



Unlocking content efficiency

What's slowing down your campaigns isn't creativity —
it's the system supporting it.

An in-depth report, conducted in collaboration with Statista, that uncovers the biggest
challenges in digital asset management, brand consistency, and campaign execution.

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56%

of teams create between 50 and 99 assets every **month**. High content volume is the norm — without the right tools, even small issues can turn into big brand risks.

35 minutes

per week are lost searching and sharing assets. Time lost to everyday friction adds up fast, equaling four workdays per person each year.

28%

of projects are delayed due to missing or outdated **assets**. Poor asset visibility doesn't just waste time. It stalls progress. The result? Over a quarter of marketing projects get delayed.

18%

of all assets are never used, primarily due to **disorganization**. Despite the effort and cost behind asset creation, almost one-fifth sits unused, often because it's too hard to find.

71%

of companies are significantly financially impacted by **unused assets**. Content that doesn't get used inflates budgets and resources, highlighting the cost of inefficient asset management.



Asset chaos isn't just confusing: 71% of teams say it has a significant financial impact.

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For the first time, Statista set out to quantify what marketers have long suspected: the hidden cost of not having a robust DAM system in place. In a study of 500 marketers, the message was clear — **inefficient asset management isn't just a workflow issue; it's a business problem.**

This report uncovers the numbers behind the delays, rework, and unused content that hold teams back and shows what becomes possible when marketing operations are streamlined and aligned.

It's a clear benchmark for teams ready to move from intuition to insight, **finally measuring the inefficiencies no one's tracked but everyone's been paying for.**

Digital asset management

Most marketing teams know their brand operations aren't efficient, but they don't always know why.

In this section, we uncover the biggest blockers to effective asset management.



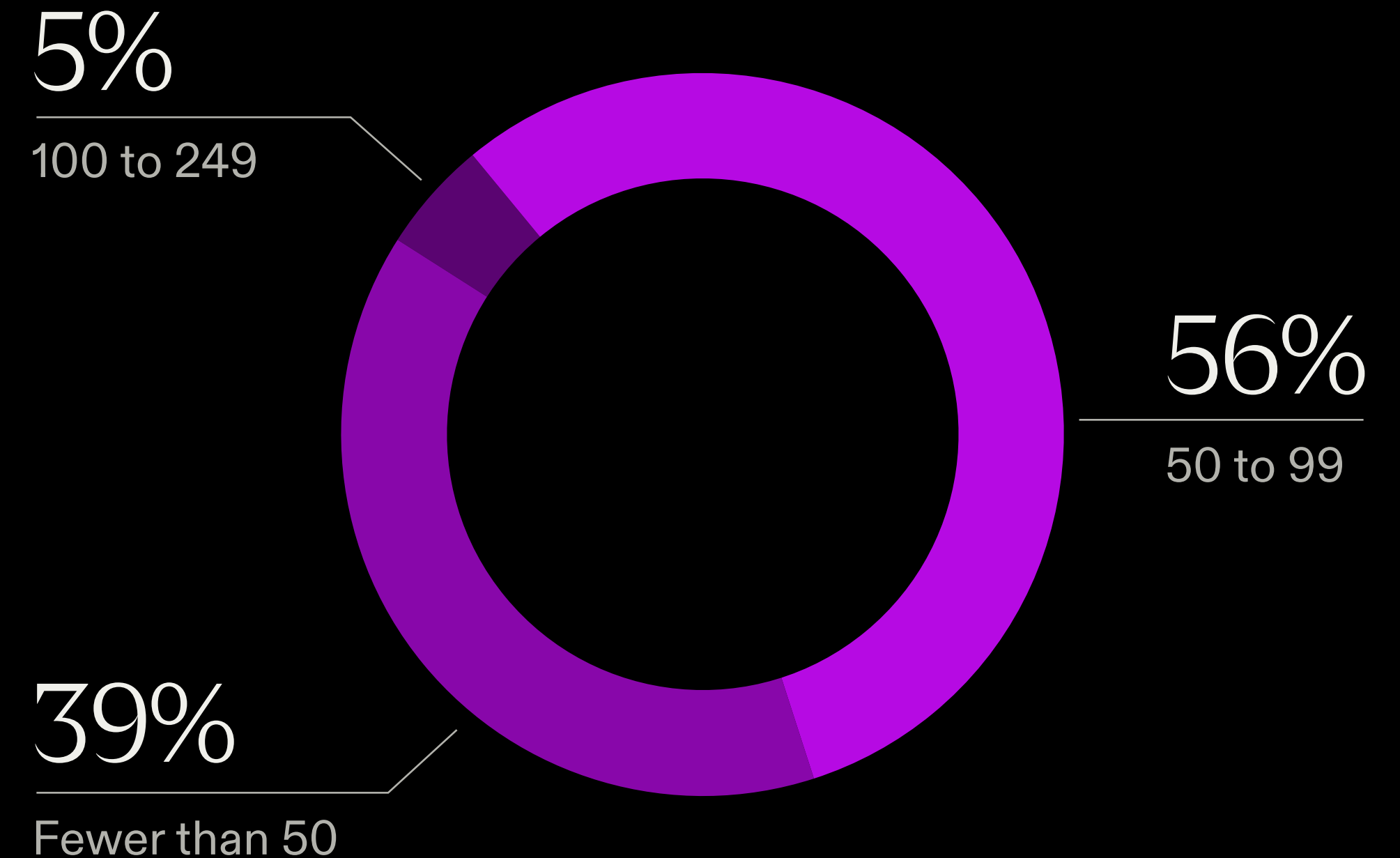
Creating 50+ assets per month is the new normal

According to Statista, **56% of marketing teams now create or update between 50 and 99 assets every month.** That's more than 600 assets per year — enough to make even the most organized teams feel stretched.

At this rate, even one missing file or outdated asset creates delays, costly revisions, or brand inconsistency.

**Volume isn't the problem.
Access, speed, and control are.**

How many marketing assets does your team create or update per month?



Most teams create 50+ assets monthly, highlighting the need for efficient DAM solutions.

Great content doesn't matter if no one can find it

Searching for and sharing assets is a major challenge, slowing teams down and limiting the impact of their work.

The marketers surveyed spend, on average, 21 minutes per week searching for assets and another 13 minutes just trying to share them. **That's nearly 35 minutes lost to inefficiency — every single week.** Over the course of a year, that adds up to 30 hours per employee. That's nearly **four full working days wasted.**

If your team can't find an asset, they'll often remake it, and that's exactly how brand inconsistency spreads.

The cost is more than just time.

21 minutes

per week searching for assets

13 minutes

per week sharing assets

30 hours

per year lost to inefficiency

Scattered assets don't just slow teams down — they silently stall momentum.

Disorganized assets, costly consequences

Every year, teams pour time and resources into creating content — yet much of it goes unused. Why? Assets often can't be found, aren't properly organized, or don't meet brand standards. In fact, **around 18% of assets are never touched.**

The result? A growing financial burden, with **71% of organizations acknowledging the cost of outdated or unused assets.**

To stop the bleeding, organizations need smarter asset management: **AI-powered search, clear organization, and easy access** that ensures assets get used, not just created.

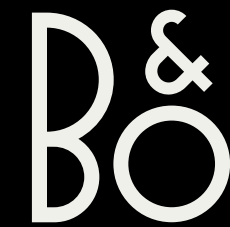


Frontify makes finding assets 8× faster

Asset chaos is costing teams their time. So, we dug into platform usage data to see what happens when teams switch to Frontify.

- Frontify users spend just **2.4 minutes per week searching for assets**, compared to the industry average of 21 minutes — that's an **88% time reduction**.
- Equivalent to 16 hours, or **two entire workdays saved per employee every year**.

This is more than time saved — it's time redirected toward **creative, strategic, high-impact work**.



Frontify helps these teams manage assets, execute strategies faster, and go to market with confidence.

Brand guidelines

Brand guidelines ensure consistency, speed up campaign execution, and keep teams aligned.

In this section, we'll look at the challenges companies face in managing guidelines.



How are teams managing brand guidelines?

According to Statista's findings, it takes on average **1.5 months** to create each guideline, and if teams update their guidelines five times a year, that equates to **60 hours annually — nearly eight full workdays** — just to keep them current. Slow, manual processes quietly drain time and stall progress.

Most teams don't realize how much time they're actually losing **until they get it back.**

1.5 months

spent creating new brand guidelines

12 hours

to update one guideline

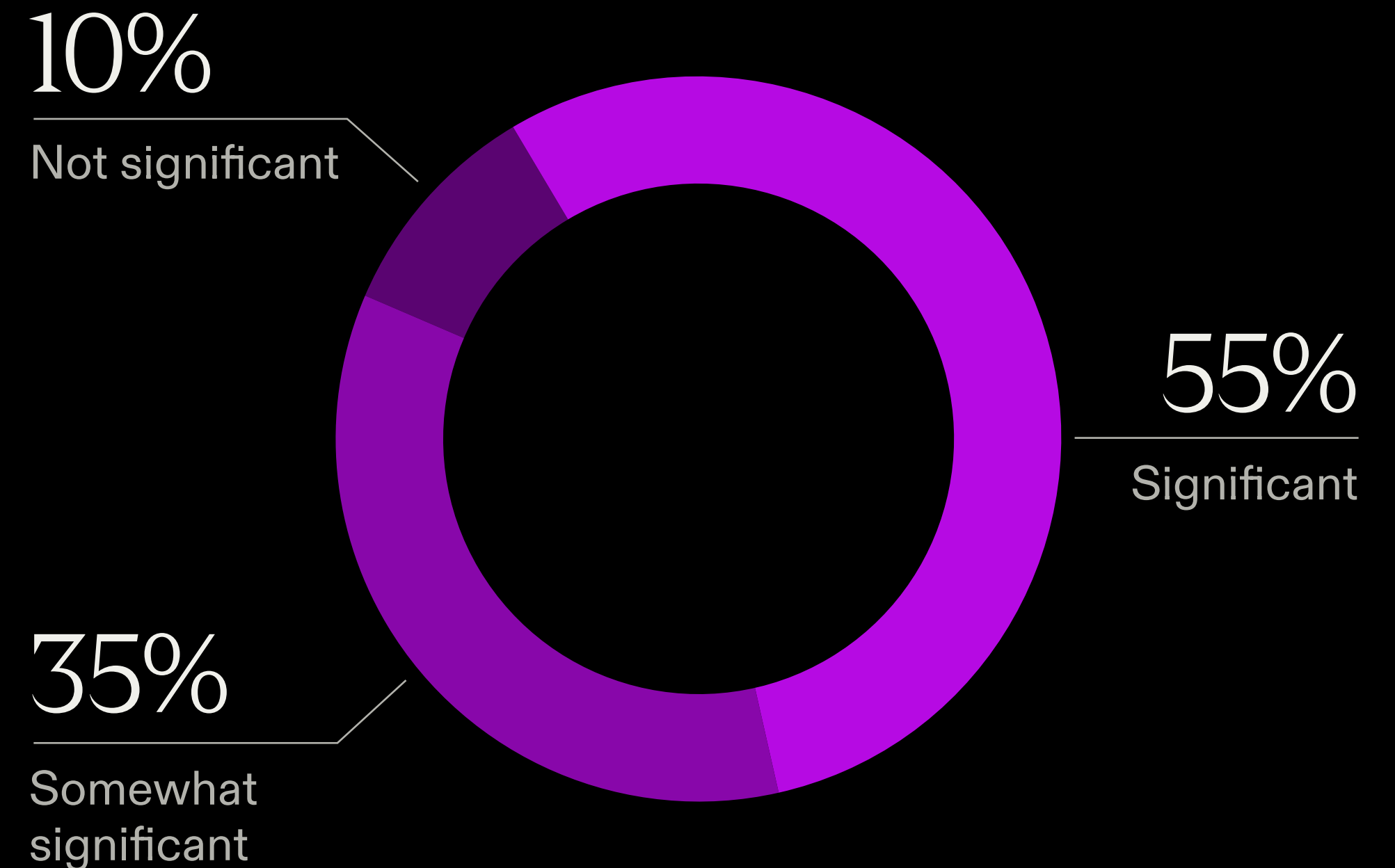
Outdated guidelines are costing you — big time

Outdated or hard-to-find brand guidelines are more than just a nuisance; they represent a **costly drain on productivity and performance**.

On average, **most teams spend 15 minutes searching for brand guidelines** each time they need them. That time adds up fast, especially across large teams, and creates unnecessary friction in day-to-day work. And when it's too hard to find what they need, many simply skip it altogether, leading to inconsistent brand execution.

This has far-reaching consequences, with **90% of respondents agreeing** that inaccessible or outdated guidelines hurt their business financially, with **over half (55%) citing the impact as significant**.

What's the financial impact of inconsistencies from outdated or hard-to-find guidelines?

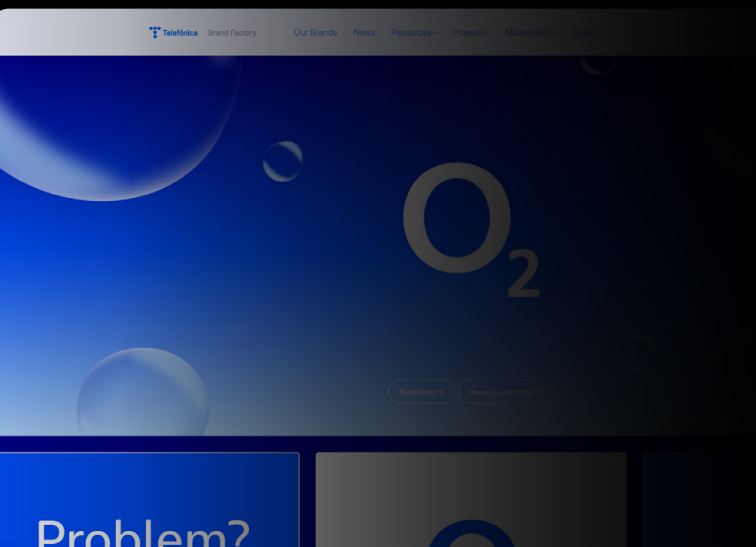
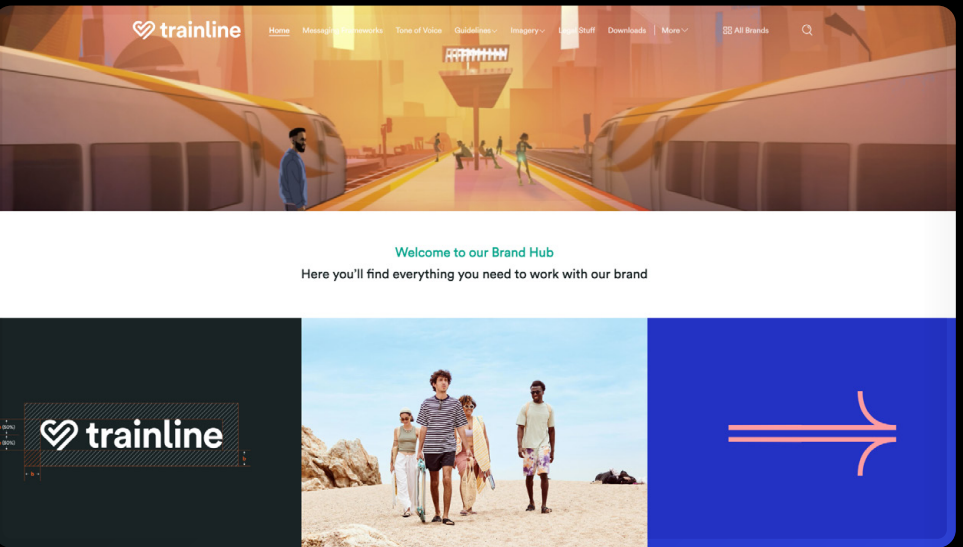
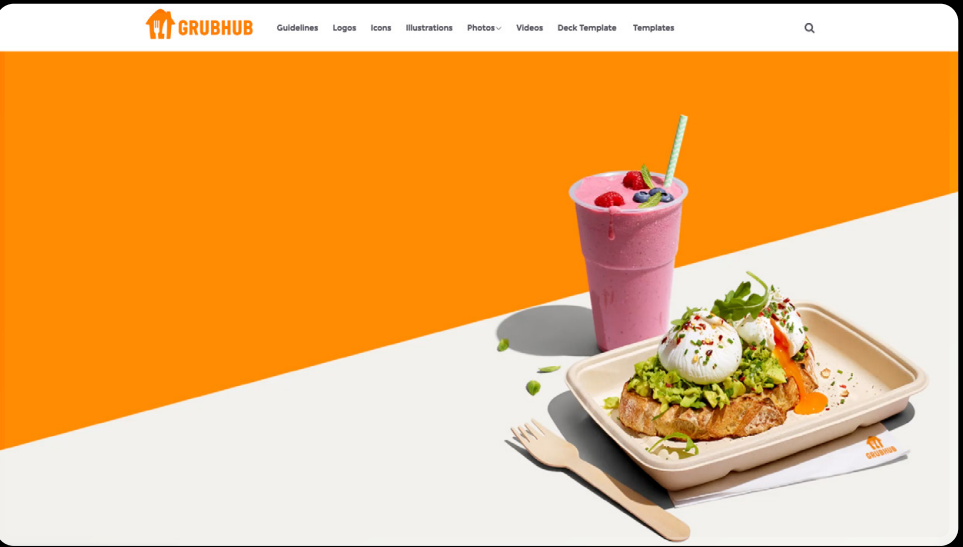
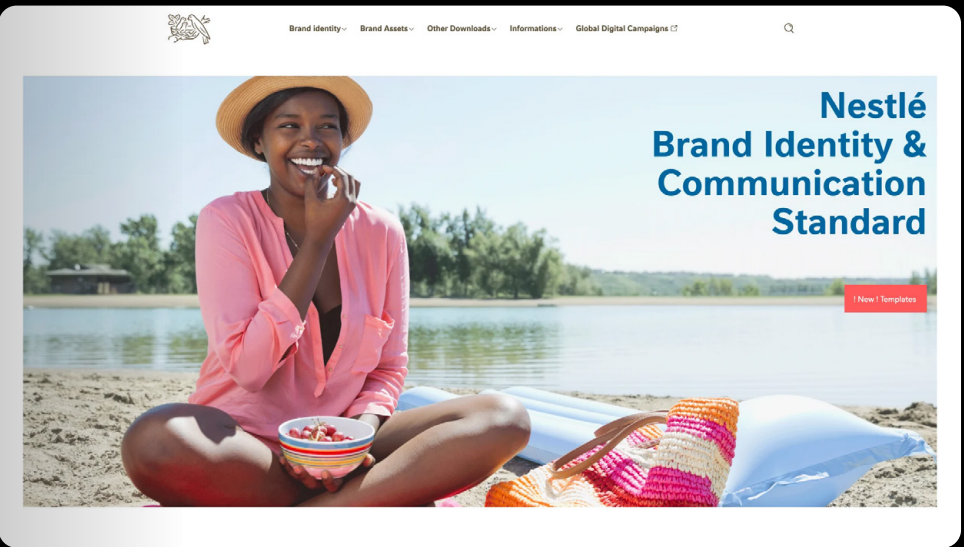
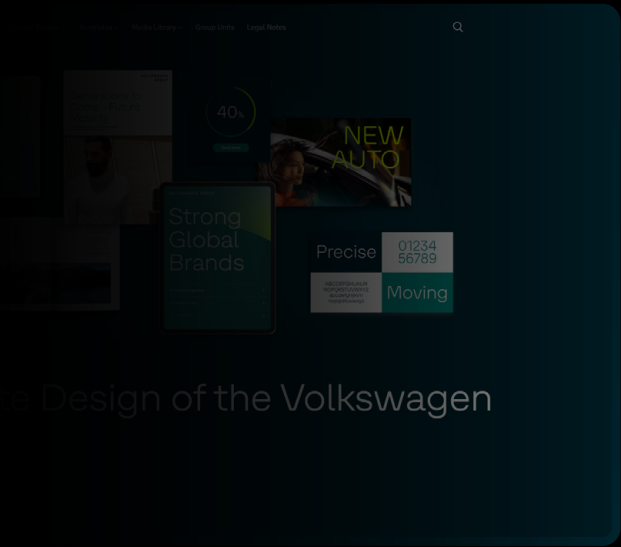
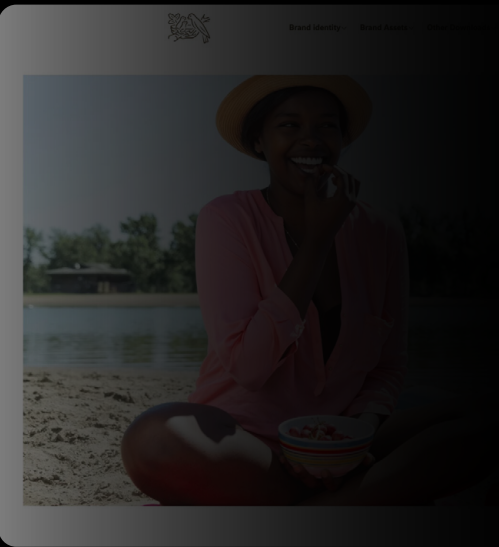
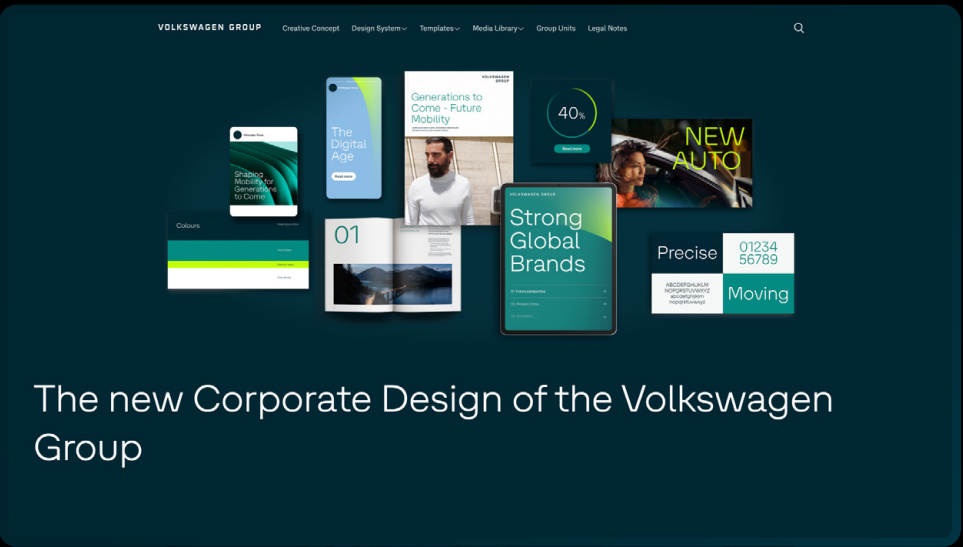
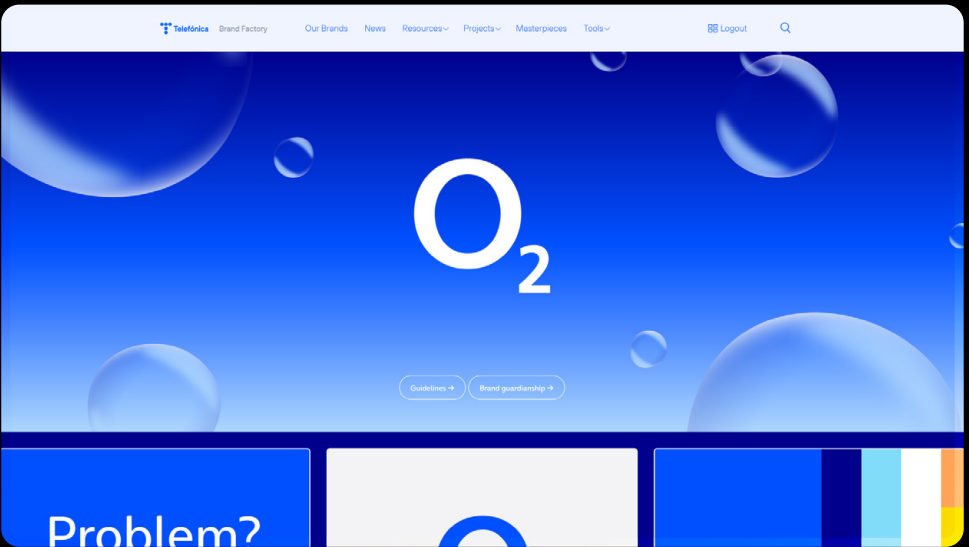
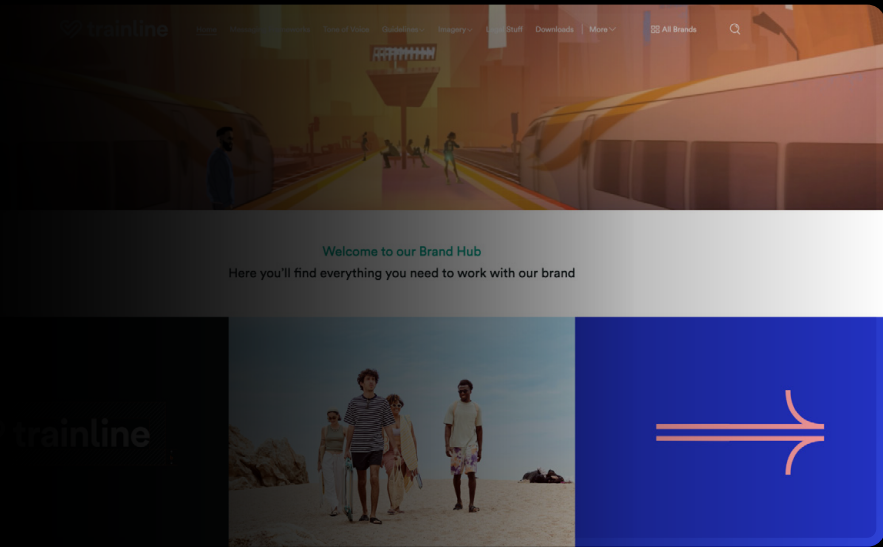


Outdated guidelines cause delays, confusion, and extra costs.

See how Frontify elevates brand guidelines

Inaccessible or outdated brand guidelines affect the bottom line: Teams lose 15 minutes per search. 90% say it hurts the business. The cost of confusion adds up. Frontify changes that with an intuitive, no-code hub for real-time updates and centralized access.

This is how brand leaders manage their guidelines:
Click on the images to see top brand hubs.

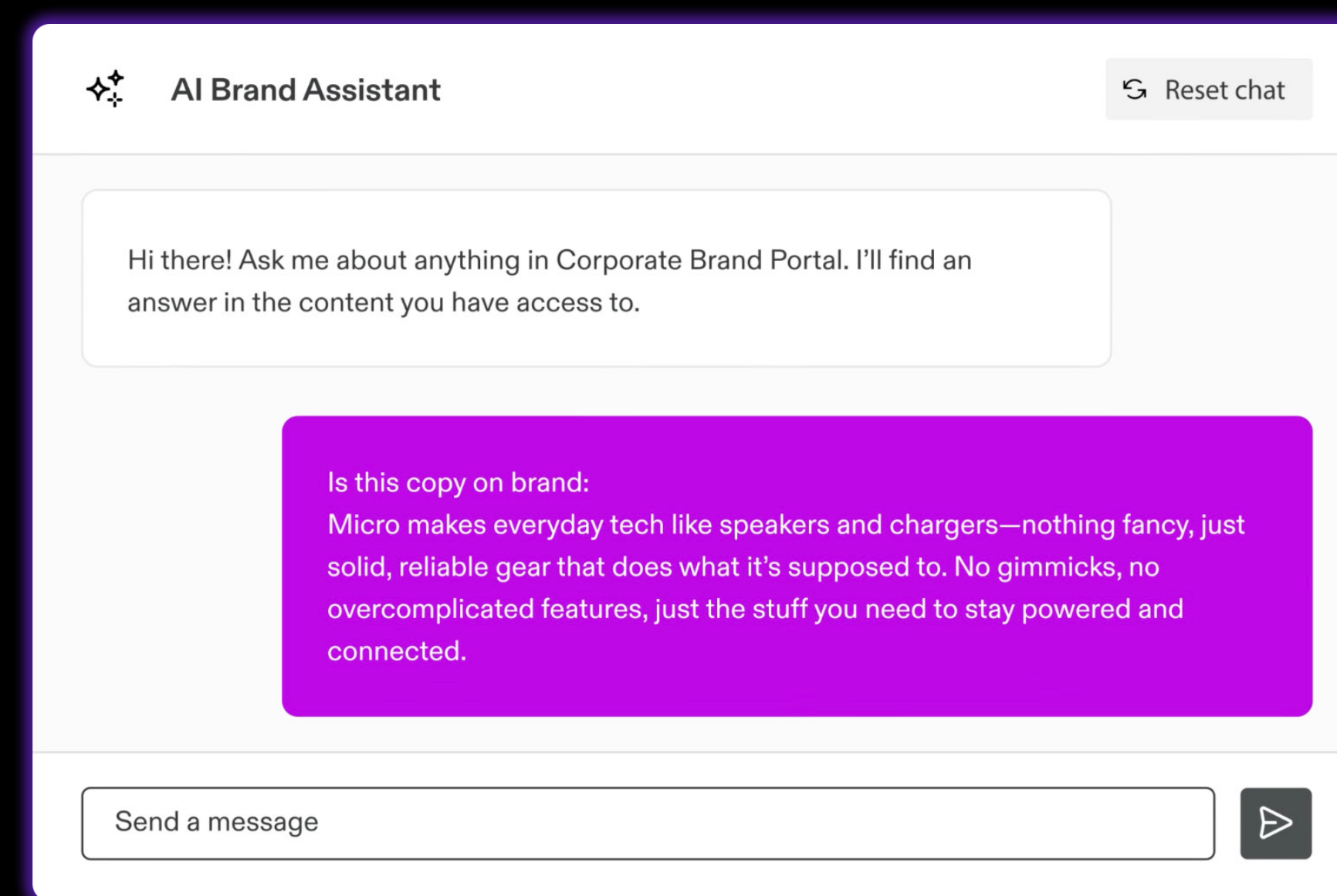


Meet the Frontify AI Brand Assistant

Managing a brand isn't just about consistency, it's about clarity. But as more people engage with your platform, it gets harder to maintain both. Teams struggle to find assets. Partners get overwhelmed. And brand leads spend hours answering the same questions.

Frontify's AI Brand Assistant introduces a smarter way to manage your brand experience. It filters brand knowledge and resources through an AI layer, tailored to each user's role, access level, and query.

The result? Less confusion, faster access, and a brand that's easier to use and easier to love.



Smarter brand support, delivered instantly with AI.

Digital templates

Marketers must deliver fast, on-brand content, but limited resources make scaling difficult.

In this final section, we'll uncover the most common content-creation roadblocks.

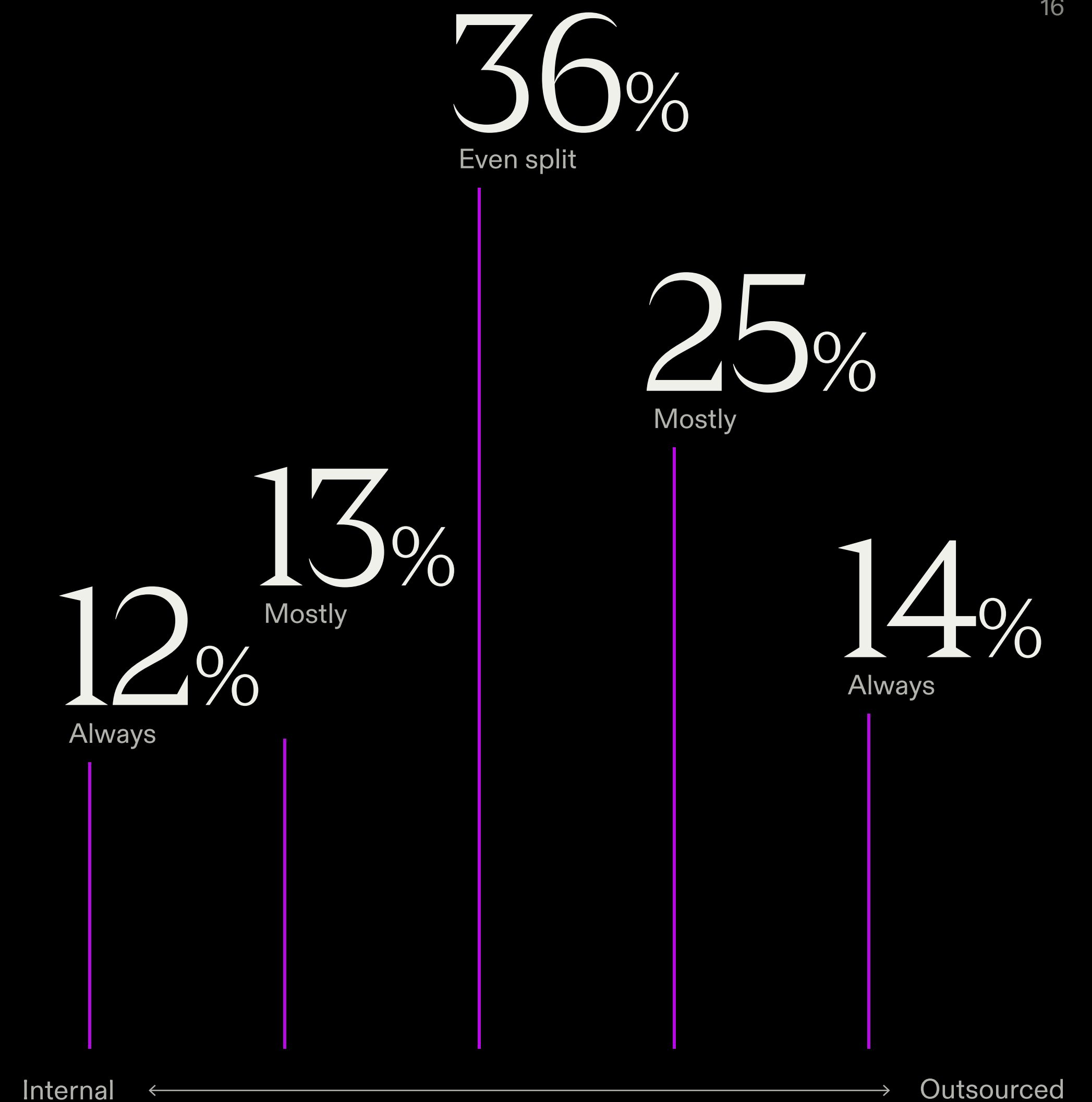


03

Campaign pressure is pushing teams to outsource

Campaign creation is more demanding than ever.
74% of marketers now rely on external help.
Limited resources and growing pressure make outsourcing the norm, but this shift comes at a cost.

What's the financial impact of inconsistencies from outdated or hard-to-find guidelines?



Skip the outsourcing: Create assets in 5 minutes with Frontify

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Fast doesn't have
to mean outsourced.

We analyzed Frontify user data
and found that, on average,
teams spend just 5 minutes
creating a marketing asset
once the template is in place.

That includes everything from
simple banners to more complex
formats like white papers.

While some assets take longer,
the average across all content types
is just minutes when created using
pre-built Frontify templates.

With Frontify templates, teams can
create content efficiently:

- Execute quickly without waiting
on design bottlenecks
- Deliver polished, on-brand assets
at scale
- Localize marketing materials while
maintaining brand consistency
- Keep campaign creation in-house,
and avoid outsourcing costs

For teams creating 50+ assets
a month, the **volume no longer**
feels overwhelming — it becomes
manageable.

Now it's your move

Drive efficiency

Find assets 8× faster and create content in minutes.

Empower teams

Keep creatives, marketers, and agencies aligned in one shared workspace.

Stay on brand

Maintain consistency with centralized guidelines that are easy to update and use.

Everything. Connected.

Drive brand consistency, collaboration, and efficiency.

You've seen the numbers: lost time, wasted assets, delayed projects. Frontify changes that.

The competitive edge doesn't belong to brands with the biggest budgets — it belongs to those with the most efficient systems supporting their creative vision.

Start building brand momentum today.

[Book demo →](#)

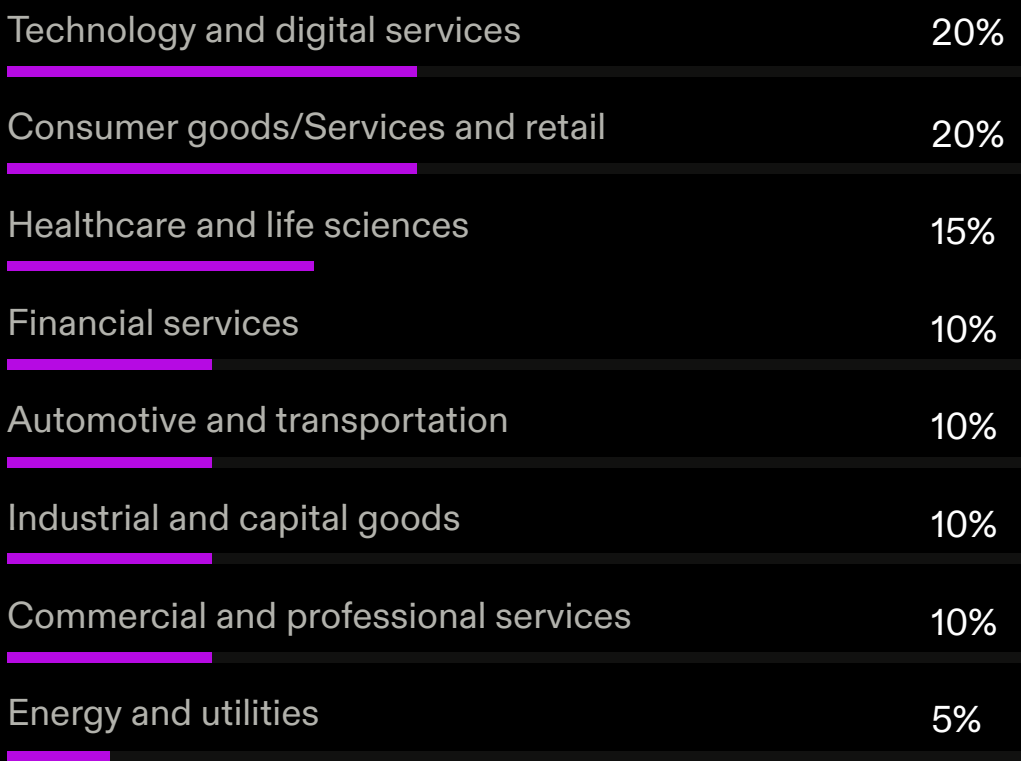
Great brands don't just happen — they're built piece by piece with tools that connect vision to execution at every stage. With Frontify, you transform chaos into clarity, friction into flow, and brand potential into brand performance.

Frontify partnered with **Statista** to conduct in-depth research through **telephone interviews (CATI)** with 500 marketing professionals. These interviews were conducted across eight industries in mid-to-large enterprises working at companies that **don’t currently use a digital asset management (DAM) system**, yet recognize the need for one. The interviewees were located across the US, Canada, the UK, Switzerland, and Germany.

The research revealed clear bottlenecks: manual processes, basic tools (e.g., Google Drive, Dropbox, and WeTransfer), and other software like SharePoint. The lack of formal systems also fueled rework, content backlogs, and a rising demand for a smarter way to manage assets.

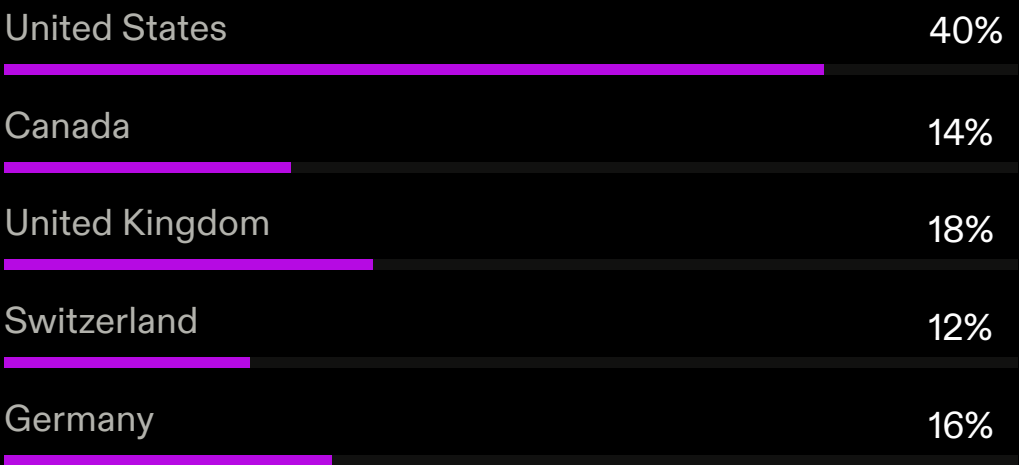
To contextualize these results, **Frontify analyzed usage data from customers currently using brand and template creation tools on their platforms**. This data was matched with the survey findings to clearly quantify **Frontify’s impact** — from time savings and faster search to stronger brand consistency at scale.

In which industry does your company primarily operate?

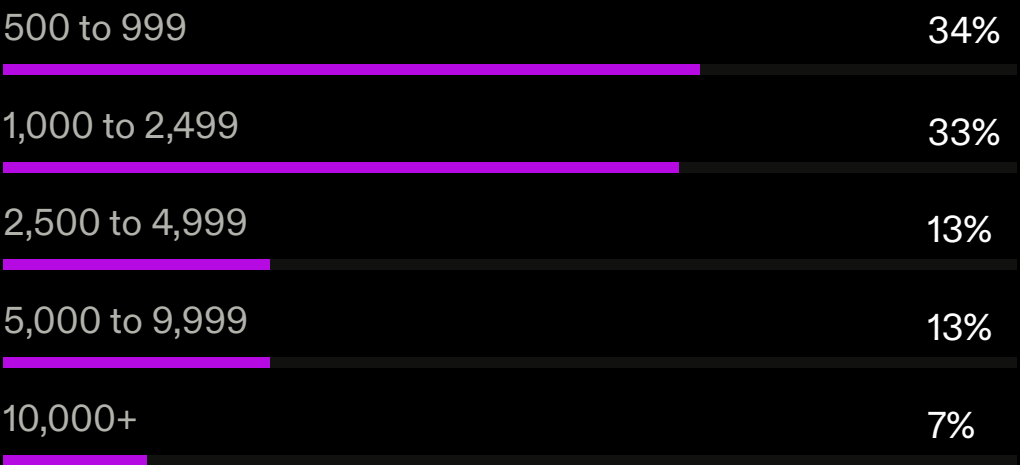


Frontify

In which country is your company headquarters?



How many employees work for your company?



Which level describes your position best?



