



USING AI TO  
**DIFFERENTIATE**  
**DIGITAL ASSET MANAGEMENT**

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Gain a competitive edge and increase revenue  
with next generation content intelligence

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**\$1.24 billion**

2018 DAM Market Value

**\$6.9 billion**

2024 Estimated Market value

# ARTIFICIAL INTELLIGENCE

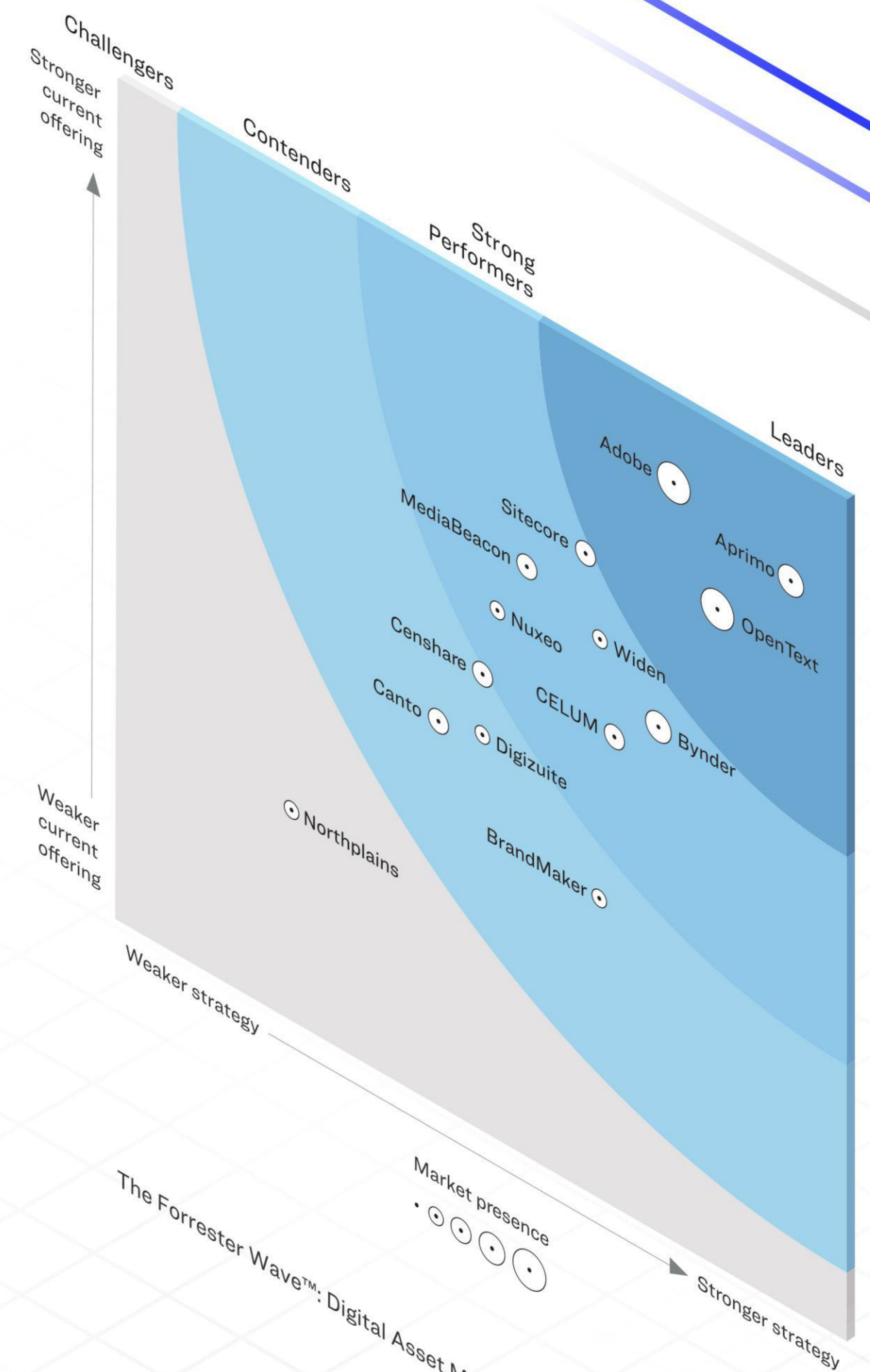
## Deliver results and drive revenue

The Digital Asset Management (DAM) industry is experiencing significant growth, with MarketWatch predicting a 34% CAGR growth from \$1.24B to \$6.9B in 2024<sup>1</sup>. As digital content creation and sharing increases, so does the need for storage of rich media files and intelligent ways to find those assets. To differentiate themselves, DAM solutions must integrate with other systems to support the upstream creation and downstream delivery of omnichannel content and campaigns.

Top performing DAM companies, such as **Adobe**, **Aprimo** and **OpenText** have incorporated machine learning AI and computer vision into their platforms to enhance security, organization and searchability of digital assets. Not only does this provide a competitive edge, but also amplifies the benefits clients can get from media files like images, videos and text.

Computer vision is differentiating DAM platforms and providing a competitive edge. Brands are benefiting from this technology by increasing employee productivity; saving their time searching for assets and driving revenue and ROI with high-performing multichannel campaigns.

### Computer vision AI analyzes images and videos 100x faster than humans



# COMPUTER VISION

Differentiate your DAM to improve the customer experience

- ✓ Serve faster more accurate search results with **AI driven tagging**
- ✓ Deliver differentiated experiences with **demographics analysis**
- ✓ Find related assets quickly with **visual similarity search**
- ✓ Improve **brand governance** with advanced filtering and matching
- ✓ Build the foundation for **content personalization** with trainable AI



# AI DRIVEN TAGGING

Enrich content to save time and improve results

Streamlining content from upstream sources and for downstream distribution requires cross-functional collaboration and integration across departments and systems. Employees spend too much time searching for assets resulting in lost productivity and frustration.

By integrating automatic tagging and AI machine learning for generating richer business-specific metadata, DAM providers can help brands solve this problem; freeing up time to focus on more high-value work.

## Automate metadata creation to find more content faster

Computer vision enables applications to see and understand the contents of images and videos 100x more quickly and accurately than humans. This makes it possible to perform intelligent searches based on objects, people, color, emotions and demographic characteristics. AI can also tag video assets without human intervention. Tagging videos with concept timestamps makes searching through video media easier and faster.

**Tag, curate and organize content faster and more accurately**

**10x**  
faster

**20**  
available languages

**90%**  
cheaper

# DEMOGRAPHIC ANALYSIS

Deliver intelligent content for personalized campaigns

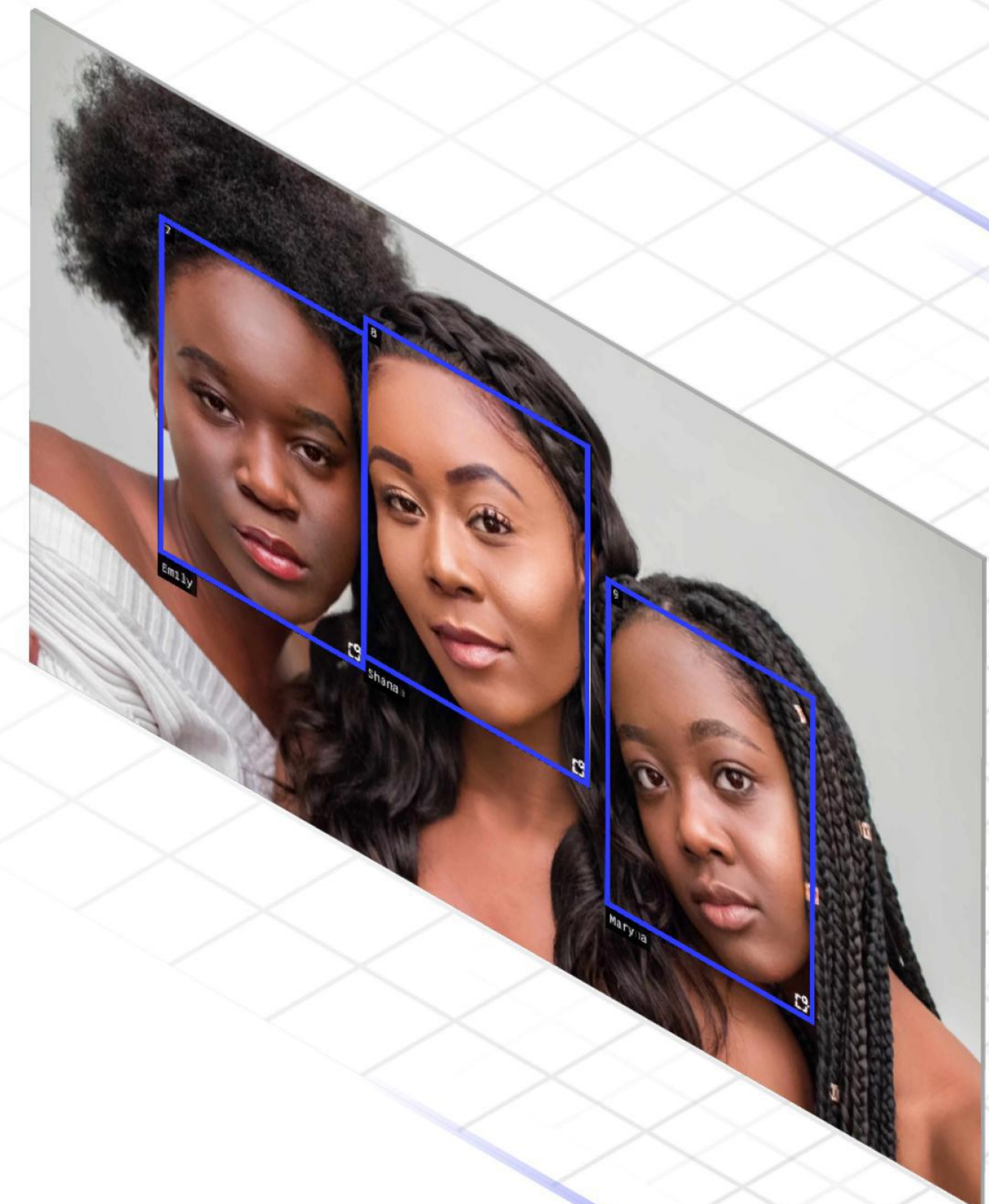
Consumers make decisions based on their experience with a brand. They expect to see themselves represented in the advertising that's served to them. DAM platforms need to enable brands to dive deeper into their media library content for quality, diversity and reusability in order to create more audience-centric campaigns.

With AI, analyzing images and videos to detect content bias is faster and more accurate. Training DAM AI not only allows classification and organization based on very business-specific criteria like product categories. But also, can ensure bias isn't accidentally being programmed into DAM's content intelligence.

**Demographic analysis adds context to images; gaining valuable insights into how assets impact engagement**

AI-powered advanced Demographics' analysis allows search by age, gender and multicultural presentation to find relevant content for different demographic audiences faster. For marketers gaining a deeper understanding of their media library content helps them deliver multi-channel campaigns that drive ROI.

**Audiences today are more likely to engage with and purchase from a brand with a wide representation of people that more closely resemble people from all walks of life.<sup>3</sup>**



# DEEPER CONTENT ANALYTICS

## Amplify media library value and marketing efficiency

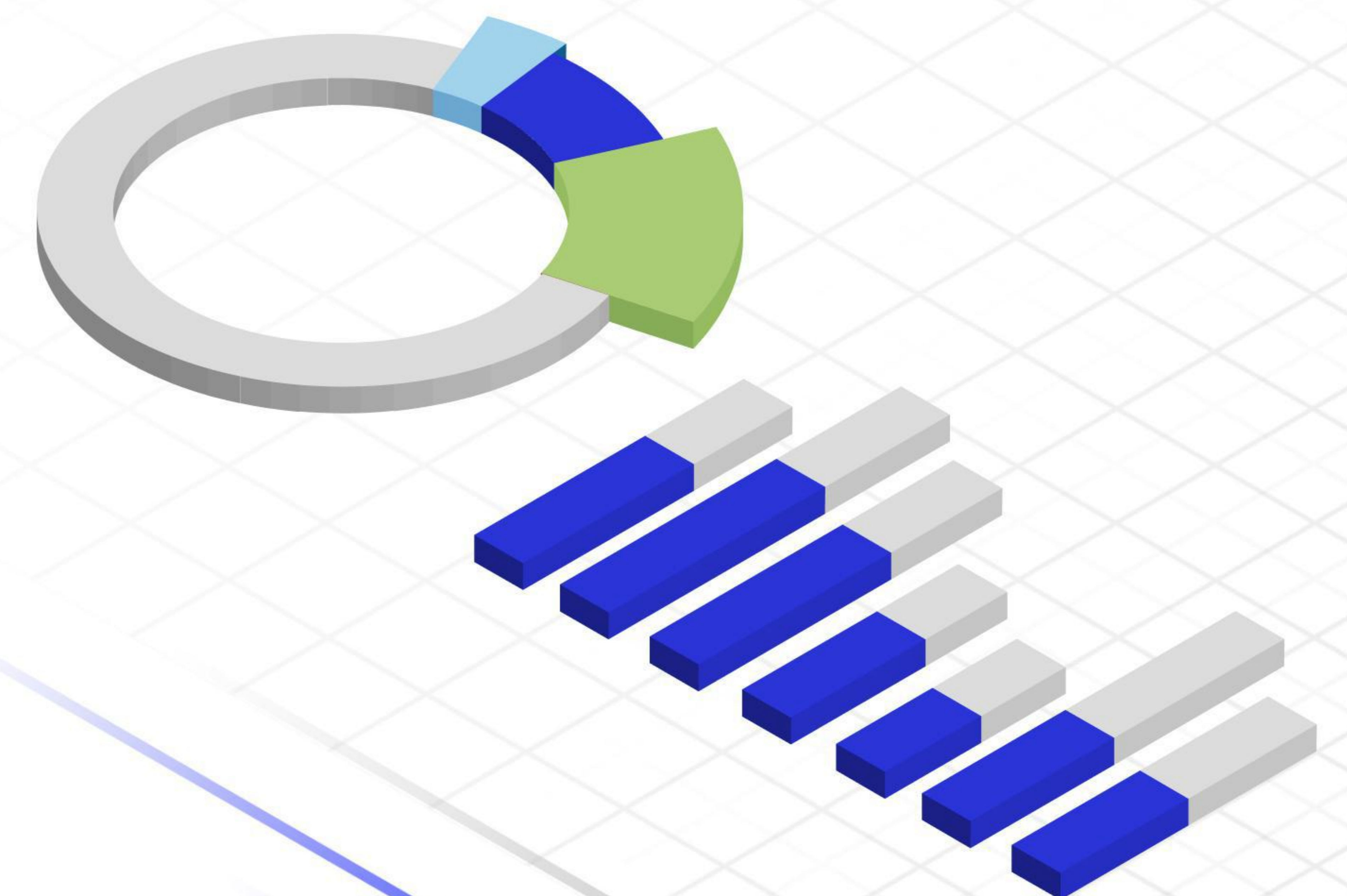
Gaining control and organization over arsenals of content is a large part of a DAM solution's job. Augmenting that power with AI generated metadata data within images, video and text provides the ability to offer deeper content analytics.

### **With AI, add value and increase revenue through smarter data reporting**

By combining business-specific tagging with machine learning trained data, brands can gain insights from deeper analytics. For example, tracking user patterns based on specific tags or how much of their media contains people, objects, places or other custom concepts. Identifying the strongest performing assets and user patterns provides more insights for driving campaign performance.

### **AI helps DAM systems provide actionable metrics on:**

- ✓ Quantity of media with specific concepts
- ✓ Content bias
- ✓ Highest and lowest performing assets
- ✓ End-user engagement



# VISUAL SIMILARITY SEARCH

## Increase productivity by serving the right assets faster

Endless searching for personal files is not only unproductive, but also frustrating. Unfortunately this is a challenge we all deal with daily. Keeping assets organized and locations tracked is key to improving productivity. Automating routine tasks like tagging, versioning and content reuse, frees up time for people to use on more high-value work.

### Make it easy to find the right assets with visual similarity searches

In addition to finding media assets faster, computer vision AI is being used to enable faster retrieval of related content based on visual similarity. **“Find more like this”** features traditionally rely on human-intensive and error-prone metadata tagging, but a new generation of AI-powered search is gaining ground.

Computer vision helps DAM systems improve search performance and find the most relevant media by combining textual metadata with visual context identified by pre-trained or custom AI models. Content searches become more powerful and intelligent when augmenting search with visual similarity.



**Creative workers spend nearly 19% of their time searching for desired files and content <sup>4</sup>**



# BRAND GOVERNANCE

## Maintain unity across all marketing channels

The world changes quickly and brands often find themselves in scenarios that require rapid response. Reacting quickly requires systems that accelerate both internal and external communications. This particularly rings true in the marketing realm.

**Next generation DAMs should help identify out of date content, explicit material or low-quality images and videos that can inadvertently derail productivity on campaign creation or harm a brand**

Brand perception relates to the images, tone and emotions that a company evokes. Maintaining uniformity across all marketing channels is critical for all companies. Distributing the highest quality digital assets is paramount to a brand's success. Incorporating computer vision into DAM systems provides the tools for better monitoring media library content, copyright infringement and overall superior brand maintenance.

### AI enables DAM systems to better:

- ✓ Ensure brand asset quality
- ✓ Identify copyright infringement
- ✓ Purge out of date media
- ✓ Identify unwanted images or videos
- ✓ Detect logos within content

# An end-to-end platform for the entire **AI LIFECYCLE**



## Portal

UIs designed to build AI expertise for the most critical use cases



## APIs

End-to-end platform APIs for PIMs and DAMs



## AI Fabric

Deployment agnostic for applications that scale



## Tools

Developer tools to ease platform adoption



## Services

Expertise to help you solve your clients' challenges



# WHY CLARIFAI



## Intuitive AI

Easy for product engineering teams to sort, filter, search and organize media using AI



## Image Recognition

Military-grade computer vision for more accurate image and video classification



## Automatic Tagging

Label millions of images in seconds and guide taxonomy development



## Face Recognition

Identify people such as employees or spokespeople



## Smarter Search Results

Advanced training algorithms for more accurate retrieval of media



## Custom Labeling Services

Annotation experts to help your clients



## Related Assets

Search by keyword or visual similarity for advanced search results



## 20 Languages

Multilingual tags and metadata with no translation required

# FINAL WORD

Since 2013, **Clarifai** has been the leading independent Computer Vision AI company helping organizations better leverage image, video and text data. Founded by Matt Zeiler, Ph.D., Clarifai won the top five places in image classification at the 2013 ImageNet Challenge.

Our award-winning end-to-end AI Lifecycle platform enables any level user to easily build and train classification and detection models via our user-friendly portal. Included in the platform is a labeling tool to augment quick searches and creation of custom concepts. Our platform offers an open API for easy integrations and deployment agnostic for applications to scale.

## Clarifai was named a leader in The Forrester New Wave™ : Computer Vision Platforms, Q4 2019

For more information visit [clarifai.com/digital-asset-management](https://clarifai.com/digital-asset-management) or [contact us](#) to discuss your AI needs.



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