Brandfolder

Market Leadership

Brandfolder

A ✓smartsheet Company

"We have a huge database of highlights... Now it's going to be a million times easier to find those highlights and implement them into our videos."

OVERTIME | **Tanya Cuadra, Senior Production Manager**

"It really comes down to the simplicity of finding assets quickly & efficiently... You see what you need right away, instead of seeing a tiny thumbnail and not quite knowing what you're getting."

ergobaby™ | **Perry Hampton, Creative Director**

FOUNDED IN
2012

HQ DENVER, COLORADO

416K
REGISTERED USERS

65.3M
ATTACHMENTS

>99.99%
UPTIME

1.7B MONTHLY CDN HITS

Best Meets Requirements	Best Usability	Leader	Most Implementable	Leader	Best Relationship	Best Usability	Leader	Most Implementable	Momentum Leader	Best Relationship	Best Usability	Leader
Enterprise	Enterprise	Enterprise	Enterprise	FALL	Mid-Market	Mid-Market	Mid-Market	Mid-Market	FALL	Small Business	Small Business	Small Business
FALL 2021	FALL 2021	FALL 2021	FALL 2021	2021	FALL 2021	FALL 2021	FALL 2021	FALL 2021	2021	FALL 2021	FALL 2021	FALL 2021

Brandfolder is the #1 rated DAM by user reviews
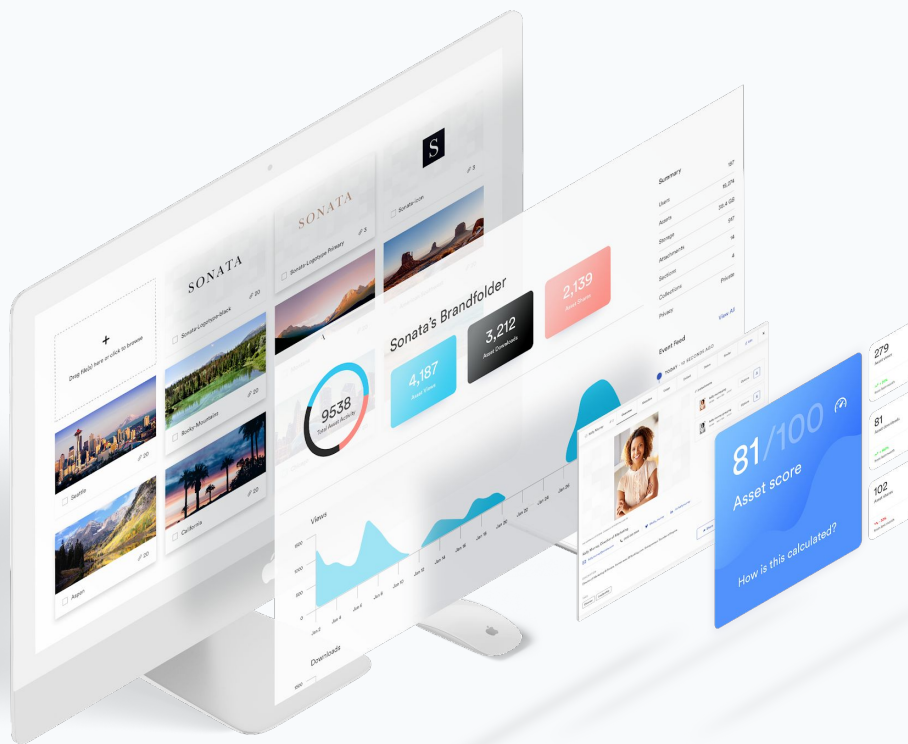
The Brandfolder Difference

Powerful DAM Logistics + Data & Intelligence = Amplified Content Usage

See why creatives & marketers are **raving** about Brandfolder

91%
Ease of admin

*Compared to **85%** average

94%
Ease of doing business with

*Compared to **91%** average

93%
Quality of support

*Compared to **90%** average

92%
Ease of use

*Compared to **87%** average

90%
Likelihood to recommend

1.6
Average # of months to go live

*Compared to **3.1 month** average with other market leaders

#1 Digital Asset Management Software based on user reviews

Why Brandfolder Wins

FEATURE SET

USER EXPERIENCE

- ✓ Invest in creating intuitive experiences
- ✓ User research and customer interviews
- ✓ Usability testing
- ✓ Build reusable app components
- ✓ Improve accessibility
- ✓ Resolve 107 noncritical customer issues

- ✓ Multi-value and required custom fields
- ✓ Editable sharelinks & activity
- ✓ Translations - Sections & Labels
- ✓ Workspace
- ✓ Insights Data Connector
- ✓ Guest user settings
- ✓ Video closed captioning
- ✓ Custom tagging ML
- ○ Automations
- ○ Templating

INTEGRATIONS

- ✓ Smartsheet
- ✓ Figma
- ✓ Canva
- ✓ 3D file support
- ✓ Salesforce Marketing Cloud
- ✓ New panel UI
- ○ Shopify
- ○ Google Chrome Extension

SCALABILITY

- ✓ Google Cloud Platform
- ✓ Kubernetes migration
- ✓ Cost optimization
- ✓ Google Cloud Armor
- ✓ Rollout CDN v2.1
- ○ Foundation for multi-region
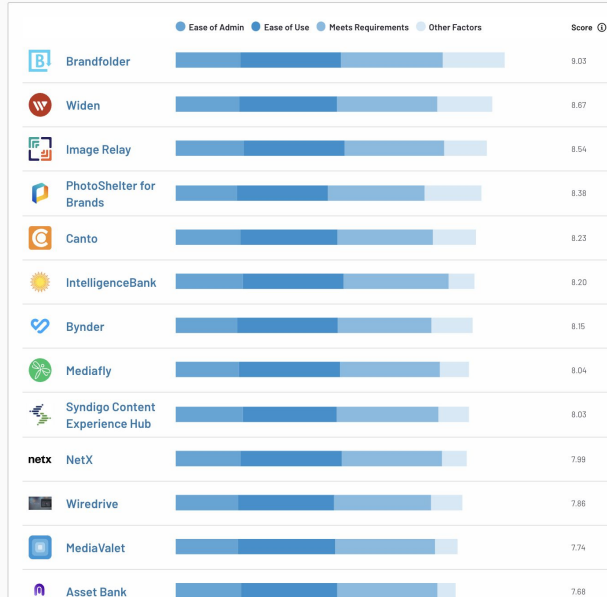
#1 DAM in Usability & Implementation

Enterprise Usability Index for Digital Asset Management | Summer 2021

Digital Asset Management Usability Index: Enterprise

- Usability Index
- Definition
- Product Usability Profiles
- Usability Index Methodology

Usability scores for digital asset management are shown below. The chart highlights some of the factors which contribute to a product's overall Usability score. Ease of use, administration, and adoption data is shown in the table below.
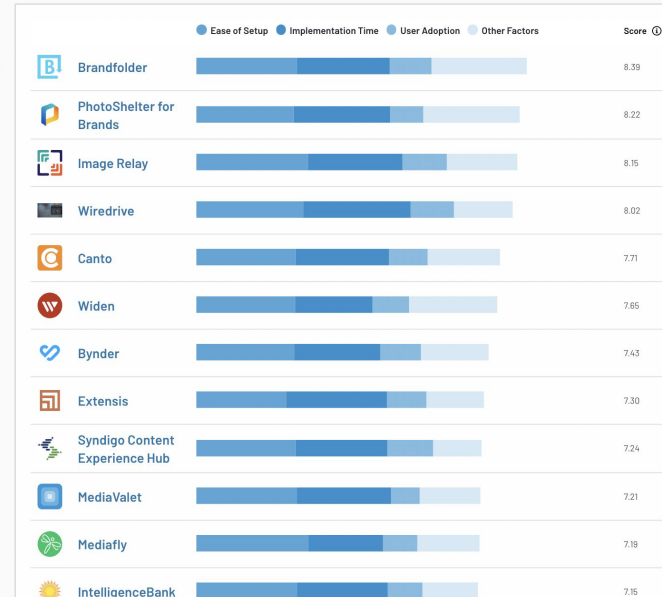
● Ease of Admin ● Ease of Use ● Meets Requirements ● Other Factors

Product	Score
Brandfolder	9.03
Widen	8.67
Image Relay	8.54
PhotoShelter for Brands	8.38
Canto	8.23
IntelligenceBank	8.20
Bynder	8.15
Mediafly	8.04
Syndigo Content Experience Hub	8.03
NetX	7.99
Wiredrive	7.86
MediaValet	7.74
Asset Bank	7.68

Enterprise Implementation Index for Digital Asset Management | Summer 2021

Digital Asset Management Implementation Index: Enterprise

- Implementation Index
- Definition
- Product Implementation Profiles
- Implementation Index Methodology

Implementation scores for digital asset management are shown below. The chart highlights some of the factors which contribute to a product's overall Implementation score. Deployment and implementation data is shown in the table below.

● Ease of Setup ● Implementation Time ● User Adoption ● Other Factors

Product	Score
Brandfolder	8.39
PhotoShelter for Brands	8.22
Image Relay	8.15
Wiredrive	8.02
Canto	7.71
Widen	7.65
Bynder	7.43
Extensis	7.30
Syndigo Content Experience Hub	7.24
MediaValet	7.21
Mediafly	7.19
IntelligenceBank	7.15

Leader in DAM Market Momentum

Trending Digital Asset Management Software

Momentum scores for Digital Asset Management are shown below. The Momentum Grid® highlights each product's Momentum score on the vertical axis and the product's Satisfaction score on the horizontal axis. These scores are based on G2's Satisfaction and Momentum algorithms. Products with a top 25% Momentum Grid® score are shown within the shaded area below.

Momentum Leaders

Momentum Score
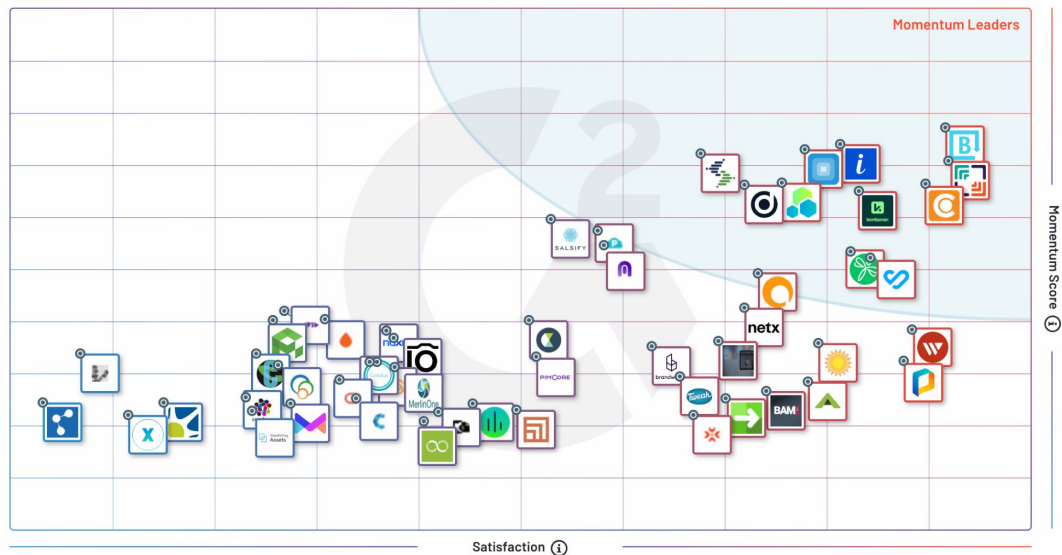
Satisfaction

Momentum Leaders

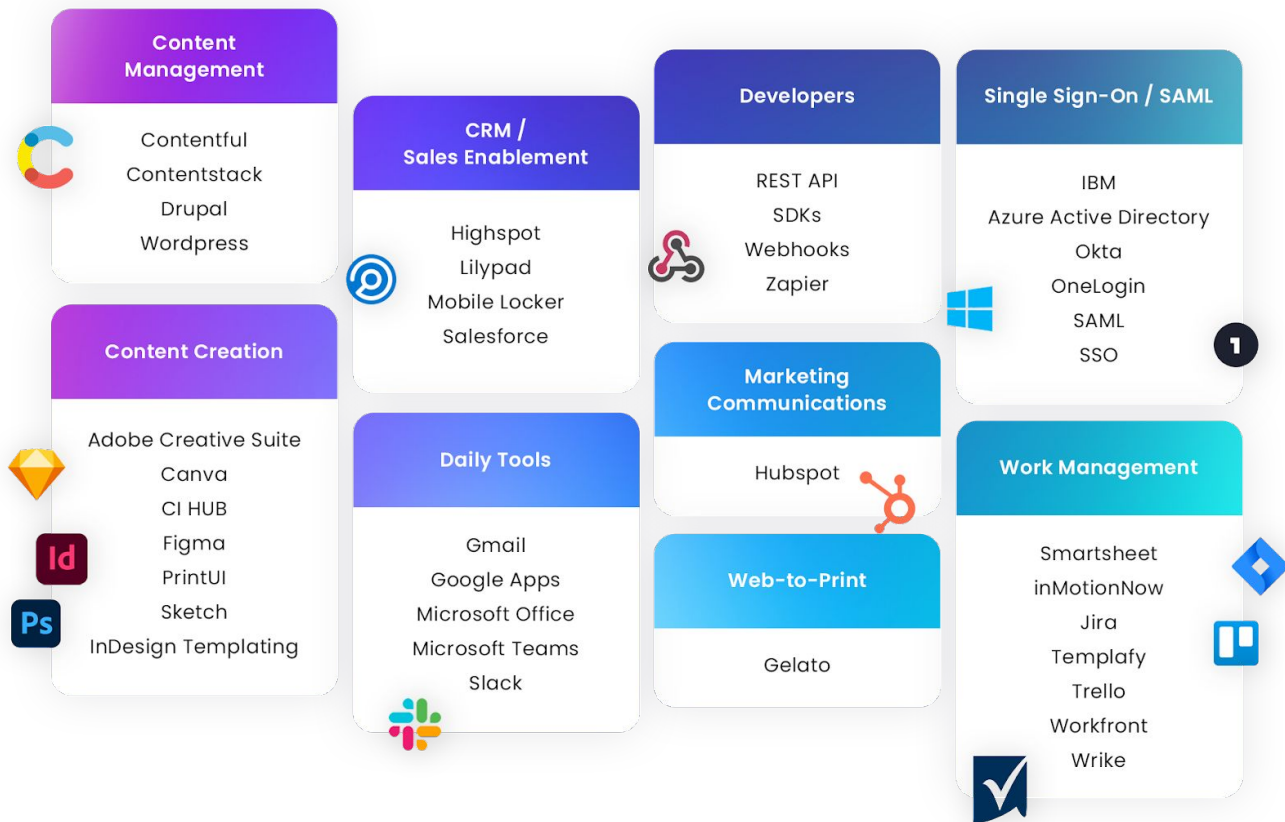|	Momentum Score	Satisfaction Score	Momentum Grid® Score
Brandfolder	80	94	86
Image Relay	73	95	81
ImageKit	77	83	80
MediaValet	76	80	78
Canto	68	92	77
Kontainer	67	85	74
Amplifi.io	69	77	73
Syndigo Content Experience Hub	75	69	72
Daminion	68	73	71
Mediafly	54	84	66
Bynder	52	87	65
OpenAsset	49	75	60
pCloud	58	58	58

Living in the center of the marketing tech stack

Streamline asset use anywhere

- **Reduce time wasted** manually uploading and downloading

- **Minimize context switching** to keep creatives and marketers in the zone

- **Automatically update** brand assets across channels

Content Management

Contentful
Contentstack
Drupal
Wordpress

Content Creation

Adobe Creative Suite
Canva
CI HUB
Figma
PrintUI
Sketch
InDesign Templating

CRM / Sales Enablement

Highspot
Lilypad
Mobile Locker
Salesforce

Daily Tools

Gmail
Google Apps
Microsoft Office
Microsoft Teams
Slack

Developers

REST API
SDKs
Webhooks
Zapier

Marketing Communications

Hubspot

Web-to-Print

Gelato

Single Sign-On / SAML

IBM
Azure Active Directory
Okta
OneLogin
SAML
SSO

Work Management

Smartsheet
inMotionNow
Jira
Templafy
Trello
Workfront
Wrike

Brandfolder

Integration methods

Native plugins

- Out-of-the-box functionality

- Free, easy, self-service download

- Brandfolder builds and supports; roadmaps new systems

Connector Platform

- Pre-existing APIs

- Auth, setup, and configuration required

- 2-4 week scoping, configuration, and testing time

Open API

- Supports custom integrations

- Enables all core functionality of Brandfolder web app

- Ongoing Development Support available

The Premier Solution **for Enterprise**

Scalable

Feature flag and permissible objects architecture scales to enterprise use and library size.

Infrastructure to accelerate transfer speeds with fewer failures and extremely low latency worldwide.

Trusted & Compliant

SOC 2 Type 2 and GDPR compliant with hundreds of active security and confidentiality controls.

Data classifications and policies to keep customer content and personal information private.

Onboarding & Support

Best-in-class deployment and time-to-value. Average enterprise deployment under 6 weeks.

Data Security

End-to-end encryption ensures data safety. All traffic requires HTTPS connections with TLS 1.2. All files undergo antivirus scanning. Independent pen tests annually.

Brandfolder

Why Brandfolder

- **Usability:** Ranked #1 in usability. Superiority usability = greater adoption = optimum client ROI
- **Unlimited Guest Users** Maximize accessibility + use-case expansion
- **Content Organization Structure**: (a) Flat structure = minimize duplication associated with folder/sub-folder framework (b) expedient content discovery + flexible search = 10 users of Brandfolder can find the sames content using 10 different methods
- **Customer Service, Onboarding & Implementation**: Proven track record of successful implementations; partners and customers
- **Platform Innovation**: Ranked #1 in momentum. Continuous innovation + enhancement + new features = speed & functionality to our DAM
- **Brand Intelligence**: Proprietary machine learning that adapts to user behavior, providing robust user and asset analytics out of the box and help automate content tagging and asset scoring - Blog Link

More about Why Brandfolder

- **Organization flexibility** - supports enterprise scale
- **Rules engine** - ingest and auto-organize / distribute 1M assets in 3 days
- **Customer Service, Onboarding & Implementation**: We have a proven track record of quick implementations.To validate this further, please click here for a third party g2 report that provides rankings of customer satisfaction.
- **Innovative Solutions** - OEM for the leading visual media company in the world
- **Security** - Provides strictest security standards and is available with 24/7 antivirus.

Competitive Win Rate
60–75%

Henry Stewart reports 70% of DAM projects Fail

Brandfolder Renewal Rate 98%