

The growing demand for rich media



Take a moment to think about the last website that you visited and considered both memorable and exceptional. Chances are that the experience included some type of rich media, whether it was illustrative graphics or engaging videos. After all, a static, text-heavy site doesn't tend to capture users' interest or imagination like an experience infused with digital, interactive content, which many marketers initially embraced as a way to capture users' attention. However, they soon realized that rich media not only increases dwell time but also is very effective in driving customer engagement and increasing revenue. For example, consumers perceived feature benefits as more believable when coming directly from a brand through professionally produced content, while unbiased, user-generated videos were more believable in verifying specific product claims, such as superiority and convenience.¹ And 57 percent of consumers who watch product videos say those videos make them more confident about purchases and less likely to return a product.²

Rich media is also very effective in other (non-shopping cart related) digital experiences. For instance, consumers are *27 times* more likely to click through online video ads than standard banners, and click-through rates for video are nearly 12 times those for rich media ads.³ In addition, rich media increases brand recall and drives users to action. Results show that users who see a rich media ad are nearly three times more likely to browse to the advertiser's website compared with those who see a standard banner. If video is employed, users are six times more likely to visit the site.⁴

Given the effectiveness of employing rich media, marketers are embracing it—especially video. In fact, approximately 87 percent of online marketers use video content.⁵ Consumers are embracing it too—video views on retail sites on Cyber Monday in 2011 increased by 813 percent over the same day in 2010.⁶



Figure 1. Leading organizations—such as the All England Lawn Tennis Club, which runs the day-to-day operations of the Wimbledon tennis tournament—make heavy use of rich media to increase dwell time and drive engagement.

The challenges with managing rich media

But with this demand for rich media also come challenges. Most organizations struggle with understanding what digital media they own. Assets tend to be dispersed across multiple repositories, including users' desktops, making it difficult and frustrating to find the right media for a given task. Even if all digital assets were stored in one location, simple search isn't sufficient given the nontextual nature of rich media. As a result, if users can't find the assets they need, they tend to replicate it—an expensive proposition that increases marketing costs, negatively affects brand consistency, and decreases the utilization and return on investment (ROI) of existing assets.

The asset creation process itself can be fraught with issues, such as difficulty collaborating with decentralized teams and third-party digital agencies as well as clunky, manual workflows that tax users' patience and slow time to market. After assets have been created, most organizations run into distribution challenges. The explosive growth of channels and devices complicates distribution and requires organizations to create many

different asset formats and sizes for all of the required channels. How do marketing teams manage the complexity of distribution *and* keep their content fresh? Perhaps more concerning—how can organizations be certain that they own the rights to the assets published by their user base via their digital channels?

Digital asset management to the rescue

This is where digital asset management (DAM) solutions, such as IBM Customer Experience Suite Rich Media Edition, come into the picture. A DAM system is a security-rich repository for organizing, enhancing, sharing and distributing digital assets. Digital assets can include Adobe PDF files, photos, videos, graphics, Adobe Flash content, web pages, audio files, banner ads, games, Microsoft Office files, animation, brochures and catalogs.

DAM systems enable organizations to add information, known as *metadata*, to their digital assets. In short, metadata gives digital assets meaning. Using metadata, organizations can better categorize, find and manage their rich media. Metadata becomes more and more important as the amount of digital media grows.



Figure 2. Metadata could include information such as description, keywords, captions, rights information, size and format.

Why digital asset management is important

Digital asset management software is a core element of a rich media strategy. It can help organizations:

- **Boost employee productivity and satisfaction** by reducing the time spent and frustration around searching for assets
- **Lower costs** by automating the processes involved in managing rich media, including transcoding
- **Save time and money** by having one centralized repository, making discovery of assets much quicker and reuse much higher
- **Improve marketplace perception and ensure brand consistency** across customer touchpoints by having a single version of the truth
- **Enhance collaboration** across disparate teams, speeding the creative review process and improving time to market
- **Reduce risk** of copyright issues through rights and usage tracking
- **Generate revenue** by licensing rich media to third parties

Introducing IBM Customer Experience Suite Rich Media Edition

IBM Customer Experience Suite Rich Media Edition is a comprehensive digital asset management solution. Rich Media Edition can seamlessly fit into your existing infrastructure and automate the rich media workflow, from collaborating with your creative agency and designers to automating the distribution of those assets to your required channels.

Rich Media Edition supports digital assets from a wide variety of creative tools, including Adobe InDesign and Photoshop, Apple Final Cut Pro, Avid Media Composer, and QuarkXPress. After the assets have been imported, users can continue to refine and collaborate on them with built-in support for cropping, annotations, tagging, renditions and workflow. An intuitive and rich search capability makes it simpler for business users to find

the assets they need—regardless of the number of assets in the system. Finally, enterprise capabilities such as tracking, rights management and scalability are designed to support the most stringent of customer needs.



Figure 3. Quickly preview and filter digital assets with the Rich Media Edition.

IBM's marketplace-leading DAM capabilities

IBM helps organizations deliver captivating and differentiated digital experiences by providing a number of robust features for managing rich media, including:

- **Video enabled out of the box:** Rich Media Edition comes ready to import, transcode, render and publish video. In addition, integration with Brightcove supports high-quality video for your customer-facing sites, handling the complexities around detecting and adapting to user bandwidth.
- **Best-in-class search capabilities:** A wide range of search options—simple search, taxonomies or metadata, directory, keyword, faceted, visual date, color profile, “find like assets,” text in image, and phonetic search for video—can speed asset discovery and improve asset reuse. In addition, queries can be saved for future use, helping increase user productivity.

- **Full-circle metadata management:** Users can leverage Rich Media Edition or other extensible metadata platform (XMP) standards-based tools (such as Adobe Creative Suite) to add metadata to their digital assets. Because the metadata is strongly attached, it travels along with the asset as it moves from the desktop to the web and back again. If the data is sensitive, Rich Media Edition can encrypt it to help prevent unauthorized views.
- **Seamlessly integrated:** Rich Media Edition is seamlessly integrated with IBM Web Content Manager, making it simple for content authors to select digital assets and publish them to their desired web channels.
- **Intuitive user experience:** Business users can intuitively manage and publish their digital assets without needing to involve IT. A desktop-like browser interface supports DAM functions, including drag and drop, type ahead, cropping, formatting, and scaling—without the need for plug-ins or custom installations.
- **Configurable user interface:** An open-standards-based widget is designed to make it easy to create custom interfaces for different roles and types of user. Working with a digital agency? Create a simplified view for remotely uploading assets into the system. For power users, extend the full set of features to help maximize productivity. The flexibility of Rich Media Edition helps ensure a frictionless process for managing digital assets across the marketing supply chain.
- **Built for the enterprise:** Rich Media Edition's scalable architecture, digital rights management, asset tracking, check-in and check-out functions, automated workflows and notifications, and detailed logging mechanism can make it ideal for even the most demanding of enterprise requirements.



Figure 4. Simple, easy-to-use tools for cropping images empowers business users—speeding time to market.

Deliver exceptional digital experiences

Rich media is now an essential part of the exceptional digital experience. IBM Customer Experience Suite Rich Media Edition helps organizations effectively manage and automate the distribution of rich media across required channels. With this solution, organizations can increase customer satisfaction by helping ensure brand consistency across customer touchpoints. In addition, enterprises can improve the ROI for their marketing assets.

For more information

To learn more about digital asset management, please contact your IBM representative or IBM Business Partner, or visit:

ibm.com/digitalexperience

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¹ “[comScore Study Finds Professionally-Produced Video Content And User-Generated Product Videos Exhibit Strong Synergy in Driving Sales Effectiveness](#),” comScore news release, March 28, 2012.

² “[How Consumers Shop With Video](#),” the e-tailing group, March 13, 2013.

³ “[In-Stream Video—It’s What Consumers Want](#),” MediaMind, September 2012.

⁴ “[The Rich and the Powerful](#),” MediaMind, March 2012.

⁵ “[The State of Content Marketing, 2012](#),” Outbrain, March 2012.

⁶ “[Online Video Views Grow More Than 800% for Invodo Retail Clients](#),” Invodo news release, December 5, 2011.



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