



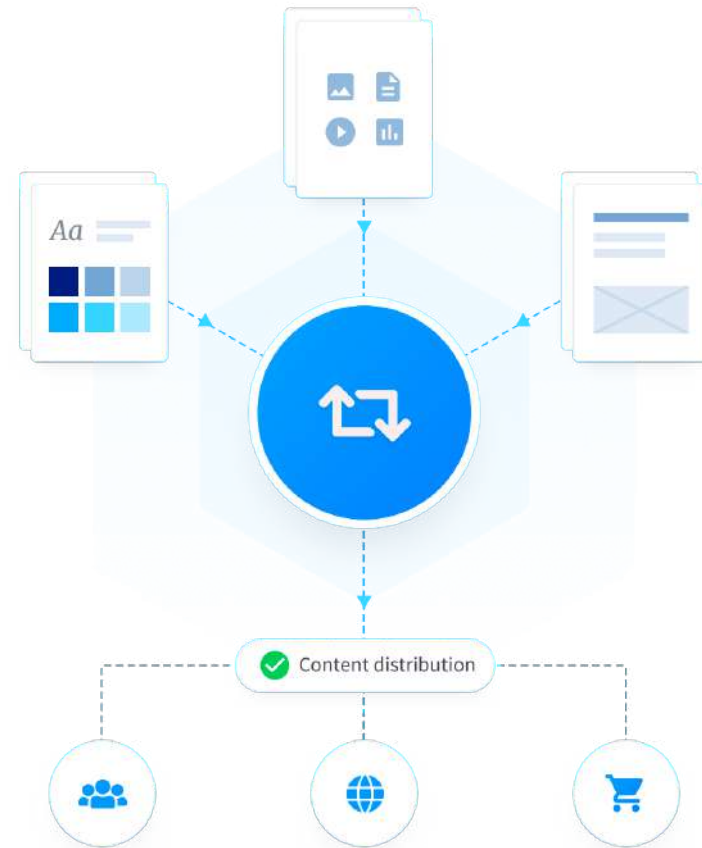
The easiest and quickest way to share your brand content with external parties

Make sure all your brand, product, and marketing campaign content are easily accessible to your dealer network, external agencies, field teams, sales teams and partners.

Content distribution

To share your company's content and digital assets, a flexible DAM that enables content distribution with externals is must-have martech.

Bynder's DAM solution is a secure foundation that enables your employees to easily and quickly share the right content, at the right time, with the right people, even if they don't work at your company.



What is content distribution for DAM?

It's difficult to get the right content in the right hands at the right time, especially if you're working with people outside your organization like dealers, agencies, resellers, and partners. Accessibility to marketing content such as brand materials, product content and campaign assets continues to be a hurdle for many organizations when it comes to collaborating with external parties. Modern organizations don't work in silos - enter partners, distributors, dealer networks, and third parties.

Marketing is a collaborative effort internally, but also externally and that's why content distribution should never get in the way of going to market. There are just too many reasons why. If you don't have confidence that you can share

a digital asset today and see a business impact tomorrow, maybe it's time to re-evaluate the mission-critical martech you have in place at your organization.

The market is crowded with solutions for sharing content online: email, FTP, SaaS online sharing platforms like WeTransfer, SaaS storage platforms like Dropbox. It's difficult to know which one is the right one for your business. And sometimes, email, Dropbox, whatever IS enough. Except for when it's not.

When solutions with limited capabilities are making going to market troublesome, you need a reliable process for getting the right assets from point A to point B.

Why do you need content distribution solutions?

Challenge 1: Your external partners don't have access to your martech solutions

Likely, you've been in a situation where you were working with an external party that could not access the right content, data or information in order for you to collaborate with them successfully. How can you go to market quickly with your external collaborators if you can't even simply send and receive digital assets?

Challenge 2: Enjoy no E-commerce sales without visual content

No product shots for the E-commerce site? No sales. When is the last time you purchased something online without a visual representation of the buy? Unfortunately, while it seems like an obvious thing to have a visual representation to go along with a product for sale, sometimes products go online without visuals.

Challenge 3: Getting content out the door efficiently is impossible with B2C grade solutions

Consider, for a moment, all the technical roadblocks that inhibit content distribution for millions of people dealing with digital content operations every day: File size too big for email? File size too big for your file transfer platform.

Challenge 4: Slow time to content is killing sales

External dealer networks and internal sales teams need content to go to market quickly and remain competitive. Slow time to deliver content means that sales teams must wait for product imagery distribution in order to bring in new sales. Wasted time that kills sales.

Asset Type Objective Campaigns Channel Produced by Usage Rights Advanced Tags

Image Clear filters Save filters

0 97 Results Order by Date added

Type

- Image 97
- Audio 4
- Video 2
- Document 14

Extra

- Archived materials 1
- Limited usage 1
- Watermarked materials 1

Orientation

3 Square 18 Portrait 76 Landscape

Size

All

Large 85

Medium 12

Custom

Date added

All

Publication date

All

Added by

All

DPI

Set

Banner 5

Asset Type: Graphic/Visual
Goal: Customer Loyalty

Banner 4

Asset Type: Graphic/Visual
Goal: Customer Loyalty

Banner 12

Asset Type: Graphic/Visual
Goal: Customer Loyalty

Brand elements

Asset Type: Graphic/Visual
Goal: Brand Awareness

alessio-lin-236497

Asset Type: Photography
Goal: Brand Awareness

pablo-guerrero-462492

Asset Type: Photography
Goal: Brand Awareness

h-heyerlein-386312

Asset Type: Photography
Goal: Brand Awareness

efe-kurnaz-315384

Asset Type: Photography
Goal: Brand Awareness

Logo - Vertical Dark

Asset Type: Graphic/Visual
Goal: Brand Awareness

oliver-shou-342339

Asset Type: Photography

keagan-henman-435041

Asset Type: Photography

james-owen-653039

Asset Type: Photography

eszter-biro-129457

Asset Type: Photography

jacob-morch-272617

Asset Type: Photography

peter-sjo-201640

Asset Type: Photography

How does Bynder help?

Benefit 1: Accessibility

Bynder's DAM (Digital Asset Management) module enables access to the right files at the right time by the right people in a flexible way that allows you to choose the right level of accessibility. Whether you choose to open up part of your DAM library to externals or decide to simply share specific collections of content with them, you control how, when, and for how long externals have access to content and collections.

Benefit 2: Enabling sales

Drive top-line growth with centralized and accessible product content (product shots, pack shots, sell sheets and more.) You can enable your sales partners by storing your important digital assets in a trusted, single source of truth which gives you an easily searchable library of content that your sales teams and dealer network can utilize quickly and efficiently.

“Before using Bynder we relied on emails, lots and lots of emails with attachments. So many emails that our email storage limits were constantly maxed out.”

Kimberly Jauss,

Senior Editorial Retoucher & DAM Admin, Moda Operandi

“Collaborating with our agencies from a centralized space makes creating campaigns so much easier. Designers can upload marketing materials to Bynder for review, saving us from constant back-and-forth emails.”

Stefanie Cools,

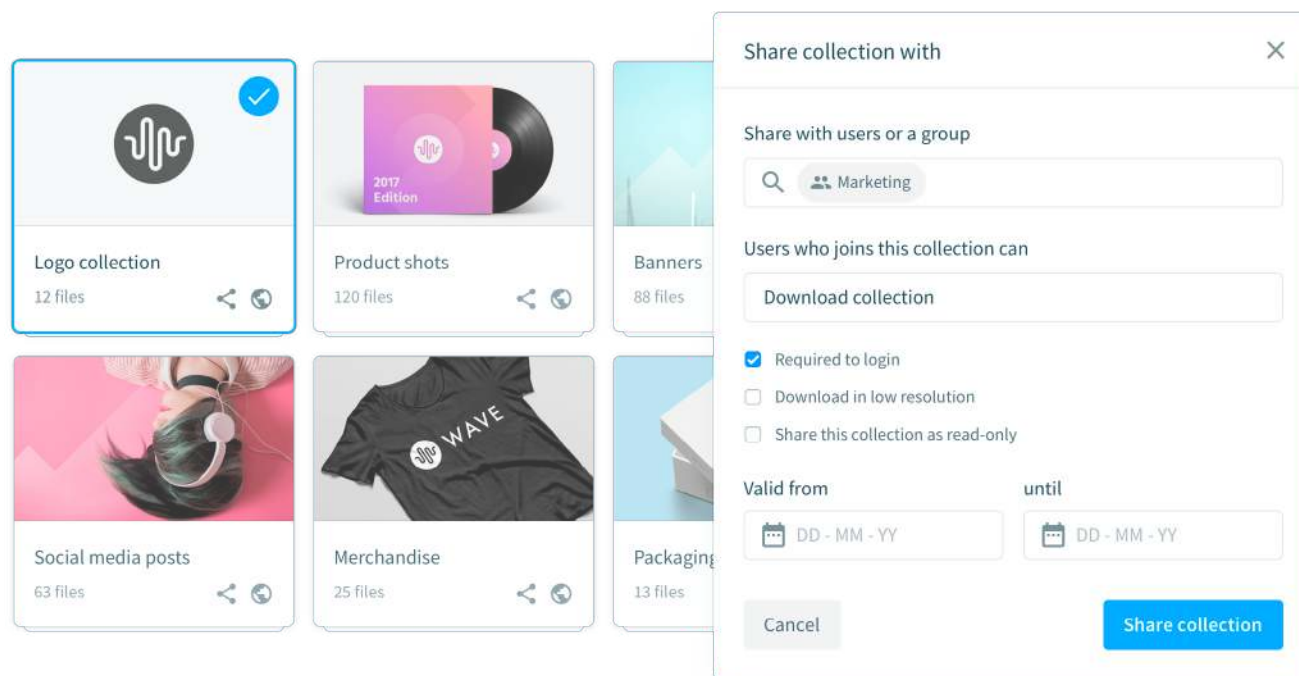
Management Assistant at Alpro

Benefit 3: Efficient sharing

The Bynder solution supplies quicker time to content for you and your external partners. Never worry about if you can share content efficiently or not again. Exchange important digital assets with your external partners quickly, securely and easily with Bynder.

Benefit 4: Quicker time to market

The quicker time to content that Bynder provides equals quicker time to revenue for you and your partners. Self-service access to this content means operations go more smoothly. Ensure your partners send and receive the right content at the right time to ensure rapid delivery of content which can impact potential sales.



Bynder's easy sharing with governance and control

Other key benefits:

- Easy access to digital assets for external parties
- Easy (gated for approval) uploads from external parties
- Self-service access to the right content at the right time for your external partners
- No more downloading, uploading and then emailing content manually to externals
- No login required (unless you want it to be required)
- No more FTP
- No more file size limits

“Being able to upload an asset even if you’re not a user in the system to put it into the waiting room – that has really been useful.”

Lauren Lewis,
Director of Marketing & Communications at Five Guys

Features

Open Asset Library

A repository of externally-available, publicly-facing content that your organization wants to make easily findable for external partners.

External Uploader

An external drag and drop interface for your external partners to drop off content and go about their day.

Public Links

Externally accessible public links for those with the link.

Collections

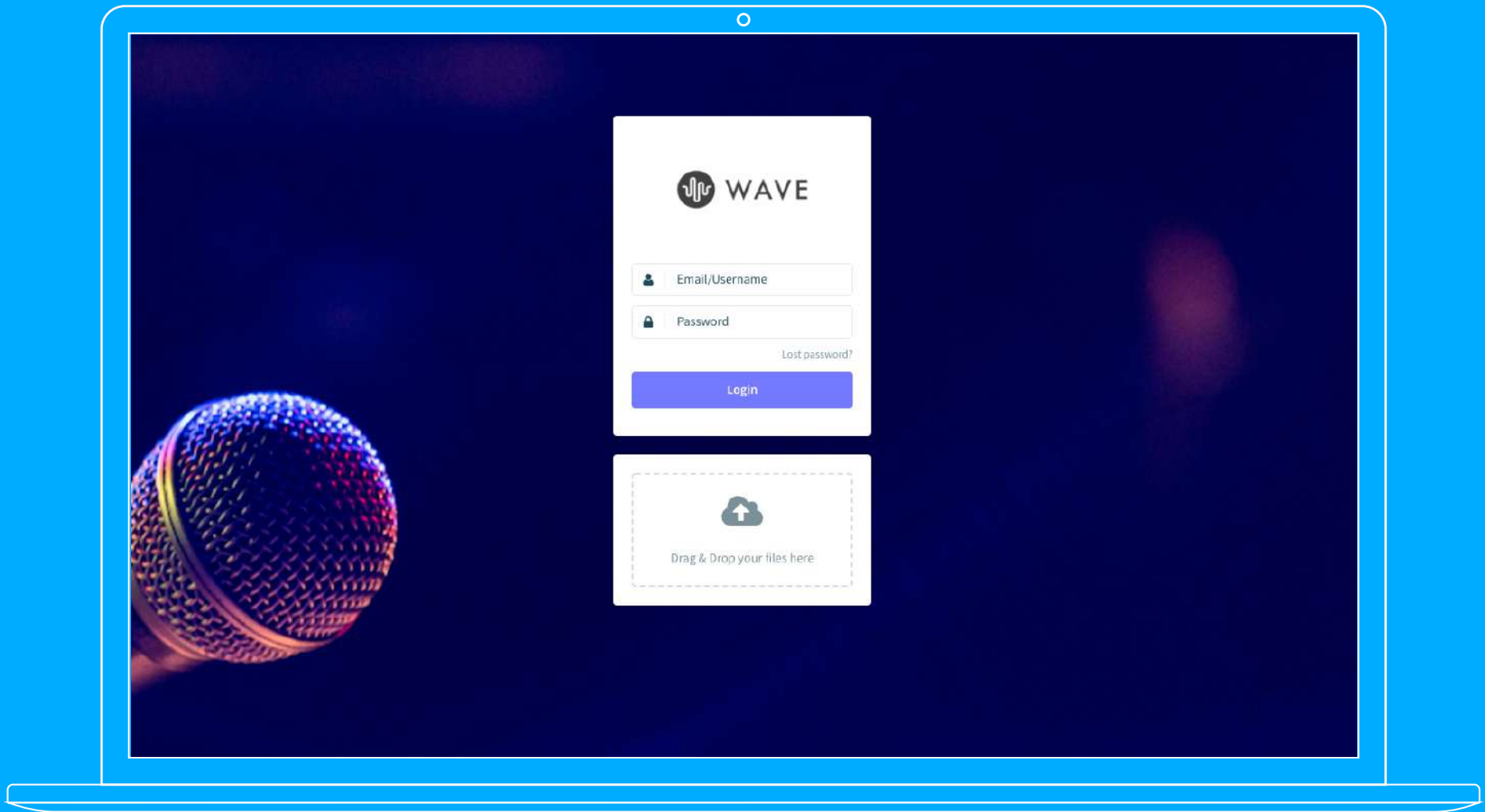
Dynamic, hand-curated collections of content that you can easily update so that your specified external parties always have the right content.

Public Collections

Publicly available hand-curated collections of content for external parties.

Bynder Express

File transfer tool embedded into your DAM or in your Open Asset Library.



“Bynder offers us a dynamic platform for connecting with our stakeholders both inside and outside the company. It’s our central resource for creating, managing and sharing assets for over 100 AkzoNobel brands.”

Sarah Roozendaal,
Brand Manager at AkzoNobel