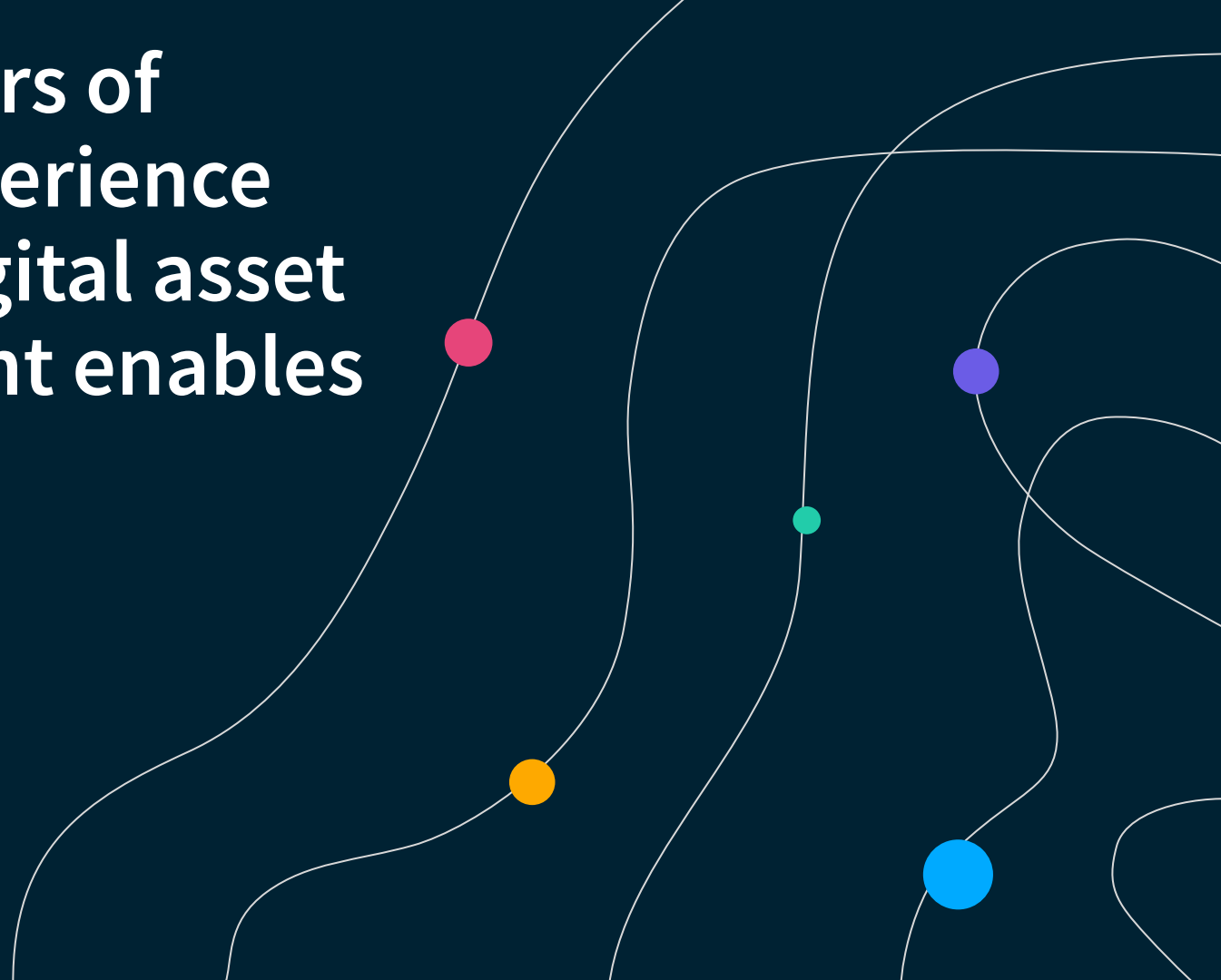




## Warren Daniels

Chief Marketing Officer  
Bynder

# The six pillars of content experience and how digital asset management enables them



# Bynder Company Overview - leading a new era in DAM

Founded **2013** | Revenue **>\$100M ARR** | Ownership **Private** | Acquisitions **3**



**1.7M+**

total users

**175M+**

assets managed



## Continuous innovation

- Committed to deliver **6 week product updates**
- **Doubling** R&D investment (**150+ developers**)
- **Out of the box integrations** with common Marketing and Sales technology



## Operational excellence

- Multi-tenant **Amazon Web Services** infrastructure with a global network of **10+ availability zones** across **5 regions**
- Mature **partner ecosystem**
- **Security Certifications** built to scale
- **ISO 27001:2013:22301** certified
- **HIPAA, GDPR, CCPA & PCI-DSS** compliant



## Superior customer experience

- **4000+** customers
- Global presence with **500+** employees across 8 offices
- **107%** customer net retention
- **8 levels** of 24/7 customer care
- **100% SaaS**, Born in the Cloud

# Market Overview - Strong Tailwinds Increasing the Need for Enterprise DAM

Industry tailwinds are driving an increase in DAM adoption, as deployments are deeper and broader across organizations



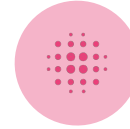
## Data-Driven Customer Experience

Consumers increasingly expect relevant and contextualized omni-channel experiences, which brands address by deploying DAM platforms that can deliver real-time, actionable, data-driven content insights



## Digital Transformation

Shift towards e-commerce and focus on digital transformation of business processes has increased need for SaaS-based digital content solutions



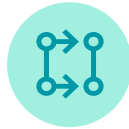
## Complexity and Number of Assets

Companies are generating more digital assets with greater complexity (e.g., video) driving them towards DAM solutions



## Connectivity

Brands must have the ability to consistently deliver content across channels to thrive in the digital economy, requiring a strategically deployed DAM integrated into a diverse MarTech environment, leveraging investment in commerce with highly compelling content



## Composability

Shift in application architecture from monolithic to ecosystem of modular building blocks that can be composed (i.e., assembled and orchestrated) to create business processes and digital experiences with the flexibility to adapt rapidly to changing contexts and needs

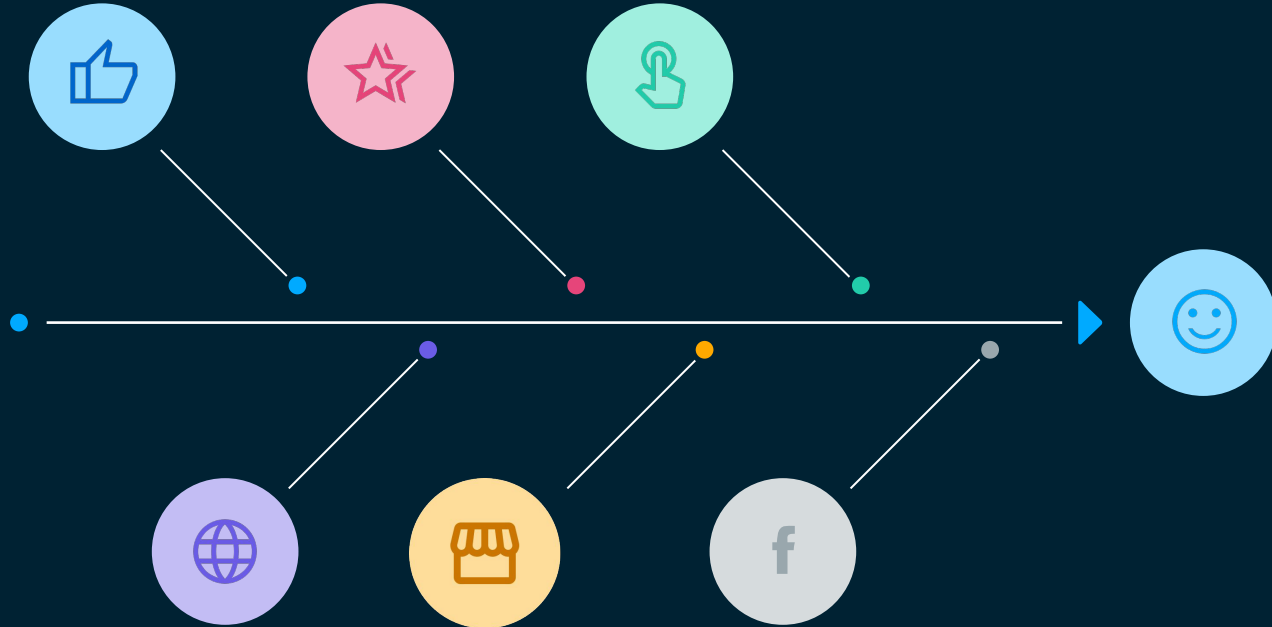


## C-Suite Priorities

C-Suites are more aware of the role and value of technology in driving ROI and efficiencies and are focused on acquiring high-value and strategic capabilities – of which DAM solutions form the core

# The era of the content experience means

Delivering the right content, to the right place, at the right time,  
to the right people



# The current state of the digital economy: brand perspective

30%

---

30% of marketers agree that customer expectations for similar/consistent experiences across multiple touch-points are driving their digital strategies.

**ABERDEEN**  
STRATEGY  RESEARCH  
— ILLUMINATE. INSPIRE. IGNITE. —



---

3 in 4 respondents feel having a connected platform is extremely or very important for digital experience success.

**ABERDEEN**  
STRATEGY  RESEARCH  
— ILLUMINATE. INSPIRE. IGNITE. —

# The current state of the digital economy consumer perspective

72%

---

72% of people say they are more likely to purchase from a brand if it can consistently provide them with a more personalized experience.

**nosto** 

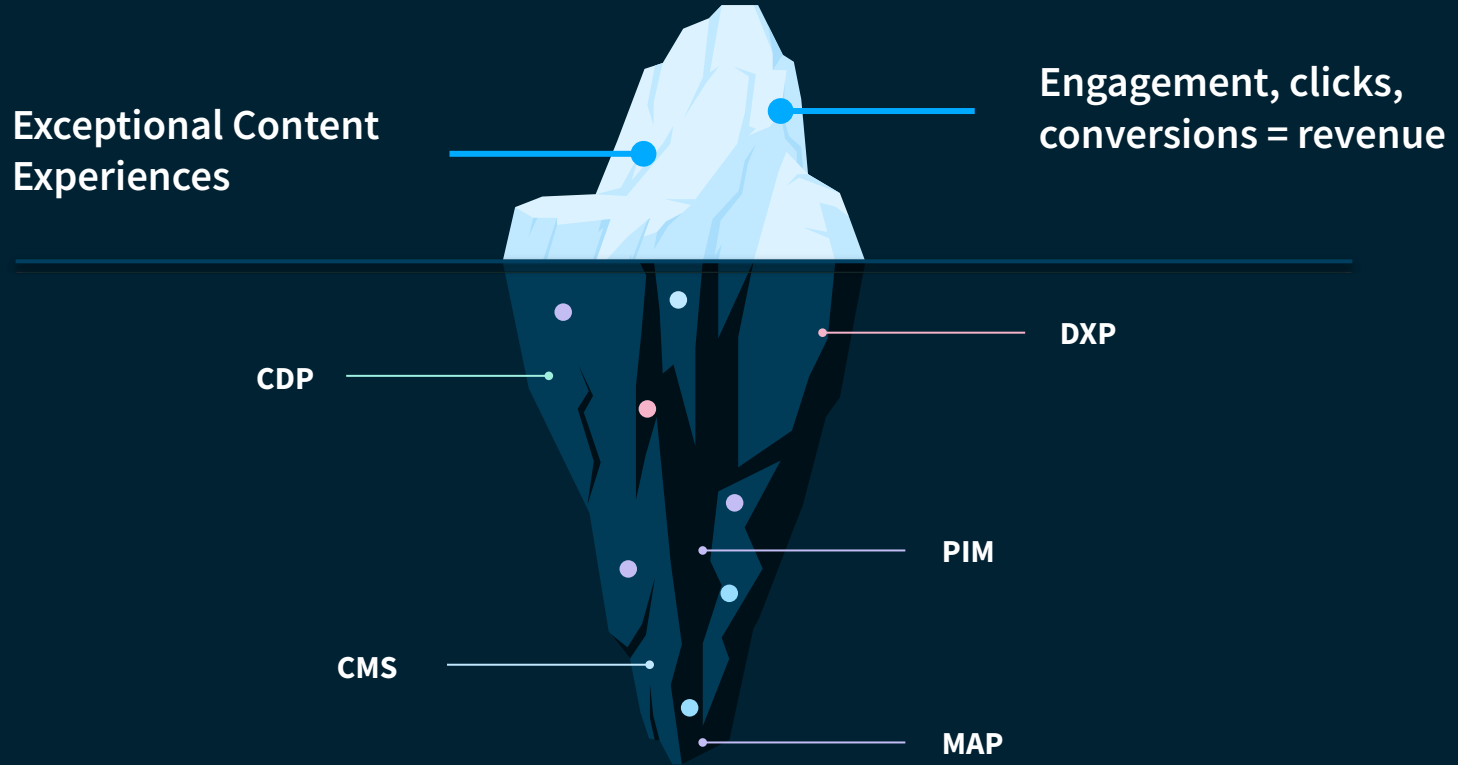
88%

---

88% of customers say the experience a company provides is as important as its product or services.



# Content is the point of inflection that fuels commerce

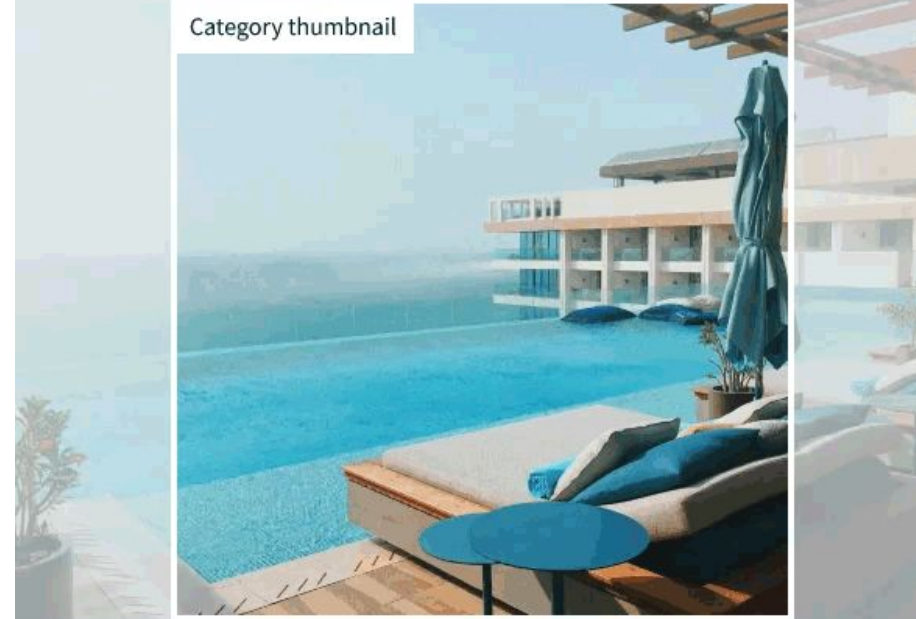




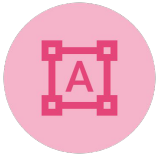
## And 2023 brings more headwinds

- Constrained resources will continue into next year
- Content demands not slowing
- Consumer demands heightening
- Atomization and reuse of content elevate in importance
- Content experiences rely on DAM for scale

Category thumbnail



# The six elements of the content experience



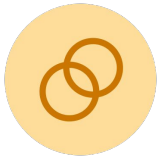
Brand consistency



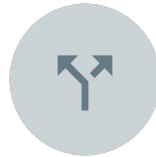
Speed and agility



Scale



Relevancy



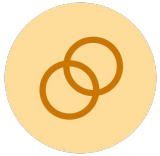
Distribution



Performance



Pernod Ricard



## Relevancy

Achieved personalization at scale by customizing the Absolut Vodka 'Drop of Love' campaign videos to each key city and saw a **35% increase in ad recall.**

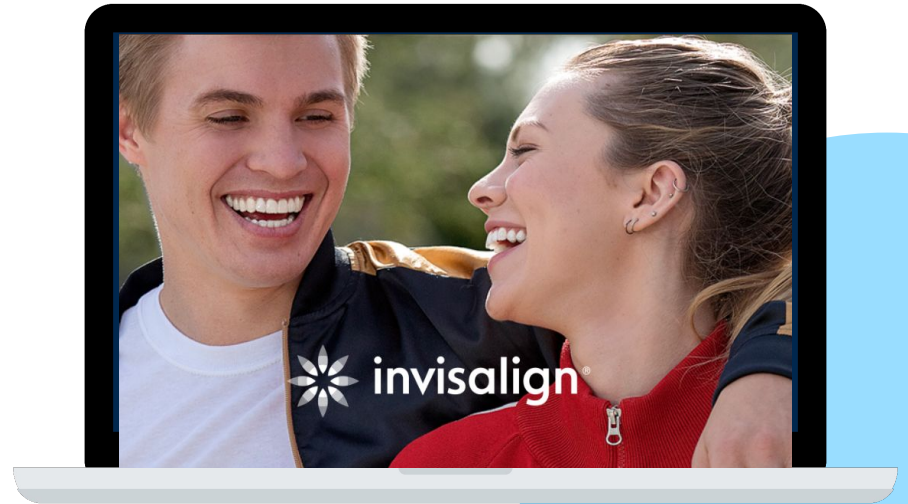


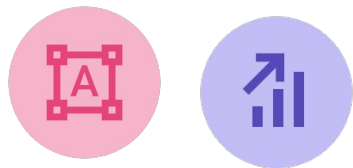
align™



## Speed and agility

Enabled content customization and **increased speed to market** by uniting their creative content system of record (Bynder) to their downstream marketing automation (Salesforce Marketing Cloud).

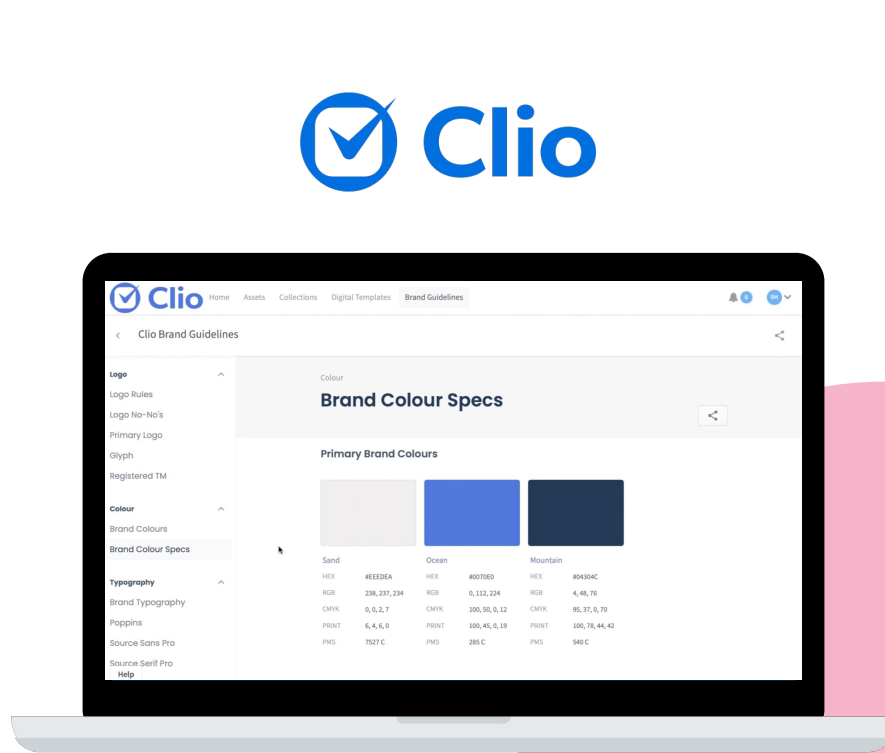


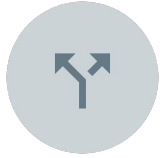


# Brand consistency and Scale

‘Our design team effectively went from 6 to 600 people who are now able to create branded content’

Denielle Giroux, Creative Director





## Distribution

Centrally manage 50,000+ image requests per day that are displayed on 167 different websites and in their locations' lobbies.





## Performance

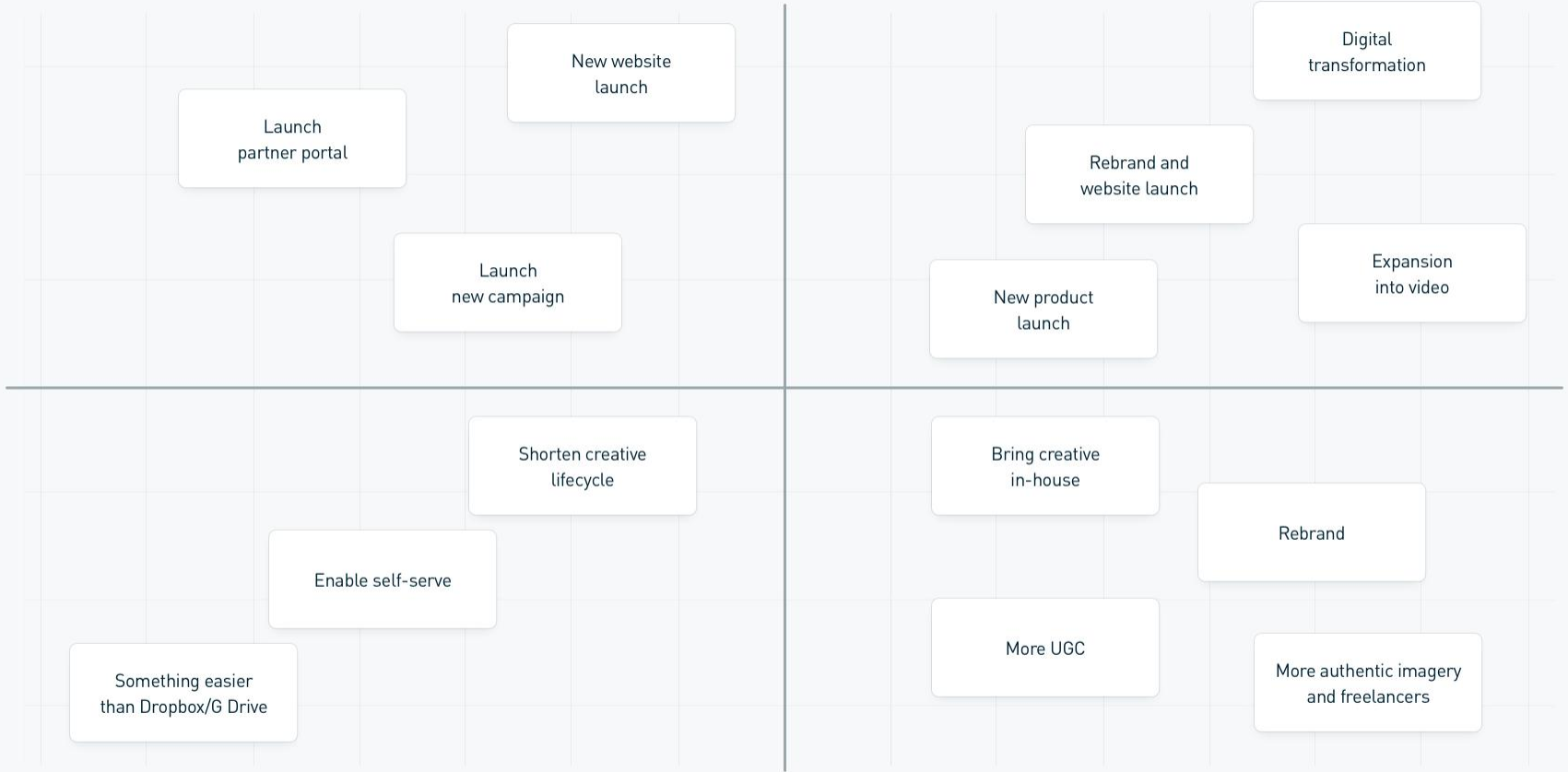
Integrated DAM (Bynder) with PIM to achieve greater distribution to retail channels and faster time-to-market, and saw quarterly growth of **10% in e-commerce sales.**



EDRINGTON



CHANNEL >





# Summary

- Headwinds in the economy will continue to create an imbalance between brand resources and consumer expectations
- Time to market, brand consistency, and asset reuse are still top of mind for marketers
- Exceptional content experiences will remain a strategic priority for brands looking to compete in the digital economy
- Achieving scale in that arena - in this economic climate - requires a focused digital strategy centered around DAM





[www.bynder.com](http://www.bynder.com)