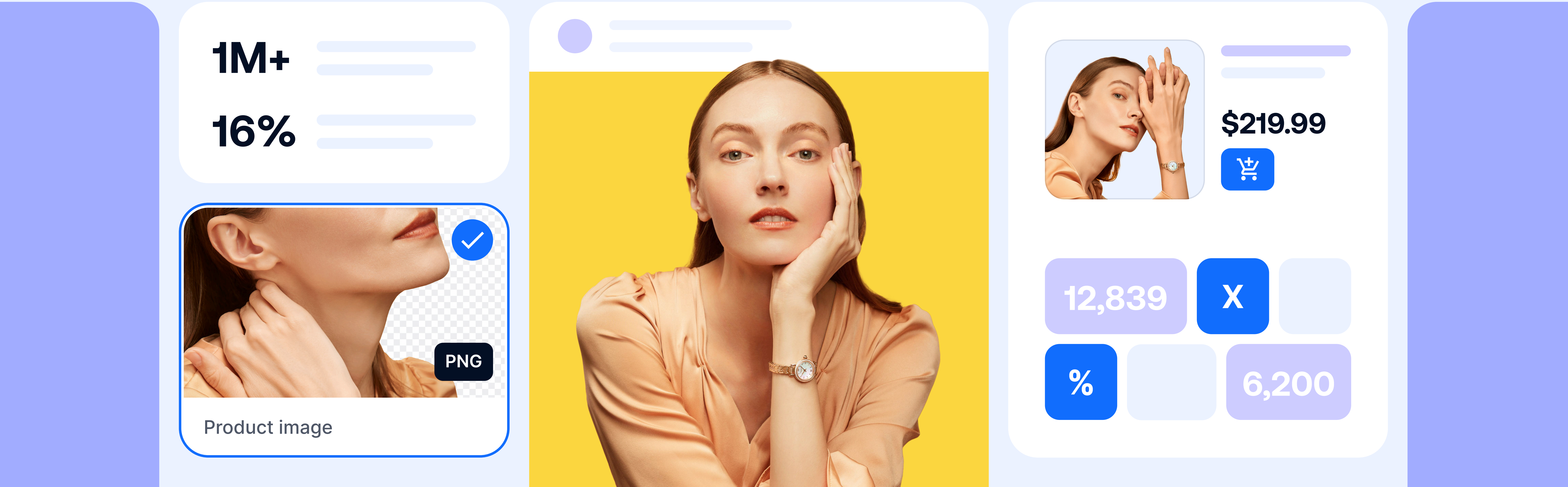
bynder

The ROI of DAM



Introduction

Content is more critical than ever to the modern enterprise, fueling every digital experience, marketing initiative, and brand interaction.

But in today's AI-driven world, where personalization and the rapid expansion of channels and audiences redefine the pace and scale of creation, many organizations struggle to keep up.

Disconnected systems and tools that were not built for today's content workflows only add friction as content volumes grow. Fragmented technologies make it harder to find, govern, and activate content with speed and consistency.

Bynder is designed to eliminate that gap.

Bynder's AI-powered platform and suite of AI Agents help brands move beyond the chaos and complexity of modern content operations to achieve new levels of performance, speed, and scale.

When you strategically deploy your Digital Asset Management (DAM) at the heart of your content ecosystem as a system of record, it shifts from a storage system to a foundation for content creation, governance, and activation across the entire enterprise. That foundation enables AI to deliver measurable impact across the business.

This guide helps you calculate the ROI of DAM as a strategic enabler and build the business case to realize the full value of your content.

The three pillars of DAM ROI

When a DAM is fully integrated into your content workflows, it becomes the foundation of your entire content value chain. It connects creation, governance, and activation, turning content into a driver of measurable business results across efficiency, productivity, and financial returns.

1. Operational efficiency

Solve complex content management challenges and respond to market changes with greater agility.

2. Productivity gains

Give your teams their time back by automating high-effort tasks and accelerating campaign execution.

3. Financial returns

Go beyond simple cost savings to achieve better business outcomes and mitigate costly risks.

#1

Operational efficiency

Unify your content ecosystem

Efficiency begins with a single source of truth. Bynder positions the DAM platform at the center of your marketing technology stack, integrating directly with creation tools, collaboration systems, and distribution channels.

With every asset managed in one trusted system of record, teams gain full visibility and control across the entire content lifecycle.

Automate from creation to governance

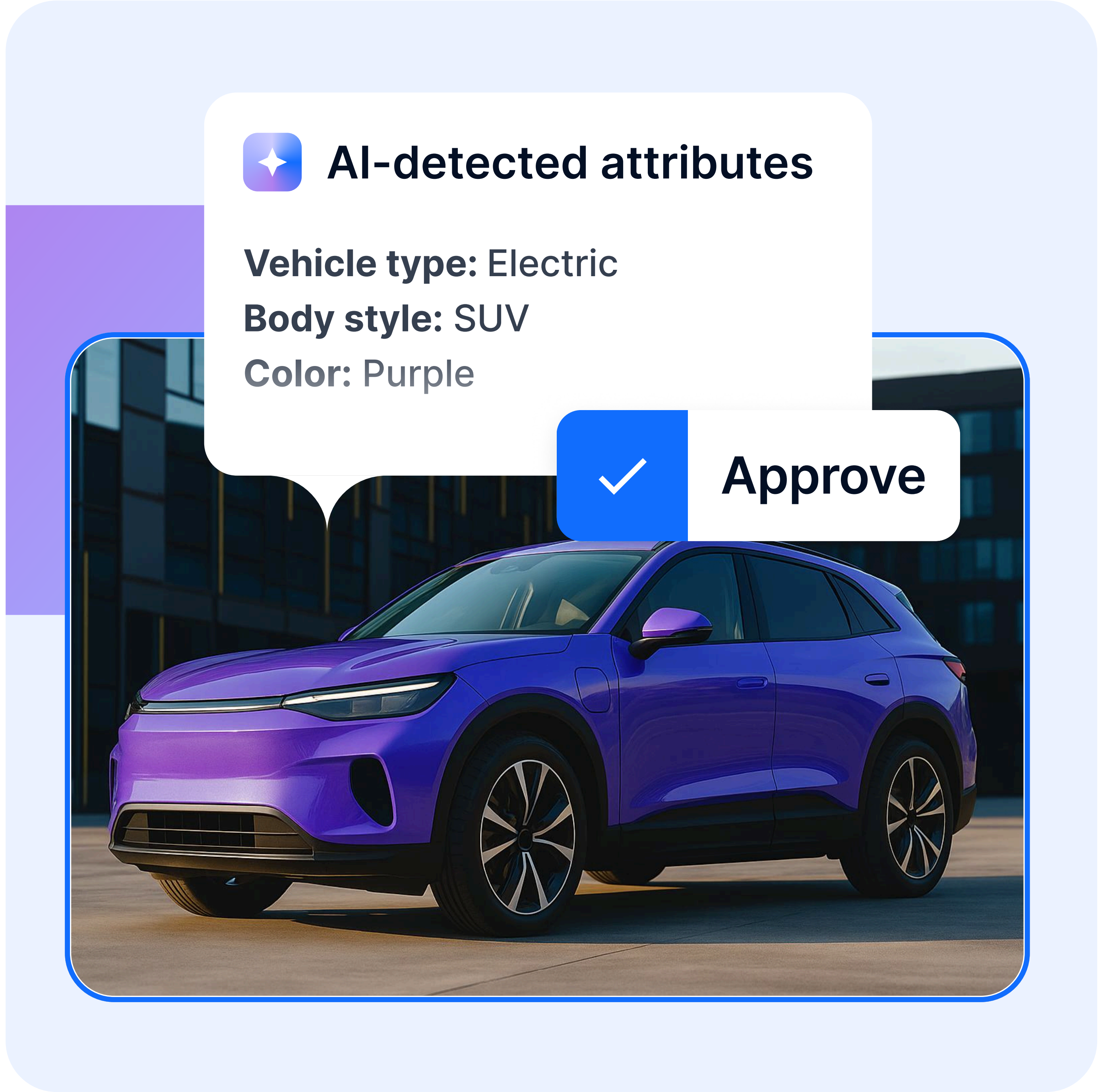
Bynder's Content Operations accelerates time to market with AI-powered content creation, automated workflows, and customizable templates, all fully integrated into your DAM. Every project moves faster from brief to approval, with full visibility and brand control at every step.

AI Agents extend automation across the content lifecycle. The Enrichment Agent automates metadata generation improving asset discoverability and compliance. The Governance Agent minimizes compliance and brand risk by finding off-brand, outdated, or unauthorized assets across the web, while the Transformation Agent accelerates go to market by generating channel specific assets and derivatives.

Together, they reduce manual effort, strengthen control, and keep content moving at speed.

“Bynder has reduced the cost of content production because it's a tool that enables the end users in the markets to reuse content very easily.”

— Pau Almuni, Head of Content Marketing and Social Media at Unilabs



#2

Productivity gains

Increase output with less effort

When content is hard to find, everyday work slows down and creative output drops. Bynder's AI Search allows users to locate assets instantly using natural language, visual similarity, text-in-image, or speech-to-text search.

Administrators spend less time handling requests, and teams complete their work more efficiently instead of recreating existing materials.

"I'd estimate 70% of my weekly workload has been freed up since using AI Search because I'm receiving far fewer asset requests from users."

— Cory Davis, Digital Asset Manager at Lucid Motors

Within Bynder's Content Operations, ready-to-use templates make it simple for marketing teams to adapt approved layouts, text, and visuals independently. This reduces repetitive work for designers and gives every team the ability to create on-brand content quickly and confidently.

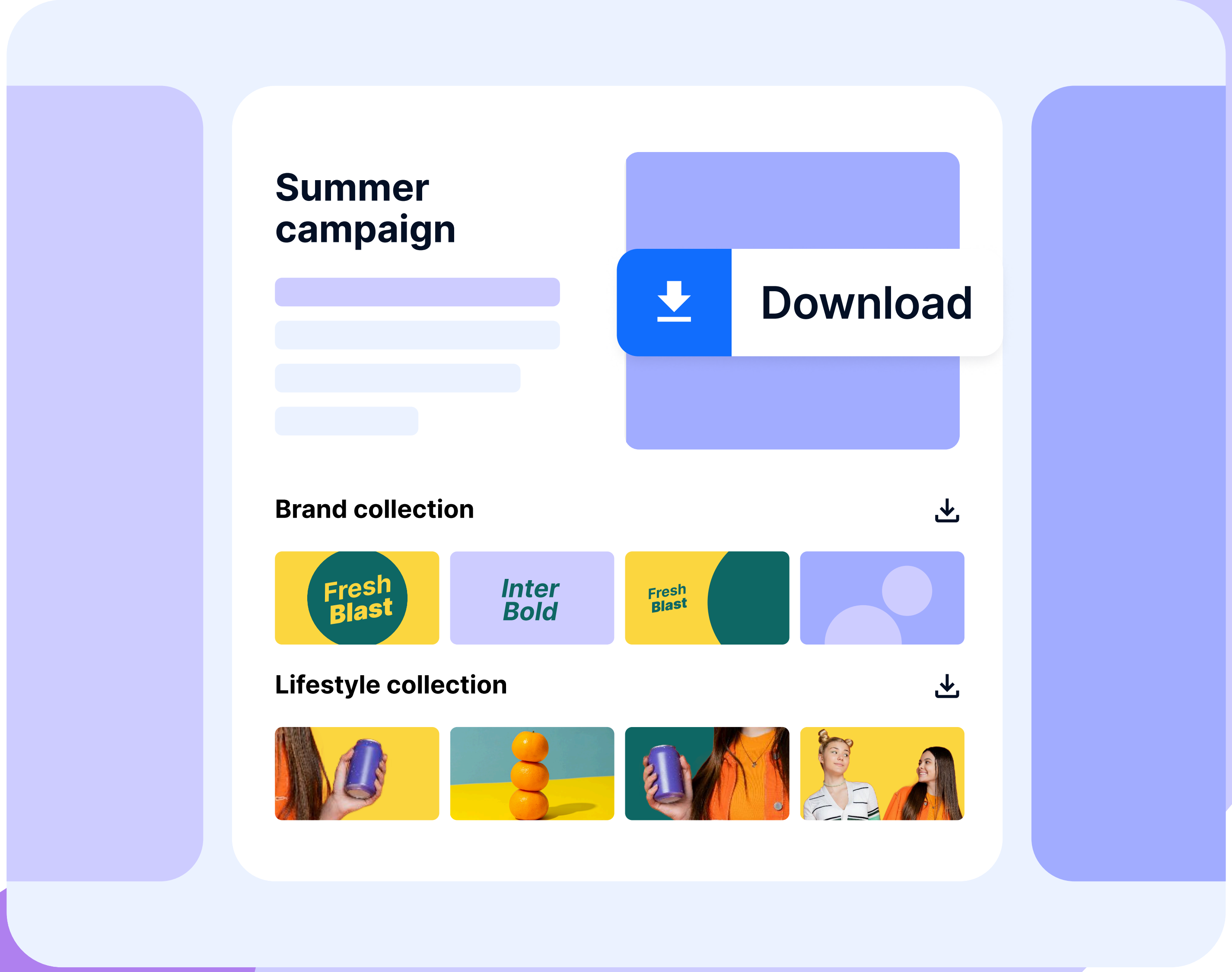
Accelerate your go-to-market

When teams move faster with confidence, they capture opportunities sooner and launch campaigns on schedule.

Content Experiences for User Communities (CXUC) gives sales teams, partners, and marketers what they need through curated hubs built from approved content. They no longer waste time searching, verifying, or adapting assets.

Content Experiences for Omnichannel (CX Omnichannel) extends that advantage across every digital touchpoint. Assets are automatically transformed and optimized for each channel, resized and reformatted without manual work.

The Transformation Agent takes this even further. It adapts assets automatically using AI, creating ready-to-use variations for different markets and channels. What once took days of production can now happen in seconds, giving teams speed without compromise.



#3

Financial return

Reduce costs by eliminating waste

When teams can't reuse or easily adapt existing content, they are forced to spend money creating it from scratch. This leads to costly reshoots and redundant agency fees.

Bynder's AI Search makes it easy to find and reuse existing assets, preventing unnecessary spend on recreating work.
Within the Content Operations solution, those same assets can be adapted through approved templates and managed through structured workflows, reducing external production costs while maintaining brand and quality standards.

By replacing manual and fragmented processes with centralized, structured workflows, organizations eliminate the cost of rework, save on agency fees, and improve delivery speed across markets.

Increase revenue with better content experiences

With Content Experiences for User Community, go-to-market teams access curated, on-brand collections ready for every campaign. Sales and marketing stay aligned, campaigns launch faster, maximizing revenue.
CX Omnichannel extends this impact across websites, apps, and e-commerce platforms. Assets are automatically optimized for each channel, improving performance, engagement, and conversion.

Bynder Analytics ties these activities to measurable results, showing which content drives the strongest returns and guiding teams to focus investment where it delivers the most value.

"We use Bynder to deliver highly personalized, omnichannel content experiences that resonate with every type of adventurer. As a result, Eddie Bauer is cutting costs, publishing faster, and converting customers more effectively: e-commerce sales now drive over 50% of total revenue."

— Jim Rossi, Director of Marketing Operations at Eddie Bauer

Mitigate risk and protect brand value

Brand reputation is a financial asset. Protecting it starts with governance.

When every asset lives within a controlled system of record, only approved and compliant materials are distributed.

AI Agents monitor content automatically, checking for restricted imagery, expired usage rights, and regulatory violations before and after publication. The Governance Agent even detects outdated or unauthorized assets already in use on the web, helping teams act quickly.

This prevents costly legal exposure, avoids brand damage, and ensures compliance across channels and regions.

Building your business case for DAM

These quick formulas help you put real numbers behind your content investment, showing the cost of inaction and revealing how a DAM platform creates measurable business value.

Operational efficiency: The cost of content rework

Recreating assets that already exist is one of the most common causes of wasted spend. This formula helps you calculate the true cost of that rework.

Assets recreated

Ask your creative team or agency how often they get requests for assets that already exist.

Average cost per asset

Include internal design hours, freelance costs, or agency fees for a typical asset (for example, an image, a video clip, or a brochure).

(Total number of assets recreated per year) x (Average cost to produce one new asset)

With Bynder as your single source of truth, this waste disappears. At Siemens Healthineers, Bynder made large-scale asset reuse possible, cutting external content spend by more than €3.5 million.

3,500 (images) × 5 (average reuses) × €200 (average cost) = €3,500,000

Productivity gains:
The cost of wasted time

When employees spend hours each week searching for assets, everyday work slows down. This formula shows the hidden cost of that inefficiency. You can estimate it by surveying marketing, sales, and creative teams.

Average hours spent searching per employee, per week) × (Number of employees searching) × (Average hourly employee cost) × (52 weeks)

With **Bynder's AI-powered DAM**, teams find what they need in seconds instead of hours. At The Chefs' Warehouse, Bynder reduced time spent searching by an estimated 40 hours a week, saving $93,600 annually.

40 hours × $45 = $1,800 saved per week

$1,800 × 52 weeks = $93,600 in annual productivity savings

"When considering the amount of time usually spent on searching, emailing, uploading/downloading, and resizing images, we estimate that our team now saves around 30 to 40 hours each week."

— Andrew Steelman, Senior Brand Manager at The Chefs' Warehouse

Financial returns:
The cost of missed opportunity

Campaign delays caused by missing assets or slow approvals often lead to lost revenue. This formula connects those delays to a measurable business impact.

Ask your go-to-market teams how often campaigns are held up waiting for content, and use your own data to estimate average daily revenue per campaign.

(Average number of campaigns per year) × (Average days a campaign is delayed by content bottlenecks) × (Average revenue per campaign, per day)

Twinings: avoiding missed revenue with Bynder

When Twinings' Glow Teas went viral on TikTok, the brand needed to react fast to capture the surge in demand. Without Bynder, reliance on agencies and disconnected systems would have slowed the process, and the opportunity would have been lost. With a strategic DAM in place, the team quickly identified, adapted, and published assets across channels while the trend was still at its peak.

By reacting in real time, Twinings turned a fleeting viral moment into a measurable business impact.

"Bynder helped us quickly gather all the assets we had, repurpose them, and launch our own campaign. We'd never been able to do that before."

— Adrian O'Meara, Global Product Manager for Digital Assets and Information at [Twinings]

Next steps: Building the complete business case

Total annual benefit = (annual savings in rework) + (annual savings in productivity) + (annual additional revenue captured)

→

(One-time cost: $) +
(Annual recurring cost: $)

Once you've calculated the impact of each pillar, combine them to see your total annual benefit.

Then identify your total investment in a DAM platform.

Now, present the full business case.

Simple ROI (year 1) = (total benefit – total investment) / total investment × 100

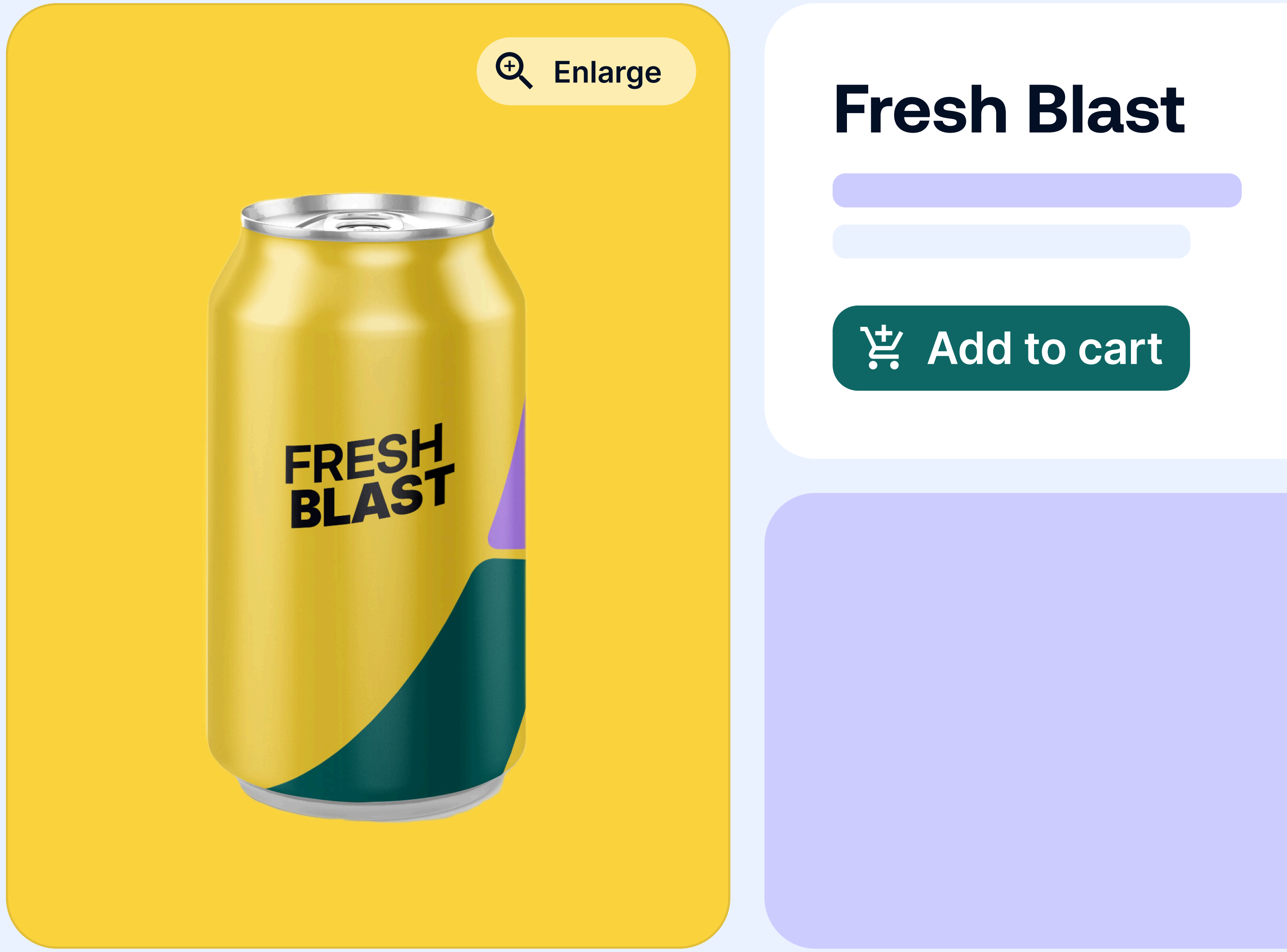
Total annual benefit (year 1): $
Total investment (year 1): $

Payback period (in months) = (total investment / total annual benefit) × 12

For many CMOs and CFOs, the payback period is an even more powerful measure; it shows exactly when the investment starts returning value.

The ROI in action: a sample business case

To bring these numbers to life, here's an example from a fictional company, GlobalBev Co. It illustrates how you can structure your own DAM business case and quantify the financial return of a strategic deployment.



The projected value of a DAM platform

GlobalBev Co. built its model on the same three pillars outlined in this guide: operational efficiency, productivity gains, and financial returns.

1. Operational efficiency

The problem: each year, teams recreate hundreds of assets they can't find and pay agencies for simple variations like resizing or cropping. Estimated annual waste: $150,000.

750 assets × $200 average cost per asset = $150,000

The solution: with a single source of truth, the company eliminates 90% of that rework, reclaiming $135,000 in the first year.

$150,000 × 90% = $135,000

2. Productivity gains

The problem: A 150-person global marketing and sales team spends an average of two hours each week searching for assets. At an hourly cost of $50, this equals $780,000 in lost productivity annually.

2 hours × 150 employees × $50 × 52 weeks = $780,000

The solution: AI-powered search and centralized access cut that time by 60%, returning $468,000 in annual value.

$780,000 × 60% = $468,000

3. Financial returns

The problem: Content bottlenecks delay ten major launches by an average of five days. With $20,000 in daily revenue per campaign, that's $1,000,000 in missed opportunities each year.

10 campaigns × 5 days × $20,000 = $1,000,000

The solution: Automated workflows reduce those delays by half, unlocking $500,000 in additional revenue.

$780,000 × 60% = $468,000

The final ROI calculation (year 1)

Pillar	Projected annual value
Operational savings	$135,000
Productivity saving	$468,000
Additional revenue	$500,000
Total annual benefit	**$1,103,000**

Total investment (year 1)

Item	Cost
Annual subscription fee	$120,000
One-time implementation and training	$80,000
Total year 1 investment	**$200,000**

Financial case and recommendation

- Total annual benefit: **$1,103,000**
- Total year 1 investment: **$200,000**
- Net year 1 benefit: **$903,000**
- Return on investment (ROI): **452%**
- Payback period: **2.2 months**

This model shows how a strategic DAM moves beyond efficiency and becomes a measurable driver of growth. The cost of inaction far exceeds the cost of implementation, making this investment a clear business priority.

The Bynder platform: Your engine for content-led growth

Bynder combines a solid DAM foundation with native AI to help teams move faster, create with confidence, and see the results of their work in measurable business outcomes.

Ready to learn more about Bynder?

Talk to one of our experts to see how Bynder can help you realize the full return on your content investment.

Book a demo