

Asset Workflow

Simplify digital assets approval and ensure brand compliance



The challenge

Teams spend a great deal of time on reviews and approvals to keep the content they produce accurate and current, but managing these processes is not easy. Between emailing back and forth and involving other communication and project management tools, the critical feedback and the latest versions can easily get lost.

The solution

With Asset Workflow, you can brief, proof, and approve digital assets in a collaborative, efficient and streamlined way. Effortlessly manage content versions, capture vital feedback, and maintain brand compliance.

The benefits



Streamline creative collaboration

Bring internal and external stakeholders together.



Centralize all feedback in one place

Use annotations, assign tasks, and add comments directly on assets, to collaborate on your content and or compare versions.



Finalize assets faster

Brief, proof and approve your digital assets. With configurable workflows, involve the right stakeholders at the right stage to keep review rounds moving quickly.



Ensure compliance

Full version history and comparison. Ensure only final, brand-approved assets are used.

The Bynder difference

Bynder goes far beyond managing digital assets. Our AI-powered digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. With powerful and intuitive solutions that embrace the way people want to work and a richly integrated ecosystem, Bynder is the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses. Bynder's 500+ employees, known as 'Byndies', together constitute the world's most extensive pool of digital asset management expertise. Bynder enables more than 1.7M users across nearly 4,000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, US, Spain, UK, Australia, and UAE.