

Pica9 Included as a “Representative Vendor” in Gartner’s Market Guide for Digital Asset Management

Leading Software as a Service (SaaS) Local Marketing Automation Vendor Included in Gartner Distributed Digital Asset Management Report

NEW YORK, NY, UNITED STATES, January 4, 2017 /EINPresswire.com/ -- Pica9, a leading provider of Digital Asset Management and Local Marketing Automation solutions, today announced that it has been identified as a representative vendor in the Gartner "Market Guide for Digital Asset Management" report. Pica9's flagship product, CampaignDrive, was listed as an example of [Distributed DAM systems](#). These systems help multi-location brands manage how their franchisees, dealers or other local marketing partners use marketing assets.

Gartner published the recent Market Guide as Digital Asset Management is becoming a strategic priority for marketers across industries. Analysts Jake Sorofman and Andy Frank state that “Digital asset management is undergoing a renaissance as marketing leaders face new challenges in managing the growing volume, variety and velocity of content assets.” Digital Asset Management systems provide marketers with the tools to organize and distribute these assets, and scale their marketing operations to meet the challenges of a diversified media landscape.

CampaignDrive by Pica9 was evaluated in the report for Distributed Digital Asset Management. This new category of DAM includes platforms that are purpose-built for [managing marketing assets](#) across distributed marketing teams. Brands with dealers, franchisees or agents in a variety of industries use these tools to share assets with distributed marketers, standardize how those assets are used and analyze their performance.

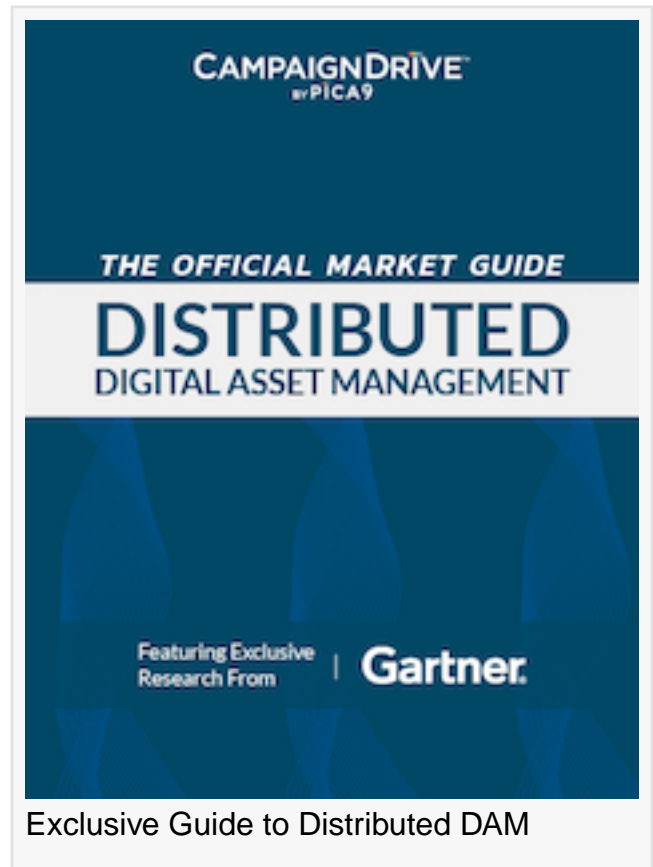
“

Digital asset management is undergoing a renaissance as marketing leaders face new challenges in managing the growing volume, variety and velocity of content assets”

Jake Sorofman & Andy Frank

“This report from Gartner is a huge step forward for the entire category of Distributed Digital Asset Management,” said Pica9 founder Kevin Groome. “Distributed brands, especially those

with multiple locations, have come to rely on this technology to operationalize their marketing for the 21st Century. With the Market Guide, Gartner is bringing clarity and precision to understanding how



Exclusive Guide to Distributed DAM

all of the many marketing technologies brands can use fit together.”

When asked about the inclusion of Pica9 and CampaignDrive in the report, Groome said, “we are thrilled to be included and believe that being named a representative vendor by Gartner is validation that CampaignDrive continues to deliver great value to our customers.” He added, “entering 2017 we are extremely excited for the future of CampaignDrive. We have over 75 new enhancements planned for the upcoming year which will build on the enormous progress we have already made to make distributed marketing easy, effective and problem-free for multi-location brands.”



For Pica9, the announcement marks a year in which CampaignDrive received multiple high-profile accolades from Digital Asset Management and Local Marketing analysts. At Henry Stewart DAM in May, representatives from Marriott International and Polaris Industries shared how the Distributed DAM system has enabled their brands to scale-up marketing operations globally (<http://pica9.com/news/pica9-customers-henry-stewart-dam-new-york/>). In July, CampaignDrive was included in the Annual Local Marketing Automation report by Third Door Media (<http://pica9.com/news/enterprise-local-marketing-automation-report-2016/>). The local marketing platform was also profiled in various industry publications throughout the year, including a feature-length case study published in Franchising Today (http://www.nxtbook.com/nxtbooks/knighthouse/ft_2016winter/#/98).

[Read the Market Guide to Distributed Digital Asset Management](#)

About Pica9, Inc.

Pica9 is the leading SaaS Local Marketing Automation provider for multi-location brands. CampaignDrive by Pica9 helps distributed brands share and standardize marketing assets across all of their franchise, dealer and agent locations. CampaignDrive gives brands distributed DAM tools to centralize and distribute marketing assets to local marketing teams, and offers best-in-class templating capabilities to ensure local marketing is always brand-compliant. To learn more, visit <http://pica9.com/>

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> i Gartner “Market Guide to Digital Asset Management” by Jake Sorofman and Andy Frank, November 16, 2016.

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