

Brand Asset Management Vendor Comparison Report

See how real users compare Brand Asset Management vendors according to G2





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 Brand Software

Brand Asset Management is a term that many marketers use to describe software they use to store and distribute approved brand content. Other common related or synonymous terms include Brand Management Software and Brand Portal Software.

IntelligenceBank is ranked as a Market Leader in multiple G2 Vendor Comparisons. 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 asset management providers, IntelligenceBank is the highest rated in these key categories:

1. Brand Portal
2. Likelihood to Recommend
3. Asset Management
4. Media Types
5. Integration with Marketing & Creative Software
6. Ease of Doing Business With





Brand Portal

91%

Intelligencebank

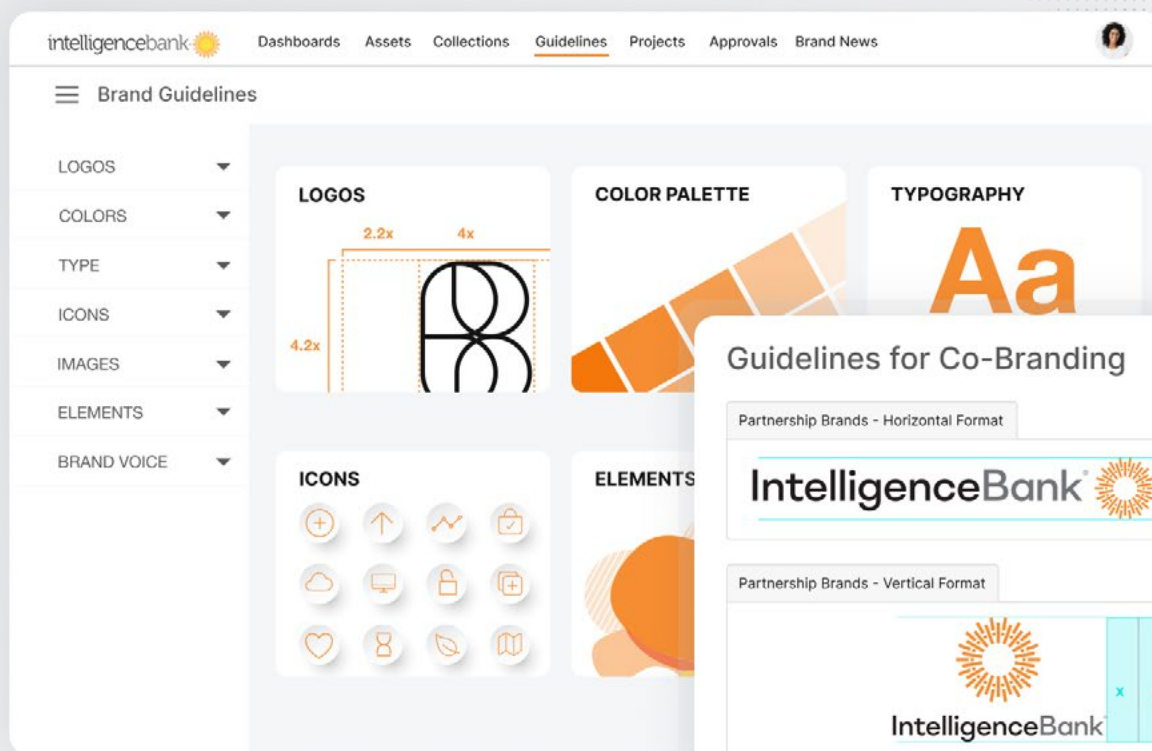
Leading brands use IntelligenceBank to bring their brand guidelines to life and keep their teams on brand.

87%
Bynder

85%
Canto

89%
Brandfolder

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.





91%

Intelligencebank

Likelihood to Recommend

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

[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
Image	95%	92%	93%	94%
Video	91%	85%	83%	87%
Audio	91%	83%	83%	87%

The screenshot displays the IntelligenceBank web interface. At the top, there's a navigation bar with tabs: Dashboards, Assets (selected), Collections, Guidelines, Projects, Approvals, and Brand News. Below this, a 'Stock Photography' section shows a grid of image thumbnails. Each thumbnail has a download icon and a caption: 'Girl Wearing Orange Sweater', 'Excited girl with orange background', 'Dancing girl with bright smile', and 'Girl Wearing Orange Sweater'. A 'Video Player' is overlaid on the grid, showing a video of two people laughing. The video player has a progress bar and a '100%' zoom level. To the right of the video player is an 'EXPORT OPTIONS' panel. This panel includes a dropdown for 'OUTPUT FORMAT' (set to MP4), a dropdown for 'RESOLUTION' (set to Original (800p - 800) x 1920), a toggle for 'ENABLE WATERMARK' (set to off), a dropdown for 'POSITION' (set to Centre), and a 'SIZE' slider. A 'Save' button is at the bottom of the panel.



Integrations with Marketing and Creative Software

85%

Intelligencebank

IntelligenceBank helps you unleash the power of your digital assets, with Connectors, Handshakes or API access into your favorite third-party apps.

76%
Bynder

77%
Canto

81%
Brandfolder

	IntelligenceBank	Bynder	Canto	Brandfolder
Creative Software	86%	76%	80%	80%
Marketing Software	83%	76%	80%	80%

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
Ease of Setup	86%	83%	81%	82%
Quality of Support	94%	93%	88%	89%
Meets Requirements	91%	88%	87%	91%
Good partner in doing Business With	94%	93%	90%	89%
Ease of Admin	88%	86%	87%	86%



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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