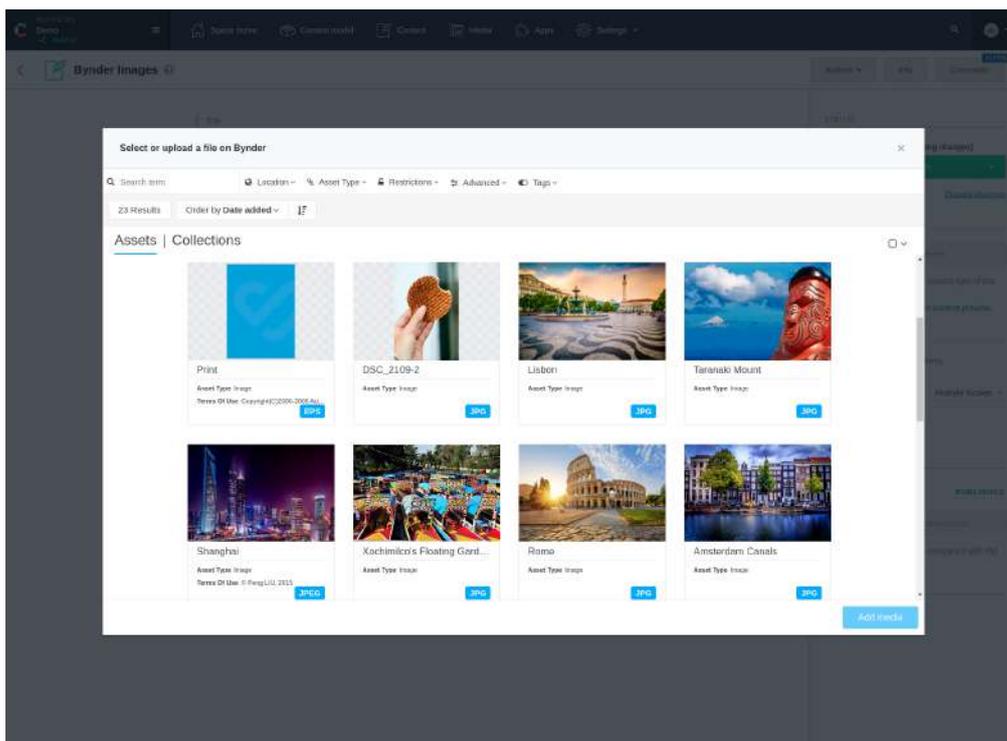# Deliver consistent digital experiences with speed and simplicity

Create and deliver relevant digital content on a global scale and across all touch-points

Contentful helps the world's leading brands manage content across their digital products and channels. Offering a content layer for enterprises to unify their content in a single hub means no more content stuck in CMS silos. Contentful helps organizations structure that content so it can be reused across digital properties, with an endlessly extensible framework for integrating with hundreds of leading-edge tools.

Digital assets are a critical component for every digital touchpoint. With the Contentful integration, you can use your Bynder-stored digital media (images, videos, and documents) directly in Contentful, which saves time searching and viewing assets. When you use Bynder assets in Contentful, your web pages, mobile pages, and digital experiences always display the most up-to-date assets, directly sourced from Bynder. This ensures all digital content is consistent with your brand identity—helping teams deliver intuitive digital experiences.
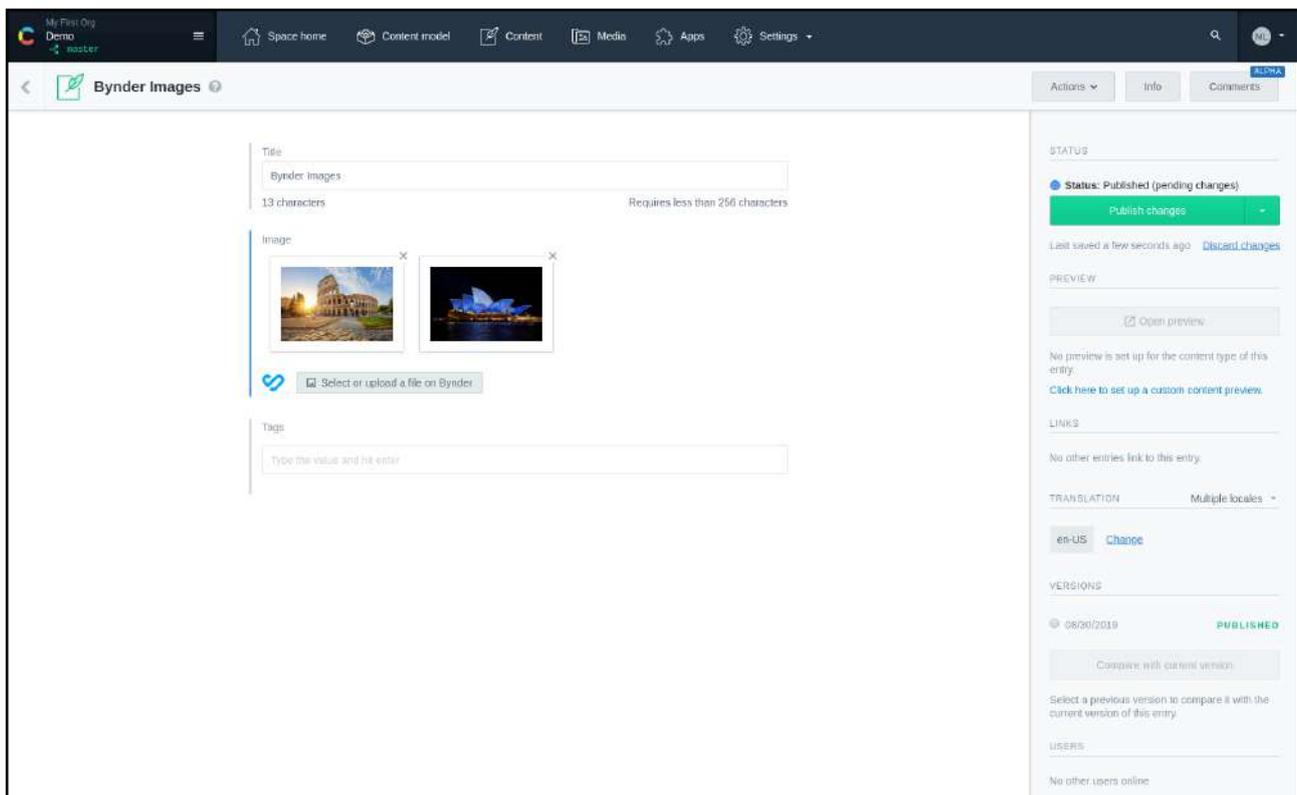
Benefits

- Avoid content silos by keeping Bynder as the single source of truth for all digital assets
- Streamline the process by using approved assets from Bynder directly in Contentful
- Always use the right asset version, approved and up-to-date
- Find the assets you need in an instant by searching through your brand portal in Contentful
- Centralize all your assets by only having to upload them to one integrated system
- Import assets through an intuitive interface for a seamless experience
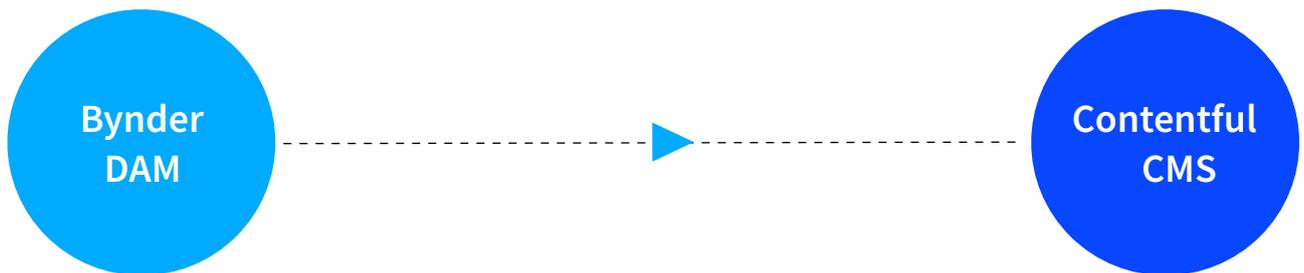
Features

- Search and browse assets using Bynder Compact View
- Filter assets based on metadata
- Seamlessly add assets from Bynder from within Contentful
- Authenticate directly with Bynder (oAuth)
- Automatic updates when an asset is set with a new version in Bynder
- Uses Bynder CDN distribution URLS
- Utilizes familiar Bynder interface for searching and filtering
- All public derivatives in Bynder are accessible
- Preview selected assets in Contentful
- Standard JSON based asset reference format

DAM to CMS

- Add digital assets from Bynder, directly in Contentful
- Automatically update to latest version stored in Bynder

**Bynder
DAM**

▶

**Contentful
CMS**

For more information, contact us or visit www.bynder.com/integrations/.