

Bynder feature overview

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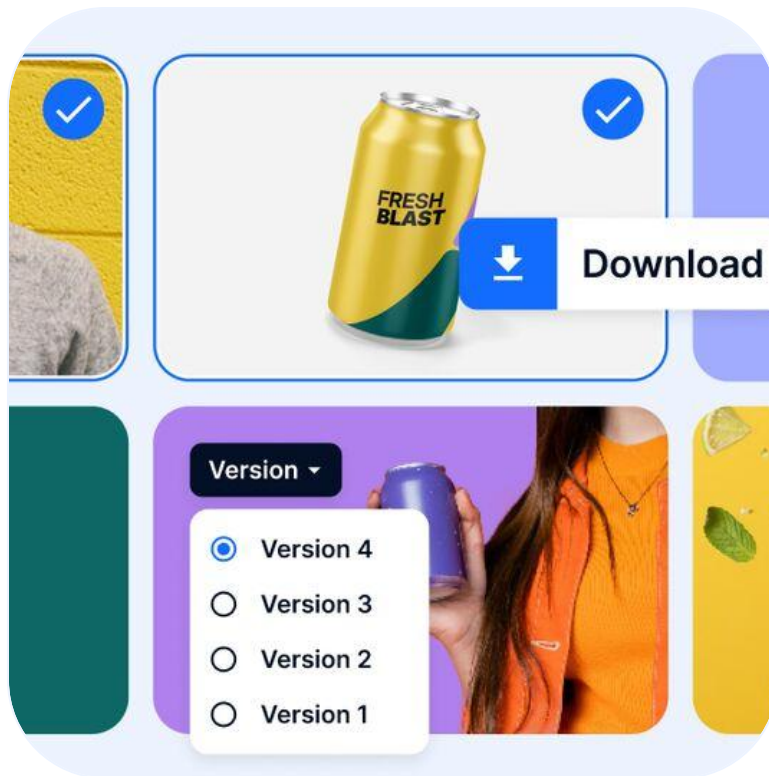
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Digital Asset Management

The system of record for all your creative content

Bynder's cloud-based Digital Asset Management (DAM) is the system of record for all brand, campaign, and product-related assets. Its powerful functionality, intuitive UI, advanced AI capabilities and wide range of integrations help global teams store, manage, find, and deliver assets more efficiently for a world-class customer content experience.



Digital Asset Management

Benefits

Safely store, organize, and retrieve content

Uploading and storing all your images, brochures, promotional videos, and other collateral in the cloud is simple and fast. In addition, Bynder's taxonomy allows you to organize your content in a flexible and scalable way and retrieve assets two times faster.

Easily share and distribute content

Safely stored in the cloud, your content is available for users anytime, anywhere. Forget about emails, ZIP files, and unsecure file transfers—with Bynder's DAM, you can distribute content across channels, markets, systems, and people seamlessly and instantly straight out of the DAM.

Ensure brand consistency and legal compliance

As the single source of truth for all your content, Bynder's DAM minimizes the likelihood of incorrect or outdated assets being used, increases brand consistency, and helps avoid regulatory or compliance mistakes.

Quick adoption and ROI

Usability is Bynder's most notable feature and what users enjoy the most. Combined with our world-class onboarding process, it assures easy adoption and fast Return On Investment for your DAM.

Unleash the power of AI

Get intelligent with asset discoverability and management by leveraging AI and machine learning capabilities. Our AI Search Experience helps you increase your content search accuracy and keeps your DAM well-organized and duplicates-free. This reduces content storage costs, increases integrity of your content, and increases asset reuse.

Gain operational efficiencies

Bynder's DAM is specifically designed to enhance collaboration and streamline workflows between teams and systems. It achieves this by eliminating duplicate and manual work, breaking down silos, and facilitating more efficient asset reuse. Increased operational efficiencies and faster time-to-market are just some of the benefits.

Build a connected ecosystem

Bynder integrates with an extensive list of technologies to allow you to connect your DAM to the rest of your martech and maximize efficiencies, collaboration, and cost savings. Connect your DAM to your CMS, CRM, PIM, or other tools for ultimate agility.

Feature list

Capabilities

External Uploader

Deliver files into the platform without giving access to the DAM

File Preview

Ability to view files before downloading them

Direct Media Embedding

Automatically provided file embed code that can be copied and pasted into CMS

Bulk/Mass File Uploader and Multiple Files Download

Ability to upload or download a batch of files

Multiple Single Sign-On (SSO) Authentication

Ability to set SSO Authentication with multiple identity providers

Homepage

Create a customizable entry point to guide portal users to the right areas within the DAM

Benefits

Safeguard your DAM while seamlessly receiving 3rd party files.

Quickly explore a high-res file, read through a pdf, or watch a video without the need to download it.

Save time when publishing content.

Save time on DAM administrative tasks by grouping actions across multiple assets.

Improve your DAM user experience and enterprise security enabling single login for combination of multiple identity providers such as Google, SAML, OpenID and others.

Transform every DAM visit - internal or external - into a meaningful interaction with a dynamic and rich Homepage.

Feature list

Capabilities

Advanced Search and Filtering

Google-style Search, Smart Filters, Recent/Saved Searches

AI Search Experience

Advanced AI powered search and asset management capabilities

Collection Sharing

Sharing a group of assets

Security and Access Control

Apply sharing and viewing restrictions to each asset, collection, user or group of users

Asset Lifecycle (embargo, versioning, expiration date)

Decide the life expectancy of an asset or maintain versioning

Asset Detail Overview

A screen that centralizes and displays all the information that is available for an asset

Bynder Express

Secure file transfer without the need to store in the DAM

Benefits

Improve productivity and work quickly without unnecessary interruptions.

Use our powerful AI solution to supercharge the asset retrieval process and keeps your DAM well-organized.

Quickly find related assets neatly organized in one place and enable easier and faster sharing with stakeholders.

Avoid potential information leaks and deliver the right content to the right users by setting specific permission rights and safeguard what actions can be made for each asset.

Ensure that your audience uses the correct and most up-to-date assets while still staying in control of the different versions uploaded in the DAM.

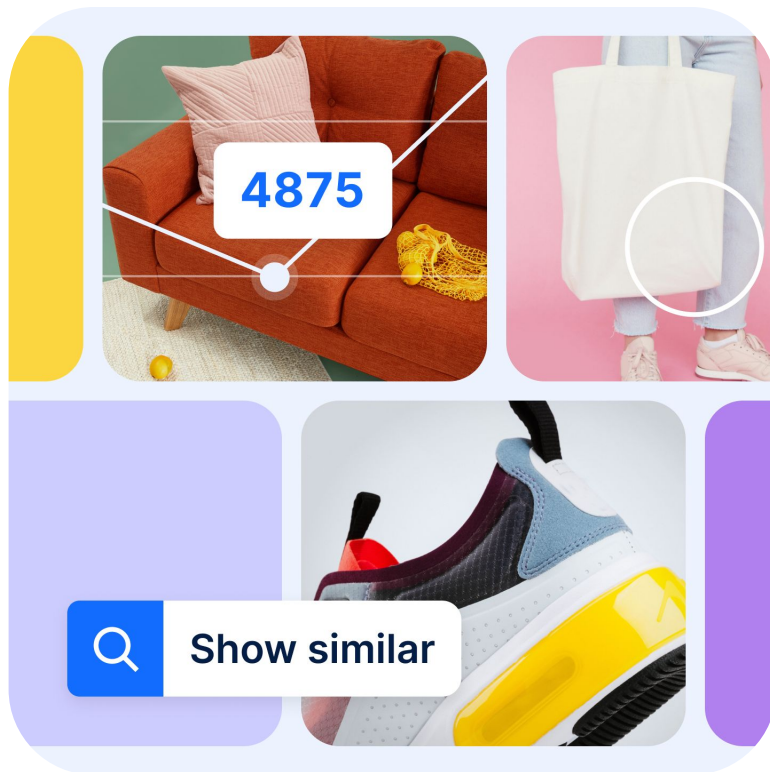
Get relevant metadata and other file information quickly from the asset detail view page.

Enable third-party secure large file sharing.

Bynder AI

Increase search accuracy and scale content creation

Bynder's AI-powered DAM provides a search experience that goes far beyond traditional metadata-driven searches and enables users to locate exactly what they need, more quickly and accurately. With the power of GenAI, users can generate, transform, and localize content at scale.



Feature list

Capabilities

Natural Language Search

Search what you need with simple, everyday language.

Similarity Search

Find visually similar assets instantly.

Search by Image

Discover images using an image or URL.

Text-in-Image Search

Search for images based on the text within the image.

Speech-to-Text

Convert audio and video speech into searchable text.

Face Recognition (Images)

Identify, tag, and find images of specific people in your DAM.

Automated Tags

Enriches assets with metadata via object recognition.

Benefits

The most intuitive way to search. Describe the image you need in simple, everyday language and find it instantly. Fully optimized for English, with support for simple queries in additional languages making it easier for global teams to find content faster.

Go beyond traditional keyword search. Instantly surface alternative or related images in your DAM, reducing the time spent scrolling or browsing.

Quickly check if the same or a similar image already exists in your DAM – saving time, effort, and budget on recreating or repurchasing images.

Improves content discoverability for end users and saves time for DAM Admins by extracting the text within the image and turning it into searchable tags.

Enhance the discoverability and accessibility of your content. Automated, searchable transcripts make every video and audio file with speech discoverable in your DAM.

Enhance content discoverability and reduce admin workload of tagging people. Ideal for your celebrity endorsement campaigns, event management or HR record keeping.

Eliminates manual tagging and enhances content discoverability by generating relevant metadata at the time of upload.

Feature list

Capabilities

Duplicate Finder at Upload

Detects if the asset being upload already exists in the DAM.

Duplicate Manager

Find, delete, or accept duplicate files already in your DAM.

AI Facial Focal Point (CX Omnichannel)

Transform assets with focus point being the face on the image.

Generative AI (Text)

Generate or detect AI-generated text within Bynder Content Workflow.

Transformative AI (Text)

Transform and localize existing content faster and better using simple text prompts.

Integrations with Upstream AI Tools

Quick and easy integration of Bynder with your upstream AI tools.

Benefits

Prevent duplicate content from entering your DAM, reduce clutter, and save on storage costs.

Keep your DAM organized and duplicate-free, save time managing duplicates and reduce confusion.

Eliminate the need to manually adjust focus points and ensures the primary face remains prominent in all cropped derivatives, improving content transformations and user experience.

Scale content creation while maintaining full control in a secure and structured environment.

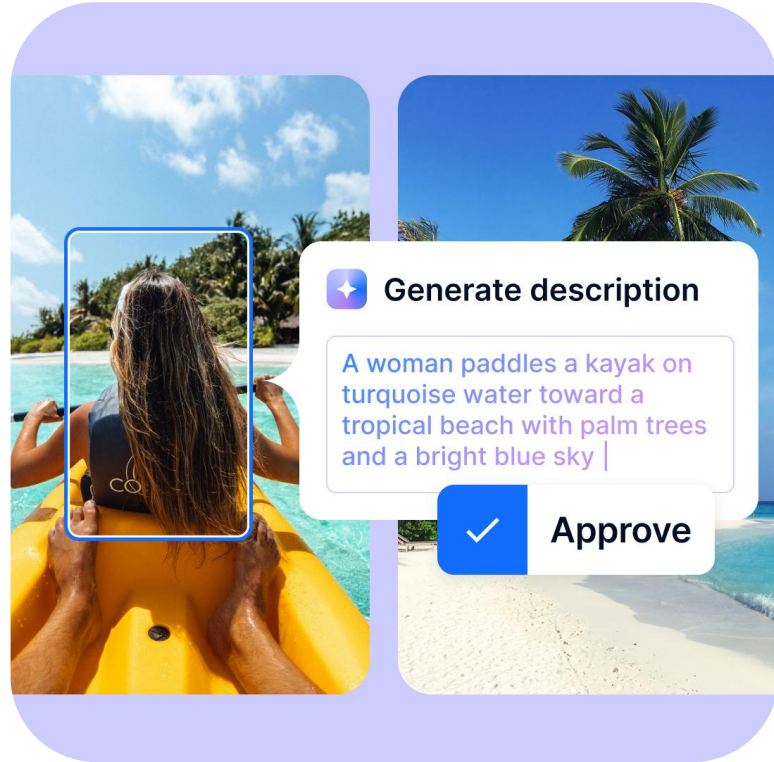
Accelerate global content localization reducing time-to-market and improving consistency across multiple languages and regions.

Leverage Bynder as your system of record, ensuring that all AI-generated content is centrally managed and accessible.

Bynder AI Agents Platform

Realize the limitless potential of your content

Bynder's AI Agents Platform lets you create customizable, context-aware agents to automate workflows, accelerate team performance, and secure your brand so you can drive revenue, reduce risk, and improve marketing ROI. Whether it's generating alternative backgrounds or detecting regulatory-sensitive content, Bynder's AI Agents solve what used to be unsolvable.



Agents Configuration

Features/Capabilities

AI Control Center

The central interface for configuring global agents' behavior, creating and orchestrating agents, and monitoring their activity.

Global AI Instructions

Define global behavior rules for all agents using natural language. This acts as your organization's AI style guide, covering brand tone, industry terminology, formatting, and quality expectations.

AI Permissions

User-level permissions to define who can create, edit, or deploy AI agents across the Bynder platform.

Agent Library Page

A centralized view where users can see, search, edit, or delete all existing agents and create new ones.

Agent Builder

No-code wizard that lets users create agents by describing tasks through natural language prompts.

Agent Name and Usage Context

Lets admins name each agent and specify when to use it.

Benefits

Gives admins full control and visibility over all agents and agent activity, ensuring more relevant and safer AI output.

Customizes agent output to your brand, industry, and regulatory rules – ensuring consistent, compliant, and on-brand results at scale.

Provides enterprise-grade control over agents' access and reduces the risk of AI misuse and regulatory abuse.

Provides full visibility and control over your AI agent library, making it easy to manage, govern, and scale intelligent workflows across the organization.

Empowers non-technical teams to create agents and automate workflows without developer help.

Helps users pick the right agent instantly, avoiding mistakes or confusion

Agents Review & Control

Features/Capabilities

Agent Deployment Button (Running an Agent)

Select a mix of assets (up to 1,000 images, videos, or PDFs) and apply an agent with one click.

Agent Activity Page (Workspace)

A dedicated space to review agent-generated outputs before they are applied, showing suggested changes side-by-side with existing content.

Bulk Accept or Reject

Approve or reject agent action suggestions across many assets at once.

Feedback Loop (*coming soon)

Logs approvals and rejections to fine-tune future outputs.

Instant Apply on Approval

Writes approved changes instantly to the asset record.

Benefits

No training needed to use agents. Simplifies agent workflow and speeds up content management by allowing processing up to 1,000 assets at once.

Gives admins full control and visibility over all agents' activity, boosting team productivity and ensuring more accurate and safer AI output.

Speeds up reviewing large volumes of agents' output while keeping fine-grained control.

Makes agents smarter over time with real user feedback.

Keeps the DAM up-to-date with no extra clicks.

Agents Enrichment Capabilities

Features/Capabilities

Alt Text Generation (Image)

Automatically generates alt text describing the subject and action in an image.

Title Generation

Creates a concise, relevant title for the asset based on visual or textual input.

Description Writing

Writes a short description providing context like who, what, where, and mood.

Text & Visual Element Extraction

Reads and understands visible text and logos, animals, products, or other objects in images and can store them as metadata.

Tag Population

Suggests tags based on visual or textual analysis of the asset.

Metaproperty Population

Automatically maps detected attributes to your organization's predefined taxonomy options.

Document & Media Summarization

Summarizes PDFs, videos, or other rich content as metadata

Benefits

Improves accessibility and searchability of your content.

Saves time on manual titling and improves discoverability.

Saves time on manual description writing and metadata enrichment, and improves discoverability.

Makes words inside images instantly searchable. Saves time on manual content enrichment and improves discoverability.

Saves time on manual content enrichment and improves discoverability.

Saves time on manual content enrichment and keeps metadata consistent.

Makes long documents and media easier to find and quickly skim.

Agents Transformation Capabilities

Features/Capabilities (Transformation)

Remove Background

Automatically removes the background of an image, isolating the main subject.

Generate Background

Creates new backgrounds from a prompt or reference image.

Replace Background

Replaces the original background using a reference image or natural language prompt.

Smart Resize (Crop & Extend)

Automatically crops assets for specific formats and channels or extends images beyond their original dimensions using generative AI.

Simplifies asset repurposing and speeds up creative production.

Allows the production of contextually relevant visuals without photo shoots or creative hours spent.

Enables quick content adaptation for specific use cases such as localization of visuals or A/B testing.

Speeds up content adaptation for multi-channel campaigns and reduces reliance on agencies.

Agents Governance Capabilities

Features/Capabilities (Governance)

Asset WebScan

Scans the public web to detect where and how your digital assets are being used.

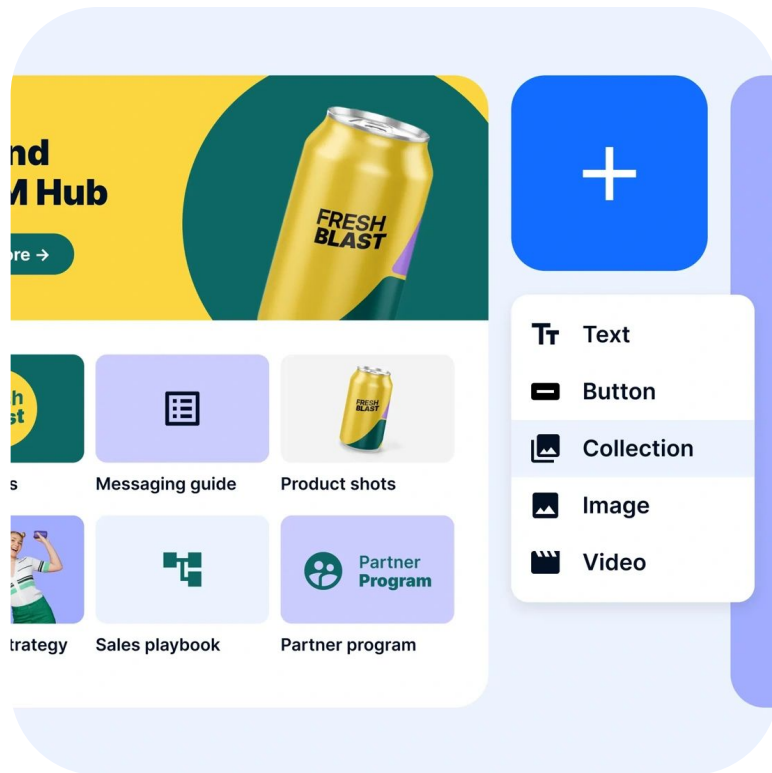
Benefits

Provides visibility into asset usage across external sites. Unlocks limitless governance use cases such as helping enforce assets' usage rights, track expired or outdated content, and reduce brand or legal risk.

Content Experiences

Deliver targeted content to teams and platforms

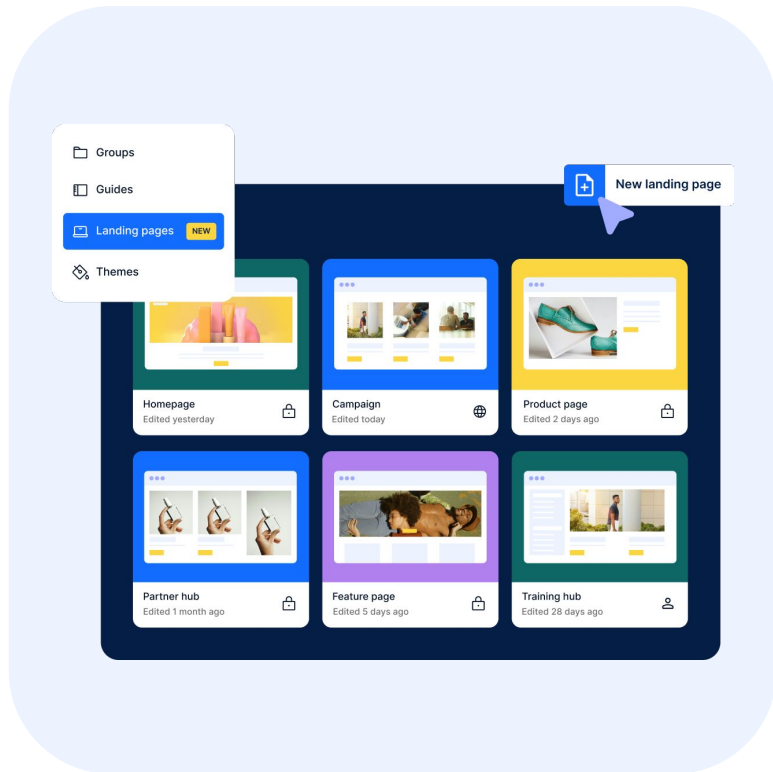
Empower your teams to create targeted, on-brand content experiences from your DAM system of record and deliver them to go-to-market and functional teams and across all of your channels to boost engagement, conversions and drive measurable business outcomes.



CX User Community

Drive business growth with tailored content for your user community

The more people you involve in telling your brand story, the more complex your go-to-market, and the more campaigns you run, the harder it is to keep your teams informed and consistent. CX User Community helps you turn your DAM content into on-brand, curated and engaging experiences that strengthen team alignment and accelerate growth.



CX User Community Benefits

1

Branded portals for every use case

Empower your teams to create consistent brand stories with customizable hubs that reflect your brand's unique look & feel—seamlessly sharing your vision and guidelines with internal and external stakeholders.

2

Targeted assets, in context

From the DAM to your team's fingertips—deliver relevant assets with clear usage guidance. Drive alignment across regions, teams, and external partners and consistently bring high-impact campaigns to market.

3

Superior brand governance

Upgrade from static PDFs to a cloud-based, dynamic solution with real-time asset updates and role-specific permissions, enabling smooth rollout of brand changes and consistent global brand representation.

4

Effortless team enablement

Enable new hires and collaborators with easy access to training, guidelines, and key assets, transforming them into brand ambassadors and driving growth through efficient onboarding and alignment with key initiatives.

Feature list

Capabilities

Embed assets from DAM

Insert logos, fonts, and collections from the DAM for easy direct download.

Templates & content duplication

Start quickly with templates, and duplicate pages, guides, or sections for easy reuse.

Flexible layouts & rich styling

Chose purpose-fit layout (Guides or Landing pages) and customize content with widgets and styling.

Themes (single or multiple* brands)

Customize the look & feel with brand fonts, colors, navigation configurations, and optional alternative logos.

Embed external content

Include relevant content from outside of the DAM, like Youtube and Vimeo videos or design resources from Figma.

Advanced access rights

Manage and set view/edit permissions to public, all users, specific users, or private.

Custom links

Customize URLs, add passwords, set expirations, and generate QR codes for easy content access.

Benefits

Streamline access to targeted content, allowing users to download assets directly and maintain brand consistency.

Save time and ensure brand consistency and alignment by enabling quick creation and easy reuse of content.

Enhance content presentation by choosing customized layouts and styling options that fit diverse needs and use cases.

Strengthen brand identity by enabling cohesive customization across multiple brands or brand variations, ensuring a consistent look and feel.

Drive greater alignment by embedding all relevant content—whether within or outside the DAM—into a single, cohesive experience.

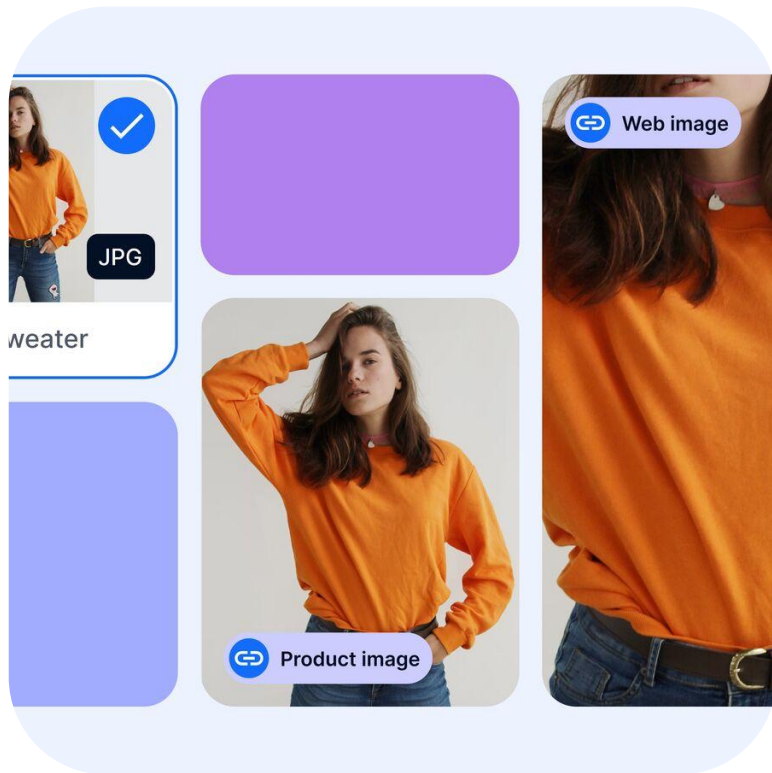
Protect sensitive content and improve security with flexible permissions, so only the right audiences can access specific materials.

Simplify content sharing, enhancing access control and brand governance.

CX Omnichannel

Deliver exceptional content experiences across every digital touchpoint

Today more than ever, exceptional content experiences are key drivers for customer engagement. Bynder's Content Experiences for Omnichannel allows you to dynamically generate optimized images for each channel and visitor to create powerful digital customer experiences at every interaction.



CX Omnichannel Benefits

1

Improve website performance

Boost traffic and conversion rates with optimized asset delivery. Improve page loading times, lower bounce rates, and improve SEO ranking.

2

Increase speed to market

Automatically transform, optimize and deliver assets to all your digital touchpoints to accelerate your time to market. Save hundreds of hours resizing and re-formatting assets.

3

Ensure brand consistency

Use your Bynder DAM as the single source of truth for dynamic transformations ensures brand consistency across your digital touchpoints.

Feature list

Capabilities

Single Source of Record for Assets

A single asset can be transformed and delivered across multiple channels.

Growing List of Transformations

Large list of transformation options to automatically resize, adjust, and modify images for use (list [here](#))

Transformation Presets

Manage and define transformations from within Bynder and apply to assets on upload.

Focus Point

Utilize focus point on assets in DAM to crop, resize etc.without losing focus on image

Predictable URLs

Deliver targeted content to your customers based on customer attributes

Adaptive Video Streaming

Automatically adjusts video quality based on available bandwidth.

Delivery Metrics

Analytics and insights on usage of your assets on your digital channels.

Benefits

Speed up the creation and delivery of assets across systems and channels with automated creation and delivery.

Reduce manual workload of manipulating images with a large number of transformation options.

Speed time to market using pre-defined transformations for commonly used versions.

Define focal point on asset level to ensure any transformations focus on that part of the image.

Bynder Predictable URLs allow users to target, retrieve, and deliver content to your digital channels in an automated way.

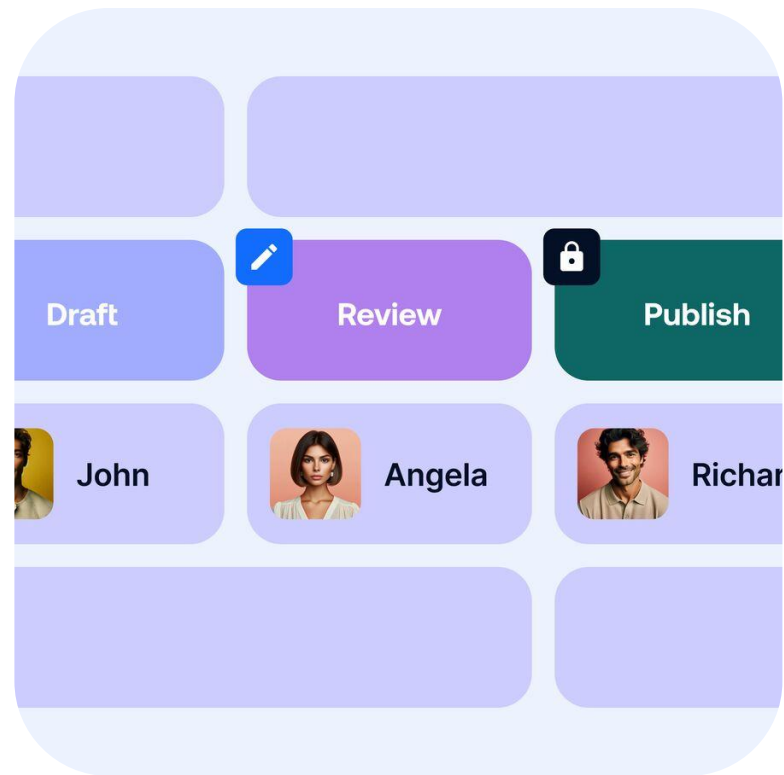
Deliver great video experiences on your website and other digital channels with resolution and quality that adapts to customers' viewing conditions.

Understand how your assets are performing and being used across channels so that you can optimize digital experiences for your end users.

Content Operations

Scale and automate content creation and approvals

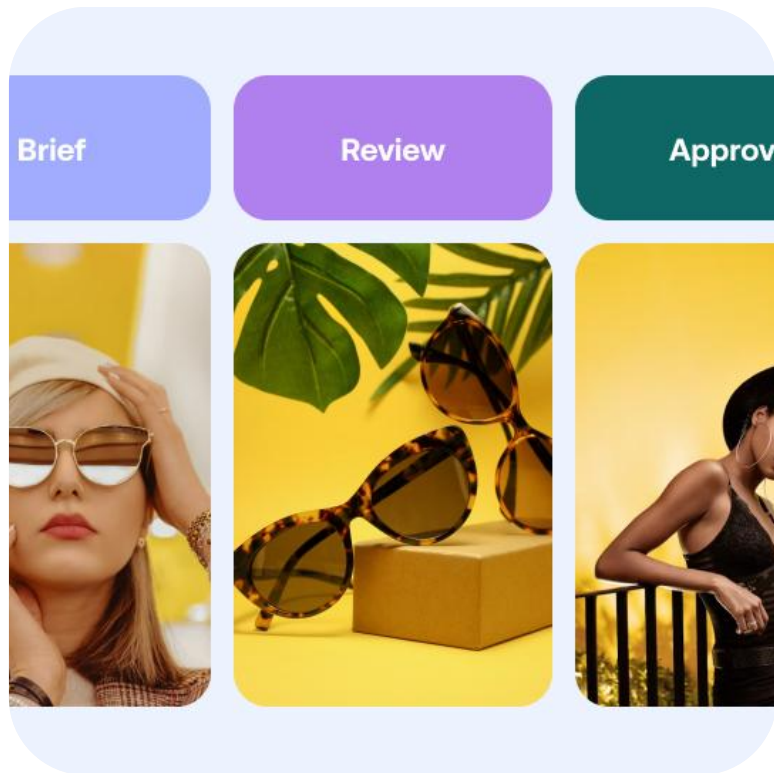
Transform your content operations with Bynder's AI-powered solutions designed to generate and scale content within your DAM, delivering human-approved results. Improve team collaboration, maintain consistency, and accelerate production for image, video, animation, print and editorial content.



Asset Workflow

Simplify digital asset approval and ensure brand compliance

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.



Asset Workflow Benefits

1

Streamlined collaboration across teams

Centralize creative briefs, feedback, and change notifications in one place to eliminate email clutter, ensure accountability, and keep production moving seamlessly.

2

Effortless review and approval

Speed up approvals with clear Accept/Reject functions, precise feedback capture, and side-by-side version comparisons, allowing faster decision-making.

3

Consistent quality and brand compliance

Maintain brand integrity by managing content versions, involving the right stakeholders at the right time, and keeping every asset on-brand and ready for publishing.

Feature list

Capabilities

Centralized Job Overview

Organize recurring activities using campaigns, projects, jobs, approvers and deadlines and leverage high-level dashboard overview

Workflow Customization

Map workflows against your processes, create as many stages in a job as you need and centralize briefings through web forms and custom input fields

Real-time Collaboration

Annotate images, documents, and videos, reject or accept drafts and communicate along the way through comments, private messages and automated notifications

Version History

Compare file versions in jobs and easily remove those that are no longer relevant

Advanced Permissioning

Assign responsible individuals/groups for each workflow / project phase and manage permissions for internal/external users

Benefits

Gain clarity around accountability, deadlines, and deliverables.

Your workflow, your way. Complete control and easy adoption by end users.

Centralized and faster communication with relevant internal and external stakeholders.

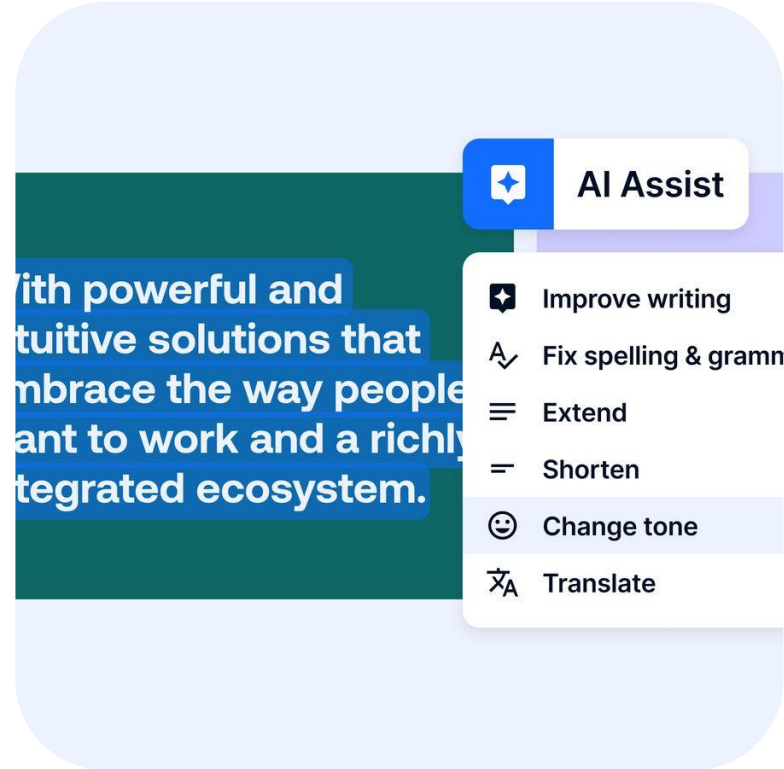
Ensure only the final, brand-approved assets are used.

Ensure compliance by granting access to relevant projects only.

Content Workflow

Editorial content operations reimagined

Content Workflow enables organizations to create structured editorial content at scale and speed, and deliver it wherever it needs to go. Collaborate from ideation to delivery, combine text with creative assets from the DAM, and leverage the power of generative AI - all while ensuring a secure and organized approach tailored to your needs.



Content Workflow Benefits

1

Easily integrate approved visuals into editorial content

Direct embedding of assets from the DAM enhances collaboration and produces high-quality, consistent content that strengthens brand messaging and boosts engagement.

2

Accelerate speed of content to market

Customizable workflows and structured templates eliminate bottlenecks, reduce turnaround time, and ensure consistency, allowing teams to deliver high-quality content faster and at a fraction of the cost.

3

Govern content creation and ensure compliance

Prevent unapproved content from reaching customers by implementing required approval stages for accurate, compliant content. Establish reminders for timely reviews and audits to maintain transparency and control.

Feature list

Capabilities

Centralized Content Dashboard

All your content initiatives in one place, organized and easy-to-find

Advanced Content Structuring

Templates, Components, and field settings with guidelines

Advanced Workflow

Automate multiple workflows, workflow assignments and due dates

Integration with Tech Stack

APIs, integrations, and out-of-the-box export formats

Real-time Collaboration and Sharing

Work together in real time just like you do in Google Docs

Direct DAM Assets Import

Pull your approved assets straight from your Bynder DAM

Integrations

Five CMS Integrations (AEM, Sitecore, WordPress, Drupal, Contentful), Zapier and APIs

Benefits

Avoid losing content in inboxes or silos of different tools.

Scale up production with confidence thanks to clear requirements and consistent content.

Streamline complex content operations workflows, enhance accountability, standardize scheduling, and automate tasks for large-scale, time-intensive projects with high content volumes.

Avoid human error, and remove time-consuming manual steps in your workflow.

Reduce training costs on technical software and remove workflow friction by facilitating collaboration.

Streamline and accelerate content creation while increasing asset utilization.

Gain absolute flexibility when it comes to multi-channel publishing, by connecting to your production and project management workflows.

Feature list

Capabilities

Global Account Toggle

Opt in or out of using the AI feature including the name of the person and timestamp of when it was enabled.

Role Permissions

Admin can decide who can and cannot create content with AI assist

Workflow Step Toggle

Activate/deactivate AI at any step in the workflow

Project Toggle

Opt in for generative AI at a project level

AI Content Highlighting

Content generated by AI is highlighted in purple

Revision History

Snapshots will clearly show AI contribution, and AI content inside those snapshots will be highlighted, alongside the user who generated the AI content

AI Content Filter

New AI filter to aid AI findability across the entire project

Benefits

Ensure full accountability at an account level and activate/deactivate AI based on your company needs.

Stay in control of who can and can't generate content with generative AI.

Mitigate risk of plagiarism and citation by excluding AI from specific stages of the workflow.

Enabling you to test on one project and systematise before a full roll out.

Know exactly which content was generated by AI at a glance to include additional reviews if needed.

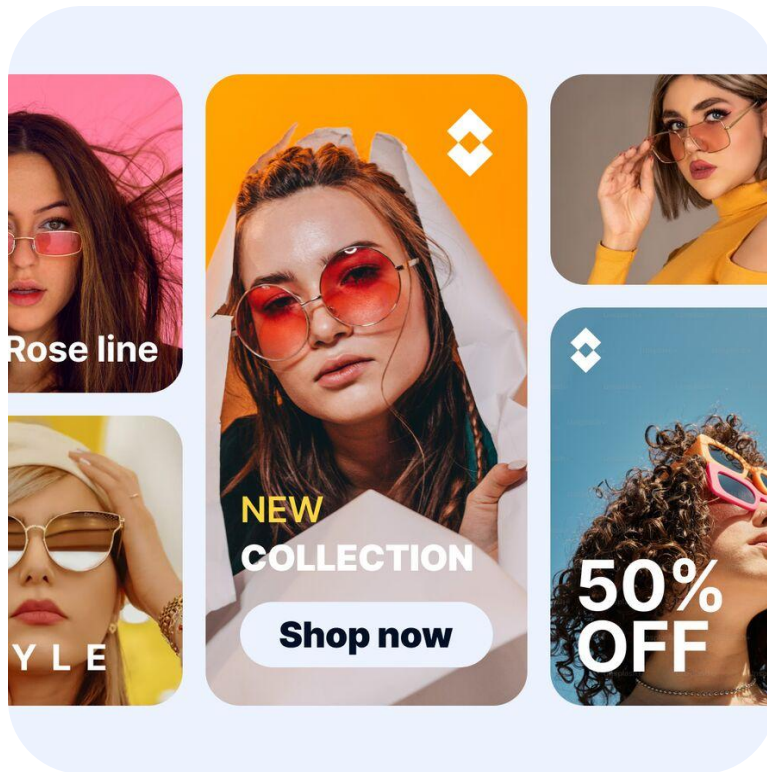
Ensure full accountability of AI generated content allowing users to precisely identify the use of AI throughout an item's lifecycle.

Search content faster and save time.

Studio

Digital templates for image and video creation at scale

Empower everyone in the organization to create on-brand content—images, videos, and GIFs—by leveraging existing assets directly from the DAM. With automation, branded templates and AI localization, Studio makes scaling and adapting content fast and easy for any market or channel.



Studio Benefits

1

Design once, reuse endlessly

Empower your team with customizable, brand-approved templates that enable anyone in your organization to create content at scale. Studio's advanced templating and automation features ensure efficient, high-quality content creation without compromising brand standards.

2

Tailored for every audience, every channel

Effortlessly adapt your content to resonate with diverse markets, demographics, and platforms. With features like automated resizing and user-specific workflows, Studio helps you create personalized, on-brand content for every channel with ease.

3

Simplify execution, preserve quality and brand compliance

Reduce reliance on external designers or agencies while maintaining impeccable quality and consistency. Studio's lockable templates and automated processes ensure that every asset aligns with your brand identity, enabling faster, hassle-free content production.

Feature list

Capabilities

Role-specific UI

Different UI depending if you are a content designer or a content creator

Advanced Templating

Store and manage image, video and animation designs as templates and control which elements can be modified with element locking

Animation and Brand Presets

Readily available animation, transitions and brand-specific presets

Sharing and Collaboration

Organize your designs in Projects and choose view and edit permissions

Bulk Actions and Multi-sizes

Make bulk edits or adaptations to your master content and all its variations in one go

AI-Powered Translations

Automatically generate translated versions of existing copies.

Import & Export from/to Common Formats

Import existing designs from formats like Adobe Premiere XML*, Photoshop PSD, Sketch, and Figma, and download videos and images in the desired format for immediate use

Review Process / Approvals

Request an approval for a created asset before export.

Benefits

Increase operational efficiency with optimal work distribution and onboard your teams in no time.

Quickly reuse content that is ready-to-go whilst keeping brand consistency.

Eliminate time-consuming design work by using standardized visual elements and maintain brand consistency across all your created assets.

Gain control of who has access to what template, enjoy increased productivity and a more efficient way of working.

Gain efficiencies with automation and increase speed to market by creating large volumes of content, faster.

Effortlessly localize content and adapt designs across templates and formats for faster, cost-effective global campaigns.

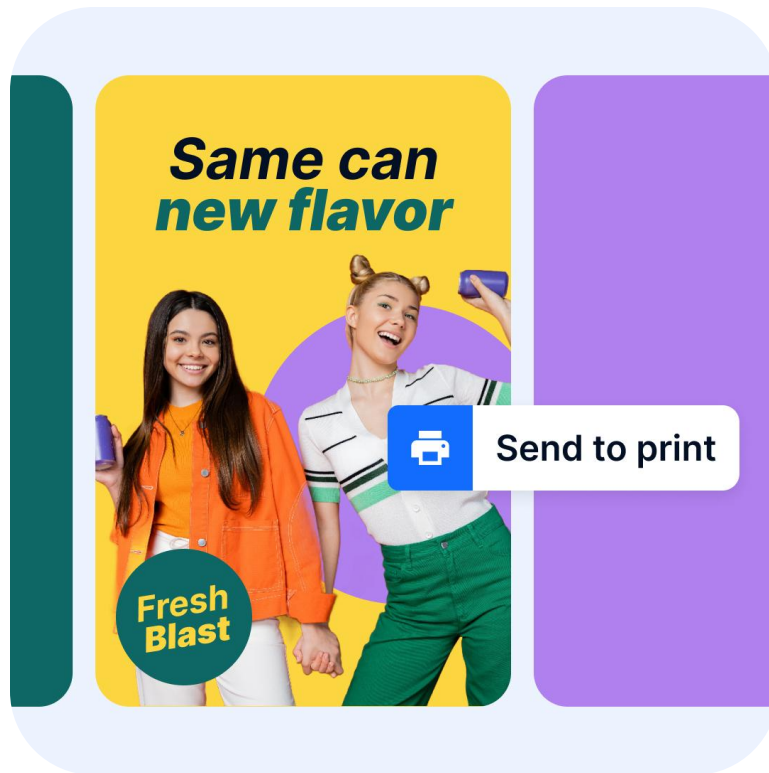
Save time on additional conversions with other tools and automatically format content for different channels and usages.

Streamline collaboration and ensure that created assets are up to your required standard.

Print Brand Templates

Print-ready materials in no time

Print Brand Templates accelerates the creation of design-approved print content so that you can get more out of your marketing investments. With no design skills needed or relying on extra creative resources, marketers can create their own print-ready materials and send them for approval.



Print Brand Templates Benefits

1

Save time and resources

Quickly repurpose and personalize pre-approved templates for various markets and campaigns, reducing production time and effort while accelerating time-to-market.

2

Enable self-serve customization

Enable collaborators like distributors and retailers to easily co-brand and localize materials themselves, eliminating the need for design support.

3

Safeguard brand consistency and cut costs

Ensure all content stays on-brand by engaging the right stakeholders at the right stage, while driving cost savings through increased content re-use and reduced reliance on external resources.

Feature list

Capabilities

Customizable Templates

Convert InDesign files into easily editable templates

Easy-to-use Inline Editor

HTML Based web editor with real-time edit and preview

Template Presets

Create unlimited versions of the initial template and save them as presets

Print-ready Output

Automatic creation of web-version or print-ready PDF, with country-specific cropping marks

Approval Flows

Created content is automatically sent to the next responsible person for review and approval

DAM Integration

Insert images from the DAM directly into templates or define which collection can be used

Permission Settings

Give project access to specific users/ groups

Benefits

Save time and money by reusing existing content.

Make changes on the fly and go to market faster.

Serve all your markets with speed by effortlessly producing customizations.

Save time and money by automating your conversions.

Increased efficiency and ensured compliance.

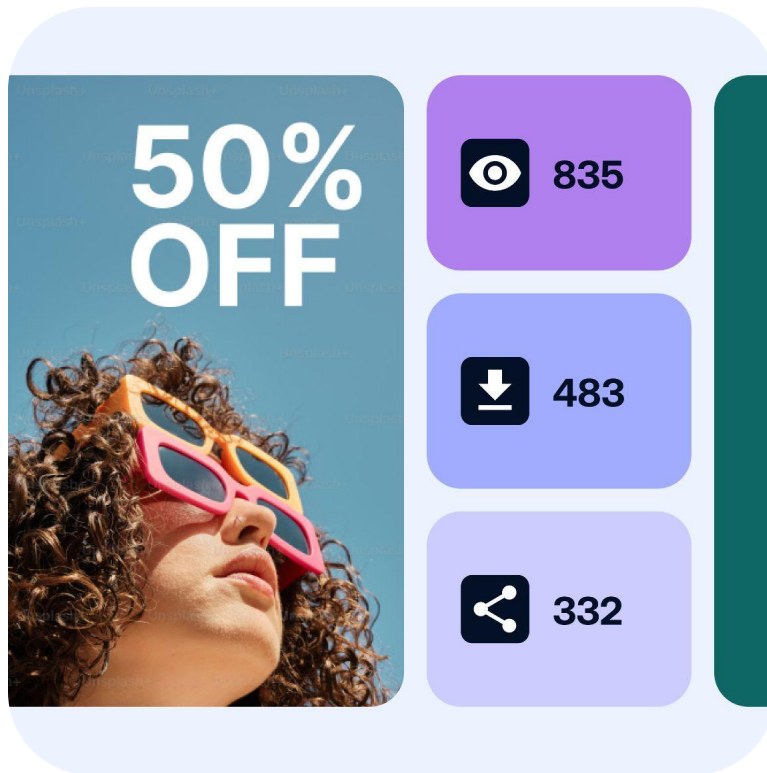
Safeguard brand compliance and consistency.

Avoid missteps by ensuring the right content is in the right hands.

Bynder Analytics

Make data-driven decisions that elevate your content strategy

Bynder Analytics empowers organizations to optimize their content strategy, improve asset discovery, and enhance engagement by leveraging actionable insights across assets, users, workflows, storage, and other key metrics—enabling better adoption, ROI proof, and business goal alignment.



Bynder Analytics Benefits

1

Improve DAM performance

Unlock the full potential of your DAM by maximizing performance and ROI. Gain insights to increase content reuse, streamline workflows, and ensure an exceptional user experience for all stakeholders.

2

Optimize content production

Leverage actionable data on content performance to identify opportunities and refine your content strategy, ensuring every asset delivers maximum value and aligns with business objectives.

3

Elevate content experiences

Analyze engagement metrics across user communities and distribution channels to create more impactful and tailored content experiences that resonate with your audience.

Feature list

Capabilities

Predefined Dashboards and Reports

Modular Analytics

Insights on different Bynder modules and DAM usage

Drill-Downs

Detailed insights by permission profile and user group

Delivery Metrics

Data and insights of how your assets are performing outside of the DAM.

Most Popular Insights

Analytics for BI

Connect to own BI tool/data warehouse and combine Bynder data with non-Bynder data.

Benefits

Out-of the box dashboards and reports available in your portal with the click of a button.

Track and trace DAM adoption and usage across different Bynder modules such as CX User Community and Studio.

Track and trace certain actions and DAM usage by permission profile and user group.

Get a better understanding of what websites your assets are displayed on, what volume of views those assets are receiving, as well as what transformations are being used and viewed most often.

Identify the top performing assets, searches, downloads, collections and focus on what matters most to your business.

Gain control and independence of your data insights and access your own raw event data in real-time to create tailored dashboards and reports using your own BI and data analysis tools.

Integrations

Scale faster with Bynder's 125+ martech integrations

Bynder's integration ecosystem enables seamless connections and offers ultimate interoperability between the DAM and other business-critical applications (e.g. Creative tooling, CMS, PIM, eCommerce, CRM, Stock, etc.)



Integrations Benefits

1

A single source of truth

A highly connectable DAM as the single source of truth for your digital content across systems and channels.

2

Streamline processes

Streamline content creation, management, enrichment, transformation, and distribution for use across all channels along the customer journey while reducing the likelihood of error.

3

Drive digital experiences

Drive digital experiences, automate processes, ensure brand consistency, and get to market faster by integrating Bynder into the rest of your Martech stack, systems, and tools that your business relies on every day.

Integrations

Capabilities

Capabilities

Pre-Built Integrations

An ever-expanding marketplace of over 85+ of the most commonly used systems and tools to choose from.

Developer Portal

The tools and resources you need to build custom integrations, including robust APIs, pre-built UI component (Universal Compact View), SDKs, and more.

Partner Network

A rich and growing ecosystem of trusted partners to lean on when you require assistance creating custom integrations.

Customer Inspired Roadmap

We leverage Tray.io to accelerate our integration roadmap and provide self-service capabilities for configuration of workflows from within the DAM.

Benefits

Makes integrating easy and cost effective for you to implement and get up and running quickly.

Create custom integrations on the fly and connect to any platform you want, simply and with flexibility.

Launch custom integrations that are scoped, designed, built, and supported by partners who have the right industry expertise.

Get to market faster by deploying Bynder-owned integrations and configuring pre-built workflows intuitively and at pace.



About Bynder

Bynder's AI-powered digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. We are the brand ally that unifies and transforms the creation and sharing of assets.

[Book a demo](#)

www.bynder.com