

Wedia's *Media Kit*

DAM that adapts to you. *Not the other way around.*

2025



Our *mission*

Our mission is to empower large and global companies with a **customizable DAM solution** that optimizes visual asset management and multichannel delivery.

By providing an **intuitive user interface**, **AI-driven content localization** and **expert support**, we help businesses streamline their media lifecycle and deliver personalized customer experiences at scale, all while meeting the unique demands of multifaceted marketing operations.

Wedia's Digital Asset Management journey began in 2010. More than 10 years later, we are part of the **Top 10 DAM vendors worldwide, the Top 5 in Europe, and Number 1 in France.**

The Wedia spirit is based on our core values: **Innovation, Commitment and Efficiency.** These values are the foundation of our work ethics. At Wedia, we try to empower our individual team members to take actions they decide are best within their respective domains and ultimately do their best work.



Our customers are faced *with a number of issues*

- **Managing an Increasing Asset Volume:** Struggle to efficiently handle a growing amount of digital assets while ensuring they align with their evolving business structure.
- **Localizing and Delivering Assets:** Difficulty in localizing content for global audiences and ensuring assets are rendered in the right formats.
- **Ensuring Compliance and Brand Consistency:** Challenges in adhering to legal and regulatory requirements.
- **Lack of Insights into Asset Performance:** Limited visibility into how their digital assets are being used and performing, hindering their ability to make data-driven decisions.
- **Integrating and Scaling the DAM Solution:** Difficulty finding a scalable and high-performance DAM solution that integrates smoothly with their existing IT ecosystem.
- **Lack of Expert Support:** Not having a dedicated team to guide them through tailored onboarding and ongoing support.

Challenges



Our solution tackles *all these challenges*

We provide a customizable and intuitive DAM solution with advanced features like web-to-print, AI-driven content localization and media delivery. Backed by proven technologies, our solution scales to support marketing and communication teams facing multidimensional operations, delivering personalized, high-impact visual content at scale.



Wedia offers an **intuitive Digital Asset Management (DAM)** solution which covers **web-to-print, AI-driven content adaptation and media delivery.**

We offer three solutions to **store, organize and distribute** assets



Digital Asset Management

A robust content repository, to efficiently store, organize, and manage a huge volume of diverse assets while maintaining legal and brand compliance.



Distributed Marketing

Manage your global campaigns and ensure consistency in your distributed marketing efforts while streamlining your Web-to-Print processes.



Media Delivery & Digital Experience

For media rendition with the best load times, delivering high-end customer experiences at scale and enabling content scoring to track user interaction.

We've been recognized as one
of the *best DAM in the industry*

FORRESTER®



Gartner®



Our customers from various industries



Retail

ADEO, Decathlon,
Picard



Automotive

Harley-Davidson, Renault
Trucks, Volkswagen



Life Sciences

Bayer, Pierre Fabre



Financial Services

Covéa, Crédit Agricole,
SVB, AXA



Energy

Engie, Total
Energies, EDF



Consumer Goods

Danone, Savencia



Discover their stories



Decathlon

The French sporting goods retailer present in 59 countries turned to Wedia for a multi-functional DAM.



Bayer

Before Wedia, this leader in the pharmaceutical industry faced a number of challenges concerning how to manage their assets.





4500

Customers

Managing billions
of assets



+120

Countries

Covering every
continent



100

People

Highly committed!



4

Locations

Managing billions
of assets

Contact us

Need your questions answered
or want to get in touch with us?

Please send an email to:



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