Brandfolder by smartsheet

Forrester Consulting TEI Study: Brandfolder Delivered 273% ROI

Brands are asking marketing and creative teams to produce more content, campaigns and qualified leads with fewer resources. As a result, it's critical that every tool in a brand's tech stack helps teams drive maximum results and delivers a clear return on investment (ROI).

A commissioned study conducted by Forrester Consulting on behalf of Brandfolder assessed the Total Economic Impact™ (TEI) and ROI companies might experience with Brandfolder's digital asset management (DAM) platform. Before using Brandfolder, the brands in the study shared several challenges, including inefficient content distribution, ineffective brand compliance and costly legacy solutions.

Do any of these difficulties sound familiar? Let's dive into the results of the study to see how Brandfolder helped a composite organization representative of interviewed customers realize a 273% ROI.

Brandfolder delivered

$1.13M

in benefits in

3 YEARS

with payback in

< 6 MONTHS

$600,000+ in Marketing Efficiency Gains

Without a purpose-built system to manage digital assets, marketers spend excessive time trying to find and use the right content. Maintaining brand consistency across regions and channels and efficiently scaling campaign reach and throughput is challenging. The TEI study found that housing and organizing approved, branded assets, templates and guidelines in Brandfolder made it faster and easier for marketers to find, use and customize content to fit their needs.

With Brandfolder, companies experienced up to

90%

time savings searching for content.

Related Brandfolder Features:

- Creative templates and Content Automation
- Asset Collections curated for specific needs
- Cloud-based brand guidelines (Brandguide)

40% Increase in Creative Efficiency

The TEI study found that before using DAM, creatives were forced to juggle administrative tasks like uploading, searching for and tagging assets. Cumbersome, unreliable content distribution resulted in wasted materials and repetitive creative requests, especially among external stakeholders. With Brandfolder, these companies improved content access and discoverability while maintaining creative control, freeing them to focus on more strategic, specialized work.

Companies improved content distribution efficiencies by

15%

using Brandfolder.

Related Brandfolder Features:

- Automated, AI-powered asset tagging (Brand Intelligence)
- Portals for secure, external content sharing
- Workspaces to develop and deliver content in the context of creative requests

$220,000 Cost Savings and Productivity Improvement from Legacy System Retirements

Unintuitive, outdated legacy asset management systems slow teams down and require expensive, time-consuming IT maintenance. Low adoption means companies are wasting money on these non-performing tools. According to the TEI study, the companies that replaced these tools with Brandfolder saw increased user adoption, team productivity and cost savings.

"We get nothing but praise from people around the company for how easy it is to find assets now."

–Designer, hospitality, ecommerce

Related Brandfolder Features:

- Intuitive user interface
- Pre-built integrations for project workflows and campaign management
- Patented "Smart CDN" content delivery network infrastructure

Experience the Impact of Brandfolder

Data doesn't lie: Brandfolder delivered the efficiency, cost savings and scalability customers needed to achieve positive ROI of their digital assets.

Experience the benefits of Brandfolder's DAM platform today!

Request a Demo



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