

# Brand Asset Management Vendor Comparison Report

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





# About IntelligenceBank

IntelligenceBank is the AI-powered digital asset management, marketing compliance and marketing workflow platform that helps marketing teams create and manage more approved content, faster.



## 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

# 92%

## IntelligenceBank

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

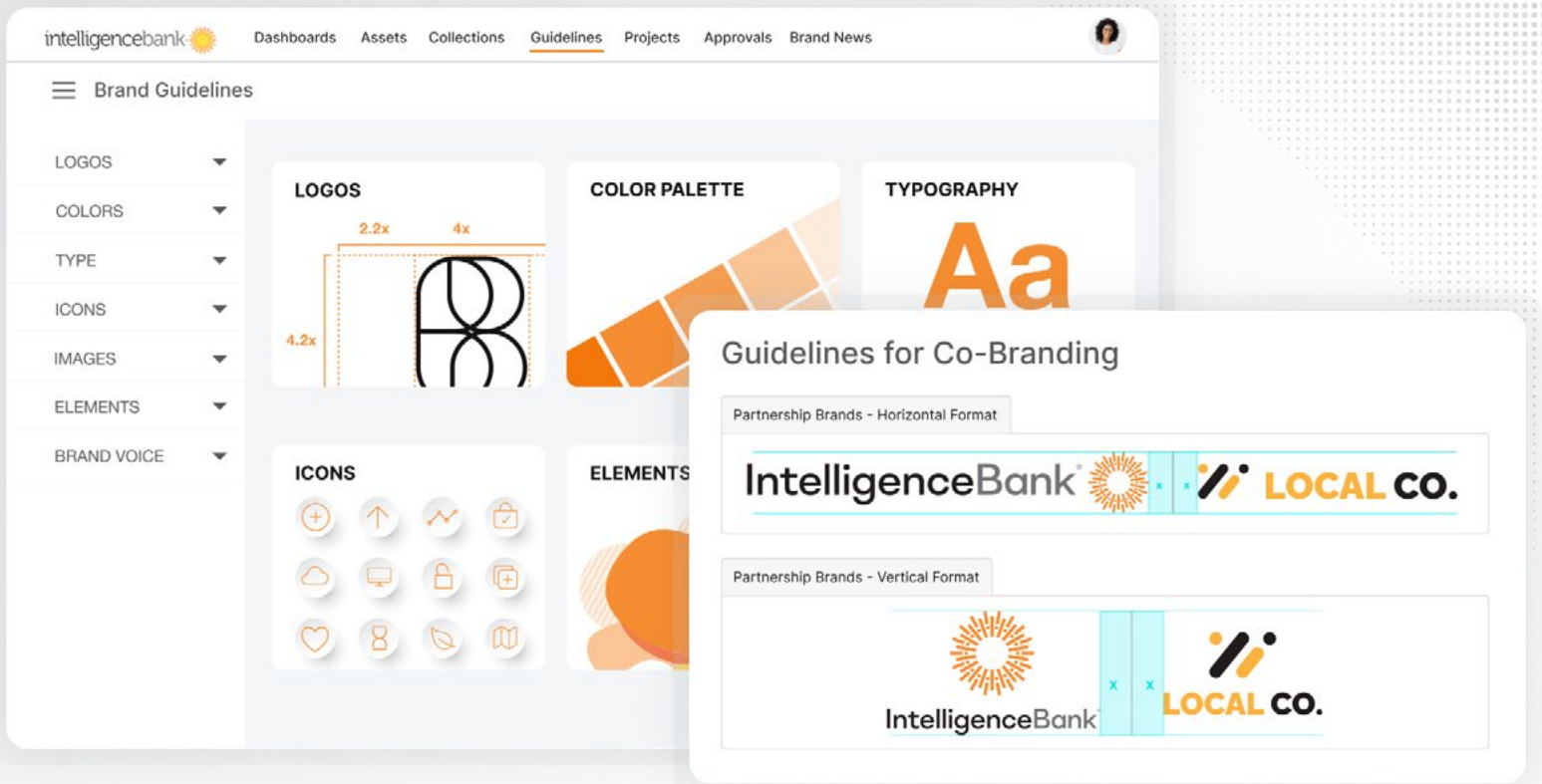
**88%**  
Bynder

**87%**  
Canto

**88%**  
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.





# 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.

**86%**  
Bynder

**90%**  
Canto

**89%**  
Brandfolder

**91%**  
Mediavalet

[G2 IntelligenceBank Reviews](#)

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**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.

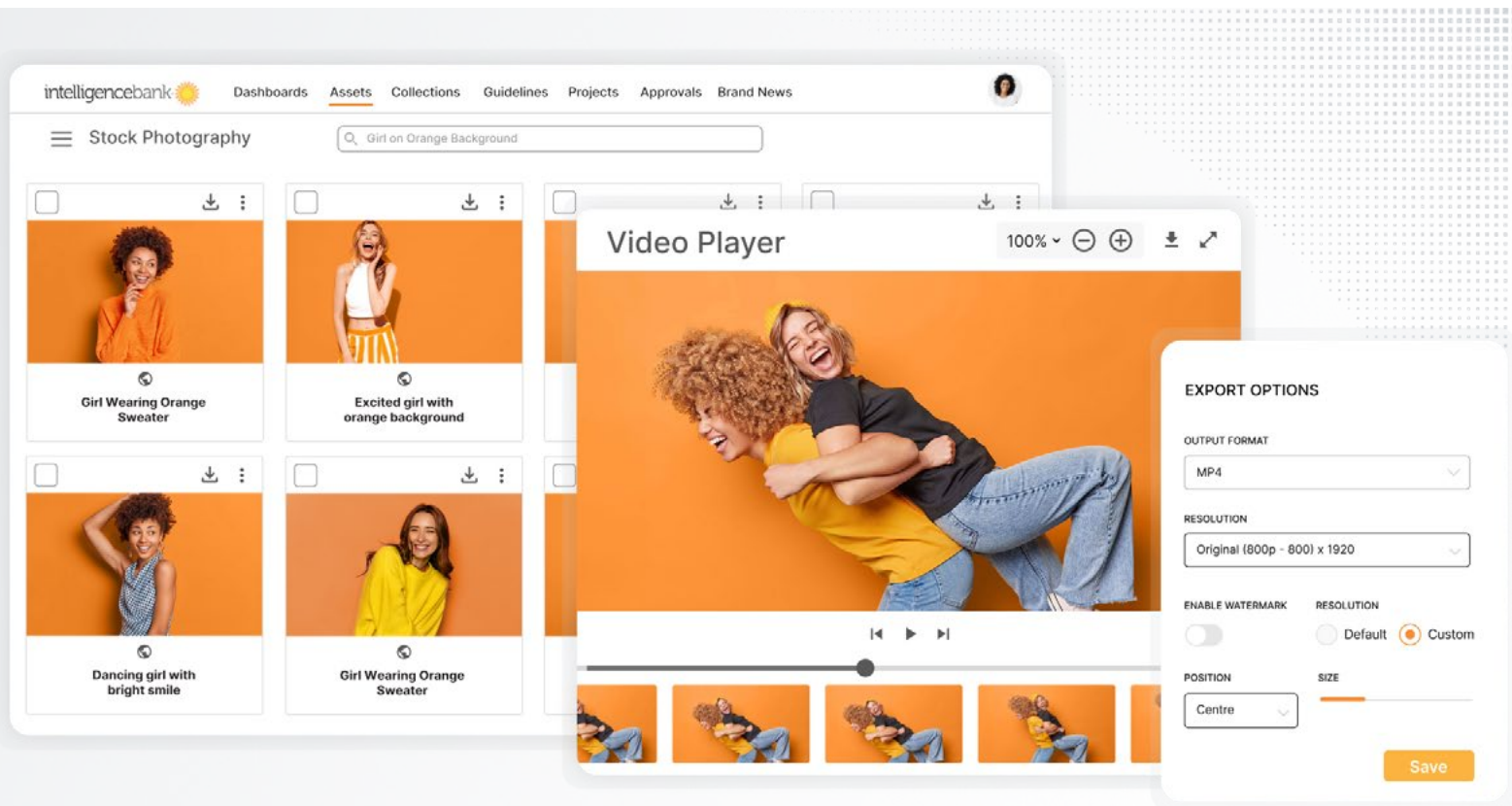
	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Metadata	<b>92%</b>	89%	88%	86%	90%
File Types	<b>94%</b>	90%	90%	91%	92%
File Transformation	<b>90%</b>	83%	84%	85%	86%
Versioning	<b>91%</b>	84%	84%	85%	87%
File Expiration	<b>92%</b>	86%	87%	86%	85%
File Watermark	<b>89%</b>	86%	82%	81%	81%
Digital Rights Management	<b>92%</b>	86%	86%	83%	86%
Organizational Interface	<b>89%</b>	86%	85%	86%	87%
User, Role & Access Management	<b>91%</b>	88%	87%	87%	89%
Import/Export	<b>89%</b>	85%	86%	88%	89%
Agentic AI	<b>79%</b>	75%	70%	59%	61%



# 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%	94%	94%	95%
Video	91%	85%	86%	86%	88%
Audio	91%	84%	86%	85%	87%





# Integrations with Marketing and Creative Software

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

	IntelligenceBank	Bynder	Canto	Brandfolder	MediaValet
Creative Software	85%	77%	79%	79%	81%
Marketing Software	82%	77%	79%	79%	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.



94%

IntelligenceBank

# 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.

92%  
Bynder

87%  
Canto

93%  
Brandfolder

92%  
MediaValet

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%	83%	82%	85%
Quality of Support	94%	93%	90%	88%	94%
Meets Requirements	90%	89%	89%	88%	90%
Good partner in doing business with	94%	93%	92%	87%	93%
Ease of Admin	88%	86%	87%	85%	88%

*“IntelligenceBank is a highly customizable platform that is easy to use.”*



# 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](#)



**IntelligenceBank<sup>®</sup>** 

[IntelligenceBank.com](https://IntelligenceBank.com)