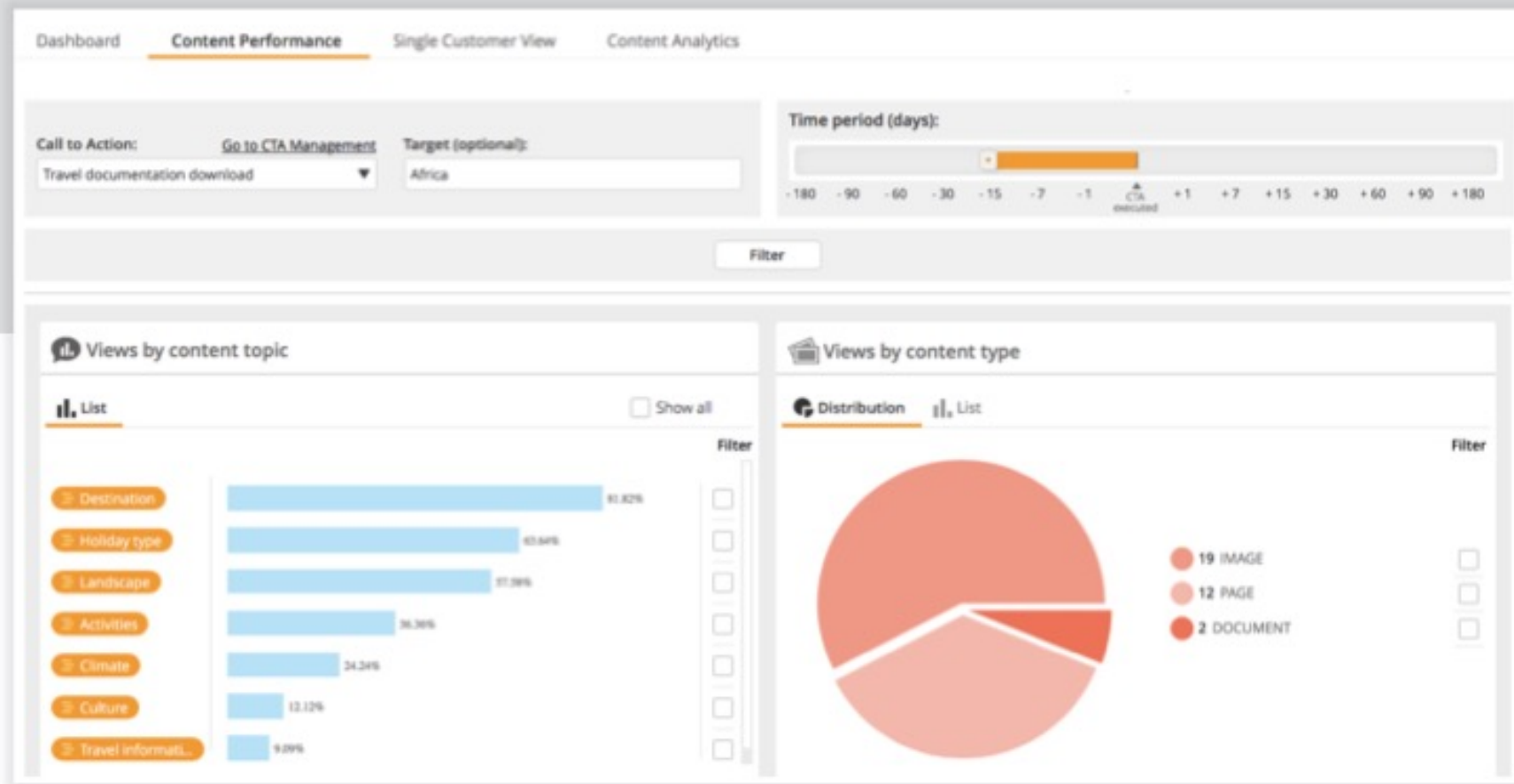
- Average time spent on content for editors/moderators
- Retention increase



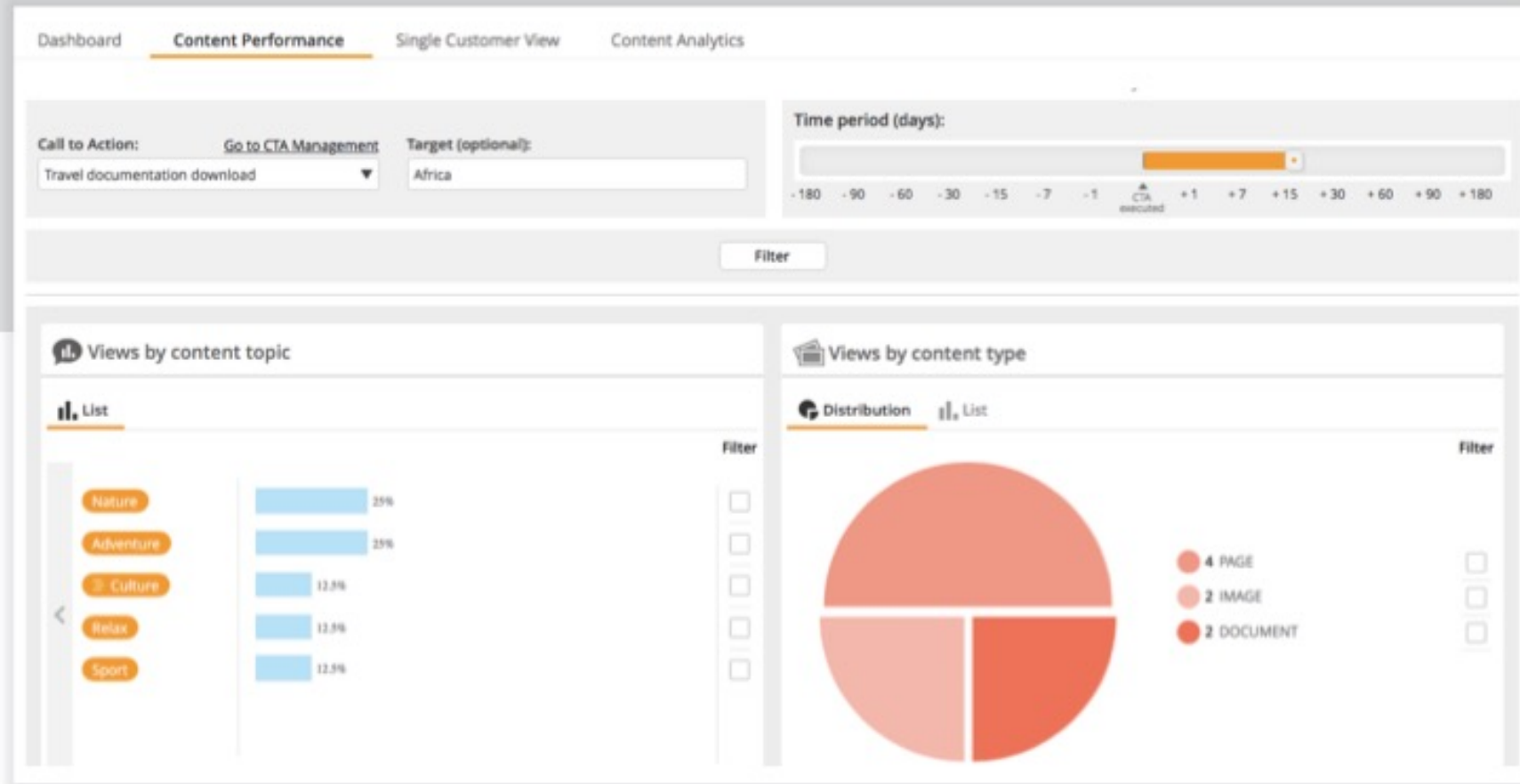
**CONTENT ANALYTICS TO POWER YOUR
CONTENT STRATEGY**

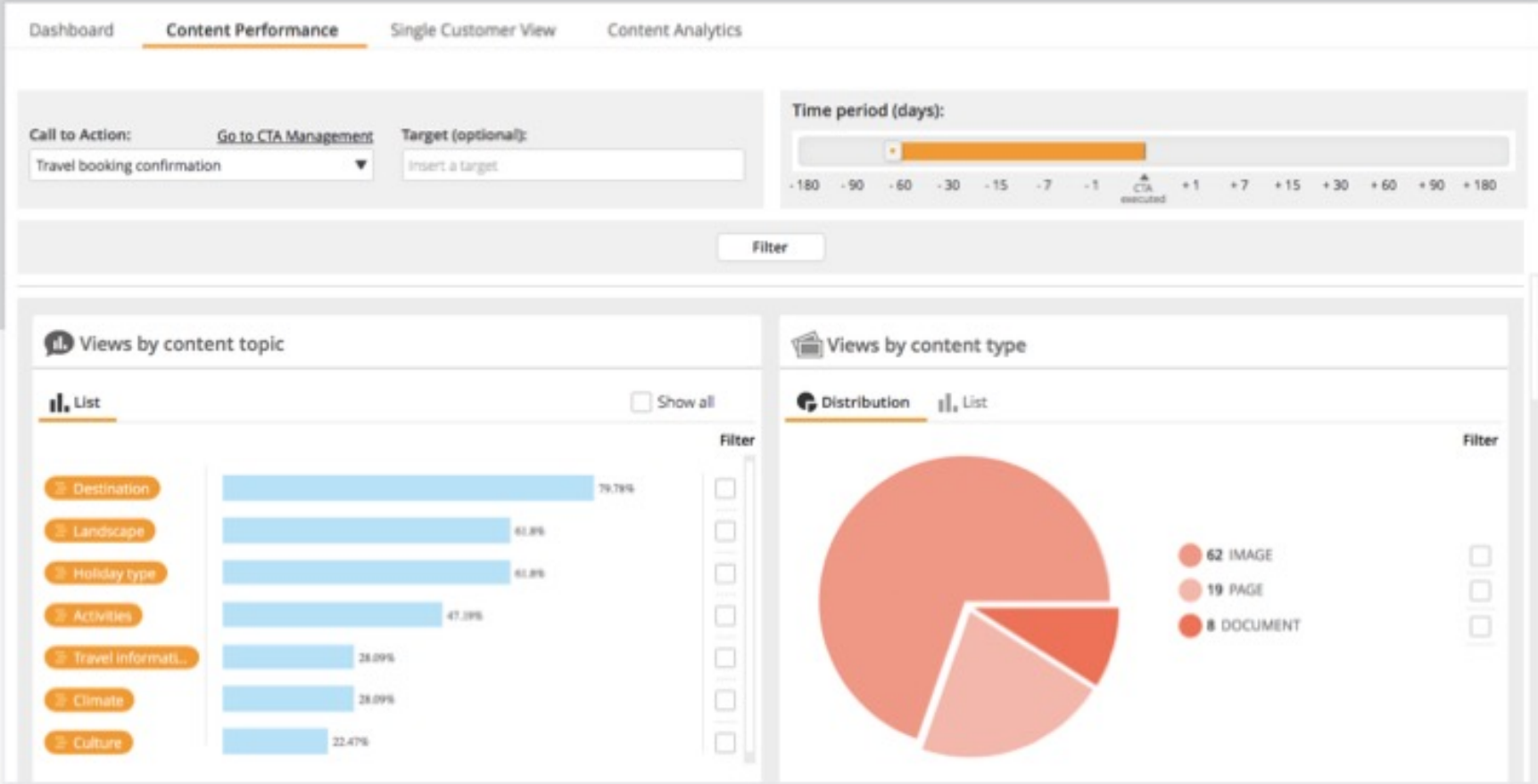
Travelers Blog

WHAT HAPPENED BEFORE CTA ?



WHAT HAPPENED AFTER CTA ?





AI powered content recommendation benefits:



- Data-driven content production
- Digital content ROI

DAM IS A CRITICAL
TOOL TO IMPROVE
CUSTOMER FOCUS

AI CAN PLAY A BIG
ROLE IN
REDUCING COSTS

AN INTELLIGENT
DAM WILL
IMPROVE YOUR
BUSINESS RESULTS

LEVERAGE WHAT'S
ALREADY THERE:
CONTENT AND
TOUCHPOINTS

THANK YOU!



Nick Barber - Analyst for **FORRESTER**



Dario De Agostini - CTO & co-founder at **THRON**