

# Frontify's transformative impact

Insights from our customer survey



# Introduction

## About Frontify

Frontify is the leading brand-building platform, known for its user-friendly interface and powerhouse features. We simplify style guides, assets, templates and workflows, guaranteeing extensive usage, scalability, and brand consistency.

## About this report

We reached out to a broad customer base of over 300 clients across key industries and regions to gauge how our solution has impacted their business. The following are some of the highlights from these conversations.

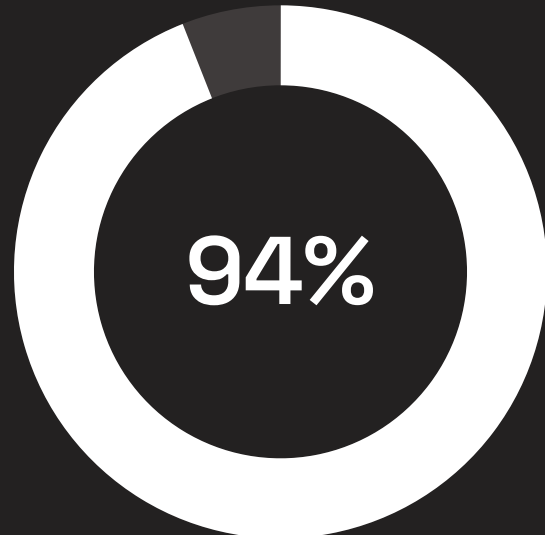




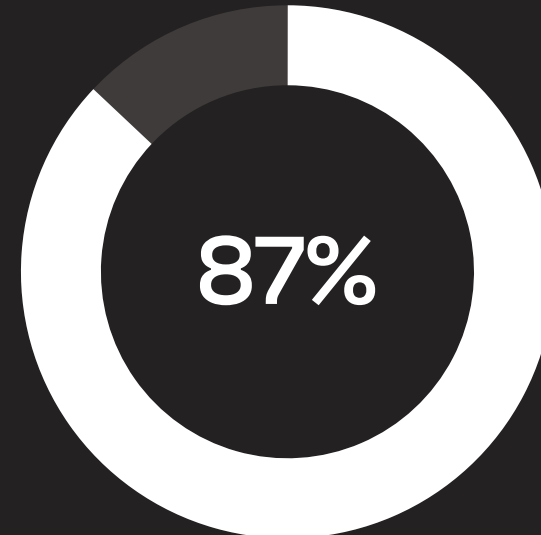
# Experience

## Frontify delights customers and maximizes asset reuse.

Frontify enables customers to establish a central brand portal to find, access, and reuse approved assets. Tagging, metadata, and version control streamlines the reuse of visuals, templates, and brand elements — saving teams time and money.



Would recommend Frontify



Increased reuse of existing assets



“

Frontify’s platform is our single source of truth to upload, organize, search, convert, download, and share all kinds of assets.

**The DAM enables all our users to find what they need quickly and facilitates asset reuse.**

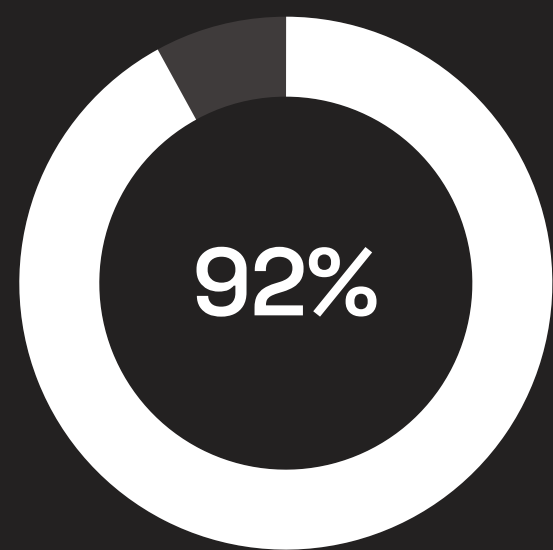
Lisa Pfurtscheller

Digital CX Manager & Designer, Zumtobel Group

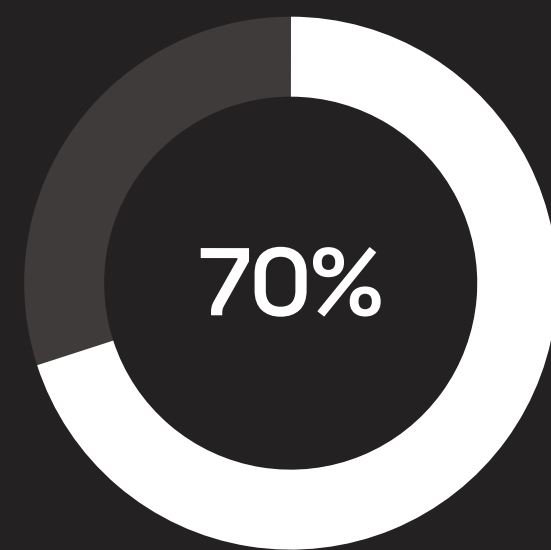
## Efficiency

**Frontify customers achieve brand consistency, optimize asset searches and create marketing materials quickly.**

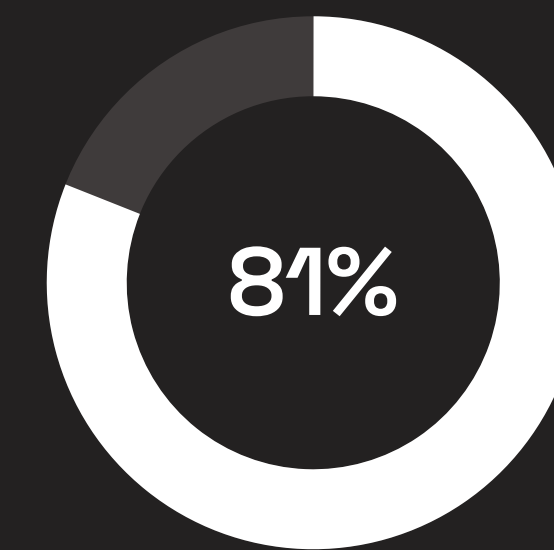
Frontify centralizes assets, guidelines, and templates to make it easy to produce marketing materials and maintain brand uniformity. The platform's specialized libraries streamline collaboration and provide immediate updates and efficient access to digital assets.



Use Frontify to improve their brand consistency



Create marketing materials faster



Can find digital assets faster



“

I've used many asset management systems over the years, and **Frontify's platform is far and away the best tool I've worked with to date.**

It's incredibly intuitive and easy to use, both from a user and developer standpoint. The number of available features and functionalities is astounding.

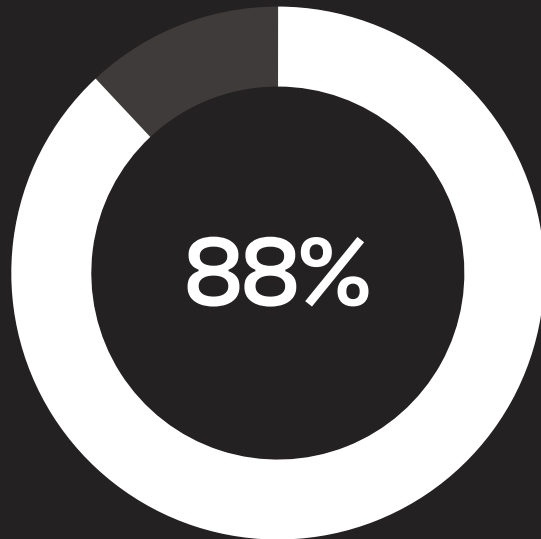
Leah Palmquist  
Creative Director, [Caribou Coffee](#)



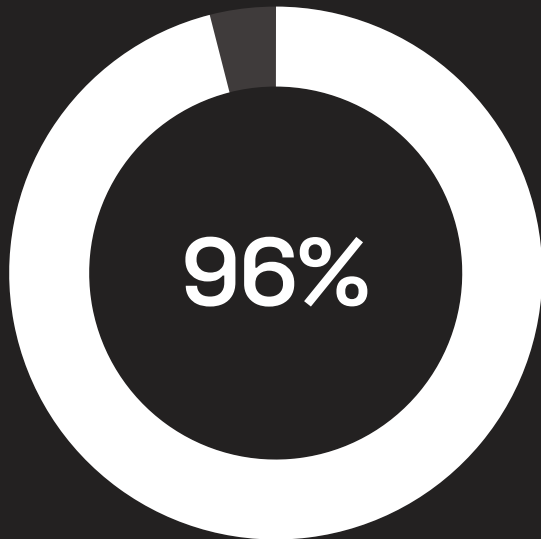
# Impact

**Frontify is the most user-friendly technology in the market and helps customers achieve their goals.**

The key to grow your brand lies in people actively using the platform. Frontify's intuitive brand-building solution is designed to drive widespread adoption and increase engagement to ensure customers reach their objectives.



Frontify is easier to use than my previous solution



Frontify helps me achieve my goals



“ **Frontify is a proven ROI solution.** Every end user can find key assets quickly and self-serve more autonomously, which really alleviates the number of requests directed at the brand teams.

René Ciocca

Head of Corporate Identity & Design, Nestlé





# Customers agree: Frontify is an intuitive platform that drives ROI.

We're thrilled to hear how Frontify positively impacts our customers. Explore our latest initiatives [here!](#)

