



Bynder x Omni Talk

From TikTok to retail media: How to deliver consistent brand experiences

The size and scope of managing a retailer's brand content has gotten out of control: there's TikTok, there's Instagram, as well as digital marketplaces, and even retail media networks.

Today's retailers are re-evaluating their marketing stack with a focus on enhancing speed, ensuring consistent messaging, while increasing their content library to meet the needs of personalization.

Bynder's Brian Kavanaugh joined Omni Talk's 'Ask An Expert Series' to share his expertise on what retailers can do to conquer the complexity and chaos of proliferating content; and how brands can reach consumers at the right place, at the right time, with the right content. Here are the highlights:

“57% of customers prefer to engage through digital channels, and usually consume some form of digital content before making a purchase in-store—whether that's on a mobile device or a sales associate's tablet. That means that relevant digital content needs to be front and center to drive purchases and brand loyalty.”

— Brian Kavanaugh, Director of Global Field & Customer Marketing, Bynder

3 challenges facing retail brands today

1. Larger retail brands have to balance building their own brand image while also promoting other brands in their portfolio, making it difficult to maintain brand consistency across the board.
2. Many retail brands manage extensive product catalogs with thousands of SKUs, making it challenging to organize and align them with promotional calendars and sales / editorial teams.
3. Whether it's a big retail chain or a smaller player, brands struggle to personalize their content effectively for different customers, and at scale. Often, they don't have enough visuals to match each customer segment, which can lead to serving customers irrelevant content.

How DAM helps retailers overcome content challenges

As retailers look to match their front-end experience with their back-end platforms (CRM, CDP, etc.), DAM serves as the foundation of this connected ecosystem, bringing a number of benefits:

- DAM creates a global system of record by centralizing approved assets. This prevents last-minute scrambles for approved materials, enables easy collaboration, and ensures brand consistency across all channels.
- With DAM at the heart of the ecosystem, retailers can easily make sure that their visuals match their offers, creating an engaging customer journey all the way to the final transaction experience.
- Retailers can source assets directly from the DAM to their e-commerce website, in the right format, and the right size. Digital asset transformation compresses the images on the fly to reduce page load speed and boost SEO rankings.

The role AI will play in creating and managing content

DAM platforms with integrated AI functionalities help marketers automate the content creation process, find the right visual assets in seconds, and remove the need for manual asset tagging.

Bynder's **automated tagging** analyzes visual characteristics and automatically assigns relevant tags to every asset. This, along with AI-powered search functionalities, such as **searching by image text-in-image search**, and **similarity search**, allows retailers to discover visually related assets for their campaigns and product pages. Retailers who introduce new products on a regular basis can also benefit from **AI assist**, which uses generative AI to create first drafts of ad texts or product descriptions based on custom prompts.

If you want to learn more about how retailers can deliver consistent brand experiences with DAM, you can [listen to the talk on demand here](#).

Want to learn more about Bynder and DAM? [Book a meeting with the Bynder team](#).