

WHEN CREATIVITY COMES SECOND TO ADMIN, IT'S TIME TO MAKE A CHANGE

Marketing professionals often spend too much time managing digital media assets when they should be working creatively. File storage problems and version control can dilute the creative process, as our [survey discovered](#). Fortunately, there's a solution...

24%

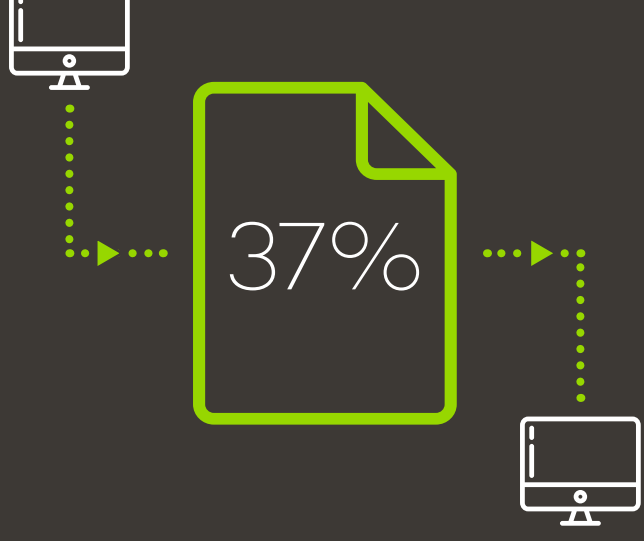
THE PERCENTAGE OF US-BASED MARKETING PROFESSIONALS WHO SAY THEIR BIGGEST FRUSTRATION IS **NOT HAVING THE TIME TO BE CREATIVE**



THIS IS DESPITE 35% OF PROFESSIONALS ORIGINALLY CHOOSING THEIR CAREER DUE TO THEIR PASSION FOR BEING CREATIVE



NEARLY ONE IN FIVE (19%) OF RESPONDENTS IN THE US USE MORE THAN 15 SOLUTIONS FOR THEIR DIGITAL ASSETS



The percentage of US respondents who experience difficulties with people using the wrong versions of files



39%

The percentage of US respondents who aren't confident their current processes can handle the reliance on video content in marketing



85% OF MARKETING PROFESSIONALS IN THE US ARE SPENDING MORE TIME OUTSIDE OF NORMAL WORKING HOURS TO CATCH UP ON NON-ADMIN PARTS OF THEIR ROLE

16%

THE PERCENTAGE OF UK RESPONDENTS WHO SAID THAT MOST OF THEIR TIME IS SPENT IN MEETINGS



38% US-BASED MARKETING PROFESSIONALS SAY THAT IT TAKES THEM SEVERAL MINUTES TO FIND A DIGITAL ASSET, BUT 70% CLAIM TO BE CONFIDENT THEY KNOW WHERE TO FIND THEM

46%

Nearly half (46%) of US respondents believe that DAM platforms can make asset management more efficient, with 72% already using one



GO FOR CONTENT MANAGEMENT WITHOUT ANY OF THE CHAOS

Imagen's [2021 Marketing Tech Report](#) highlights the problems many creative teams face when working with large media files. Imagen Go is a smart, AI powered platform that removes the complexity of managing digital assets – so teams can collaborate more efficiently, re-use assets more effectively and spend more time being creative.

Discover the power of Imagen Go at: <https://imagen.io/products/go/>