



How Helzberg grew online sales by 25% with Bynder DAM and Salsify PIM

“Bynder provides a **centralized foundation for our digital assets**, ensuring consistency wherever customers engage with the brand, from **marketing and e-commerce to the in-store experience**. That consistency is essential to delivering a cohesive, trusted experience.”

— Nicole DeHaven, Digital Asset Manager at Raymour & Flanigan

The background

Helzberg is a jewelry brand selling exceptional quality, ethically sourced diamonds. As customer shopping behaviors evolve toward digital-first experiences, Helzberg wanted to engage and inspire customers online with the same level of confidence and trust found in-store.

Challenge

Manual content processes and disconnected systems created operational risk and limited Helzberg's ability to move quickly in a dynamic retail environment. Without a centralized source of truth, teams spent valuable time searching for assets and validating versions, increasing the likelihood of inconsistencies across e-commerce and retail channels

Solution

Helzberg uses [Bynder DAM](#) as the system of record for all visual content. The integration with Salsify PIM syncs product data and assets between the two platforms to establish a single source of truth for all product content.

Bynder is the content engine driving the delivery of assets to 11,000 product detail pages. [Bynder's CX Omnichannel](#) automatically transforms and delivers approved assets to its e-commerce website via Salesforce Commerce Cloud.

Results

25%

increase in online sales

50%

uplift in team productivity

30%

faster seasonal
campaign launches

8%

increase in average
order value

Want to see Bynder in action?

Free consultation, zero commitment.

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