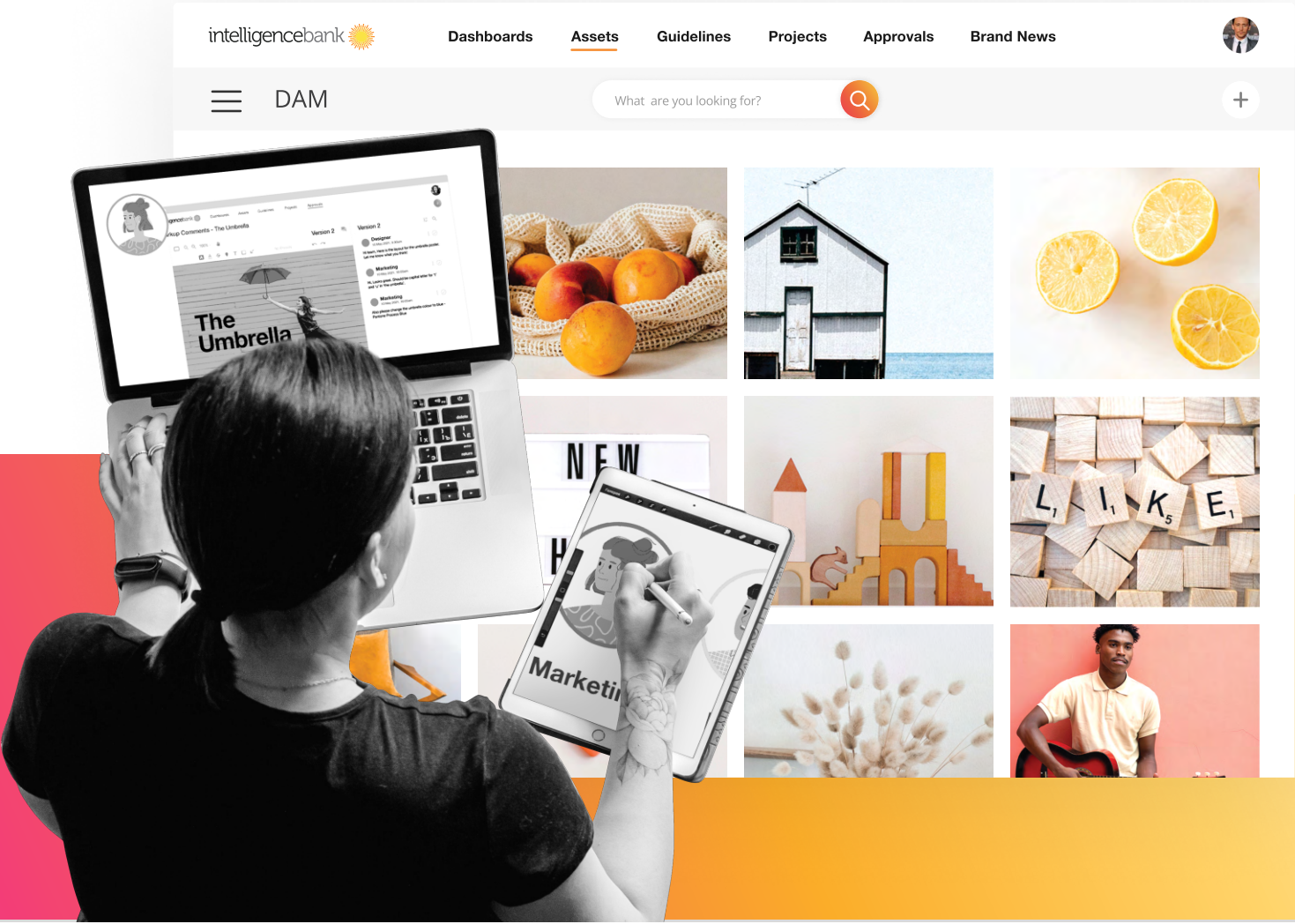


# DAM Vendor Comparison Report

See how real users compare Digital Asset Management vendors according to G2





# About IntelligenceBank



**Bridge the gap between efficiency and compliance.**

IntelligenceBank is a digital asset management (DAM), brand management and marketing operations platform that helps marketing teams seamlessly manage digital assets, creative content approvals, marketing compliance and creative project management.



## About G2

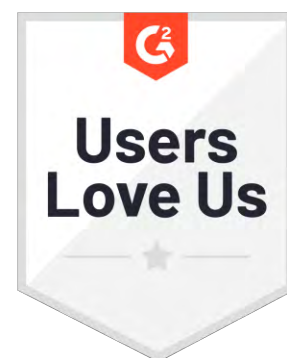
G2 is the largest and most trusted software marketplace. More than 80 million people annually use G2 to make smarter software decisions based on authentic peer reviews. G2's Winter 2023 Digital Asset Management (DAM) Vendor Comparison Report - based on reviews - shows IntelligenceBank ranked highly among its competitors.



# Leaders in Digital Asset Management



IntelligenceBank is ranked as **Market Leader** and **Momentum Leader** in G2's Winter 2023 Digital Asset Management (DAM) Vendor Comparison Report. Rankings are based on high customer satisfaction ratings and market presence compared to other vendors offering similar solutions.



**According to G2, when comparing the Top 5 Market Leading DAM software providers, IntelligenceBank is the highest rated in 8 key categories:**

1. Likelihood to Recommend
2. Asset Management
3. Media Types
4. Workflow Management
5. Brand Portal
6. Integration with Marketing and Creative Software
7. Ease of doing business with
8. Return on Investment



# Likelihood to Recommend

# 92%

IntelligenceBank



IntelligenceBank is highly recommended because we know how to take care of our customers. We have a deep understanding of how brands can get more value out of their creative assets, with a platform that keeps teams brand and legal compliant.

90%	86%	90%	91%
Bynder	Canto	Brandfolder	MediaValet

> [G2 IntelligenceBank Reviews](#)



**IntelligenceBank helps us achieve Brand Consistency.**

Susanna Hondrokostas  
NAB



**Simple to use and update, great customer service.**

Tathyana Pires  
KFC



**Moving to IntelligenceBank DAM was the best decision.**

Jon Williams  
Canadian Baptist Ministries



**Great platform for digital asset management.**

Jocelyn Robinson  
ISPT



**Easy and reliable access to all of our branded assets.**

Presley Lee  
CKE Restaurants



**With IntelligenceBank, the possibilities are endless.**

Aaron Angel  
Wondros



# Asset Management



IntelligenceBank excels at the DAM functionality you need, including storing, managing and sharing all your approved assets. Our platform is packed with rich features including version control, and transforming assets into different sizes and formats. IntelligenceBank boasts industry leading compliance features including digital rights management, advanced AI tagging, file expiration, creative proofing, approvals, and more.

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
<b>Performance and Reliability</b>	<b>95%</b>	86%	87%	92%	86%
<b>Metadata</b>	<b>94%</b>	90%	87%	89%	89%
<b>Search</b>	<b>90%</b>	89%	87%	85%	88%
<b>File Types</b>	<b>95%</b>	90%	89%	92%	92%
<b>File Transformation</b>	<b>92%</b>	86%	84%	88%	88%
<b>Versioning</b>	<b>93%</b>	86%	86%	89%	87%
<b>File Expiration</b>	<b>94%</b>	87%	88%	89%	88%
<b>Watermark</b>	<b>95%</b>	88%	85%	88%	85%
<b>Digital Rights Management</b>	<b>94%</b>	87%	86%	89%	89%
<b>Organizational Interface</b>	<b>90%</b>	87%	82%	89%	87%



# Media Types



IntelligenceBank gives brands an industry leading experience for Image, Video and Audio files. This experience extends to Documents, Presentations, GIFs and even HTML pages. Manage all your media types in the one platform, complete with proofing and comments, approvals, version control, and best-of-breed compliance features.

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Images	96%	93%	94%	95%	95%
Video	94%	86%	86%	91%	91%
Audio	96%	86%	88%	92%	92%

The screenshot displays the IntelligenceBank web interface. At the top, there is a navigation bar with the logo and menu items: Dashboards, Assets (highlighted), Guidelines, Projects, Approvals, and Brand News. A user profile icon is visible on the right. Below the navigation, the 'Stock Photography' section is active, showing a grid of image thumbnails. A 'Video Preview' window is open, displaying a video of a woman in a hat. An 'EXPORT OPTIONS' overlay is present on the video, showing settings for Output Format (MP4), Resolution (Original (800p - 800) x 1920), Enable Watermark (disabled), Position (Centre), and Size (6%).



# 90%

IntelligenceBank

# Workflow Management



IntelligenceBank's workflows speed up production and approvals - but never at the expense of compliance.

<b>82%</b> Bynder	<b>83%</b> Canto	<b>89%</b> Brandfolder	<b>87%</b> MediaValet
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## Workflows for Briefs / Campaigns

From ideation, review, campaign approval, asset markup and approvals, to launch when linked with your Marketing Operations.

## Workflows for Asset Approvals

Setup simple or staged approval processes, and easily track exactly who approved what and when.

## Integration Workflows

Integrate your DAM with your MarTech stack, triggering workloads in other systems. E.g. download an asset from Getty Images and its instantly in your DAM with usage rights, or notify Slack channels as new assets are added.

## Workflows for Proofing

Collaborate and give feedback on assets using comments, tagging, annotations and drawing tools. Compare versions side-by-side.

## Download Approvals

Require approval for specific asset downloads or allow pre-approved downloads based on asset use case.

## Creative Templates

Create customizable templates that allow satellite offices to localize brand-approved assets.



# Brand Portal

# 94%

## IntelligenceBank

Leading brands use IntelligenceBank to bring their brand guidelines to life and keep their teams on brand.

<b>89%</b> Bynder	<b>87%</b> Canto	<b>91%</b> Brandfolder	<b>89%</b> MediaValet
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IntelligenceBank delivers stunning online brand guidelines that simplify the sharing and access control of assets. IntelligenceBank automates brand requests which is ideal for internal teams and those working with agencies and multi-brands.





# Integrations with Marketing and Creative Software



IntelligenceBank helps you unleash the power of your digital assets, with Connectors, Handshakes or API access into your favorite third-party apps.

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
<b>Creative Software</b>	<b>89%</b>	78%	81%	86%	81%
<b>Marketing Software</b>	<b>88%</b>	79%	82%	<b>88%</b>	84%

## Productivity Connector

Microsoft 365 (PowerPoint, Excel, Word), and Google Workspace (Docs, Slides, Sheets).

## CMS Connector

WordPress, Drupal, Sitecore, Contentful and more.

## Creative Studio Connector

InDesign, Illustrator, Photoshop, Figma and Sketch.

## Universal Connector

Drag and drop assets into web apps via Chrome.

## Adobe Premier Pro + After Effects

Create videos with brand approved assets using Adobe Premier Pro and After Effects.

## Handshakes

“If this then that” workflow integrations that allow you to connect to an infinite number of apps - such as Dropbox, Facebook, JIRA, Slack and more.

## Salesforce Connector

Salesforce Sales Cloud, Salesforce Marketing Cloud.

## API

Create custom integrations between IntelligenceBank data and other applications.



# Ease of doing business with



We aim to make life easy for our clients with 6 Star training and support. Our implementation experts ensure your project is on time and on budget. We help you configure workflows, forms, custom pages, migration, alerts and dashboards. We provide Admin training (including train the trainer), and post-launch support.

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Ease of Setup	86%	82%	83%	86%	85%
Meets Requirements	91%	88%	87%	88%	90%
Quality of Support	95%	92%	88%	92%	95%
Has the product been a good partner in doing business	94%	92%	91%	93%	93%



IntelligenceBank provides our organization with a single source of truth, where all the most current brand approved assets can be easily shared and distributed.



Canadian Western Bank (CWB)



# Return on Investment

**17** months  
IntelligenceBank



When investing in a DAM you want results, fast. IntelligenceBank provides a faster return on investment, helping you get value faster, reduce your overall asset costs, and reduce risks of costly asset errors.

Payback period in months			
<b>25</b>	<b>18</b>	<b>19</b>	<b>16</b>
Bynder	Canto	Brandfolder	MediaValet

The screenshot shows the IntelligenceBank DAM Dashboard. The top navigation bar includes 'Dashboards', 'Assets', 'Guidelines', 'Projects', 'Approvals', and 'Brand News'. The main dashboard area displays four key metrics: Total Assets (7,158), Public Assets (32), Expiring Assets, and Pending Approval. A 'New Assets' section shows a list of recent uploads. An 'Approvals' pop-up window is overlaid, displaying a table of pending items:

NAME	TYPE	REQUIRED BY	STATUS
Website Image	Image	July 12	Approve
New Product Commercial	Video	July 7	Declined
Product Fact Sheet	Presentation	July 6	Pending



Our processes are now more efficient, and we have peace of mind knowing all creative runs through the appropriate channels before it hits the market. This is no small achievement given the size of our business, especially when combined with our strict compliance requirements.



Suncorp



# How to get started?



## Need more Research?

If you are still in research mode, please visit our G2 reviews to learn what our customers say, or learn more on our website.

> [Visit G2](#)

> [Visit IntelligenceBank.com](#)

## Book a Demo

Seeing is believing, so book a demo and see IntelligenceBank in action. Our team can help you better understand your requirements.

> [Book Demo](#)



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