# Your DAM + Showpad = content dream team

Marketing teams are creating more content than ever. On top of that, there's the constant need to tweak and align with rebranding, new messaging, and new features while maintaining governance and compliance. The content struggle is real.

The solution: A seamless connection from your DAM to your customer-facing teams

Marketing tackles their content problem for specific channels with a Digital Asset Management (DAM) system. This solution has become marketing's organization-wide single source of truth for distributing content across their digital channels. But what about getting up-to-date and compliant content to your revenue teams?

Easy. Showpad and your DAM team-up. This dream team lets your revenue content follow existing workflows and processes from creation to delivery. Showpad is the only place your sales and revenue teams need to go to discover and work with all of your rich, engaging and always governed content.

DAM   Showpad Asset Connect
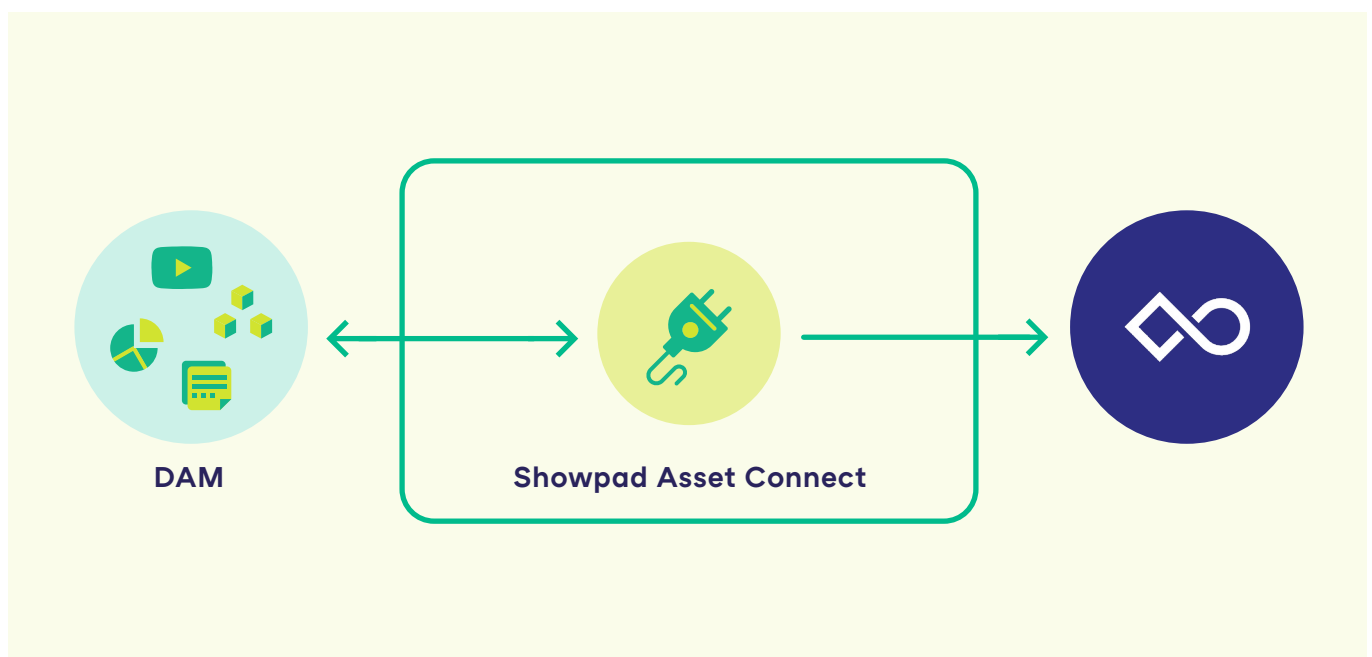
Showpad Asset Connect keeps your DAM as the organization-wide source of truth while giving your sales and revenue teams access to your latest and greatest content in Showpad.

And the best part? All of this happens automatically, so you don't have to worry.

Works with any DAM

Already have a DAM or content management system in place? Connecting it with Showpad is an easy win, and we connect with all of the big brands out there.

And as part of our managed services, connecting both systems couldn't be easier. We implement, test, maintain and support the connection. Meaning there's no heavy lifting for your IT team, outside of the usual security and approval conversations. It's that simple to connect.

Once your content's approved in the DAM, simply tick the box to sync that asset to Showpad. Here's where Asset Connect takes over. We collect the file and all its metadata to ensure your content ends up in the right place in Showpad, whether you're sharing global content or assets specific to a particular region, language, or group of people.

Benefits:

Keep success familiar. Use existing content creation processes and workflows to drive branding, compliance, and governance.

Refresh results. Promote asset reuse by keeping your DAM as the organization-wide source of truth.

Only the best. Ensure that revenue teams only have access to the latest and greatest content in Showpad.

De-risk revenue content. No more need for manual effort. Save time and eliminate human errors from your content processes.

Boost impact. Track what content resonates with internal teams, prospects, and customers and what content makes the most impact on closed deals so you can prioritize your ever-growing workload.

Reduce the time to value. With Showpad Asset Connect, all your approved content is available on the platform in no-time.