

FORRESTER CONSULTING TEI STUDIES: Smartsheet and Brandfolder each delivered positive ROI

Brands are asking marketing and creative teams to produce more content, campaigns, and qualified leads with fewer resources. As a result, it's critical that every tool in a brand's tech stack helps teams drive maximum results and delivers a clear return on investment (ROI).



Smartsheet delivered

\$16.3M

in benefits NPV over three years.



Brandfolder provided

273%

ROI over three years, with payback in <6 months.

Smartsheet and Brandfolder each commissioned studies conducted by Forrester Consulting that assessed the Total Economic Impact™ (TEI) and potential ROI companies might experience with Smartsheet's collaborative work management (CWM) platform and Brandfolder's digital asset management (DAM) solution, respectively. The brands in these studies shared several challenges before using these tools, including poor project visibility, inefficient content distribution, ineffective brand compliance, and costly legacy solutions.

Do any of these difficulties sound familiar? Let's dive into the results of the two studies to see how Smartsheet and Brandfolder each helped a separate composite organization representative of interviewed customers realize positive ROI.

\$6.1M in productivity gains for project managers due to increased project visibility

Relying on spreadsheets, emails, and outdated project management systems to facilitate marketing campaign plans and creative requests is messy and inconsistent. When project details are siloed, projects get delayed, communication breaks down, and teams waste time tracking down status updates. According to the TEI study on Smartsheet, managing all collaborative work in Smartsheet kept customers' teams focused and aligned, while templating and automating recurring projects enabled accelerated, consistent, and scalable workflows.

Related Smartsheet capabilities:



Custom project dashboards



End-to-end content production management



Robust projects with workflow automation

With Smartsheet, companies reduced time spent on...

Project-related emails by

75%

Project review cycles by

50%

Project reporting times by

75%

\$600,000+ in marketing efficiency gains for marketing teams

Without a purpose-built system to manage digital assets, marketers spend excessive time trying to find and use the right content. Maintaining brand consistency across regions and channels and efficiently scaling campaign reach and throughput is challenging. The TEI study on Brandfolder found that housing and organizing approved, branded assets, templates, and guidelines in Brandfolder made it faster and easier for marketers to find, use, and customize content to fit their needs.

Related Brandfolder features:



Creative templates and Content Automation



Asset Collections curated for specific needs



Cloud-based brand guidelines (Brandguide)

With Brandfolder, companies experienced up to




90%

time savings searching for content.

40% increase in creative team efficiency

The TEI study on Brandfolder found that before using DAM, creatives were forced to juggle administrative tasks like uploading, searching for, and tagging assets. Cumbersome, unreliable content distribution resulted in wasted materials and repetitive creative requests, especially among external stakeholders. With Brandfolder, these companies improved content access and discoverability while maintaining creative control, freeing them to focus on more strategic, specialized work.

Related Brandfolder features:

-  Intuitive user interface
-  Automated, AI-powered asset tagging (Brand Intelligence)
-  Portals for secure, external content sharing

Companies improved content distribution efficiencies by




15%

using Brandfolder.

\$1.1M in legacy software cost savings

Outdated, legacy project management tools and unintuitive, homegrown systems slow teams down and require extra work from IT and developers. Inviting external collaborators to join multiple systems in an attempt to keep projects on track grows costly. According to the TEI study on Smartsheet, the companies that replaced these tools with Smartsheet saw significant cost savings, enhanced workflows, and improved project delivery.

Related Smartsheet capabilities:

-  Free viewer licenses
-  Flexible, no-code WorkApps
-  Pre-built integrations and robust API

“Yes, you're buying an IT tool, but you're also buying much more than that. You're buying a fundamentally new way of working and thinking that can be very powerful. I've talked to users, and they have described how they are solving problems they didn't even know existed.”

—Head of health, safety and environmental, agrichemical

Experience the impact of Smartsheet and Brandfolder

Data doesn't lie — Smartsheet and Brandfolder delivered the efficiency, cost savings, and scalability customers needed to achieve positive ROI of their collaborative work and digital assets.

[Request a Demo](#)