



How **WD-40 Company** achieves **75% faster asset discovery** and **accelerates campaign execution** across its global markets

“Each **CX User Community landing page** is built through close collaboration between our digital services team and local marketing teams. They are **customized around user journeys** and make content access far more flexible than before.”

— Sam Giles, Digital Services Manager, WD-40 Company

Background

Founded in San Diego, California, **WD-40** Company sells products that are used by consumers, tradespeople, and industrial audiences around the world. With operations across the globe, the company supports regional teams with a broad mix of campaign, product, and brand content.

Challenge

As WD-40 Company's digital footprint grew, regional teams needed a **trusted content foundation to manage approved content** across nearly 200 websites, campaigns, and partners, supporting faster execution, stronger governance, efficient reuse, and consistent access to relevant assets across markets and channels.

Solution

WD-40 Company partnered with Bynder to implement an AI-powered digital asset management platform as its global system of record for digital assets. Bynder now supports daily

content operations, campaign activation, localization, partner collaboration, and downstream delivery to websites and other digital touchpoints.

Bynder provides a system of record for all digital assets.

Bynder CX User Communities, AI-powered solutions such as AI Search, Natural Language Search, and Duplicate Detection, and integrations support faster campaign execution, more effective asset reuse, and efficient delivery.

Impact

Bynder helped WD-40 Company achieve **75% faster asset discovery**, creating a single source of truth for campaigns, products, and brand content.

The result was **stronger governance, more consistent regional brand execution, more efficient use and reuse of approved assets**, and a more connected content foundation across websites and digital touchpoints.

[Read the full story](#)