

2025

# Marketing Operations Vendor Comparison Report



See how real users compare vendors in Digital Asset Management,  
Brand Asset Management and Marketing Resource Management





# 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. The Marketing Operations 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.



# All-in-one Platform for Marketing Operations



IntelligenceBank offers one secure, scalable system for project management, brand management, content storage and distribution, creative collaboration, legal and operational review, revision requests, approvals, AI-assisted workflows and more. And it goes without saying that IntelligenceBank works seamlessly with all your team's favorite content creation tools.

Why do customers prefer one platform?

**Increased Productivity.** Forget multiple logins, moving content between systems, and multiple processes for the same results. The time savings speak for themselves. Best of all, teams don't suffer from the excess context switching when moving between platforms. Meanwhile, automated workflows guide content through stages from creation to publication, giving teams valuable time to spend on strategic initiatives. AI-assisted tagging and content creation helps team members be more productive.

**Improved Brand and Regulatory Governance.** Say goodbye to managing your brand in email, Slack and external online storage solutions. Brand portals ensure your partners and wider team are always using approved images

**Fast Content Approvals.** Streamlined processes between marketing and compliance and legal teams mean content gets out the door faster. And automation tools such as disclaimer engines ensure marketing gets it right in the first place.



# Marketing Resource Management

IntelligenceBank's Marketing Resource Management (MRM) software streamlines and enhances marketing operations by providing a centralized platform to manage workflows, approvals, asset development, and distribution. With AI-powered tools, it ensures brand compliance, speeds up campaign production, and simplifies legal reviews. Integrations with popular creative applications and comprehensive project management views enable teams to collaborate effectively and maintain brand integrity. Designed for scalability and security, IntelligenceBank is an essential tool for marketing teams aiming to optimize efficiency and ensure regulatory compliance.

	IntelligenceBank	Uptemo	Planful	Wrike	Aprimo
Easy of Use	<b>83%</b>	81%	83%	81%	81%
Quality of Support	<b>92%</b>	88%	88%	88%	88%
Likelihood to Recommend (NPS)	<b>88%</b>	82%	87%	87%	87%
Ease of Doing Business With	<b>91%</b>	92%	90%	88%	87%
Ease of Admin	<b>81%</b>	79%	80%	84%	76%
Ease of Setup	<b>79%</b>	72%	76%	77%	74%
Overall Impression - Product Direction	<b>88%</b>	90%	92%	86%	81%



# 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.

intelligencebank

Dashboards Assets **Guidelines** Projects Approvals News

Brand Guidelines

What are you looking for?

**LOGOS**

2.2x 4x

4.2x

**COLOR PALETTE**

**ICONS**

**TYPOGRAPHY**

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**IMAGES**

**Guidelines for Co-Branding**

SUB-BRANDS - HORIZONTAL FORMAT

intelligencebank Name

intelligencebank Name across two lines

SUB-BRANDS - VERTICAL FORMAT

intelligencebank Name

intelligencebank Name



# 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	<b>92%</b>	89%	87%	86%	89%
File Types	<b>94%</b>	89%	89%	91%	82%
File Transformation	<b>91%</b>	83%	82%	86%	87%
Versioning	<b>91%</b>	84%	83%	86%	87%
File Expiration	<b>92%</b>	86%	87%	86%	85%
File Watermark	<b>90%</b>	86%	81%	82%	79%
Digital Rights Management	<b>92%</b>	86%	84%	84%	85%
Organizational Interface	<b>89%</b>	86%	82%	87%	87%
User, Role & Access Management	<b>91%</b>	88%	86%	88%	90%
Import/Export	<b>89%</b>	86%	86%	89%	86%
Performance and Reliability	<b>95%</b>	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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[Dashboards](#)[Assets](#)[Guidelines](#)[Projects](#)[Approvals](#)[News](#)

☰

Stock Photography

🔍

Girl on orange background

Girl Wearing Orange Sweater

Happy girl with red hair and big smile

Girl Wearing Orange Sweater

Girl Wearing Orange Sweater

Video Preview

7s14s/19s

EXPORT OPTIONS

OUTPUT FORMAT

MP4

RESOLUTION

Original (800p - 800) x 1920

ENABLE WATERMARK

☐

RESOLUTION

☐ Default☒ Custom

POSITION

Centre

SIZE

Save

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9



# 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.



# Integrations with Marketing and Creative Software

# 85%

Intelligencebank

76%  
Bynder

77%  
Canto

81%  
Brandfolder

80%  
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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[intelligencebank.com](https://intelligencebank.com)