Digital Asset Management (DAM) for High-Volume Commerce

Software that enables content and context delivery to drive commerce and customer experience.

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research. This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Digital commerce is filled with immersive, highly visual, dynamically interactive, rapidly available, personalized experiences that capture attention and deliver an immediate vision of how a specific product can fit into a customer's life. From innovations in showrooming to fully interactive worlds where environments can be instantly transformed and then purchased have become expected by consumers. GenerativeAI tools have unlocked production barriers, delivering brand-ready assets at a speed and scale once thought impossible. AgenticAI has also entered the scene to unlock autonomous processes powering individualized commerce experiences that can meet and potentially exceed both customer and brand expectations.

Digital asset management (DAM) enables brands to manage, deliver, analyze, remix and renew all forms of digital content across all possible channels. Unlike mass asset storage systems, DAM solutions manage content and context to drive customer experience and commerce. These tools connect the entire organization to the foundational assets and resources needed to effectively, creatively and intentionally communication. An effective DAM implementation is not limited to marketing or creative teams, but rather connects assets to all internal experience functions including sales and service, while also connecting external resources from agency partners to commerce partners across the retailing ecosystem.

This category covers the vendors who can scale and optimize DAM for high-volume commerce. Tools must scale to accommodate mass storage while delivering innovations around AI powered intelligent tools to enhance and automate tasks including smart tagging, asset editing, bulk iterations, translations, localization, and globalization. Tools must also have portal capabilities to create asset access for resellers, agencies and channel partners.

The category is rapidly evolving, driven in part by the introduction of generative and agentic AI tools, but also from an evolving convergence category as more content management and digital experience solutions begin to natively embed a robust DAM offering to their content platforms. Constellation expects to see more consolidated offerings like HCL Software's Total Experience Platform or the Storyteq Content Marketing platform where DAM is an integrated offering and not a standalone solution. For the purpose of this Shortlist analysis, those platforms integrated DAM capabilities and not individual offerings are not included.

11 SOLUTIONS TO KNOW

Constellation evaluates more than 65 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- ADOBE EXPERIENCE MANAGER ASSETS
- ACQUIA DAM
- APRIMO DIGITAL ASSET MANAGEMENT
- BRANDFOLDER BY SMARTSHEET
- BYNDER
- CANTO
- CATSY
- CLOUDINARY
- HYLAND NUXEO
- OPENTEXT MEDIA MANAGEMENT
- WEDIA

LIKE WHAT YOU SEE?

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To learn more about Constellation Research Shortlists visit:
www.constellationr.com/ShortList

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Asset aggregation, storage, and management for files including images, videos, documents, and emerging formats including 3D
- Workflows, cross-team collaboration, and approval facilitation and documentation
- Metadata and tag management powered by smart tools and AI
- Taxonomy and automated ontologies
- Asset editing and simple creative modification including color sampling, tone correction, and cropping
- Simple user access across web and mobile channels
- Rights management including image, model, and product rights management
- Search, including natural language processing (NLP) search tools
- Capacity for globalization and localization
- Analytics and reporting on asset performance and utilization
- Rule-based and role-based access and utilization controls
- Custom microsites for partner and collaborator access to assets
- Flexible and scalable storage costs and pricing
- Smart renditions including resizing, cropping, and automated asset creation based on size, dimension, and application rules
- Integrations to key commerce solutions including product information management (PIM), content management systems (CMS), and commerce engines as well as digital and instore media displays
- High-scale transaction volumes
- Enterprise-scale security
- Application of narrow ML or AI for automated asset recognition, product taxonomy, categorization, tagging, application, and personalization
- Application of generative and agentic AI capabilities for asset iteration, localization, translation and limited asset editing made simple like background fill, background erase, noise cancellation, recolor

BUSINESS THEMES

- **Matriz Commerce**
- **Marketing Transformation**
- **Next-Generation Customer Experience**

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

Liz Miller
VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.