Spring 2025
DAM Vendor Comparison Report

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

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About IntelligenceBank

IntelligenceBank is loved by the world's top companies in 55 countries

IntelligenceBank empowers global marketing teams to go to market faster, maintain brand integrity across channels and achieve legal compliance with its Digital Asset Management, Online Brand Portal, Marketing Work Management and Marketing Compliance Software.

Performance

Digital content and media is exploding

intelligencebank

Compliance

Compliance is a tier 1 operating issue

About G2

G2 is the largest and most trusted software marketplace. More than 80 million people annually us G2 to make smarter software decisions based on authentic peer reviews. G2's Digital Asset Management (DAM) Vendor Comparison Report is based on reviews and shows IntelligenceBank ranked highly among its competitors. Let's take a closer look at how IntelligenceBank compares.

Leaders in Digital Asset Management

IntelligenceBank is ranked as a Market Leader in G2's 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 7 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

Likelihood to Recommend

91%

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 on brand.

90%	89%	89%	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 has all the DAM functionality you expect, including storing, managing and sharing all your assets.

IntelligenceBank is also packed with all the rich features such as including version control to give you a single source of the truth. Users can easily transform assets on the fly into different sizes and formats. IntelligenceBank boasts industry leading compliance features including digital rights management, file expiration, proofing and approvals, disclaimer engines and more.

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Metadata	**92**%	89%	87%	86%	89%
File Types	**94**%	89%	89%	91%	82%
File Transformation	**91**%	83%	82%	86%	87%
Versioning	**91**%	84%	83%	86%	87%
File Expiration	**92**%	86%	87%	86%	85%
File Watermark	**90**%	86%	81%	82%	79%
Digital Rights Management	**92**%	86%	84%	84%	85%
Organizational Interface	**89**%	86%	82%	87%	87%
User, Role & Access Management	**91**%	88%	86%	88%	90%
Import/Export	**89**%	86%	86%	89%	86%
Performance and Reliability	**95**%	86%	87%	92%	86%

Media Types

IntelligenceBank gives users an industry leading experience for Image, Video and Audio files. However we don't stop there, extending this experience 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 industry leading compliance features.

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Image	**95**%	92%	93%	94%	95%
Video	**91**%	85%	83%	87%	89%
Audio	**91**%	83%	83%	87%	87%

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Workflow Management

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

79%	**81**%	**85**%	**86**%
Bynder	Canto	Brandfolder	Mediavalet

Workflows for Briefs / Campaigns

From ideation, review, campaign approval, asset markup and approvals, to launch.

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

Setup specific assets to require download approvals. Or setup pre-approved download depending on your asset use case.

Creative Templates

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

Disclaimer Engine Workflows

Setup logic to generate all your disclaimers at the start of your campaigns.

Brand Portal

91%

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

87%	**85**%	**89**%	**90**%
Bynder	Canto	Brandfolder	Mediavalet

IntelligenceBank delivers stunning online brand guidelines that are easy to share and easy to control who has access to what assets. IntelligenceBank automates brand requests which is ideal for internal teams and those working with agencies and multi-brands.

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Integrations with Marketing and Creative Software

85%
Intelligencebank

76%	77%	81%	80%
Bynder	Canto	Brandfolder	Mediavalet

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

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Creative Software	**86**%	76%	80%	80%	80%
Marketing Software	**83**%	76%	80%	80%	81%

Productivity Connector

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

Creative Studio Connector:

InDesign, Illustrator and Photoshop, Figma and Sketch.

Adobe Premier Pro + After Effects

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

Salesforce Connector

Salesforce Sales Cloud, Salesforce Marketing Cloud.

CMS Connector

WordPress, Drupal, Sitecore, Contentful and more.

Universal Connector

Drag and drop assets into web apps via Chrome.

Handshakes

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

API

Create custom integrations between IntelligenceBank data and other applications.

Ease of doing business with

Our aim is to make life easier for our clients. That's why we provide 6 Star training and support.

Our customer success experts ensure your project is successfully implemented, on time and on budget. We help with configuration of workflows, forms, custom pages, migration, alerts and dashboards. We provide Admin training (including train the trainer), and provide post-launch support.

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Ease of Setup	86%	83%	81%	82%	85%
Quality of Support	94%	93%	88%	89%	91%
Meets Requirements	91%	88%	87%	91%	91%
Good partner in doing business with	94%	93%	90%	89%	93%
Ease of Admin	88%	86%	87%	86%	88%

"

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

CWB CANADIAN WESTERN BANK GROUP
BANK · TRUST · INSURANCE · WEALTH MANAGEMENT

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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.

Product Tour

Book a Demo

Nothing beats a demonstration if you want to see how things work. Our team can help you better understand your requirements.

Book Demo

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