

Bynder Connector for Salesforce Marketing Cloud

The challenge

Marketers face increasing pressure to meet the rising demand for content across multiple channels. As organizations rely on various distributed systems, they struggle to efficiently access, distribute, and manage content in a streamlined, optimized, and brand-consistent way, all while maintaining proper version control.

The solution

Connecting Bynder with Salesforce Marketing Cloud speeds up campaign execution, ensures brand consistency, and streamlines content creation and delivery. The new image editor enhances efficiency with advanced transformation options. A/B testing simplifies campaign optimization by comparing asset variations, while dynamic content automates personalized delivery, saving time and boosting engagement.

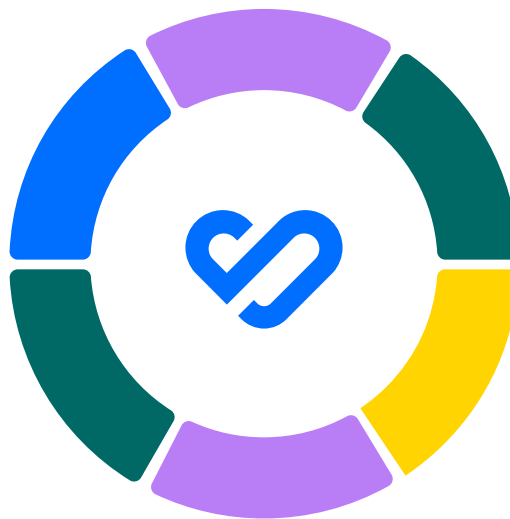
The benefits



Faster campaigns and cost saving: Streamline content creation to bring campaigns to market quicker. Reduce production costs by minimizing manual edits and using pre-approved, optimized assets.



Consistent branding: Ensure brand consistency across all channels and campaigns.



Personalized Content and Enhanced User Experience: Easily deliver tailored content for diverse audiences. Unified transformation tools for seamless content management.



Improved efficiency: Eliminate bottlenecks with direct access to Bynder assets in SFMC.

The Bynder difference

Bynder goes far beyond managing digital assets. Our AI-powered digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. With powerful and intuitive solutions that embrace the way people want to work and a richly integrated ecosystem, Bynder is the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses. Bynder's 500+ employees, known as 'Byndies', together constitute the world's most extensive pool of digital asset management expertise. Bynder enables more than 1.7M users across nearly 4,000 organizations, including Spotify, Puma, Five Guys, and Icelandair. Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, US, Spain, UK, Australia, and UAE.