



DOUGLAS perfects the formula for **flawless campaign execution** with Bynder CXUC

“Bynder has been a huge success at DOUGLAS. We’re faster to launch campaigns, adapt them to different markets, and our user base is also growing.”

— Yannik Luttermann, Project Manager Marketing Systems at DOUGLAS

Background

The **DOUGLAS Group** is Europe's number one beauty destination, connecting millions of customers with premium beauty products and personalized experiences.

With 1,960+ retail stores and an omnichannel presence across 22 countries, DOUGLAS uses Bynder to [coordinate hundreds of omnichannel marketing campaigns each year](#) and strengthen its leading reputation.

Challenge

With multiple campaigns running across 22 markets, the lack of a system of record before Bynder led to constant back-and-forths, duplicate work, and delayed deadlines.

Marketers and agency partners struggled to stay aligned, campaign launches were not coordinated, and off-brand materials in-market were common.

Solution

For a campaign-driven organization like DOUGLAS, Bynder's [CX User Community \(CXUC\)](#) delivered a dynamic, centralized brand hub that equipped stakeholders with curated, contextual campaign assets, launch kits, guidelines, and training resources in one place.

Results

In just 18 months, DOUGLAS has seen remarkable adoption and impact:

- ✓ **420+ content instances created in CXUC**
- ✓ **40,000+ pages opened monthly across markets**
- ✓ **800,000+ total page views**
- ✓ **1,000+ active users and growing**

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