

Introducing: Brandfolder Insiders – Get Early Access & Shape Our Future!

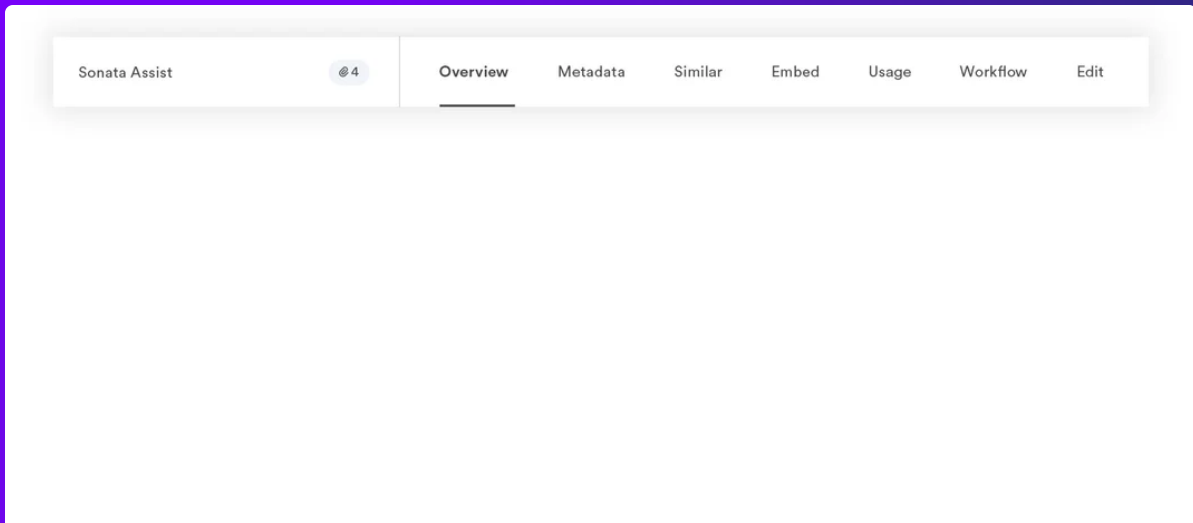


Locate. Create. Collaborate.

Do more with the content you already have.

Brandfolder helps marketers and creatives manage and distribute all of their assets, and understand how they're performing.

Email Address:





- Voice-ring-macro.png ...
- Voice-ring-macro.png ...
- Base-macro.png ...
- 360-Video.mp4 ...
- Voice-over.mp4 ...

Assist C
4 star

Advanced Filters

Top Tags

- Romantic
- Family
- Europe
- Banff
- Tuscany
- Mountains
- Beach
- City
- Recommend
- Vineyard

Top File Types

- JPG
- PNG
- PDF
- EPS
- SVG
- AI
- OTF
- IDML
- TXT
- MOV

Custom Fields

Orientation

Comments

Upload Date

Logos

- Sonata-primary SVG
- Sonata-secondary SVG
- Sonata-icon SVG

Beach Lifestyle Photography & Video

- Phuket, Thailand JPG
- Kaafu Atoll, Mald... JPG
- Maldives JPG
- Waikoloa Village JPG
- Ao Nang, Thailand JPG
- North Central Pr... JPG
- Marbella, Spain JPG
- Komodo Islands JPG
- Santorini JPG





FORRESTER[®]

The Total Economic Impact[™] of Brandfolder

See how Brandfolder helps businesses realize cost savings and ROI in this commissioned study by Forrester Consulting.

[Get the free study](#)

EXECUTIVE SUMMARY

ROI: **273%**

Executive Summary

Brandfolder supports organizations' digital transformations by enhancing efforts to organize, manage, distribute, manipulate, and measure digital assets. This opens new possibilities to realize efficiencies across creative and marketing teams and more easily distribute content around the globe. Useful and intuitive features, including an advanced and growing suite of integrations, help maximize the value of digital assets and advance workflow across the organization.

Brandfolder is a digital asset manager (DAM) that allows companies to organize, manage, distribute, manipulate (with templates, cropping, resizing, conversions), and measure a full range of digital assets in support of the work of creative and design teams for brands and marketers. A user-friendly interface and assortment of features combine to deliver enhanced workflow, access control, and a centralized repository of key assets for users. Companies can customize their Brandfolder environment via a wide range of modules, including these key options:

- Workspaces, a creative workflow tool for collaboration.
- Templating.
- Smart content delivery network (CDN) capabilities to embed assets across web destinations, email, content management system (CMS), and e-commerce from within Brandfolder without additional development time.
- Portals, or customizable landing pages for internal or external user groups.
- Insights and Insights Data Connector, which are asset performance reporting and big query connector tools.
- Brandguide, a repository for brand styles and guidelines.
- Automation framework.

KEY STATISTICS

Return on investment (ROI): **273%**

Net present value (NPV): **\$828K**

Increased creative team efficiency

40%

- AI enhancements including AI image recognition for discoverability.
- Advanced search.
- Integrations with a range of marketing tools and software.

Brandfolder commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Brandfolder.†

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THE TOTAL ECONOMIC IMPACT OF BRANDFOLDER

Analysis C

Quantified c

Total Costs

Item	Cost
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Ma	Marketing
Tot	Total cost
Ad	Adjusted

LICENSE FEES

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License Fees

Item	Method
E1	License
D1	License
St	Stk
Et	License

Three-year total: **\$267,738**



Sonata Luxury Travel

5 Collections ▾

7,049 Assets

[Share Brandfolder](#)

- All
- Logos
- US Destinations
- Magazines
- Video
- Templates
- Icons
- Social Media
- Ads
- Experiences
- Destinations
- 3D Models
- External Media
- Collaborative Docs
- Documents
- People
- Fonts
- Colors
- Information
- Archive

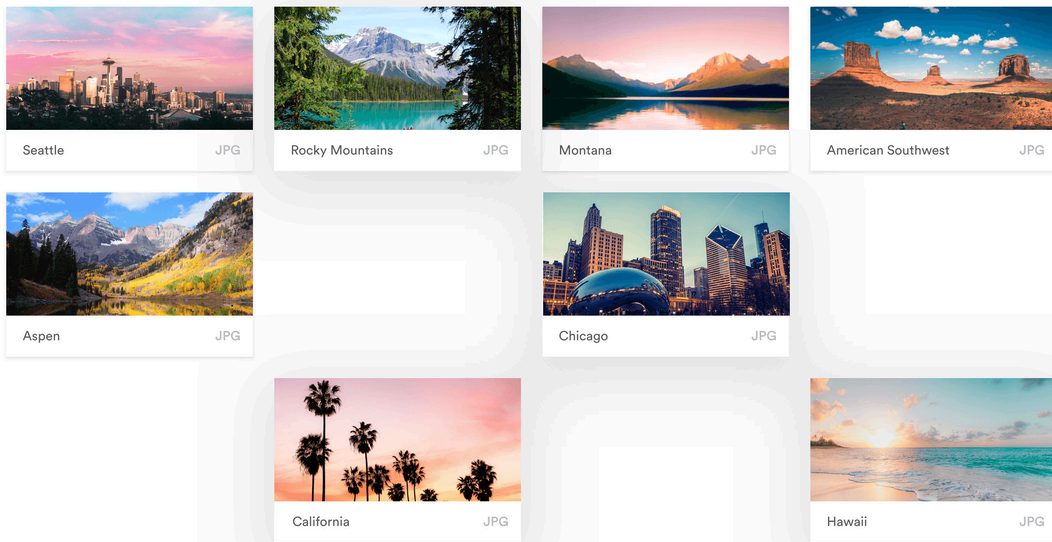
38

Position ▾



US Destinations

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EASY TO USE

An intuitive way for users to find what they need, when they need it

Your team wastes dozens of hours a week finding assets. Brandfolder makes it easy for users to access assets from an intuitive, cloud-based, single source of truth.

DISTRIBUTION THAT SCALES

An easy way to share your brand's assets

Simplify brand asset distribution by sharing an asset, a collection of assets, or even your entire Brandfolder with robust privacy controls and user-level permissioning.

[Learn more about Brandfolder](#)

ADVANCED LOGISTICS & INSIGHTS

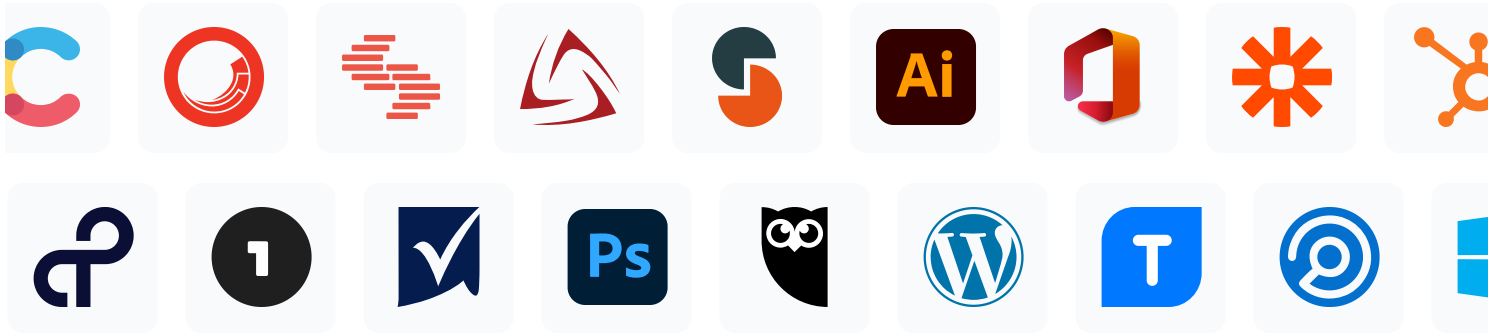
Understand how your assets are performing with Brand Intelligence

Brand Intelligence highlights your best-performing assets and minimizes time spent on unused content. With features like automated tagging and duplicate detection, your team can move from managing files to directing content strategy.

[Explore Brand Intelligence](#)

Brandfolder integrates with the tools you use everyday

[→ Explore our integrations](#)



Strong brands live here

Brandfolder is trusted by some of the world's strongest brands, from innovative startups to Fortune 500 companies.



Russell Stover

At Russell Stover, transforming a legacy chocolate brand into a modern product was critical to the growth of their company. Discover how Brandfolder enables Russell Stover's sales team and distributors to easily access content on the fly from a central source of truth.

P.F. CHANG'S

Learn how P.F. Chang's distributed customized regional assets to 23 global markets with Brandfolder.

[Watch the video](#)



Learn how Zeal Optics powers global asset distribution to 3,000+ retailers with Brandfolder.

[Watch the video](#)

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Join the 5,000+ brands using Brandfolder to manage their assets

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