

State of DAM

How AI is redefining
the digital content landscape



Executive summary

This annual report, based on a recent survey by Bynder and Censuswide, explores the growing role of AI in digital asset management (DAM) to optimize workflows, enhance content creation, and improve discoverability. By driving key business outcomes such as increased productivity, faster time to market, and stronger customer engagement, AI is helping businesses accelerate their content operations to achieve measurable growth and deliver exceptional content experiences.

For years, companies have relied on DAM as a system of record for digital content, delivering personalized experiences across channels and audiences. As AI continues to accelerate every aspect of the content landscape in 2025, having AI-powered DAM at the heart of your marketing operations is no longer optional—it's essential for driving success.

In 2024, 72% of enterprise businesses were planning to transition to best-in-class DAM solutions with out-of-the-box integration capabilities and composable architecture. This year, our data shows that **41%** of businesses have fully integrated or are scaling the adoption of AI within their DAM systems—a significant jump from last year's findings. However, only **33%** have a dedicated AI strategy. As organizations look to accelerate their adoption, **9 in 10** respondents emphasize the importance of human oversight to safeguard brand identity and maintain compliance, underscoring how human involvement is crucial to ensuring AI-generated content aligns with guidelines and regulations.

AI is driving significant improvements in content operations, with **98%** of organizations expecting it to deliver key business outcomes over the next 12 months. Among these, **46%** anticipate a boost in team productivity, while **45%** expect AI to enhance operational efficiency, and **43%** see it improving customer engagement.

As businesses continue to scale AI adoption, these outcomes will become even more pronounced, enabling greater ROI and driving speed of execution and scalability.

“Generative AI is a large part of what we see emerging in the market, but people should view it as an ‘assistant’ rather than a replacement for human creativity.”

— Murat Aykol, SVP Strategy at Bynder

AI in DAM: The undisputed strategic enabler

Digital asset management (DAM) has always been the system of record that enables scalable content operations, driving personalized, multi-brand content experiences across regions and markets.

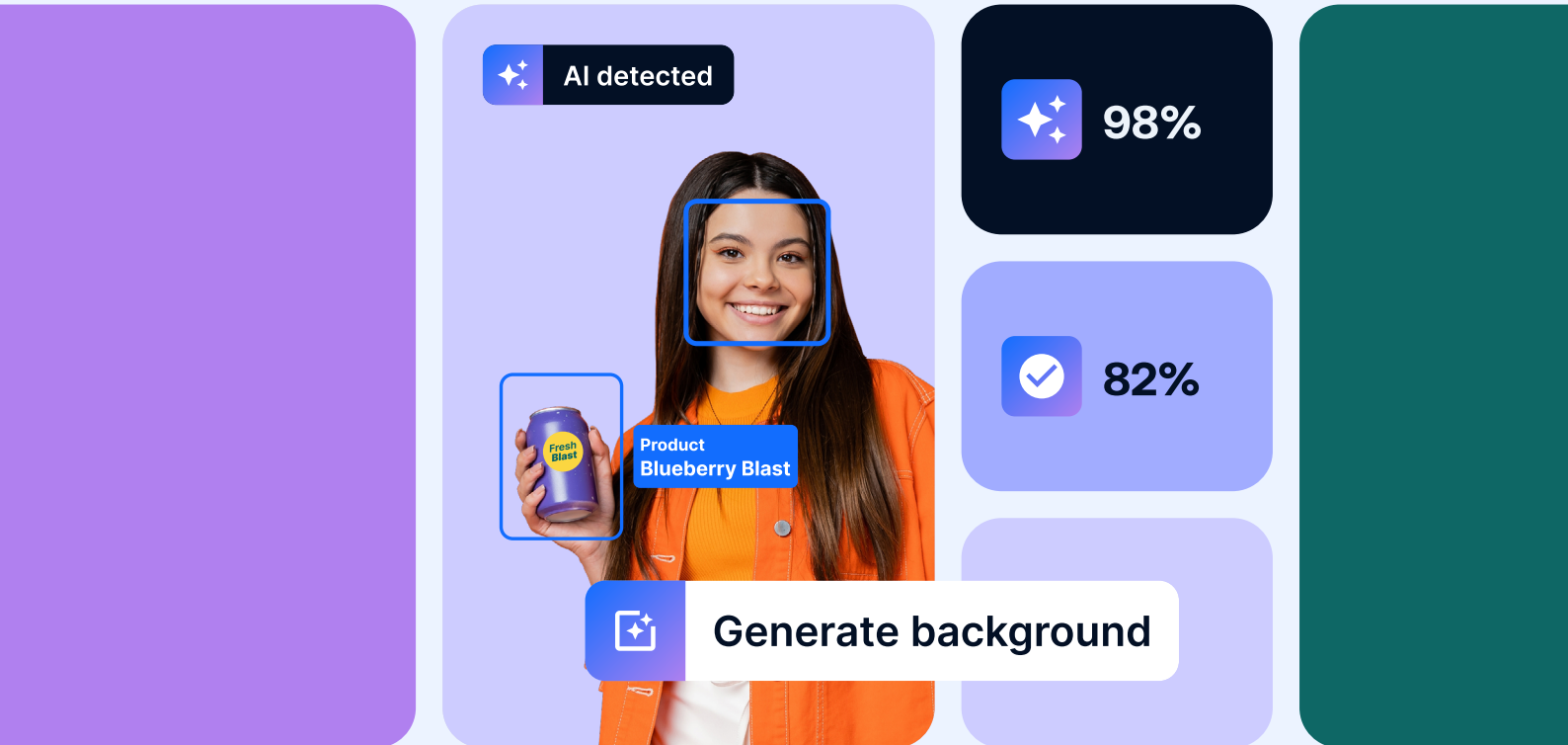
As **artificial intelligence** (AI) continues to evolve, its role within DAM has evolved from performing tasks like automated tagging to becoming a sophisticated system that learns, adapts, and works alongside humans to deliver exceptional content experiences.

In recent years, AI has shifted from being a supporting capability to **a key enabler for businesses**.

AI technologies are driving improvements in areas like content governance, asset discoverability, and brand consistency. These advancements are not just about operational efficiency. AI is fundamentally reshaping how companies approach their content strategy, enhance performance, increase productivity, and drive measurable ROI.

As the volume of digital content and touchpoints continues to grow, organizations are now looking to AI not only to automate manual processes but to break the boundaries between content creation and delivery. This shift will empower marketers to shape and personalize campaigns on demand through automated workflows that enrich assets with metadata, improve content discoverability, automate asset modifications, and ensure brand integrity.

The next evolution of DAM will be **AI-powered and human-approved**, with AI driving asset creation, optimization, and governance, complemented by human oversight to provide strategic direction and control. This balance maximizes AI's potential while preserving the critical judgment and creative vision only humans can provide.



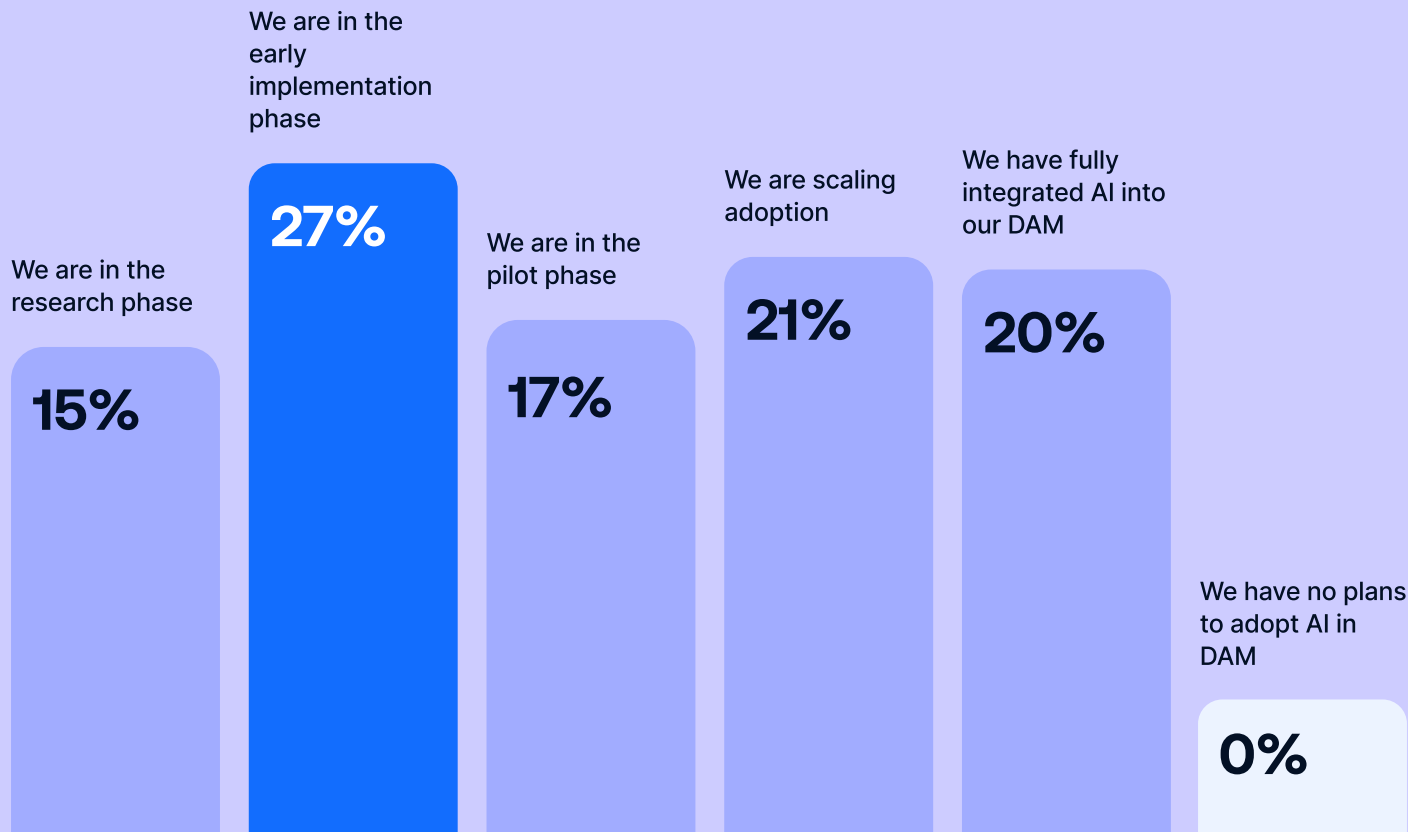
Companies are embracing AI, but full integration still lies ahead for many

According to our data, **41%** of organizations have either fully integrated AI or are in the process of scaling it within their DAM systems. However, AI maturity remains in the early stages for many businesses, as only **33%** have a dedicated AI strategy with clear, measurable goals.

This highlights that while AI is becoming a key priority, many organizations are still defining how it fits into their broader strategy. For those with fully integrated AI, the primary driver is the need for flawless integration with creative tools, PIM systems, CMS, and e-commerce platforms (**55%**).

On the other hand, businesses at earlier stages are focused on **leveraging foundational AI capabilities** such as automated tagging, enhanced search functionalities, and workflow automation to improve operations before expanding their AI initiatives.

Where are you on your journey to adopting AI features in DAM?



What's standing in the way of AI adoption?

The top challenges businesses face when implementing AI within their DAM systems: data privacy and security (41%), skill development (36%), and integration complexity (35%). As AI adoption grows, addressing these hurdles will be essential for businesses to maximize its potential. Overcoming these challenges will allow organizations to unlock AI's full capabilities, driving improvements in content management and overall operational efficiency.

35% Integration complexity

36% Skill development

41% Data privacy and security



As AI adoption continues, human oversight remains non-negotiable

9 in 10 respondents view human oversight as essential for safeguarding brand identity and ensuring personalization and compliance, with over half (**54%**) considering it “very important.”

This underscores the need to ensure that AI-generated content remains aligned with brand guidelines, accurate, and compliant with regulations.

As AI becomes more embedded across workflows, businesses have highlighted their top 3 areas of concern around content governance: content quality control (**55%**), risk management (**50%**), and compliance (**47%**).

These concerns emphasize the critical role of human oversight in ensuring that AI remains a reliable tool for maintaining brand consistency and regulatory compliance.

Moving forward, businesses that balance automation with human oversight will be able to safeguard brand integrity and maintain quality—while avoiding the risk of inconsistencies, compliance issues, and damage to customer trust.

Top 3 areas of concern around content governance

55% Content quality control

50% Risk management

47% Compliance



AI maturity drives personalization and efficiency in content operations

AI is playing a significant role in content personalization and improving content operations. Half (**50%**) of businesses that have fully integrated AI into their DAM systems believe their content delivery is fully personalized, driving better engagement and optimized workflows. However, only **28%** of businesses at the early stages of AI adoption report similar results, highlighting the strong connection between AI maturity and successful personalization efforts.

Additionally, over **2 in 5** respondents report that AI is improving content personalization and delivery through smart content delivery (**45%**), content customization for target audiences (**44%**), real-time asset adaptation (**42%**), and personalized asset recommendations (**42%**)—demonstrating the tangible ways in which AI is enhancing personalization efforts.

Brands are already seeing measurable ROI from their AI investments

Businesses are more likely to measure AI's ROI through time savings (40%) rather than cost reduction (36%). For those with fully integrated AI, the top 3 areas where businesses are highlighting ROI are improved search accuracy and asset discovery (41%), faster time-to-market (37%), and enhanced workflow efficiency (37%). In contrast, businesses in earlier stages of AI adoption also prioritize time savings (43%), but they focus more on improving decision-making through data insights (36%), and cost reduction (35%).

AI is also impacting revenue, with businesses reporting significant improvements in areas such as overall sales, market share expansion, additional revenue from sub-brands, and improved website traffic and customer conversions. These findings show that while AI investments are generating measurable ROI across several areas, organizations further along in their AI journey see more significant and impactful results.

Which business outcomes do you expect AI to help you achieve over the next 12 months?

Boosted team
productivity

46%

Optimize
operational
efficiency

45%

Improving
customer
engagement

43%

Enhancing
decision-making

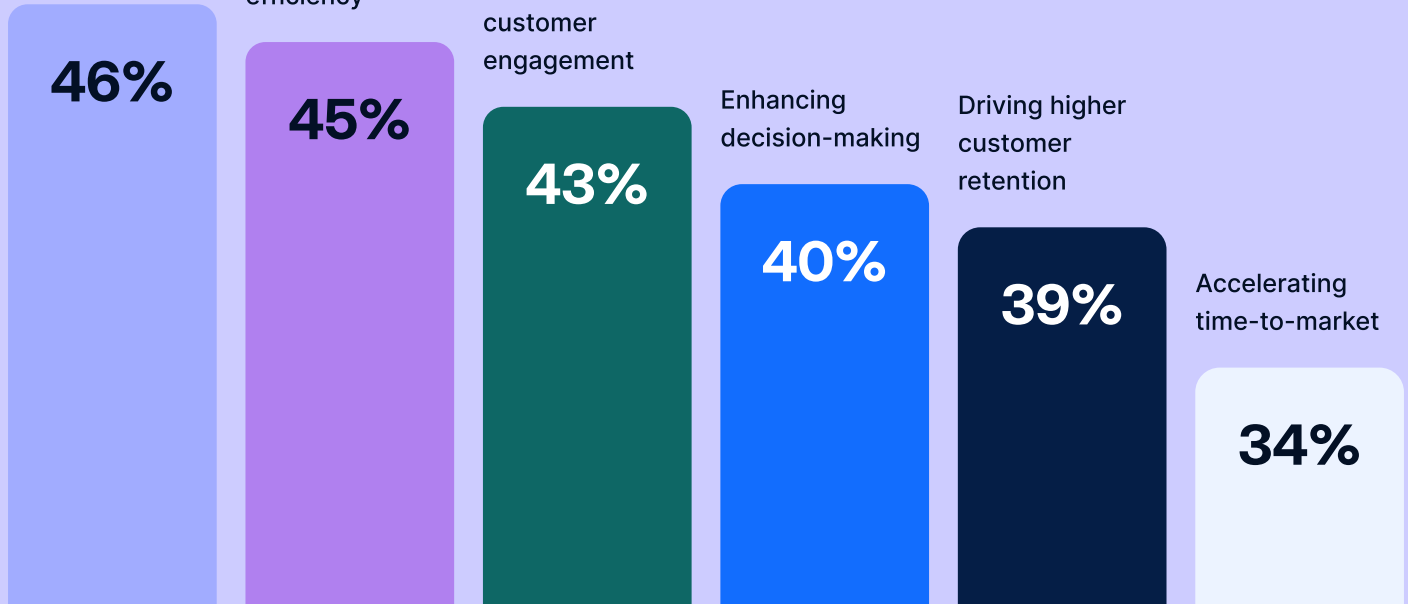
40%

Driving higher
customer
retention

39%

Accelerating
time-to-market

34%



Looking ahead: Early AI adoption unlocks tomorrow's success

The future of digital asset management is already here, with AI playing a pivotal role in helping businesses stay competitive. **98%** of organizations expect AI to drive key business outcomes over the next 12 months, such as boosting team productivity (**46%**) enhancing operational efficiency (**45%**), and improving customer engagement (**43%**). By integrating AI into their DAM systems, businesses are not only optimizing content workflows but also enhancing decision-making, accelerating time-to-market, and driving top-line growth.

To fully unlock the potential of AI, companies must prioritize **investments in solutions** that help them maximize the value of their digital assets and intelligently automate workflows.

The emergence of agentic AI capabilities represents the next evolution in how organizations create, manage, and distribute digital content and will soon reshape the way content experiences are crafted and delivered. As AI adoption expands, those who act today will be better positioned to navigate future challenges, driving business outcomes while preserving brand integrity and governance across digital assets.

Sample: 1,800+ respondents, in companies with 1,000+ employees in UK, US, France, Germany, Netherlands, Scandinavia, and Australia across the following industries: Consumer Brands, Technology, Finance, Healthcare, Industrials, Retail.



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Bynder goes far beyond managing digital assets. Our AI-powered digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

With powerful and intuitive solutions that embrace the way people want to work, and a richly integrated ecosystem, we are the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses.