bynder x **Raymour & Flanigan® FURNITURE MATTRESSES**

Raymour & Flanigan saves 265 hours weekly with Bynder's AI-powered DAM

"We've increased asset findability so much so that across teams, along with our automations, we're saving over 265 hours a week. That's not just hours saved, that's time given back to our teams to do real creative strategic work."

— Nicole DeHaven, Digital Asset Manager at Raymour & Flanigan

Background

Raymour & Flanigan is the largest furniture retailer in the Northeast US, with over 145 stores. To maintain its market leadership, the brand wanted to create a connected digital ecosystem to enhance customer experiences both in-store and online.

Challenge

The company's previous DAM was underutilized, leaving the marketing team unable to find assets created by the photography team which slowed down product launches. Additionally, website load times were slow and site functionality was clunky, damaging customer engagement and increasing bounce rates.

Solution

Bynder is the system of record for over 1.3 million digital assets. Bynder AI automatically enriches content during upload, improving asset discovery, team productivity, and content ROI.

Bynder CX Omnichannel has been a core driver of Raymour & Flanigan's digital success, both by optimizing content delivery and improving the customer experience.

Results

$125,000
cost savings

256
hours saved per week

36%
improvement in website load speeds

30%
faster product launches

Want to see Bynder in action?

Free consultation, zero commitment.

📅 **Book a demo**