

# Feature overview

What's inside

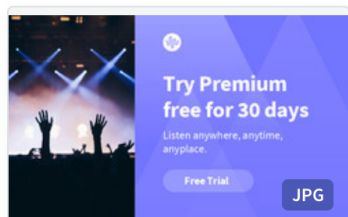
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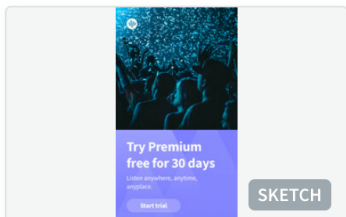


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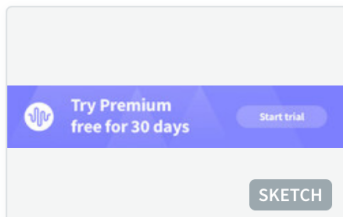
Order by **Date added**



WAVE - Ad landscape v2



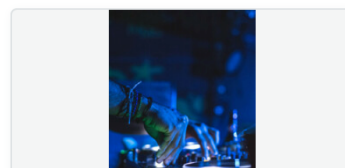
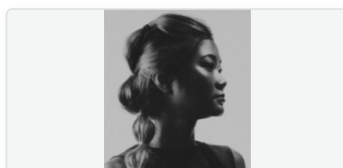
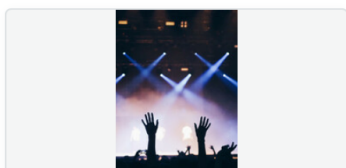
WAVE - Ad skyscraper #1



WAVE - Ad landscape #2



Banner



## Digital Asset Management

# Simplifying the way you work with your media

Bynder's Digital Asset Management (DAM) module is the perfect tool to centralize, organize and share all your digital media files. Bynder's DAM is easy-to-use, yet rich in functionality, enabling you to save time and cut out the hassle when working with media and collaborating with colleagues. Because working with digital files has become the standard for marketing operations, we have made usability Bynder's most stand-out feature.

## Upload and organize

Uploading content to Bynder is super simple and lightning-fast. Organize all your images, brochures, promotional videos, and other collateral and make them available for users anytime, anywhere.

### **Instant search results**

Get a clear overview of assets in your portal and find files quickly using filters to narrow down your search. By combining different search criteria, you can find what you're looking for in an instant.

### **Google-style search**

Bynder's powerful search function allows you to find files by searching through asset metadata, tags, collections and even within a PDF file to ensure you're able to find the files you're looking for, no matter where it sits in the DAM.

### **File preview**

Bynder supports previews for most file types, so you can read through PDFs, watch videos, or look at high-res Adobe files without having to download them onto your computer.

### **Version control**

Upload and display the latest version so that your audience always has the most recent file, but stay in control of the different versions that have been uploaded in the Asset Detail Overview.

### **Asset detail overview**

Relevant metadata is presented next to the preview alongside product information, related files, content statistics, and versions. Bynder automatically creates previews of most media files, including video, audio, artworks, Microsoft Word documents, and PDF.

## **Share and distribute**

Share your media files without wasting precious time on working with ZIP files, chaotic email transfers, and unsecured file transfer tools.

### **Collections**

Collections are a useful way to group your media files for simple sharing, regardless of the file type, size, or category. Collections allow you to quickly access, edit and share a specific group of files at

any time.

### **Directly embed media**

Embedding media directly saves you a great deal of time when it comes to publishing content. Bynder will automatically provide you with a file embed code that you can simply copy and paste into your CMS.

### **User groups and permission profiles**

Getting the right content to the right person at the right time is crucial these days. By setting up user groups, you're able to make content available only to people with the correct access rights. Additionally, permission profiles ensure that only certain users can take specific actions, while others cannot.

### **Security and access control**

Sharing files the traditional way (via email, hard copies, etc.) all too often lead to information leaks. With Bynder, users can revoke access or set expiration dates on collections even after they have been sent out.

### **Watermarks**

For that extra security of your files and to prevent unauthorized distribution, Bynder allows you to add watermarks to content.

### **Share securely with Bynder Express**

Bynder Express is a simple yet secure sharing method that circumvents any data losses during person-to-person file-sharing practices. It imposes no file size limits and is a user-friendly feature that works with, not around, your security measures.

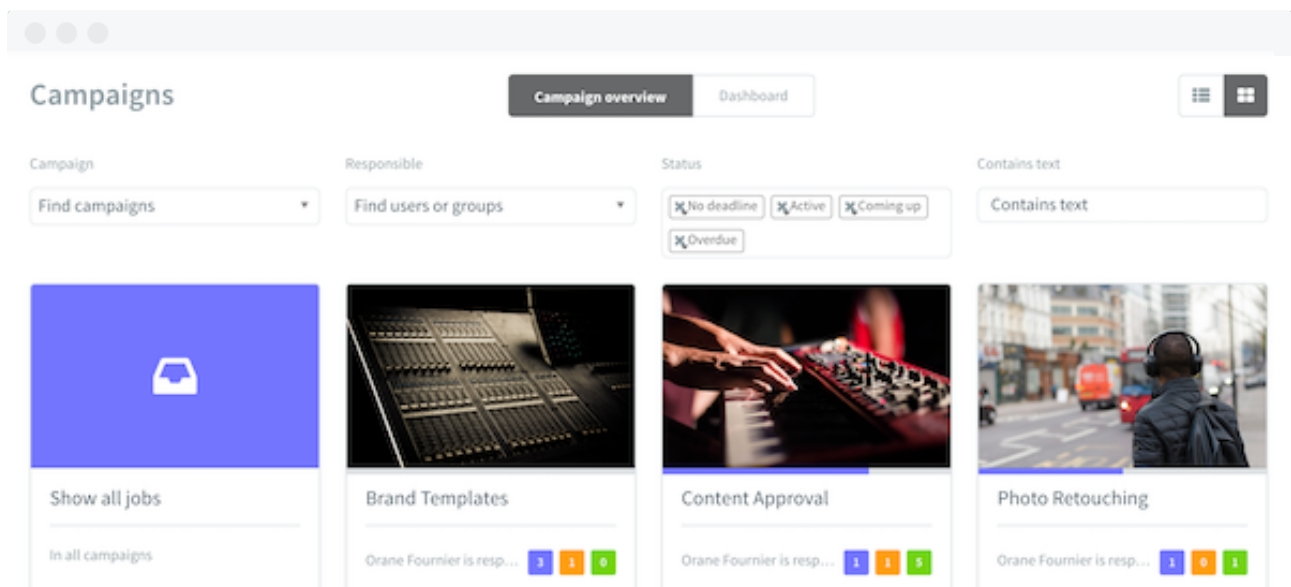
## Digital Asset Management feature list:

Category	Description
<b>Upload &amp; Store</b>	<ul style="list-style-type: none"> <li>• Bulk upload via drag and drop</li> <li>• Mass upload via CSV</li> <li>• Automatic metadata extraction</li> <li>• View and approve uploads</li> <li>• Automated tags via Amazon Rekognition</li> <li>• Supports all file formats</li> <li>• Receive files from external stakeholders</li> </ul>
<b>Share &amp; Distribute</b>	<ul style="list-style-type: none"> <li>• Share media privately and publicly</li> <li>• Security and access controls</li> <li>• Link media directly to your company's website</li> <li>• Add watermarks</li> <li>• Share a saved set of filters</li> <li>• Create public files and/or databases</li> <li>• Secure sharing of sensitive data</li> <li>• Limit and revoke access to shared media over time</li> </ul>
<b>Manage &amp; Organize</b>	<ul style="list-style-type: none"> <li>• A custom-created taxonomy</li> <li>• Grouping of files into shareable collections</li> <li>• Bulk editing of media</li> <li>• Intelligent version control</li> <li>• Digital rights management (copyrights, embargo, archive)</li> <li>• Adding related files</li> <li>• Online image cropping (also available on-the-fly)</li> <li>• Duplicate finder</li> <li>• Media archiving</li> </ul>
<b>User &amp; Profile Management</b>	<ul style="list-style-type: none"> <li>• Define roles and permissions for each user</li> <li>• Restrict access to folders, collections, and media</li> <li>• Import user profiles</li> <li>• Map user profiles via your company's active directory</li> <li>• Robust statistics and reporting</li> </ul>

## Creative Workflows

# Streamline your content creation from the first draft to final approval

With Bynder's Creative Workflow, you can easily collaborate and communicate with both internal departments and external agencies, so you can speed up content creation from start to finish while making sure reviews and approvals are clear and straightforward for everyone.



## Workflow management

Group your projects into campaigns for that extra control, so only the colleagues and/or third parties that are actually involved have access, helping to make sure everyone knows who's responsible for what.

## Personal dashboard

Your dashboard will provide you with a clear overview of all ongoing projects. Here you can determine which tasks are pending and what you need to do.

## Customized approval flows

Each of your workflow jobs is a perfect reproduction of your team's creative process. To save time, predefine your creative and collaborative processes with the help of approval flow templates or 'presets'. This will enable users to start new approval flows with just one click.

## Tasks and notifications

With the help of "tasks", you can assign and monitor task progress to help your projects progress more smoothly. Automated email notifications will also keep your co-workers informed about the project status.

## Online proofing

Review designs and documents online and collaborate by leaving annotations directly on the file. You can send feedback or push content along different stages until it's finally approved, and ready to be uploaded to the portal.

## Version management

Reviewing and reworking is an integral aspect of artwork creation. In order to ensure that you and your team are not confused by multiple drafts floating around, Bynder offers a clear overview of versions handled, and if a new version is uploaded, you can easily compare them side by side.

## Track production hours

With the "Book Time" function, you can easily monitor the amount of time spent per project per person ensuring that contractors are paid correctly for the time they spend working on a project.

## Communication and collaboration

All communication between all your project's stakeholders can be fully centralized and organized in Bynder, so everyone's on the same page.



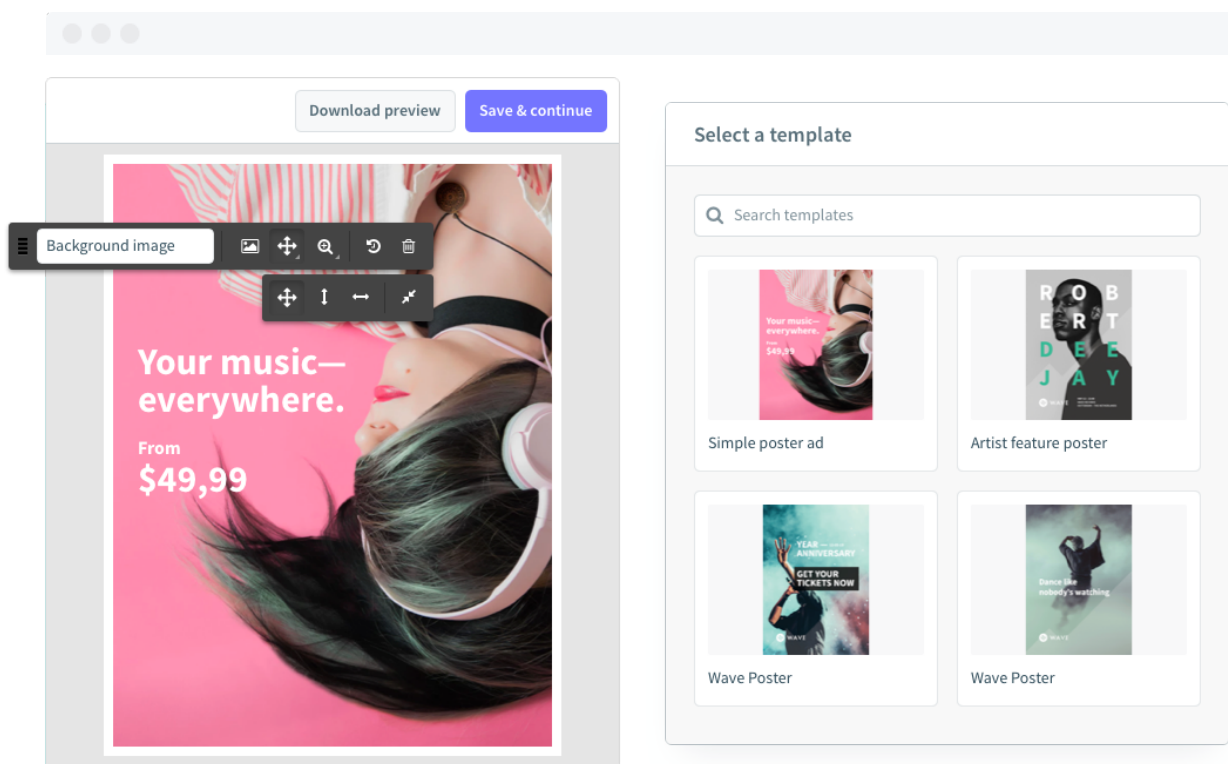
## Creative Workflow feature list:

Category	Description
<b>Creative approval flow management</b>	<ul style="list-style-type: none"> <li>• Organization of projects into “Campaigns”</li> <li>• Management of sub-projects using tasks and deadlines</li> <li>• Supports all file formats</li> <li>• An intuitive dashboard that shows tasks, current progress, and deadlines</li> </ul>
<b>Custom workflows</b>	<ul style="list-style-type: none"> <li>• An exact map of your workflow process</li> <li>• Individualized project phases</li> <li>• Orders and briefings: web forms and custom input fields</li> <li>• Media creation: design submission</li> <li>• Review and approval: place comments directly on images, documents, and video; provide feedback; reject or accept drafts</li> </ul>
<b>Online proofing</b>	<ul style="list-style-type: none"> <li>• Add comments directly on to digital assets</li> <li>• Zoom into and enlarge media</li> <li>• Approve individual media files and project phases</li> <li>• Intelligent version control</li> <li>• Directly compare file versions</li> </ul>
<b>Communication &amp; collaboration</b>	<ul style="list-style-type: none"> <li>• Centralization of all communication with agencies and partner departments</li> <li>• No external file-sharing or email communication required</li> <li>• Commenting and private messages</li> <li>• Automated notifications</li> </ul>
<b>User and role management</b>	<ul style="list-style-type: none"> <li>• Determine the responsible individuals/ groups for each workflow and project phase</li> <li>• Define media releases and control users</li> <li>• Make sure clients and agencies only have access to relevant projects</li> <li>• Restrict rights for external users</li> </ul>

## Print Brand Templates

# Create branded content in minutes, not hours

With Bynder's Print Brand Templates, anyone in your team can be a designer and create content that aligns with your brand guidelines, so you can ditch the complicated and expensive design tools and save time and money.



### Editable templates

Your InDesign files can be converted into editable templates that your colleagues can adapt without needing the skills of designers or agencies. You can also completely pre-define the behavior of your template, making it possible for your colleagues to adjust certain elements (such as the logo, background, theme/style), but not others.

## Easy-to-use inline editor

With Bynder's WYSIWYG in-line editor, you can make changes directly in the file, and images can be chosen from a predefined selection or retrieved from your portal. A built-in DPI check will also make sure that documents produced are always print-quality. Thanks to instant feedback and no loading times, you can see your changes and corrections in real-time.

## Create documents in multiple languages

Translating documents inevitably lengthens your time-to-market. With Bynder's brand templates, you can produce translated documents much faster, and without the effort. Simply choose the language you need from the dropdown menu, and the language-specific fixed elements for your template will adjust accordingly.

## Automated conversions and print fulfillment

The documents you create are generated instantly via our InDesign server as either a web-version or print-ready PDF, and country-specific cropping marks will be attached automatically.

## Approval management flows

Reviewing at every stage of the content lifecycle is an inevitable necessity, and most errors come about through miscommunication and a lack of collaboration. That's why we've made it easy: once a content piece has been created, it'll automatically be sent to the next responsible person who will review and approve the files and, if need be, send them back to be reworked. Clear and efficient.

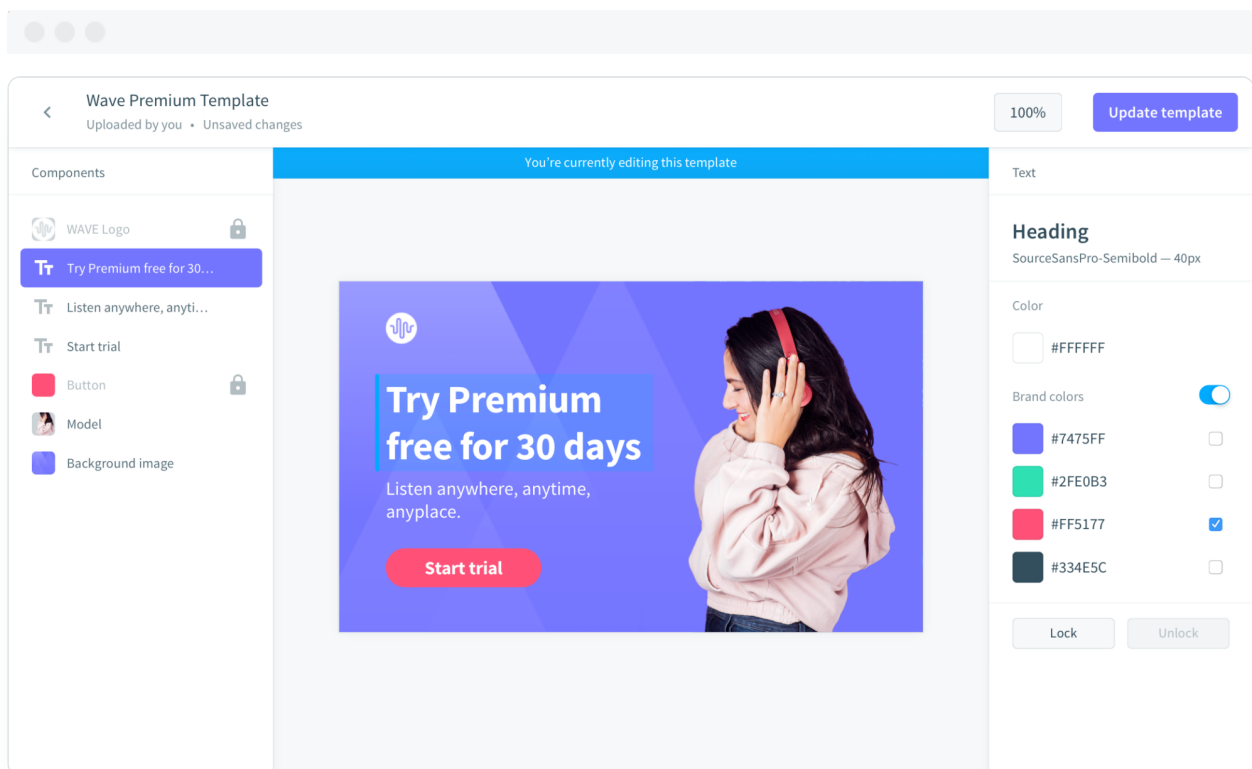
## Print Brand Templates feature list:

Category	Description
<b>Templates</b>	<ul style="list-style-type: none"> <li>• Templates based on InDesign documents</li> <li>• Ability to predefine template business rules (text blocks and image behavior)</li> <li>• A relationship between text blocks and images</li> <li>• Pre-determined text length and line number</li> <li>• Replacing images with just one click</li> <li>• Flexible text-fields that shrink/grow</li> <li>• Editable fields (both text and images) that can be altered without template changes</li> </ul>
<b>Print-ready</b>	<ul style="list-style-type: none"> <li>• Creating and storing print-ready PDFs</li> <li>• Send print-ready media directly to print providers</li> <li>• Automatically added crop marks</li> </ul>
<b>Localization support</b>	<ul style="list-style-type: none"> <li>• Change themes and styles with one click</li> <li>• Ability to select different language versions</li> </ul>
<b>Integrated with other features</b>	<ul style="list-style-type: none"> <li>• Insert images from the DAM directly into templates</li> <li>• Predefine which set of images can be used in templates</li> <li>• Send files for review or revision</li> <li>• Metadata attached to new templates</li> <li>• Automatically pre-fills fields based on user profile (such as name, address, phone number, etc)</li> </ul>
<b>Simple in-line editor</b>	<ul style="list-style-type: none"> <li>• Templates are edited via web browser — no design software required</li> <li>• Advanced editor based on HTML — no plugins required</li> <li>• Processing done directly within the document</li> <li>• Real-time edit and preview for created media</li> <li>• A built-in DPI check for images</li> </ul>

## Digital Brand Templates

# Empower the marketer, free the designer

Bynder's Digital Brand Templates helps marketing teams create more on-brand content faster by transforming creative files from Photoshop and Sketch into reusable digital templates.

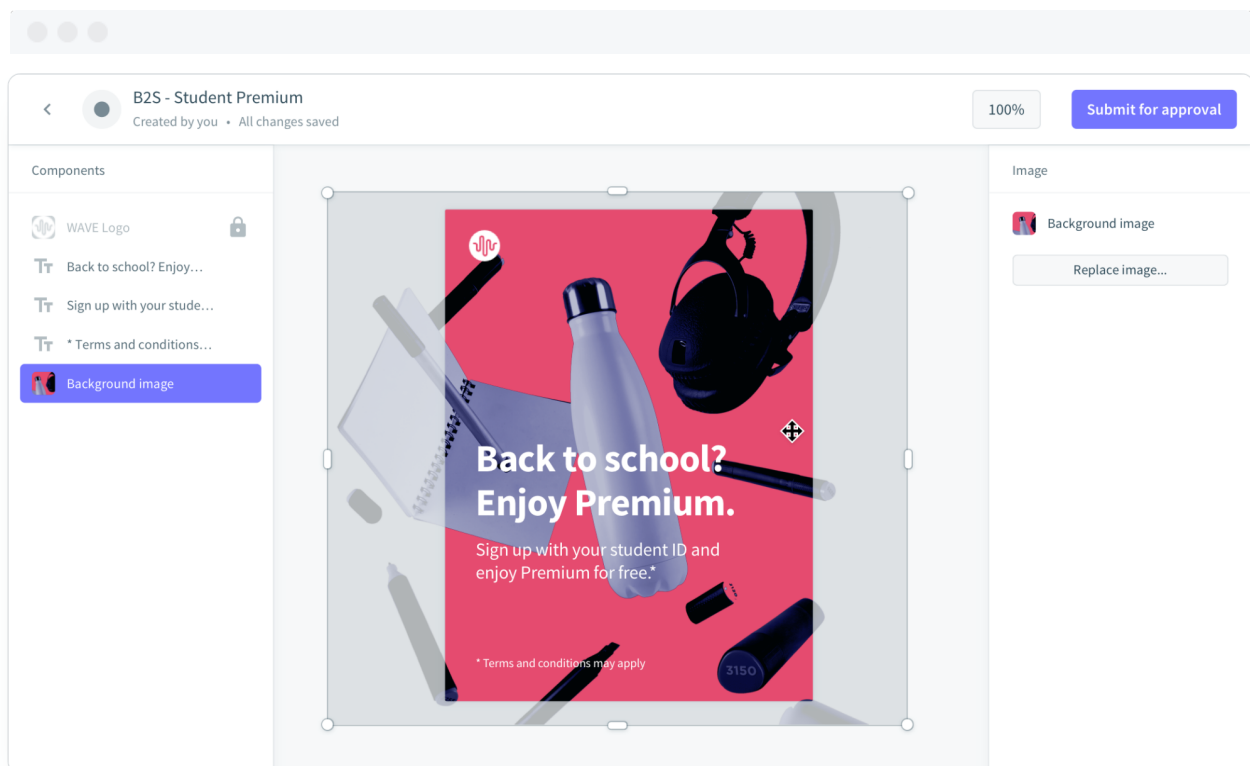


## Key features

Digital Brand Templates makes localization and A/B testing or versioning for social ads and paid ads a breeze. Create for one market, and localize for the rest by simply updating text and CTAs. Take your best-performing assets, and create variations to test quickly and easily.

- Easily create reusable templates from Sketch and Photoshop
- Lock any elements, like logos, colors, and fonts to maintain brand consistency

- Change elements like background image and text in templates
- Move and scale images within templates
- Limit imagery to approved assets located in collections
- Select approvers before collateral gets finalized
- Receive email notifications when collateral has been reviewed
- Save newly created assets directly to your Bynder asset library or download directly
- Organize and filter all available templates by channel or campaign



## Brand Guidelines

# Make sure your brand story is always consistent

Consistency is the key to a strong brand. With the Bynder's Brand Guidelines, you can create and edit a configurable set of guidelines describing your brand story, and make important elements such as fonts, logos, and tone of voice accessible for everyone.

The screenshot shows the Bynder Brand Guidelines editor interface. The top navigation bar includes a back arrow, a lock icon, the page title "Wave Brand Guidelines", and a "Preview" button. A left sidebar contains a navigation menu with categories: Wave, Brand Identity, Film, and Experiences. Under "Brand Identity", "Typography" is selected. The main content area shows a "Typography" collection with a "Collection" header and a toolbar. Below the toolbar is a table of font weights and pairings:

Weight	Header	Subhead
<b>Bold</b>	Header	Subhead
<b>Medium</b>	Header	Subhead
<b>Regular</b>	Header	Subhead
<b>Light</b>	Header	Subhead

To the right of the table is a section titled "Weights and pairings" with the text: "It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight." A tip below reads: "Tip: Always move one weight down from the header." A red banner at the top right of the content area displays the text "and set in Hind Bold." with a sub-note: "This subhead is set 1/2 the size of the headline and set in Hind Regular." An "Update page" button is located in the top right corner of the editor.

## Online brand manual

Think of the Brand Guidelines as your team's brand knowledge base, helping you to communicate brand identity both internally and externally. This central brand manual will make it easy for everyone to see what specific branding elements (logos, colors, banners, etc.) should be used, so your brand story is always told the right way.

## Easy-to-use editor

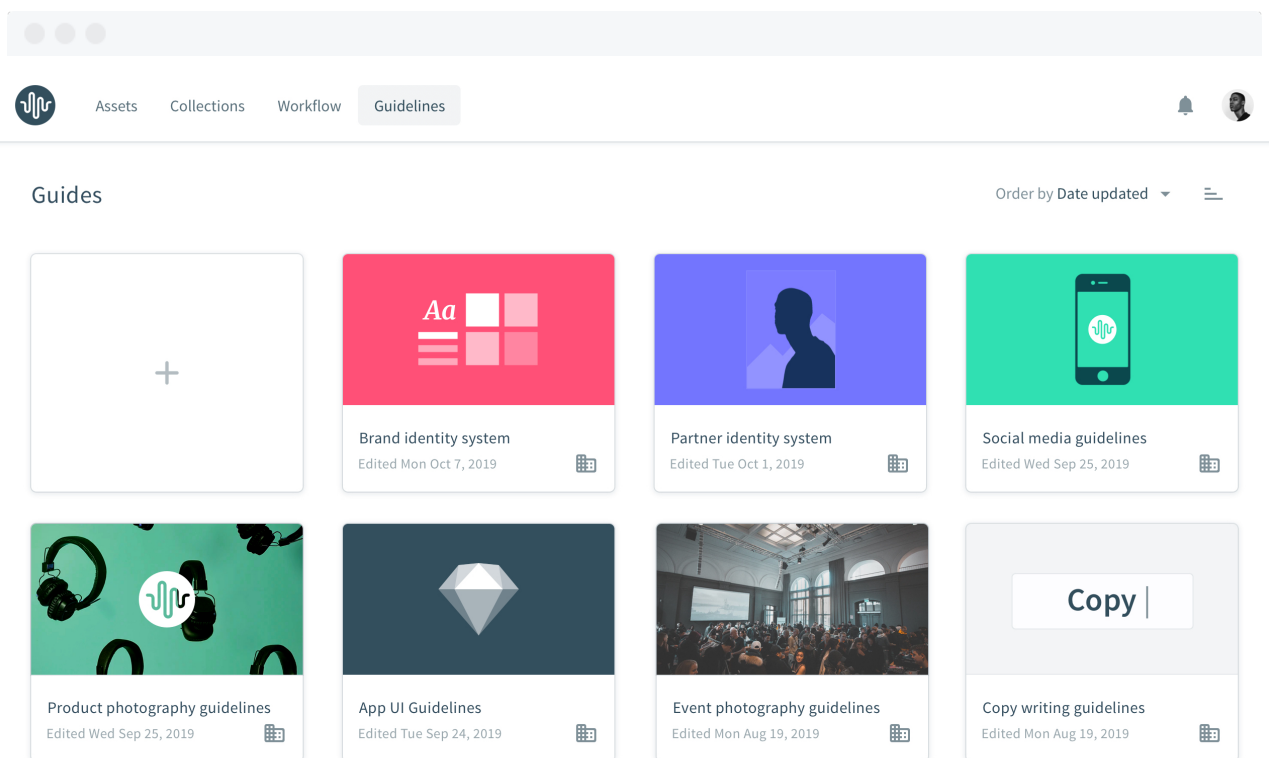
Our editor is easy for everyone to use. Simply drag and drop text elements such as headlines, images, body text, or video and go deeper into guideline components by creating chapters and subchapters. Features such as auto-save and preview help make the editing process easy.

## Embedding brand elements

Embed all brand elements from your portal directly into your brand guidelines and make them available for download. When you upload a new version in the DAM, it'll automatically update in your guidelines.

## Access to brand guidelines

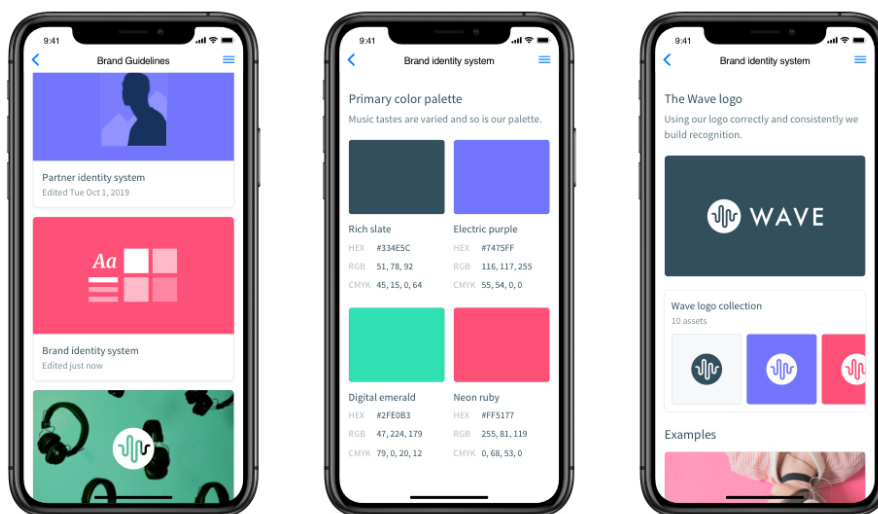
You can also control access to your brand guidelines. You can choose to give access to all users, specific users only or editors only.





## Brand Guidelines feature list:

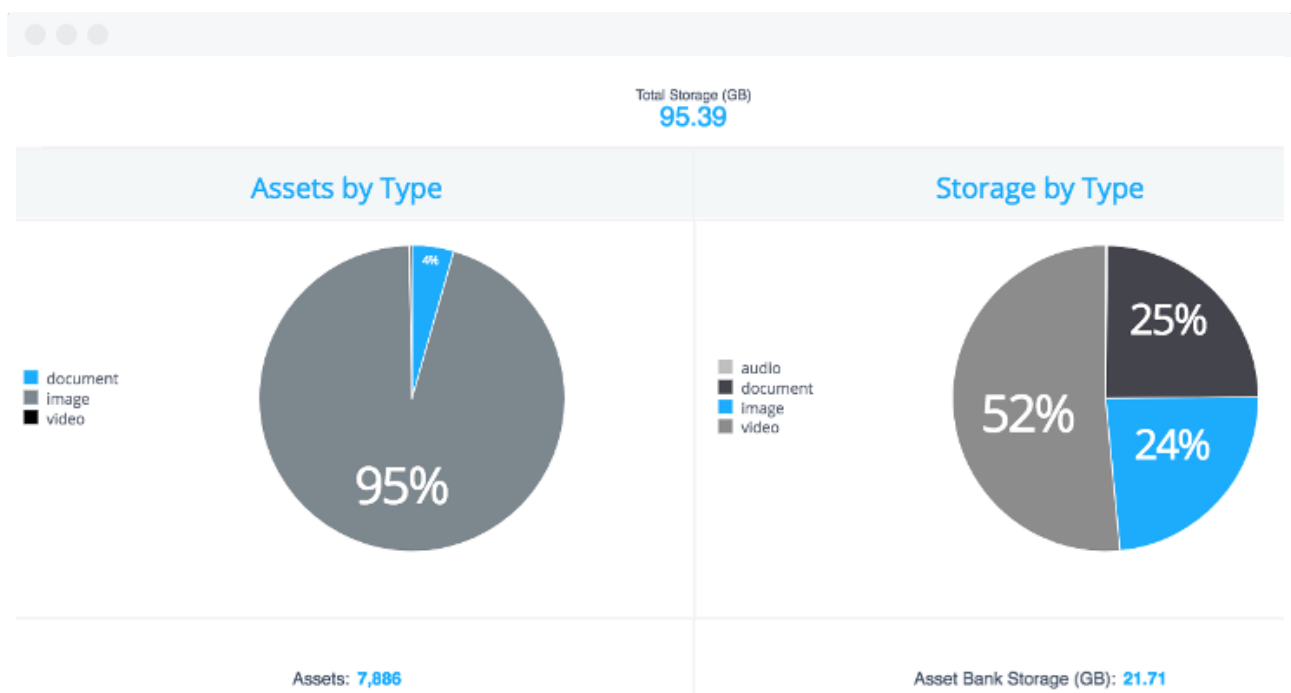
Category	Description
Online brand manual	<ul style="list-style-type: none"> <li>• Online access via your web browser</li> <li>• A Complete “Campaign Overview” functionality</li> <li>• An easy-to-update visual identity guideline</li> <li>• Create separate and distinct guidelines</li> </ul>
Easy and quick updating	<ul style="list-style-type: none"> <li>• A user-friendly WYSIWYG editor</li> <li>• No HTML knowledge required</li> <li>• Simple restructuring of content: use drag and drop to move items</li> <li>• Save work-in-progress pages, preview and publish when ready</li> </ul>
Integrated brand elements	<ul style="list-style-type: none"> <li>• Brand elements such as logos, fonts, and templates are directly available for download alongside the guideline</li> </ul>
Access and sharing	<ul style="list-style-type: none"> <li>• Give access to all users, certain users, or editors only</li> <li>• Share guides via a link and make them publicly available</li> <li>• Native mobile app</li> </ul>



Bynder Analytics

# Get meaningful insights into asset usage and performance

Bynder Analytics gives you the data you need to drill down into the details and measure the performance and usage of digital assets in the portal for straightforward KPI evaluation.



## Dashboard

The dashboards give you a quick and easy overview of the portal's traffic and usage. Your portal comes with 3 default dashboards:

## Account information

Gather insights about the main metrics regarding your portal via the 'account information' dashboard. Get a quick overview of assets by type, storage per asset type and the total amount of users, transfers and workflow jobs.

## Usage dashboard

Make your data more useful by comparing them in the 'usage' dashboard. You can also see activity over time by selecting a 'time frame', or 'click for details' to drill down deeper into your statistics.

## Most Popular Assets

Get a quick overview of the most popular assets and search terms by going to the 'most popular' dashboard.

## Filters

When you are looking for more detailed or drilled down information, you can easily apply filters. Filters allow you to narrow down your search to include only the metrics you need for the time period you are looking for.

## Reports

Generate reports in just a few clicks, making it easy to share your portal insights with colleagues or managers.

## Bynder Analytics feature list:

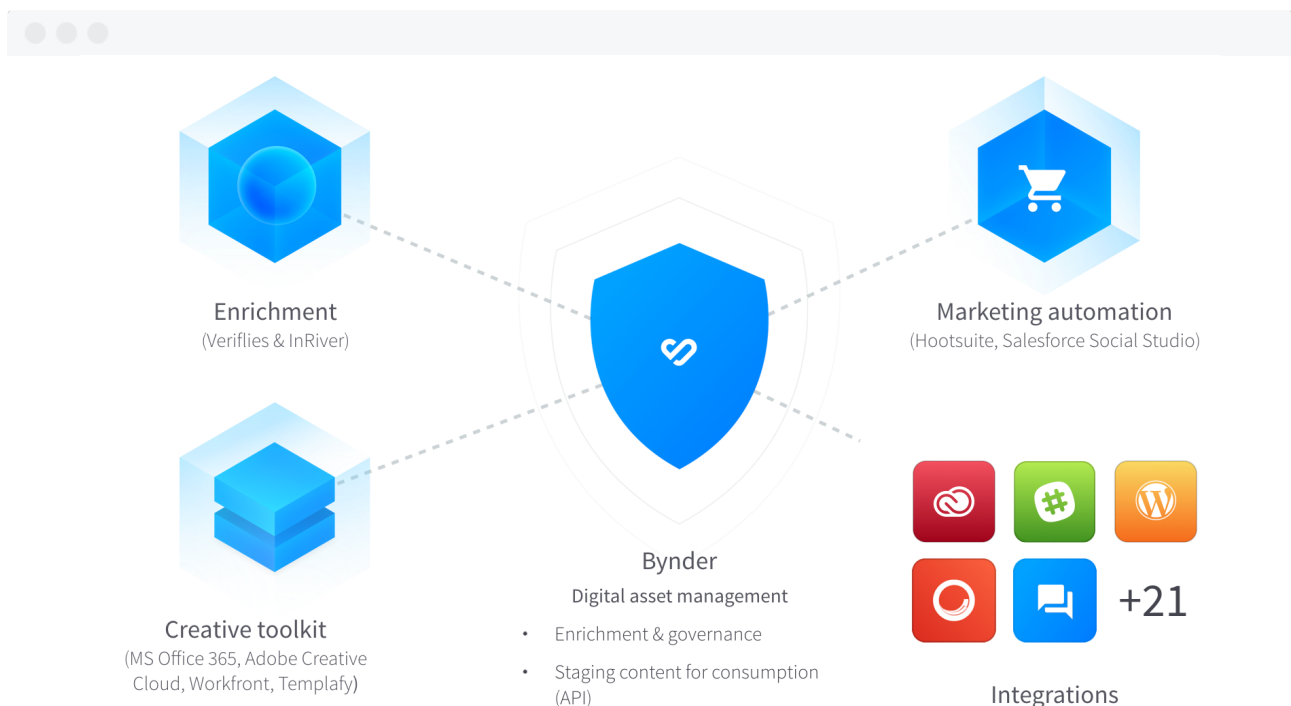
Category	Description
<b>Account overview</b>	<ul style="list-style-type: none"> <li>• Quick dashboard overview of asset performance, account usage, and most popular assets</li> <li>• Narrow down on your statistics by choosing a specific time period</li> </ul>
<b>Asset statistics</b>	<ul style="list-style-type: none"> <li>• Total account storage used</li> <li>• Asset bank storage used</li> <li>• Total assets</li> <li>• Assets &amp; storage by type</li> <li>• Total transfers &amp; storage used</li> <li>• Total workflow (creative approvals) jobs &amp; storage used</li> </ul>
<b>Usage statistics</b>	<ul style="list-style-type: none"> <li>• Total views &amp; downloads</li> <li>• Uploads</li> <li>• Deletions</li> <li>• Archives</li> <li>• Shares</li> <li>• Users created</li> <li>• Total users</li> <li>• Logins</li> <li>• Guideline views &amp; shares</li> <li>• Searches</li> <li>• Workflow jobs created, completed, and overdue</li> </ul>
<b>Presentation</b>	<ul style="list-style-type: none"> <li>• Pie chart</li> <li>• Line graph</li> <li>• Filter bar</li> </ul>
<b>Reports</b>	<ul style="list-style-type: none"> <li>• Generate and/or download quick overview reports in PDF or PNG</li> <li>• Generate and/or download data specific reports based off of individual graphs or numeric metric in CSV or PNG</li> </ul>

## Plugins & Integrations

# The way you work can work even better

Eliminate the downloads, uploads, and emails. Get more from your digital content by integrating BYnder and connecting your technology ecosystem using our pre-built tools. For integrations not available in our marketplace, you can build tailored integrations using our API and Software Development Kits.

For a full view of our available plugins, please visit [marketplace.bynder.com](https://marketplace.bynder.com).



## Enrichment

For companies that have a wide range of products on offer, connecting Bynder with your PIM is the only way to ensure your products are represented best. Bynder's retail customers store their product images in their DAM, which is packed full of functionality best suited for managing digital assets (cropping, focus points, etc.). Product images are then sent directly to the corresponding products in the PIM via a unique SKU number. Meanwhile, product information (e.g. color, brand, product

hierarchy, etc.) is sent to the image in the DAM for easy searching and filtering. The result is a seamless experience where product information and images are managed in their respective best-in-breed platforms.

## Content management systems & automation

Connect Bynder to your CMS and select the right images to add to your corporate intranet or corporate website in seconds. Our CMS plugins make sure the media used on your website is brand-approved and up-to-date while automating tasks such as image updates. Plugins are available for Drupal, Sitecore, Wordpress, Hippo, TYPO3, & more.

## Creative Toolkit

Creating beautiful assets should not be a hassle, yet creatives are constantly downloading and uploading assets from various sources. With Bynder's out-of-the-box plugins, your brand imagery is just a click away when using design tools. An integrated portal allows users to quickly search or filter for a specific file and drag & drop it into the artwork.

## Authentication

Bynder offers several single sign-on configurations. A "single sign-on" allows users to log into their networks or systems without having to log into each page individually while also being logged in to their favorite (web) applications. The key benefits are general ease of use, reduced password fatigue, less time wasted looking up and resetting forgotten passwords, as well as greater security controls.

## iOS & Android

In your fast-paced day-to-day activities, you need to have immediate access to all your materials at any given moment. With Bynder's mobile app, you will always have access to the most up-to-date assets in your portal, even when you're offline.

## Custom integrations

Develop your own applications, plugins, and integrations using Bynder's API and SDKs. For more information, please visit [developer.bynder.com](https://developer.bynder.com).

Try Bynder today with a free trial.

Try Bynder



Some facts

## About Bynder

Bynder is the fastest way to professionally manage digital files. Its award-winning digital asset management (DAM) platform offers marketers a smart way to find and share creative files such as graphics, videos and documents.

Thousands of brand managers, marketers and creatives from global organizations like PUMA, innocent drinks and KLM Royal Dutch Airlines use Bynder to organize company files; edit and approve projects in real time; auto-format and resize files; and make the right content available to others at the click of a button.



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