



Link Logistics drives exceptional omnichannel experiences with Bynder as its system of record

277k+
assets stored

1,465
DAM users

8+
APIs with property
management systems

Background

Link Logistics is the largest US-only owner and operator of last-mile industrial real estate. To maintain its market leadership and secure more leases, the company needed a single source of truth for its content to ensure speed, accuracy, and brand consistency across all channels.

Challenge

Content was scattered across various cloud storage solutions, memory sticks, and hard drives. This lack of a single source of truth led to teams wasting time hunting for files, the constant risk of using outdated or incorrect assets, and delays in launching new property listings.

Solution

Bynder became the company-wide system of record. [Bynder AI](#) improved team productivity, asset discovery, and content ROI. [Bynder CX Omnichannel](#) ensures fast, accurate asset distribution and optimized delivery across all channels.

Link Logistics transformed its content operations **from a costly bottleneck into a true competitive advantage**. Quick access and delivery of content enables real estate agents to list properties and close deals faster.

"The real win is that Bynder became, company-wide, the system of record. [If it's not in Bynder, you're not representing the company well](#). This expectation is top-down, because any bad image in the system is reflected in everything else we do. It's hard to quantify that value—it's priceless."

— Leslie Edelman, Vice President of Production at Link Logistics

Want to see Bynder in action?

Free consultation, zero commitment.

 **Book a demo**