

How Red Roof positioned DAM at the heart of its digital ecosystem

Red Roof®



ABOUT RED ROOF INN:



Red Roof is an award-winning hotel company with a portfolio of four brands, offering economy to mid-scale hotel lodgings worldwide.

Whether it's for business or leisure, Red Roof has a property for every traveler (and their four-legged friends), allowing guests to Sleep Easy. Spend Less.™

Founded: 1973

Headquartered: New Albany, Ohio

5000⁺
employees

680⁺
locations

Millions
of guests served each year

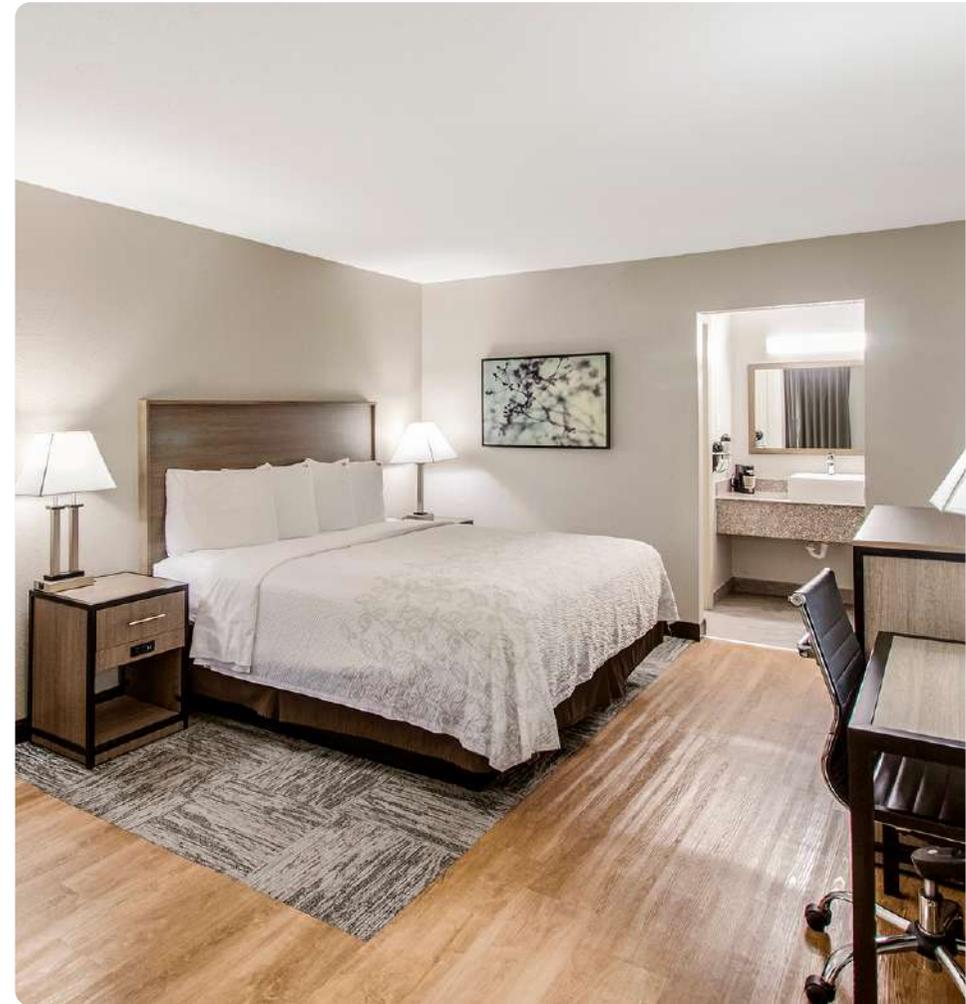
Background

With coast-to-coast locations across the US and ongoing international expansion plans, marketing and branding efforts for Red Roof's 680+ properties never stops.

Whether it's photographing new properties, distributing brand collateral to travel agencies, or promoting seasonal campaigns on its website, Red Roof depends on a dynamic, high-volume supply of branded content to deliver stand-out digital experiences to customers.

“The main purpose of [redroof.com](https://www.redroof.com) is to get direct bookings. So making sure that our digital content is optimized and consistent across all customer touchpoints is really important to our brand.”

*All quotes featured in this story are attributed to Red Roof's Brand Marketing Manager, Abbie Gillespie.





Previous challenges

High-quality imagery is integral to Red Roof's marketing efforts. It's essential to attract guests to its properties and ensure the various lodgings are promoted in the best light.

Prior to Bynder, images were stored in multiple locations, and the lack of an organized 'single source of truth' for digital assets hindered the ability to access and distribute content effectively.

On average, Red Roof's brand team was having to manually create, compress, and resize 30 different images to fit templates for each of their 680+ properties. Not only did it eat into their time and creative resources, but website performance suffered too. Assets weren't properly optimized, leading to slow loading times and reduced SEO potential—a blow to the content experiences they could deliver to those interacting with the brand online.

“ When we decided to invest in DAM, we wanted a scalable platform that could be our single source of truth for all our images as they’re displayed in so many different places. Integrating with our CMS was key, too.”



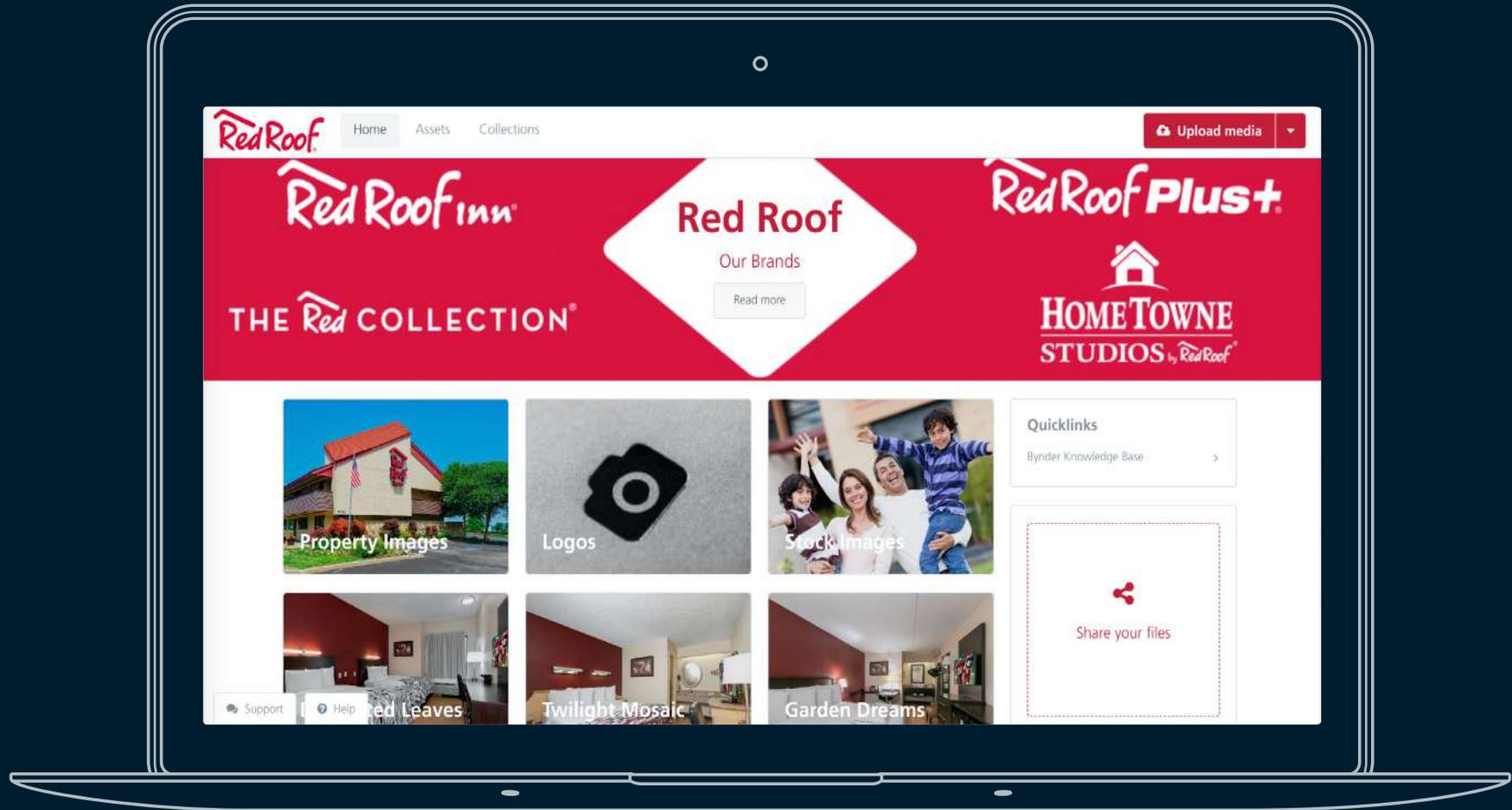
Extending the reach of the Red Roof brand with DAM

More than just an image repository, Red Roof now uses Bynder to centralize all marketing assets—including videos, brand guidelines, promotional materials, and everything in between.

“We were able to see clear results and return on investments really quickly, right off the bat.”

Red Roof’s CMS, [Tridion Sites](#), is seamlessly integrated with Bynder to create a connected digital ecosystems. This helps ensure less manual admin work, brand-approved materials are published in the right place at the right time, and resources can be saved for higher-value efforts.

“Bynder has helped accelerate our time to market without cutting corners, which has allowed us to focus on more brand initiatives.”



Red Roof's Bynder DAM portal

Delivering first-class content experiences with Dynamic Asset Transformation

Paired with Red Roof's DAM is [Dynamic Asset Transformation \(DAT\)](#). Images are automatically resized and SEO-optimized for the right digital channel, uploaded seamlessly from the DAM.

“It’s amazing where we’re at today – we’re averaging over 50,000 image requests daily on over 100 different websites with less than a second load time.”





Previously, the team could only show up to five images in the main carousel on their property pages. Now with DAT they can show 12 images and the pages load 25% quicker than before. Site visitors are served up more quality visuals of Red Roof's various lodgings, and employees rest easy knowing their digital assets can be accessed and distributed effortlessly. Getting more eyes on the website from better search rankings is a welcomed bonus, too.

“Bynder’s Dynamic Asset Transformation module is a huge time saver.”

“ Bynder has maximized our SEO value and helped us rank higher in search results compared to competitors.”



What's next for Red Roof?

Recently, Red Roof saw an opportunity to leverage Bynder for the launch of its new Roku TV channel airing in various hotels. By integrating the DAM with its CMS, teams can easily distribute and update property-specific marketing messaging and campaigns to the TVs, while managing it at the corporate level.

Looking ahead, Red Roof sees plenty of potential to expand the reach of the DAM to other key customer touchpoints—including email outreach, check-in kiosks, and property-level content.

“Overall, Bynder’s been a really great addition for Red Roof!”



About Bynder

Bynder's 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.

For more information, visit www.bynder.com