

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.



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 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%
Bynder

89%
Canto

89%
Brandfolder

91%
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%

The screenshot displays the IntelligenceBank platform's user interface. At the top, there is a navigation bar with links: Dashboards, Assets (which is the active tab), Guidelines, Projects, Approvals, and News. A user profile icon is also present. Below the navigation, a search bar contains the query "Girl on orange background".

The main content area shows a grid of media items. On the left, there are four thumbnail images of women in orange clothing. On the right, a larger image shows two women laughing and hugging against an orange background. A "Video Preview" overlay is positioned over this image, showing a play button in the center. To the right of the preview, an "EXPORT OPTIONS" panel is open, containing settings for output format (MP4), resolution (Original 800p - 800 x 1920), enable watermark (disabled), position (Centre), and size (Custom). A "Save" button is located at the bottom right of the export panel.



Workflow Management

87%

Intelligencebank

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

79%
Bynder

81%
Canto

85%
Brandfolder

86%
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 %

Intelligencebank

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

87 %
Bynder

85 %
Canto

89 %
Brandfolder

90 %
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.

The screenshot shows the IntelligenceBank brand guidelines portal. At the top, there is a navigation bar with links: Dashboards, Assets, Guidelines (which is highlighted in orange), Projects, Approvals, and News. A user profile icon is also present. Below the navigation, there is a search bar with the placeholder "What are you looking for?".

The main content area is divided into several sections:

- LOGOS:** Displays a logo with dimensions: 2.2x, 4x, and 4.2x.
- COLOR PALETTE:** Shows a color palette with various shades of orange, yellow, and grey.
- ICONS:** Displays a grid of icons including a plus sign, arrow, line graph, shopping bag, cloud, monitor, lock, file, and others.
- TYPOGRAPHY:** Displays a large "Aa" in orange and a smaller grid of letters from A to Z.
- IMAGES:** Displays a grid of four images: a bowl of fruit, a person in a patterned shirt, a spiral staircase, and a person laughing.
- Guidelines for Co-Branding:** This section is overlaid on the main content. It includes two sub-sections: "SUB-BRANDS - HORIZONTAL FORMAT" and "SUB-BRANDS - VERTICAL FORMAT". Each sub-section shows examples of how the "intelligencebank" logo can be combined with other brand names.



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.



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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