



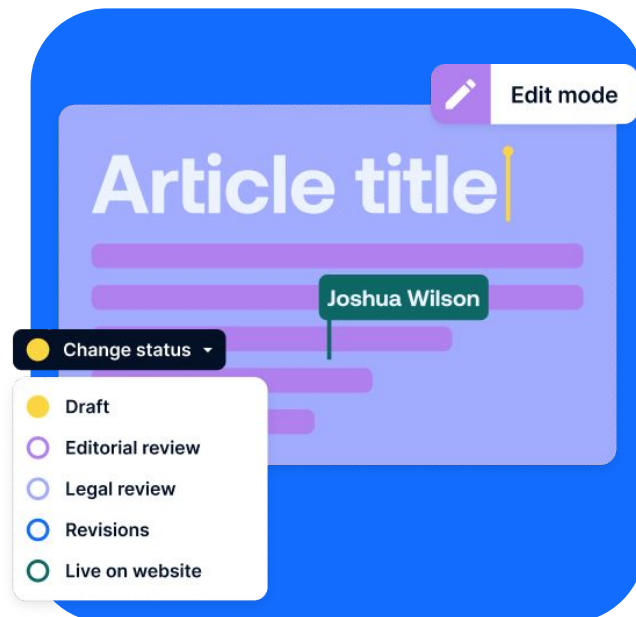
Content Operations

Content Workflow

Create, review, and approve editorial content at scale

Struggling with disjointed content creation and endless feedback loops?

Bynder's Content Workflow centralizes creation, review, and approvals in one collaborative platform, optimizing processes with customizable workflows, templates and real-time collaboration to reduce errors and speed up time-to-market.



Connect your editorial content with your DAM to speed production from draft to delivery using AI tools, customizable workflows & templates, and real-time collaboration.

Write and repurpose content faster with AI

Transform how teams create editorial content with AI that drafts, edits, translates, and adapts tone, helping you produce more high-quality content in less time while a human is always in control.

Customize workflows to keep every team aligned

Build workflows that mirror your content approval process, keeping teams aligned with clear stages, due dates, ownership, and full visibility from brief to publish - so nothing gets missed.

Scale production with templates & real-time collaboration

Empower teams with customizable templates to create on-brand, high-quality content faster. Work together in one shared space with in-line comments, embedded guidelines, clear visibility, and quick approvals, so you can produce more content with consistency and confidence.



"By implementing Content Workflow, we've established a more robust content review and approval process that ensures all product marketing materials meet internal standards and compliance requirements. The structured workflows and audit trails help us reduce errors, accelerate time-to-market, and maintain confidence in the accuracy and quality of our marketing content."



Organizations across industries use **Bynder Content Workflow** to manage complex content operations, accelerate production, and ensure consistent, high-quality output at scale.



Marketing collateral management

A leading technology company uses Content Workflow to centralize the marketing collateral production on a single platform. Authors, editors, and reviewers collaborate through in-line commenting, controlled access, and structured content management - saving time, ensuring consistency, and improving content quality.



End-to-end content operations governance

A major financial services organization uses Content Workflow as its core Content Lifecycle tool. With customizable workflows, approvals, and integrations into their CMS and writing tools, they manage large-scale content programs efficiently while maintaining compliance, visibility, and control across every project.



Website migration and continuous content delivery

A global healthcare company uses Content Workflow to manage large website migration projects and ongoing updates across multiple regions. By standardizing workflows and integrating with their CMS, they optimize content production, ensure accuracy, and keep digital experiences up to date across markets.



AI assist

A built-in generative AI tool that helps teams quickly create, edit, transform, and translate editorial content.



Direct DAM asset import

Pulls approved assets directly from Bynder DAM into content workflows. Teams can create faster while ensuring every asset is on-brand, up-to-date, and compliant.



Centralized content dashboard

Brings all content initiatives together in one organized, easy-to-navigate space. This helps teams avoid losing work in inboxes, chat threads, or disconnected tools, ensuring visibility, alignment, and control across every project.



Advanced content structuring

Uses templates, components, and guided fields to standardize the creation of content. Teams can scale production confidently with clear requirements and consistent outputs, no matter how many contributors are involved.



Advanced workflow automation

Automates task assignments, due dates, and multi-step workflows. This simplifies complex operations, enhances accountability, standardizes scheduling, and removes manual effort - ideal for high-volume, fast-moving content environments.



Real-time collaboration and sharing

Enables teams to work together live with comments, feedback, and edits in one shared space. This reduces delays, eliminates version confusion, and accelerates approvals to get content published faster.

Bynder goes far beyond managing digital assets. Our AI-powered DAM 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, we are 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