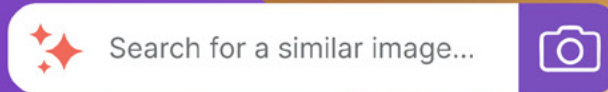


The Essential Guide to Digital Asset Management in the AI Era



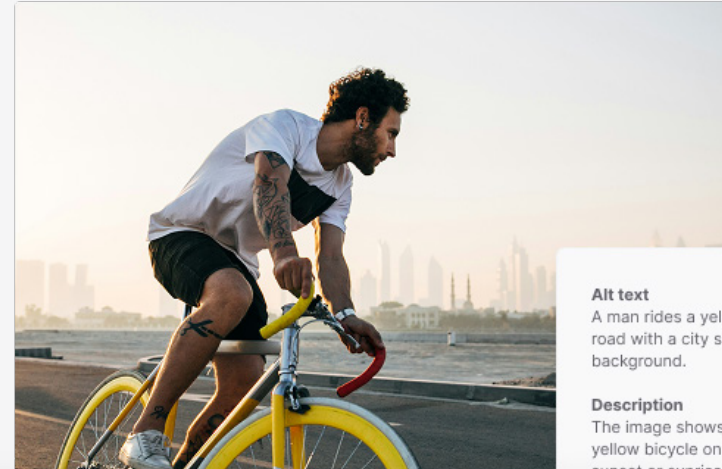
What's Here, What's Coming & What Challenges are we Facing?

Artificial Intelligence is transforming digital asset management (DAM) software into intelligent, automated, and insight-driven systems. In turn, **AI-powered DAM systems are transforming the way organisations manage their digital media.**

DAMs are developing fast. They're essential, game-changing technology that **cut through the chaos and remove silos.** For cross-departmental teams, DAMs save time, effort, and even legal risks, while unlocking maximum ROI potential.

In 2026, if you don't have an AI-powered DAM, you can bet your competitors do.

This guide uncovers what DAMs can do for your organisation now, what they'll look like in the years ahead – and why, despite the concerns and challenges that come with AI, there's never been a better time to get on board the DAM train.



Alt text
A man rides a yellow bicycle on an empty road with a city skyline and sunrise in the background.

Description
The image shows a young man riding a yellow bicycle on an urban road during sunset or sunrise. He is casually dressed in a black T-shirt and black sneakers. He has tattoos on his arms and is leaning forward on the path ahead. The background features a city skyline...

✦ Use AI to generate text



Prompt

Describe this image for someone who can't see it

“ In 2026, if you don't have an AI-powered DAM, you can bet your competitors do. ”

How DAM Software Powers Business Success

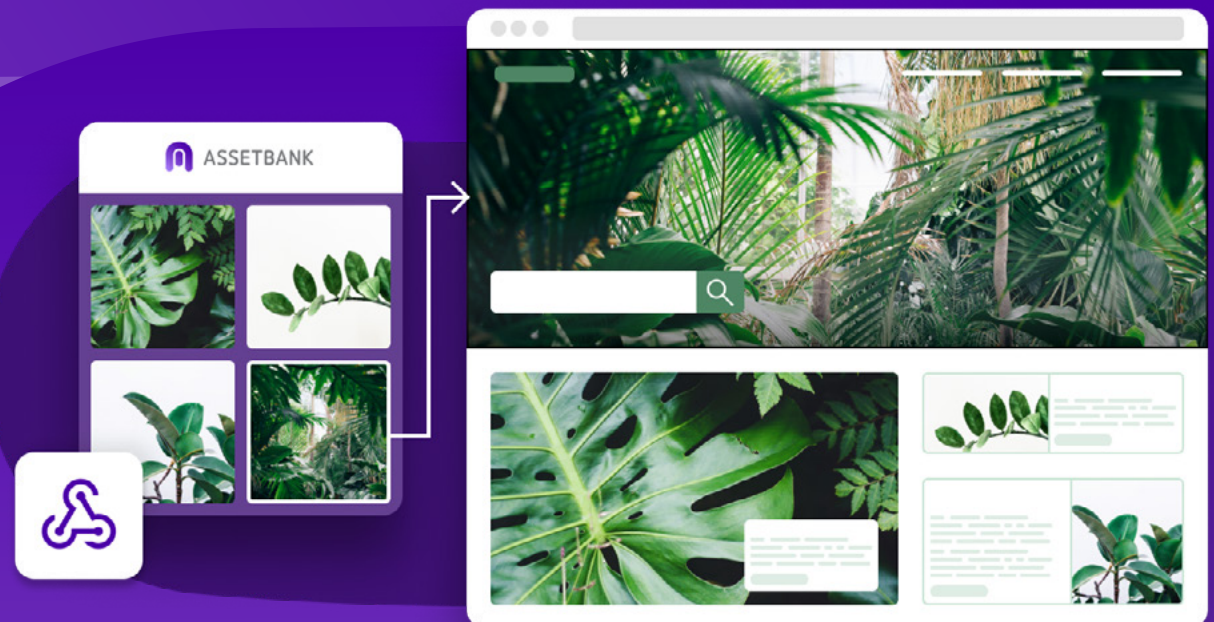
DAMs have become ubiquitous across all industries. In fact 52% of organisations are currently using a DAM, while a further 34% are looking to use one in the future.¹

Paul Mulvee, Head of Product at Asset Bank, says: “DAMs have become a bread and butter application, which organisations turn to when they become a certain size. **DAMs are a core platform in the centre of the martech stack.**”

In the era of AI, brands need agility: “Campaigns turn over in hours, not quarters. Shoppable videos, personalised banners, and localised packaging updates all demand assets that can morph on command,” says Taylor Jones, Head of Marketing at Imagine.io.²

- “It’s **5x faster** to find an asset with a DAM solution”
- “DAM systems increase productivity from **34-80%**”
- “With a DAM, companies **reduce asset creation cost by 28%**”³

1. <https://www2.cmswire.com/cp-smg-dcx-report-cx.html>
<https://vertesiahq.com/hubfs/Documents/Vertesia-CMSWire-DAM-Paper.pdf>
2. <https://digitalassetmanagementnews.org/special-features/taylor-jones-on-charting-the-next-frontier-in-dam/>
3. <https://blog.connecterapp.com/digital-asset-management-stats-and-insights-2025-b073022aa75b>



6 AI Trends we're seeing Across The DAM Industry

AI brings us to an inflection point in the DAM story. Now, DAMs can do a lot more than they ever did – and faster than ever before.



AI Alt-Text

Joyful woman with red hair wearing a straw hat smiles under bright sunlight.

1. Automatic Metadata Tagging

Before AI, every image in your DAM library had to be manually tagged with information (metadata) to make it searchable. That meant entering details like photographer credits, expiry dates, keywords, and descriptions for every image. It kept things organised, but it was a frustrating drain on time and energy.

Now, AI does lots of this for you. AI identifies subjects, colours, famous landmarks, and even emotional tone in imagery, and it generates rich metadata and keywords for efficient search and organisation.



AI-Generated Auto Tags

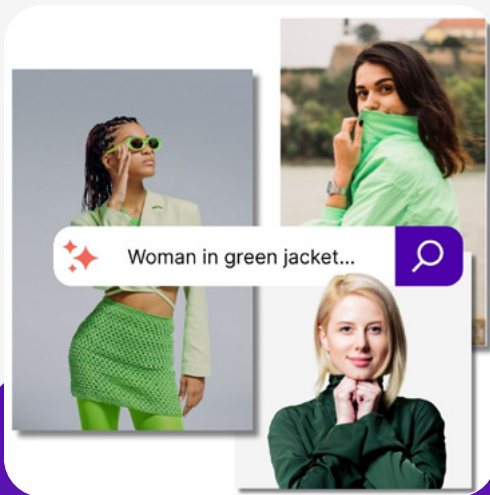
Leaf × Plant × Growth × Soil ×

2. Automatic Alt-Text Generation

AI automatically generates alt-text – whole sentence descriptions that make images more accessible.

“AI has become really good at creating accurate, single-sentence descriptions of images,” explains Mulvee. “Perfect for generating alt-text, which can then be auto embedded into a file, ensuring it can be read by screen readers on web pages.”

Expect most manual tagging to become obsolete as AI systems improve.

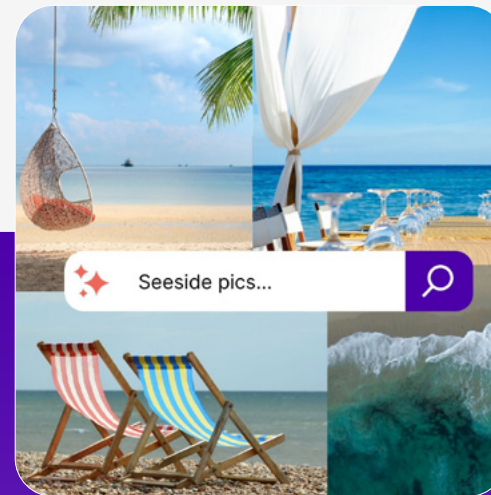


3. Multilingual AI Search Results

Run a search on your DAM but don't find what you're looking for in 'standard results' (which match on metadata)? Just click to explore AI results instead.

AI doesn't just read tags – it sees what's in your images, surfacing powerful matches you didn't even know you had.

Even better? In Asset Bank, AI search results will match queries in German, French or Spanish, to better support a global team.



4. Natural Language Searches

Before AI, finding the right asset meant knowing the exact keywords – and if you didn't, you were out of luck. It was limiting and frustrating.

Now, AI-powered search removes that barrier, helping even the least technical team members quickly find what they need.

"Say a member of the marketing team remembers the perfect image for a campaign," explains Mulvee. "They think it was a picture of a woman wearing a green jacket and sunglasses – but that's all they know..."

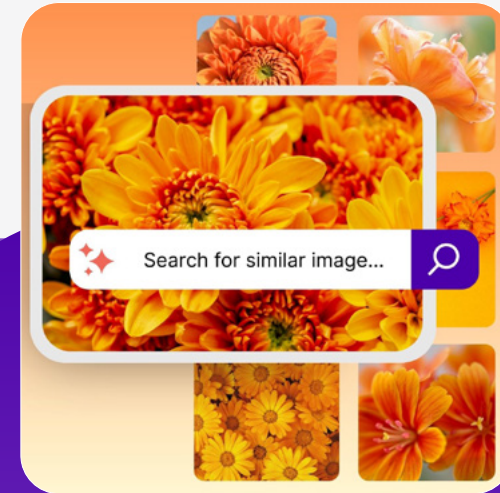
"AI can enable them find an image using everyday conversational phrases instead of relying solely on the words in tags. So, if they search for 'woman in green jacket and sunglasses', that prompt is translated into 'meaning' that the DAM understands."



5. Content Recognition and Analysis

AI analyses photo, video and audio content to enable granular search, categorisation and even speech-to-text transcription for audio/video assets.

“Auto-transcription on upload will soon be included with Asset Bank, with automatic generation of an audio/video transcript,” says Mulvee. “This will act as additional searchable metadata for each asset, making files even more discoverable.”



6. Personalised Content Recommendations

Across the digital asset management landscape, we're seeing DAMs that can even suggest assets based on a user's past behaviour or the particulars of a specific campaign they may be working on, making asset delivery a highly individualised experience.

What Our Customers Say

Asset Bank's AI functionality is powering the way their clients leverage their digital assets.



"The new AI features [in Asset Bank] make my searches so much more easier and faster – making my work much more efficient.

"I don't have to count on my memory as to which of our designs has images with the style or elements I'm looking for.

"It's especially helpful for social media and blog posts, ads, and other needs."



Shira Green
Senior Global Brand Manager, Caesarstone



"Since we started using Asset Bank's new AI alt-text feature, our team has saved a very considerable amount of time when uploading and indexing new assets.

"The descriptions are precise and reflect our needs exactly, e.g., when adding assets to our website. It's a huge gain in time; a huge improvement!"



Cornelia von Einem
Senior Communications Team Coordinator, C40 Cities

The Challenges of AI: Unlocking Potential Without Losing Control

“The dawn of artificial intelligence is a milestone moment that surpasses the most important technological developments in recent history.

AI is advancing at unprecedented speed, with ChatGPT’s global impact since its launch in late 2022 signalling a transformative new era. Yet, as useful and as ubiquitous as this innovation is, it has also raised questions about accuracy, bias and intellectual property issues.

So we mustn’t kid ourselves. While AI can undoubtedly do wonderful things, it does present significant concerns and challenges that savvy businesses want answers to.”

-Paul Mulvee, Asset Bank

The Challenge

“If you let your staff use AI, they’ll go rogue with it.”

With readily available AI image generation baked into design apps and content management systems, the appeal of experimenting with these powerful tools is undeniable.

The risk? When enthusiasm turns into rogue creativity.

Staff using AI to build off-brand images, slide decks, or messaging, might think they’re innovating and increasing efficiency, but the fallout can be serious: diluted branding, reputational damage, and even legal headaches.

It’s why AI-powered DAM platforms are critical.

DAM systems restrict what users can and can’t use, and they provide audit trails that show who accessed what, when, and how.

The Challenge

“You can’t trust AI to return unbiased search results.”

An AI model is only as good as the data it’s trained on. So, if that data is biased and/or inaccurate, the results it returns will be biased and/or inaccurate too.

This can lead to valid ethical concerns around representation, fairness and whether information is right or not. Because – and this can’t be stressed enough – AI is not infallible.

“Initially, LLMs had a real problem with bias and unfairness,” says Mulvee. “However, Asset Bank returns search results based on information in automatically generated metadata tags, which members of staff have a chance to review and approve to ensure they’re unbiased and accurate. That’s why it’s so important to ensure that humans remain part of the process.”

“Remember that, with a DAM, you’re searching for material that resides within your own database. It’s really not the same as putting a prompt into an internet search engine and being bombarded with questionable material from outside your organisation. You are in control of the DAM.”

The Challenge “AI has a negative environmental impact”

“1.5% of the World’s generated energy was expended on data centres, which support AI models, in 2024. These data centres are highly geographically concentrated, putting particular strain on resources in a specific region.⁴

Data centres’ energy consumption in 2024 was measured at 415 terawatt-hours (TWh). By 2030, this is expected to almost double to 945 TWh. That’s similar to the energy expended by the entire country of Japan in one year.

By 2035, global data centre electricity consumption is expected to reach approximately 1,200 TWh. Triple the current consumption.⁵

But there’s a positive environmental story too.

DAM systems’ duplicate detection feature means you’ll never have two or more versions of the same file cluttering up your system, eliminating wasted storage space.

DAMs help reduce physical waste, too. By emailing users when new versions of files they’ve previously downloaded are now available, outdated assets no longer get printed by mistake. But there’s still a way to go.

“You are in control of the DAM”

4. <https://www.iea.org/reports/energy-and-ai/executive-summary>

5. <https://www.iea.org/reports/energy-and-ai/executive-summary>



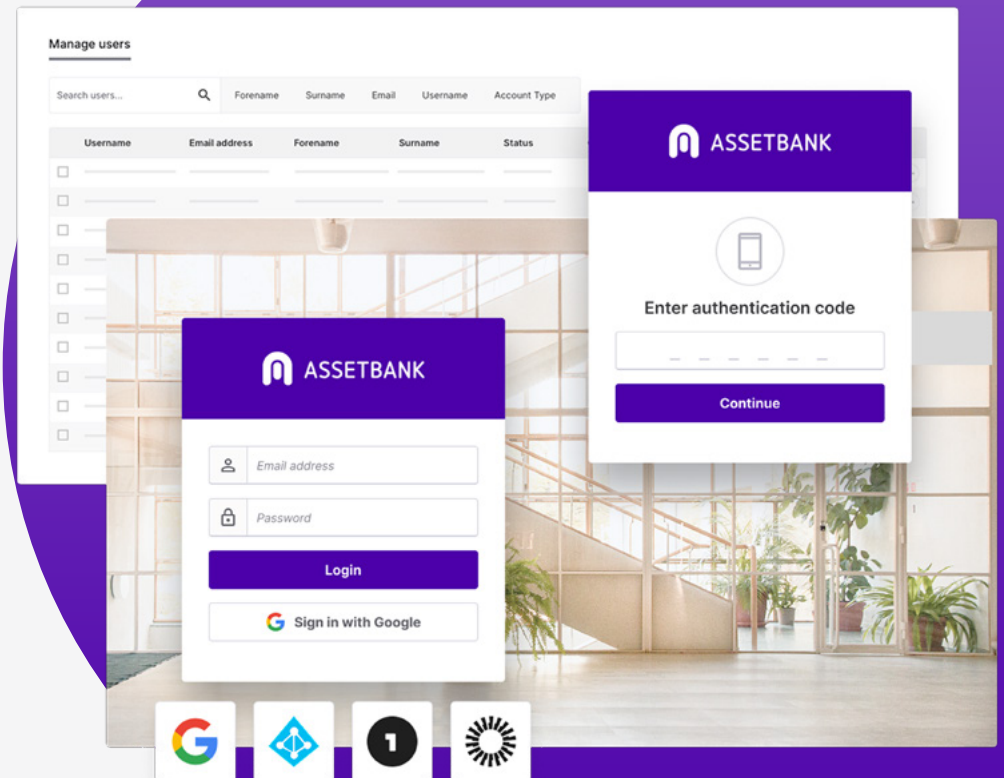
The Challenge

“AI presents data & security risks”

In our connected world, there's a lot of information to be accessed. So, when AI models are trained on information, images or video content that are of a personal and sensitive nature, issues of data privacy and security become a concern.

Asset Bank's AI features use Google Cloud Vision and OpenAI, approved sub-processors that are rigorously assessed for their suitability around security standards.

AI is evolving fast, and so are the challenges that come with it. But with the right systems – and people – in place, you can embrace innovation confidently, without losing control of your brand, your data, or your integrity.



8 Emerging Trends & Key Predictions for AI-Powered DAMs

AI is taking digital asset management to an entirely new level.

We're expecting to see deeper automation, more predictive capabilities, smarter content generation and seamless integrations. AI will make DAMs smarter, more secure, and increasingly autonomous as core drivers of digital operations.

And what does this mean for the people working alongside them? **Essentially: If you're not AI-literate, get AI-literate – because knowing how to collaborate with AI will redefine what's possible for marketers and creatives alike.**

Understanding how to prompt, guide, and refine AI tools will be key to unlocking faster workflows, richer insights, and more creative possibilities.

“AI will make DAMs **smarter**, more **secure**, and increasingly **autonomous** as core drivers of digital operations.”



Girl in orange shirt, talking to friend



Trend 1: Facial Recognition & Tagging

Facial rec can identify an individual in seconds, even in a huge library of content.

But hurdles of privacy legislation make facial recognition complicated, to say the least, as some countries consider the face identifier to be biometric data.

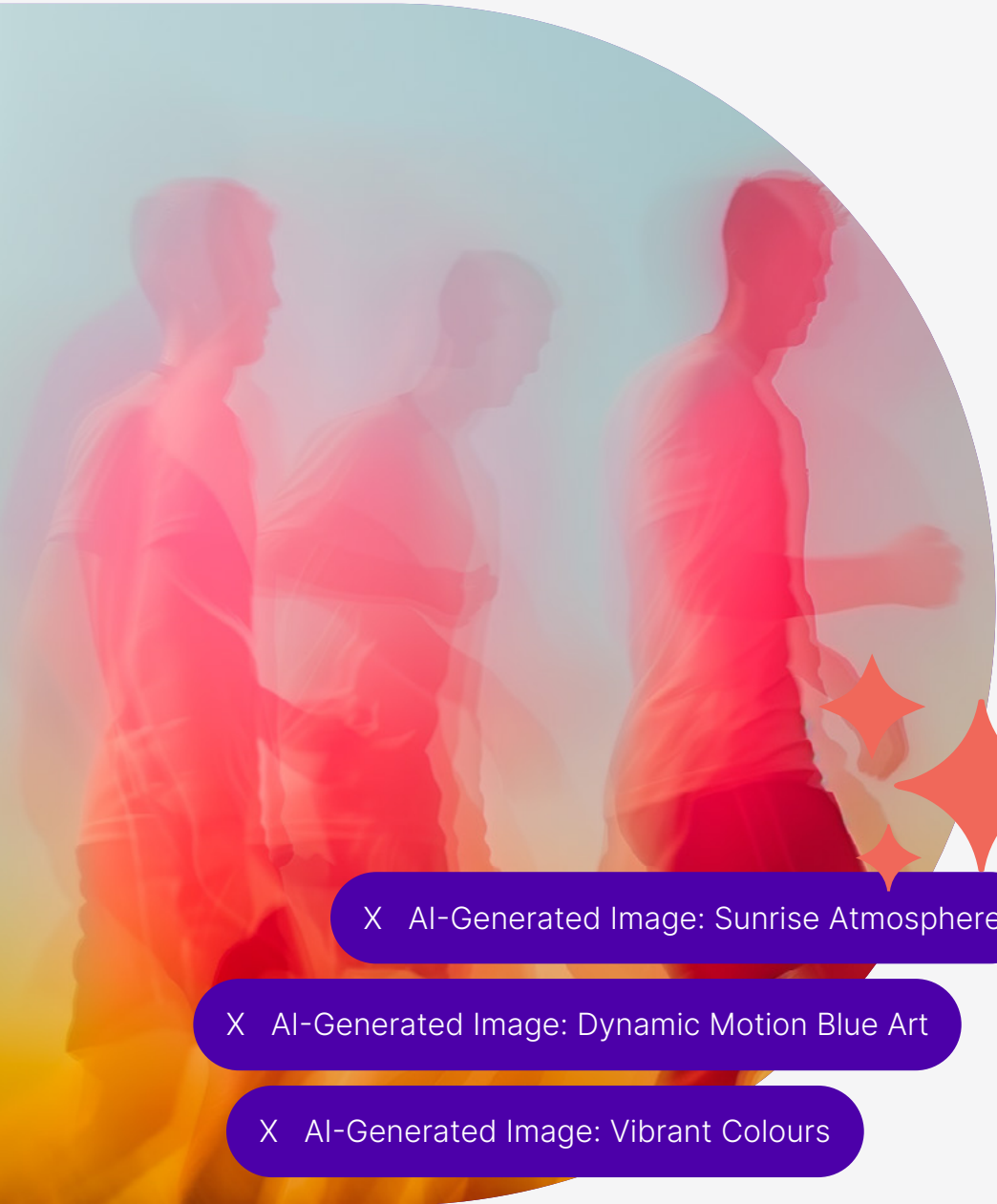
In the US and Europe, just generating – let alone comparing or storing – biometric data requires the user's prior written approval.

Our Prediction

Facial recognition will be offered by some DAM vendors, but they'll continue to push the responsibility to stay legal onto their customers, who, in most countries, will have to follow strict guidelines to achieve this.



🔍 Leonie Smith



X AI-Generated Image: Sunrise Atmosphere

X AI-Generated Image: Dynamic Motion Blue Art

X AI-Generated Image: Vibrant Colours

Trend 2: AI-Generated Imagery

AI-image generation platforms are rife, and can prove a time-and cost-saving bonus for advertising campaigns. However, this tech makes it easy for people with no design training to create materials that they think are good enough – but, in reality, could undermine their company’s brand.

Any AI image generation must therefore be routed through design approval before going live in the DAM for others to use.

Our Prediction

Generative AI is already helping create new content – text, images and video – directly within some DAM platforms – including Asset Bank. However, proper guardrails need to be in place.

Trend 3: AI-Labeling for AI-Generated Content

Generative AI is booming and deepfakes are rampant – making it essential for DAMs to flag AI-generated assets.

With AI-labelling, assets’ original sources can be proven with embedded metadata, digital watermarks, or cryptographic markers, delivering the transparency needed for compliance and brand protection.

Our Prediction

AI labelling for AI-generated content is a dead cert in some regions. In fact, the EU’s AI Act requires transparent labelling of AI-generated content, and will be fully implemented in May 2026.⁶

6. <https://artificialintelligenceact.eu/>

Trend 4: Self-Organising DAMs

Imagine this: if a DAM could review its own search failures and add synonyms into its assets' metadata, it would drastically improve its own search power. It would be one less task on the 'To Do' lists of busy admins.

As a concept, it sounds great. But there are some big ethical – and legal snags – to this idea.

Because what if a self-organising DAM makes an error? What if it deletes something it shouldn't? Or what if it decides to approve an image for publication that is outdated or that your company doesn't have the rights to use? What might the legal implications be?

"I'm all for AI suggesting ways to improve the services it offers," says Paul Mulvee. "But it shouldn't be able to delete assets or organise itself without human consent. A human being always needs to review and sign off on its suggestions, especially in situations where the cost of an error is significant."

Our Prediction

The legal implications of uncontrolled AI make self-organising DAMs highly unlikely in the near future. However, we do see an option where AI takes a more assistive role in DAM management with final human approval steps. This should keep DAMs in great shape as time passes, avoiding the need for a "**DAM refresh**" project down the line.

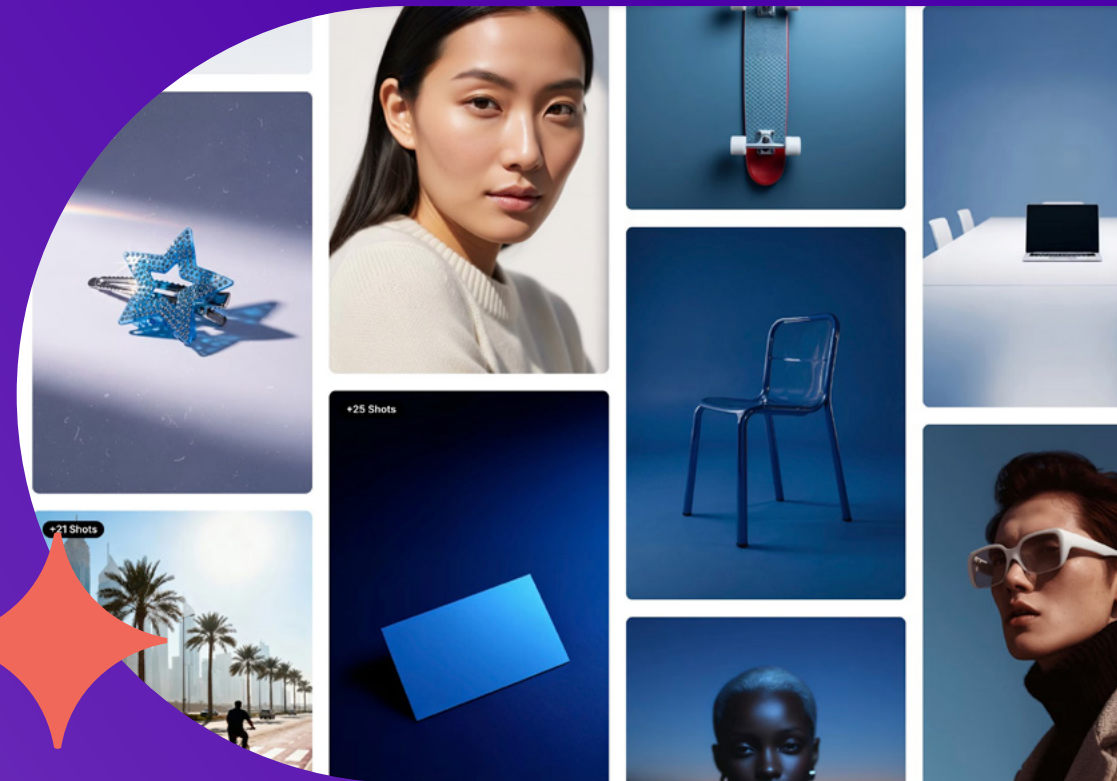
Trend 5: Autonomous DAM Agents

Autonomous AI has potential to support asset curation, organisation and deployment in response to human commands or predictive triggers.

For example: an autonomous AI agent chooses images from an approved collection in the DAM. The AI agent then connects with – and sends the files to – an online slide deck, for example, at which point the marketing team chooses if it wants to use them or not, saving the team the initial selection process.

Our Prediction

We expect to see more autonomous DAM AI agents in the near future, but they'll need human control firmly established in their workflows.





Trend 6: AI Quality Assurance & Brand Compliance

As asset libraries grow, this AI feature would ensure the DAM stays organised to maintain the single source of truth.

The AI wouldn't make the final call; it would simply flag potential problems for teams to review, keeping humans in control of approvals and brand integrity.

Our Prediction

We envisage AI scanning assets for content quality and brand compliance issues – like low-res images, poor contrast or exposure, and outdated logos. The tech would then flag any issues it finds. It's not a straightforward ask, so may be limited, but we can see this having real potential in the future.

Trend 7: Voice-Activated Search

"Natural language can already help find assets when we type a request into a search bar," says Mulvee. "Voice interface technology will allow us to say what it is we are looking for. That request will then be converted into text, and that text will then be converted into meaning, which is used to return the relevant search results."

Our Prediction

Some DAM vendors offer voice-activated search already. Asset Bank is actively exploring voice search functionality to offer it in the future.

What an AI-Powered DAM Can Do For You

Today's DAMs represent a massive opportunity for businesses.

The sheer speed and accuracy of DAM software ensures faster time-to-market, frees up your teams' time and reduces your outgoings. A DAM platform is a solid **return on investment**.

If you've been putting off using a DAM, AI makes it easy to dive in.

AI creates content fast. DAM keeps it organised.

[Chat to our Team](#)

“AI creates content fast. DAM keeps it organised.”

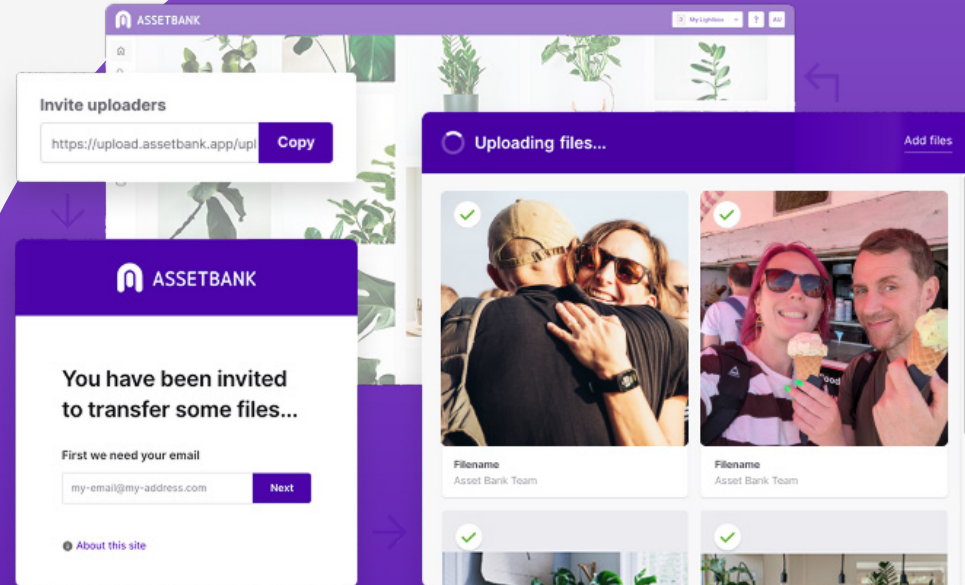
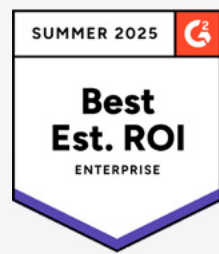


Why Asset Bank?

We're a down-to-earth team with more than 20 years of experience in the industry and over 800 clients worldwide.

- AI-Powered DAM Software
- Customisable Compliance Features
- Consent Controls
- Secure Sharing via Portals
- Intuitive User Interface – Built for Accessibility
- Integrates With Your Existing Systems
- Bespoke Solutions for Your Brand
- Friendly, UK-Based Support Team
- Transparent Pricing
- 30-Day Free Trial

Chat to our Team



“ Asset Bank is a fantastic company, the DAM system is easy to set up and use and the onboarding process is very well organised. We've been incredibly happy with the customer support team, they are super helpful, very quick to respond to any questions and provide the support needed. Highly recommend! ”

–Julia ★★★★★

AI-Powered Asset Bank

Asset Bank's DAM platform offers a range of powerful AI capabilities:

- AI generated alt text, metadata tagging and image descriptions.
- Auto detection of text in images, famous landmarks, human faces, and objects based on shape, size, colour.
- AI-powered reverse image search.
- AI-assisted visual search to surface untagged content.
- Multilingual, natural language search.
- AI-enhanced 'Similar Image' search that finds content that has a look and feel that resonates with content you reference.

We're Secure By Design

We know that security is your watchword. While assets can move freely between internal and external teams, the platform is fully transparent with an audit trail that allows you to see who has used it and when.

Security and encryption protocols mean assets are only available to authorised parties and you can limit what certain people see based on the permissions they have.

Our User-Centric Interface

DAM platforms have to be easy to use.

Asset Bank is an intuitive, straightforward system that can be specifically tailored to the needs of your key user groups, whether they're in marketing, branding, design, IT or other departments.

Our Integration Capabilities:

- **Adobe Creative Cloud suite**
- **Canva**
- **Figma**
- **Google Workspace**
- **Microsoft 365 and more...**

Finally, we don't just set you up with your new system and wave goodbye.

One of our consultants will work closely with you during the onboarding phase, while our support team and Customer Success Managers will be on hand to help you get the most from your DAM.

Prices are transparent, and start from **£5,949/year.**

But before you make a decision, check out a free trial to see Asset Bank in action!



Trusted by hundreds of top brands worldwide to manage, showcase and share their content



[Chat to our Team](#)