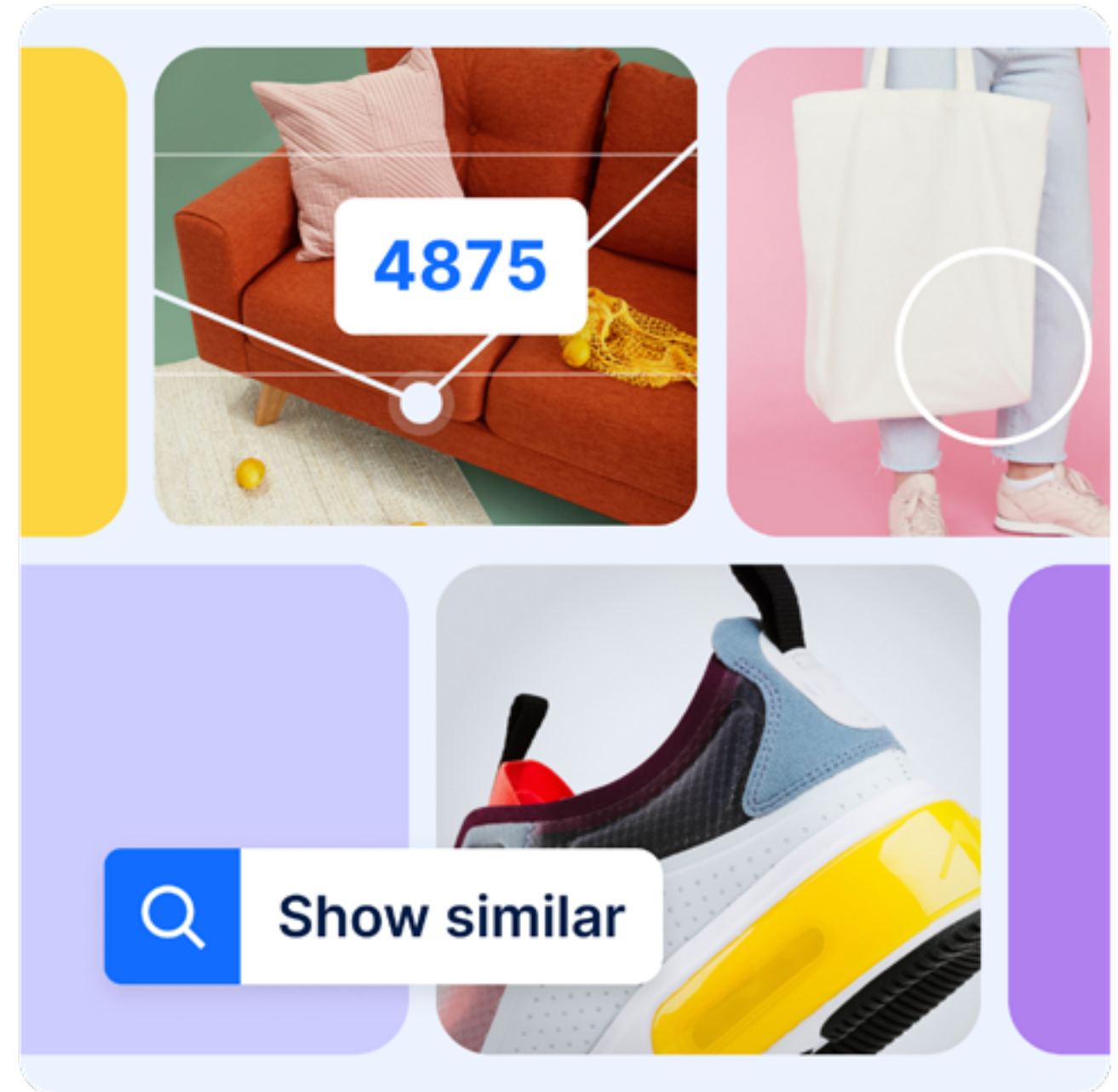# Future-proof your brand with DAM + AI: A guide for consumer brands

Tackle the complexities of multi-brand, digital strategies and boost content ROI with Bynder.

bynder

Building a brand fit for the modern consumer

In today's digital-first economy, competition for consumer attention has dramatically increased the need for content creation at scale, adding complexity to content management and distribution.

Consumer brands must now deliver consistent yet personalized content experiences across an increasing number of touchpoints: social media, websites, apps, e-commerce, retail channels, TV ads—and more.

Multi-brand businesses must manage diverse target customers, endless assets for various product lines, and extensive distributor networks while maintaining a robust omnichannel presence. Achieving this at scale requires centralized asset management, a richly integrated digital ecosystem, and AI-powered solutions for asset creation, management, and distribution.

This short guide explores how Bynder's Digital Asset Management (DAM) platform helps global consumer brands:

- ✓ **Simplify asset management** for enhanced content governance
- ✓ **Break down silos** for faster time to market
- ✓ **Drive digital transformation** to meet market demands
- ✓ **Streamline marketing operatio**ns to maximize ROI

Simplify asset management

Brands that actively integrate omnichannel approaches across various markets rely on a multitude of systems and software to manage vast catalogs of product imagery and engage customers both online and in-store.

In the highly competitive digital market, they need a strong, consistent digital presence to attract customers amid a sea of similar offerings.
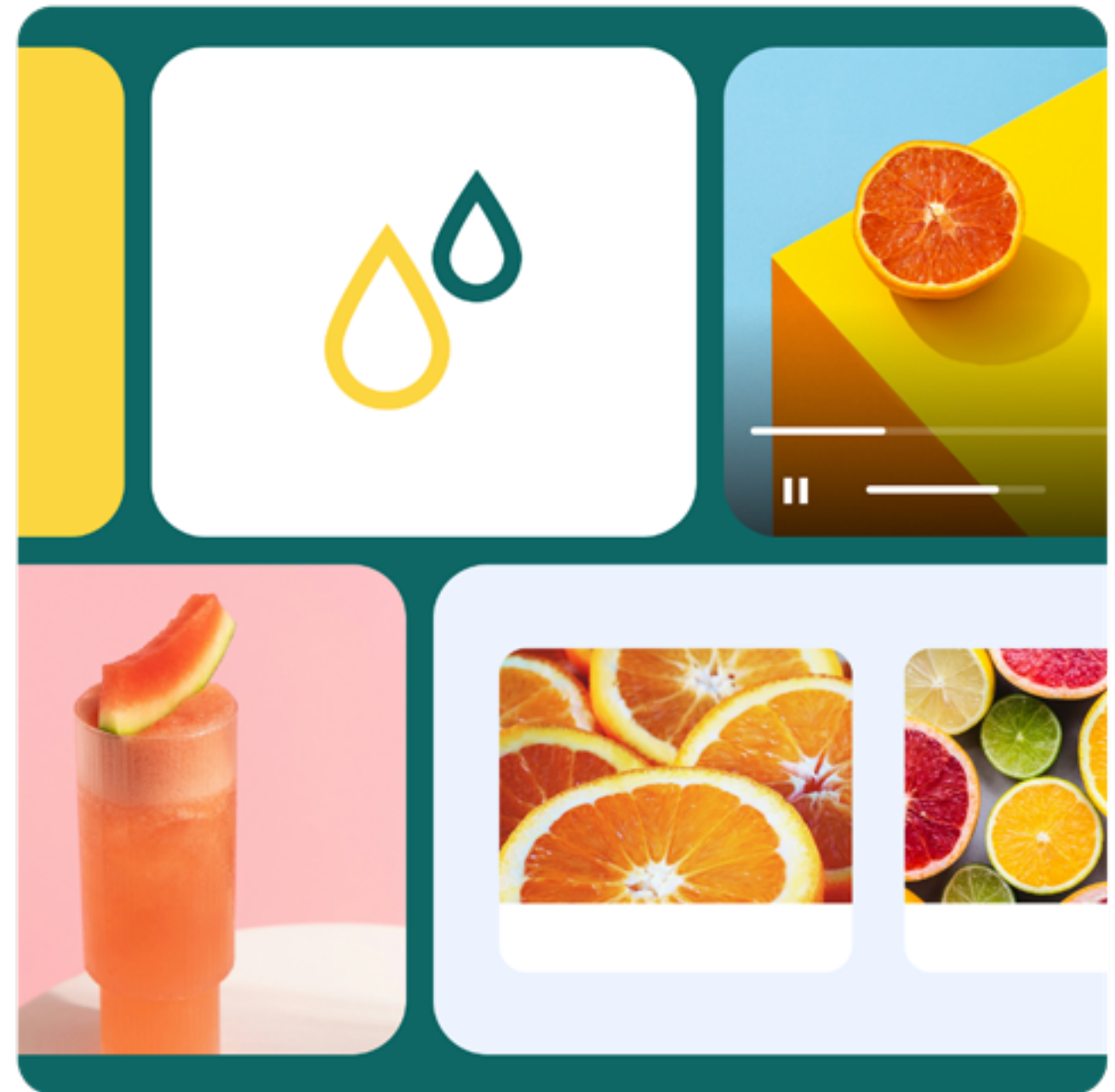
With the growing amount of specific, personalized content needed for multiple global, regional, and omnichannel campaigns, enterprise companies struggle to manage their growing asset libraries.

Bynder's AI-powered [Digital Asset Management](#) platform ensures centralized content management, brand consistency, and effective collaboration, crucial for maximizing content ROI by driving asset reuse.

Quickly locate specific content

Type a keyword in the search bar to instantly find every available image containing that text. This works just as well for finding videos using keywords.

Save budget by reusing your assets

Did you find inspiration online for your next campaign? Use that image to find similar assets within your library and save money and time on costly photo shoots.

## Explore your assets beyond keywords

"I need more images like this one for our next campaign." Click a button to find visually similar assets in your library for a flawless look and feel in every marketing campaign.

Break down silos

Bynder's [Asset Workflow](#) streamlines content review and approval.

By uniting teams and breaking down silos, all visual content—from ideation to delivery—stays compliant and on-brand; even when working with multiple internal teams, external partners, distributors, and creative agencies.
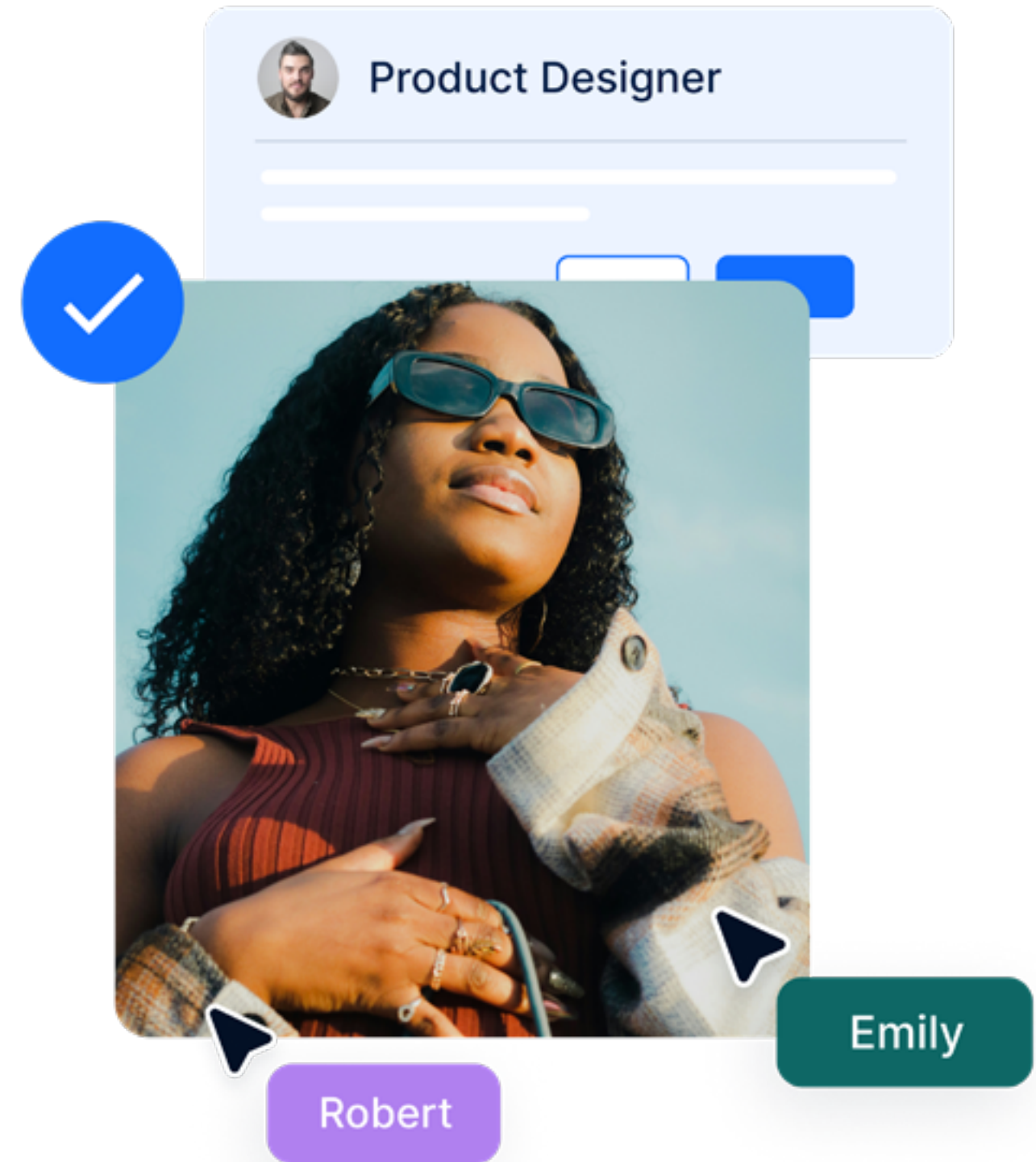
Collaborate on visual assets

Increase operational efficiency

Organize recurring activities around your needs and use the dashboard to track progress, spot issues, and prioritize tasks.

Customize workflows

Map workflows against processes, create job stages and centralize briefings through web forms and custom fields.

Accelerate decision-making

Annotate all types of files, approve or reject drafts, and communicate via comments, messages, and notifications to finalize assets faster.

Collaborate on written content

Beyond visual content, enterprise consumer brands must align seamlessly on written content such as localized marketing collateral and web copy, product descriptions, or ad copy across a variety of languages and channels.

Bynder's Content Workflow enables structured content creation at scale. Features like real-time collaboration and templating help companies streamline production, reduce admin tasks, adhere to guidelines, and automate approvals for maximum ROI.

Enhance content accessibility

Organize your content initiatives in one place to make projects easy to find for your employees and freelancers.

Safeguard consistency

Make sure all content meets your requirements with custom templates, components, and field settings with content guidelines.

Boost collaboration

Allow multiple stakeholders to work together on a piece of content at the same time.

Accelerate content creation with AI

Use built-in generative AI capabilities to create first drafts in seconds, extend, shorten, and translate text, fix spelling and grammar, and change the tone of voice.

Collaborate with external partners

Once content is created and approved internally, the next stage is often collaboration with external stakeholders.

With Bynder, enterprise consumer brands share approved product images, marketing materials, and brand guidelines safely with their distributors, wholesalers, and retailers. This ensures consistent brand messaging and speeds up go-to-market.

Streamline asset distribution

Group assets (such as logos, product images, etc.) and share them securely as media collections from your branded DAM or via email.

Simplify external collaboration

Generate codes that can be copied and pasted into a content management system (CMS), allowing partners to easily embed your approved assets on their platforms.

Share assets safely

Ensuring brand consistency across third-party networks is crucial, and managing access to sensitive assets is equally important. Bynder's security and privacy features protect your data from threats with robust access management controls. Admins assign specific permissions to user groups and ensure that only the right people can access and modify assets.

Drive digital transformation

Bynder's content creation module, [Studio](#), enables quick, cost-effective, and scalable content production thanks to pre-approved, pre-defined, channel-specific templates. These templates future-proof content creation and ensure your organization is always on-brand and ready for what comes next.
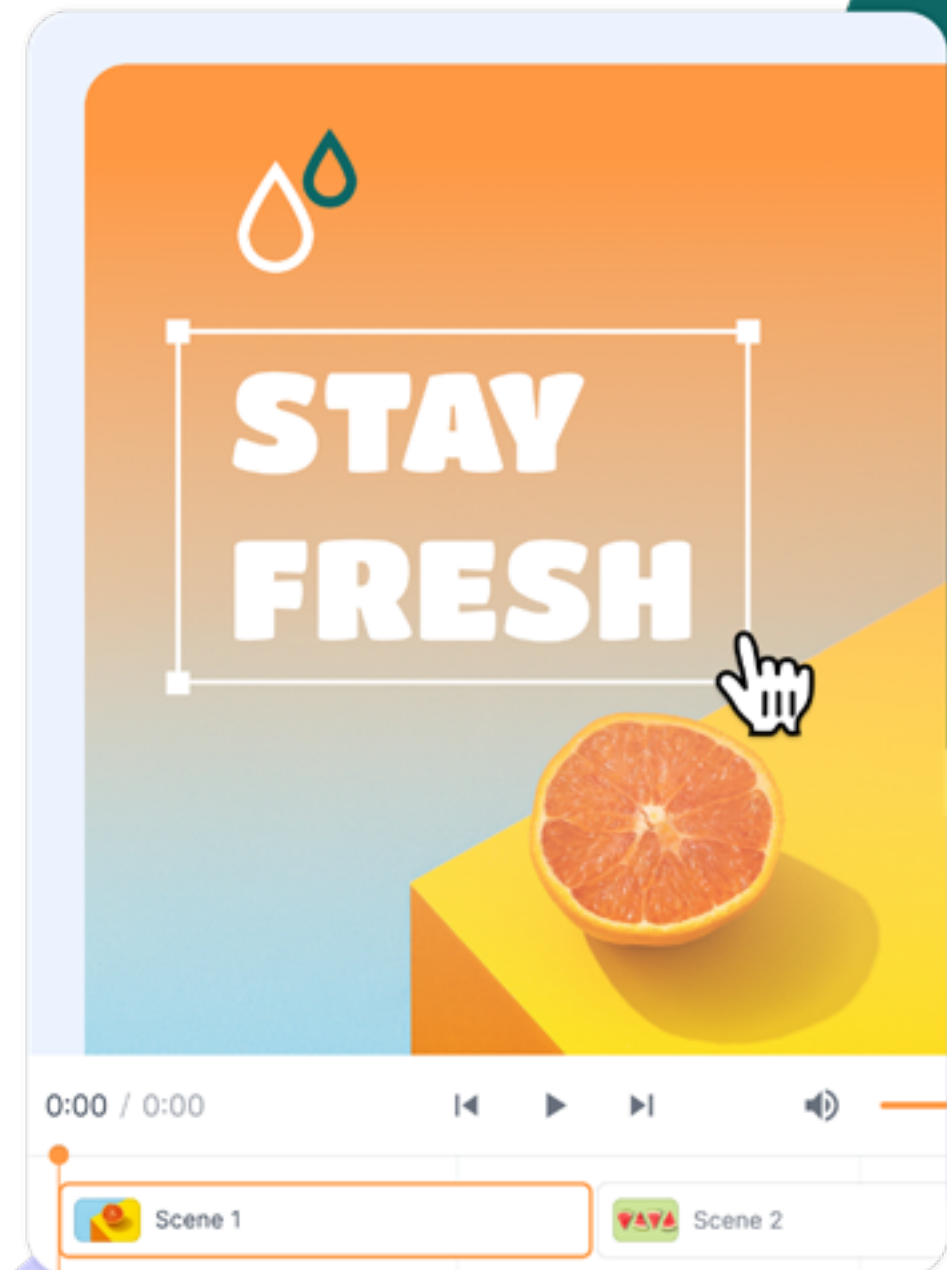
Social media platforms like TikTok and Instagram are powerful channels to engage consumers, generate user-created content, build brand awareness, and drive sales. Similarly, branded e-commerce websites and online marketplaces like Amazon help brands expand their reach and drive sales.

These channels also require terabytes of video and creative content to keep users engaged—without templates, creative teams can't keep up with manual requests for video and image variations for each channel.

Lifting Libra

49€
29€
Free

Create digital content at scale

Simplify template management

Save images, videos, and animation designs as templates for others to use and control which elements can't be edited by locking them.

Maintain consistency

Use ready-made animations and transitions to keep visual elements consistent and on-brand.

Streamline content updates

Update your master content and all its variations automaticall at once to keep all your templates up-to-date.

Streamline marketing operations

With over [100 custom-built integrations](#), Bynder's highly configurable DAM enables enterprise brands to deliver consistent, omnichannel experiences to improve the buyer journey and brand loyalty.
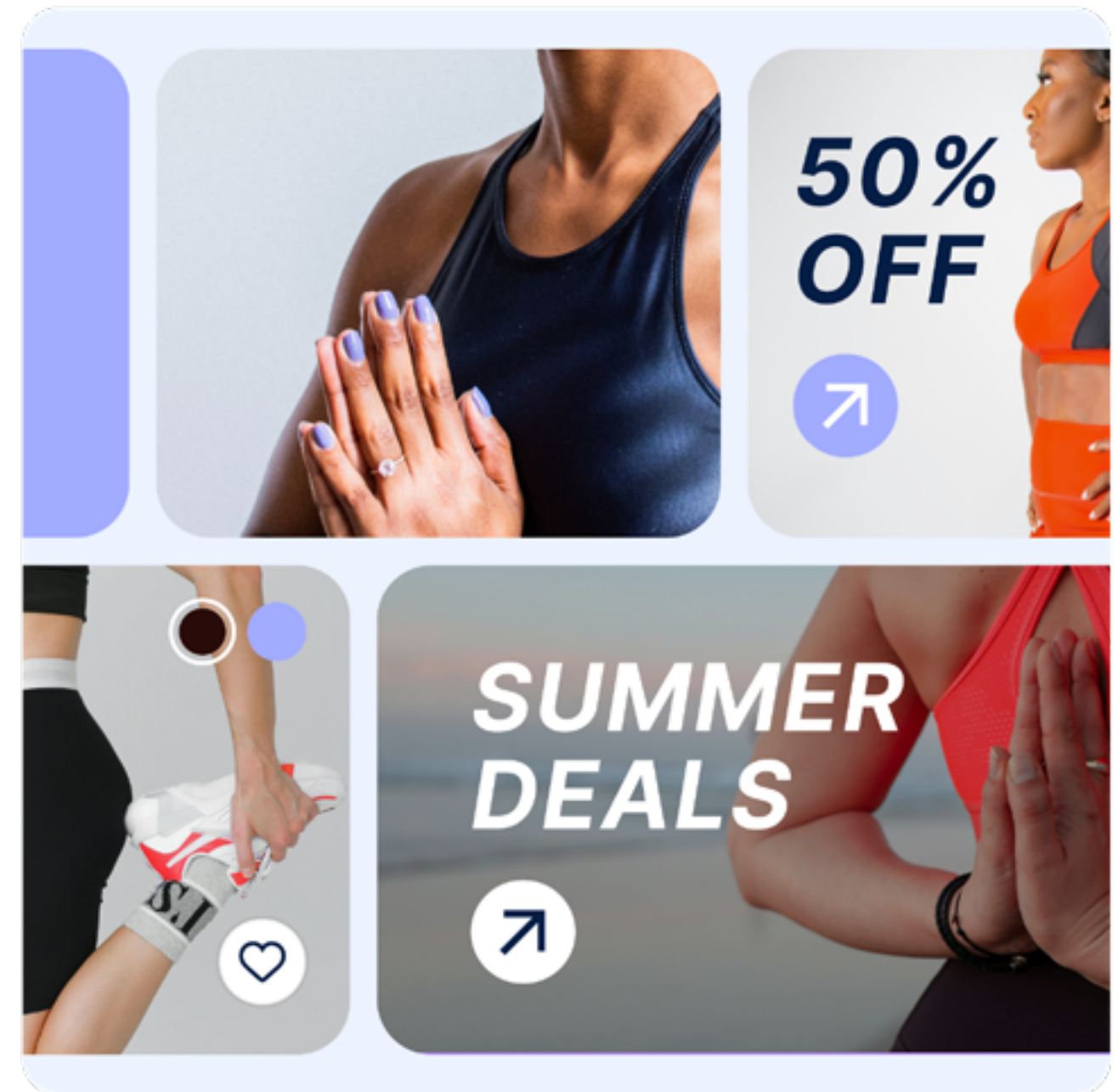
Balancing speed and budget constraints is no easy feat in the digital-first world, with the constant need for fresh content straining creative teams and profit margins.

Bynder helps enterprise brands tackle marketing inefficiencies and boost content ROI.

By cutting reliance on costly external agencies and working efficiently within a connected ecosystem, brands save money, safeguard consistency, and turn content around faster.

Must-have integrations for consumer brands

Content management systems (CMS)

Pull the latest brand-approved assets from your DAM into your CMS to enrich all your marketing websites.

E-commerce platforms

Sync approved and ready-to-use product assets from your DAM to your e-commerce platform and online store listings.

Product information management (PIM)

Link product images in your DAM to product descriptions in your PIM platform and quickly enrich asset metadata.

Optimize asset delivery

Bynder's [Digital Asset Transformation (DAT)](#) module delivers optimized assets to integrated platforms.

Able to handle asset transformations at scale, it enables brands to automatically optimize images for each channel, platform, or device—reducing loading times, lowering bounce rates, and improving your SEO ranking.

Optimize web performance

Improve web loading time by an average of 30%, increasing your webpage traffic and conversion rates.

Boost efficiency to save time and money

Save 100+ hours of manual creative work per month by automating the asset transformation process and delivery across channels and systems.

Ensure consistent brand experiences and compliance

Maintain a single system of record for all your assets and deliver them seamlessly into your ecosystem.

Boost the ROI of your digital assets

Get analytics and insights on asset performance for data-driven decision-making.

See how leading brands thrive with Bynder

Golfbreaks

"We estimate we're 90% quicker to produce content. So that's a big figure, but we easily stand by that. In addition, we think we have a one day saving of design resource per week."

— Paul Watson, Head of Brand and Design at Golfbreaks

Raymour & Flanigan

$125k
estimated cost-saving

100k+
assets stored

"Our partners list their products for sale on our sites. In the past, we had to choose these assets and transfer them over. Now there's a workflow for that, and our partners directly upload assets to Bynder, controlled through Wrike."

— Nicole DeHaven, Digital Asset Manager at Raymour & Flanigan

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Unite. Create. Thrive.

Bynder goes far beyond managing digital assets. Our AI-powered digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

With powerful and intuitive solutions that embrace the way people want to work and a richly integrated ecosystem, Bynder is the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses.

For more information, visit: www.bynder.com