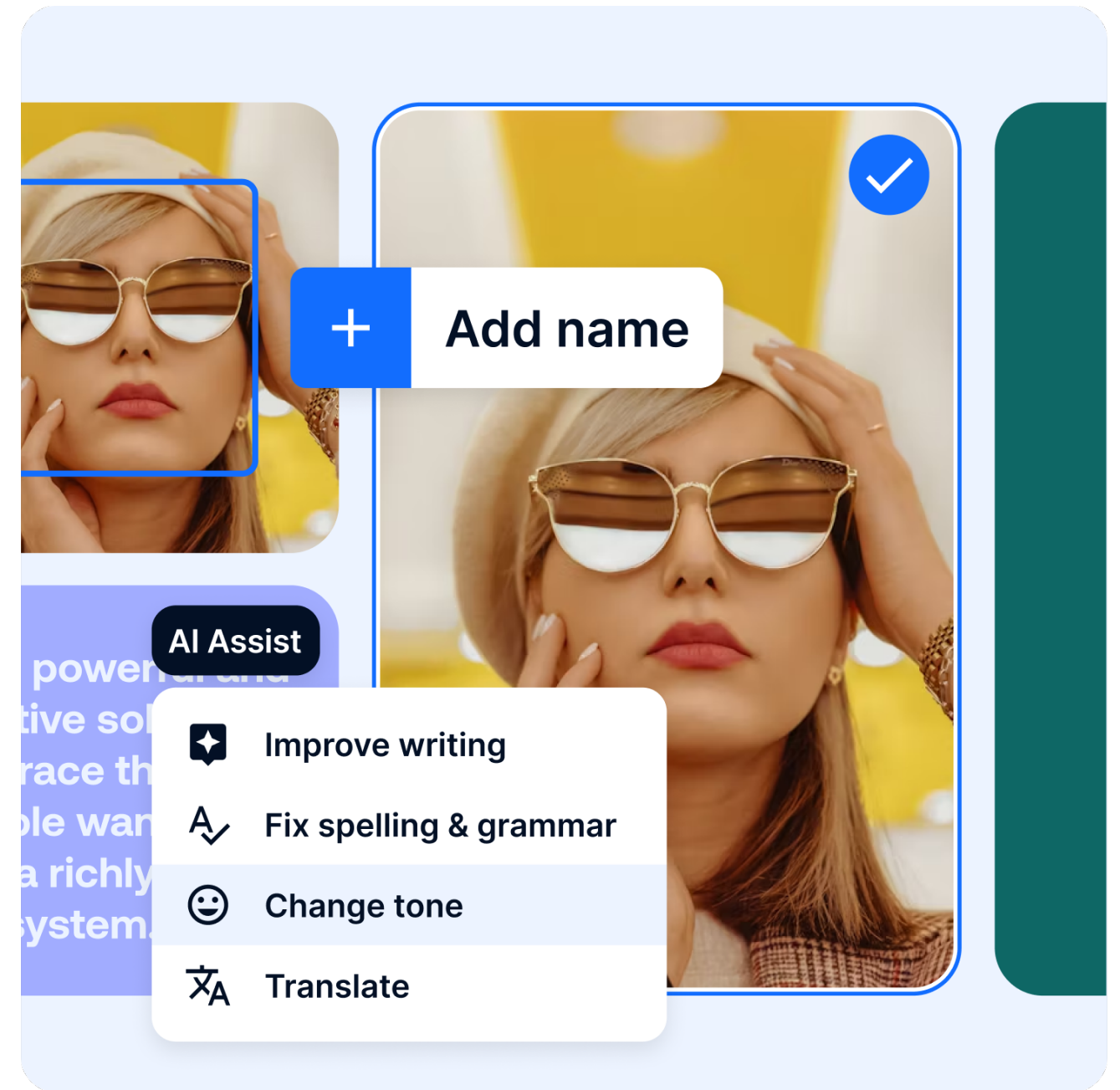# The complete guide to Bynder's AI and automation features

bynder

In today's digital-first world, creating exceptional content experiences is crucial for brands to reach and engage their audiences.

Orchestrating customer and content data paired with technology that automates and streamlines content distribution is essential to delivering the right content to the right people, on the right channel, at the right time. Many brands, however, may not have the resources to achieve this at scale without the right digital asset management (DAM) technology and AI and automation capabilities.

While AI may be a buzzword in the industry, it's not a new concept for us at Bynder. Since 2016 We've always been at the forefront of developing automation and AI-driven solutions for our customers across the entire content lifecycle.

Bynder's AI and automation features at a glance

✓ Content creation

Using Bynder's automation capabilities, brands can easily create on-brand variations of digital assets at scale and in multiple sizes or formats to fit the needs of any channel—making content creation at scale accessible to everyone without sacrificing quality or brand consistency.

✓ Content distribution

Bynder allows you to automate and scale asset transformation and content distribution by transforming images on the fly based on device and channel—whether that's for your website or social media channels. The result? Your valuable content is available anywhere, automatically transformed, and optimized for smooth digital experiences.

✓ Content management

Bynder's AI-powered DAM features help you manage high volumes of content at scale. These include AI-based tagging, automated metaproperty behaviors, and duplicate detection to help organize and categorize high volumes of content without putting extra strain on teams and individuals.

Improving asset findability is another area where AI is making a significant impact. By leveraging text recognition within images and context-aware search, we can help businesses quickly locate the assets they need by using a variety of search inputs, images, or even image URLs to get the most relevant results.

Part 1

Creation

Investing in content not only drives ROI, it's also a cost-effective way to establish a brand's identity and increase visibility in a crowded marketplace.

As brands navigate an ever-changing landscape, the ability to create content at scale has become crucial in capturing attention and fostering meaningful connections with customers.

That's where AI and automation emerge as invaluable tools for marketers as they scale their content creation efforts.

Automating content creation: The secret to scaling up production

Automating content creation offers numerous benefits: it enhances efficiency by streamlining processes, it frees up time for strategy and creativity, and increases productivity—allowing teams to produce more content in less time.

Bynder's very own content creation module, Studio, allows you to tap into the power of automation through features such as batch creation and automated resizing of images and videos—enabling you to create on-brand content at scale for maximum impact.
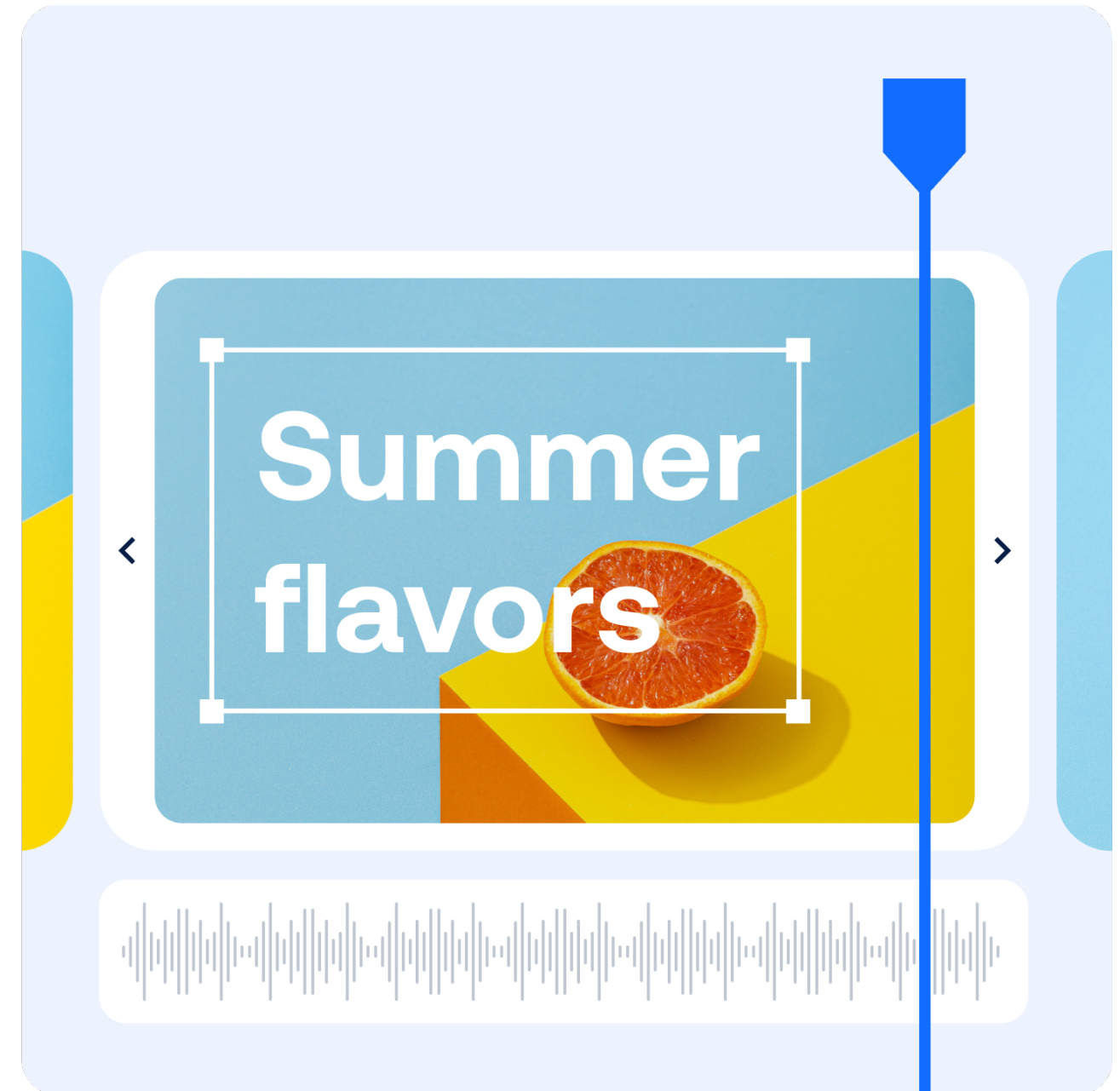
Thanks to Studio's multi-size and batch design creation capabilities, your team can create variations of digital assets in multiple sizes and in bulk.

This streamlined and automated process empowers marketers to generate and adapt asset variations effortlessly—enabling personalization at scale tailored for different markets, languages, and demographics.

This level of automation not only saves time but also empowers brands to maintain a consistent presence across multiple channels—from social media platforms to websites and beyond.

Unleashing the power of written content with Content Workflow

When it comes to written content, Bynder supports brands all over the world with **Content Workflow**, our collaborative module for creating written content in a structured way.

With Content Workflow, teams can significantly accelerate content production while keeping all relevant stakeholders involved at the right stages. By automating time-consuming admin tasks and approval processes, Content Workflow frees up time for creators by eliminating bottlenecks and streamlining the content review and publishing cycle.

For years, at Bynder, we've been **Joshua Wilson** and automation capabilities to help our customers thrive in the digital marketplace and maximize the value of their resources.

Our wide offering of invaluable AI and automation features enables brands to automate at scale, deliver personalized content that resonates with each customer, and generate measurable ROI.

Generative AI and transformative AI are increasing the speed and efficiency at which content can be produced.

We are proud to be the first to integrate this cutting-edge technology into our content creation module, allowing our customers to achieve new levels of productivity.

With Bynder's AI-Assist—available in our Content Workflow module—teams can harness the potential of AI to generate copy, extend or shorten texts, check spelling and grammar, and translate text into different languages.
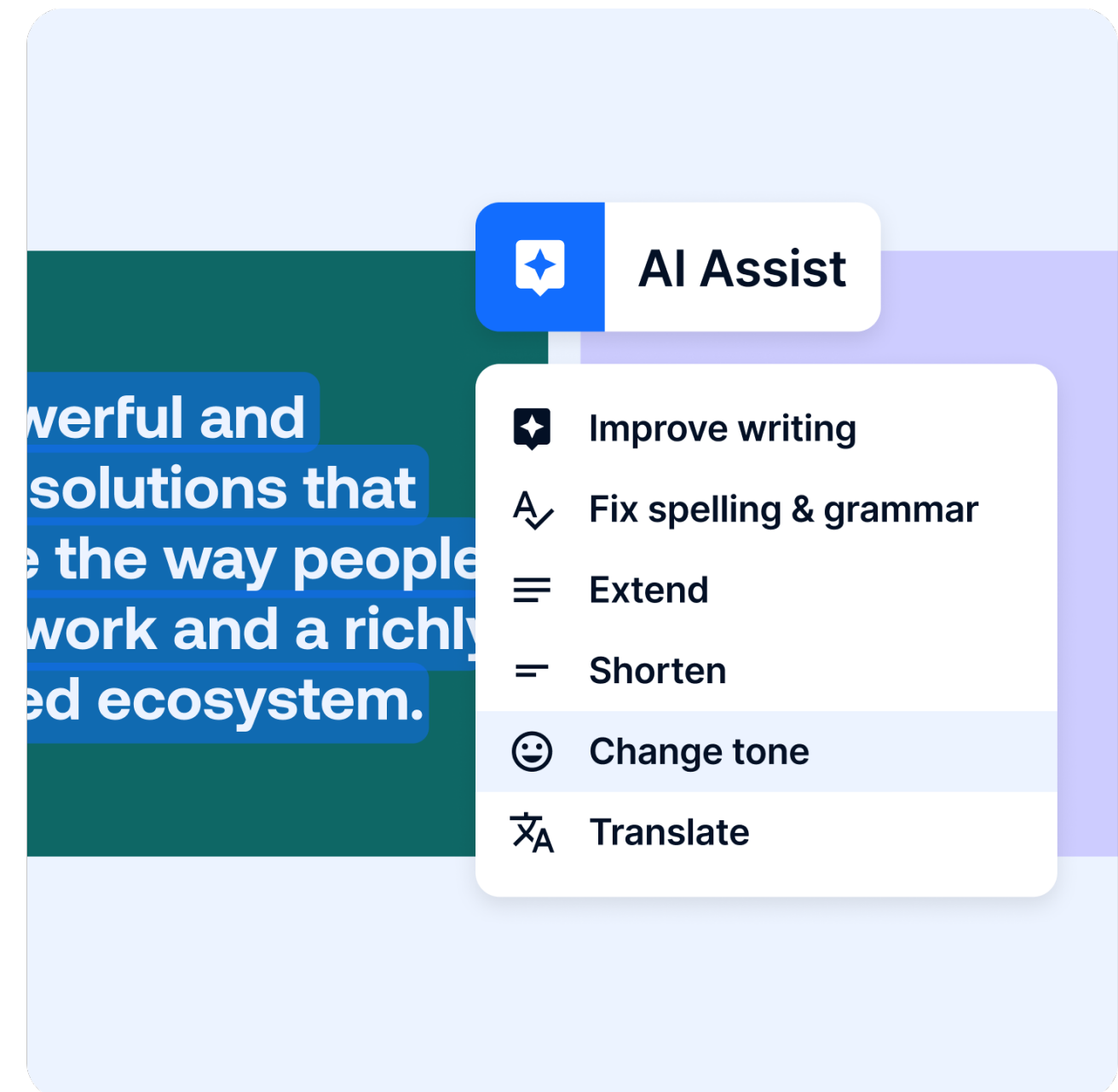
Bynder's AI safeguards

At Bynder, we understand the importance of maintaining brand integrity and mitigating risks in content creation.

That's why our generative AI offering comes with robust safeguards and controls to protect your brand by preventing abuse or misuse of this technology. Let's look at these in more detail:

- **Teams are given the choice to opt in or opt out of utilizing generative AI,** providing transparency and accountability as the AI user becomes visible and responsible for the content generated.

- **Admins have the authority to grant access to generative AI exclusively to authorized individuals,** ensuring that quality and consistency are maintained throughout the content creation process.

- **Human expertise is safeguarded by limiting AI usage to the draft stage,** allowing the content review phase to focus solely on human creativity and input—resulting in superior output quality.

- **AI-generated sections are highlighted alongside human-written sections** to maintain full control over the content's authenticity and tone of voice and promote transparency.

With Bynder's generative AI capabilities integrated into Content Workflow, teams can:

- streamline content operations
- accelerate time-to-market
- maintain brand consistency
- ensure the safety and security of their brand's reputation.

Part 2

Management

Effectively managing content at scale has become crucial for brands to thrive and succeed.

Scaling up content production enables brands to establish their presence across digital touchpoints, engage with their audiences, and create personalized content experiences that resonate with the right people at the right time.

However, as the number of assets needed to maintain brand visibility in a crowded landscape continues to increase, marketers face significant challenges when it comes to content management.

Bynder's AI capabilities for content management

At Bynder, we are committed to delivering the highest standards of quality, security, and efficiency to our customers.

With our advanced AI capabilities, we empower brands to navigate the complexities of content management and unlock the full potential of their digital assets.

By leveraging our advanced AI-driven solutions, marketers can:

- automate tedious and time-consuming tasks
- accelerate speed to market
- gain a significant competitive edge
- maximize ROI

1

Similarity search

Similarity search is a cutting-edge AI feature that allows marketers to discover visually related assets within the DAM by using one or multiple images from the DAM as a reference.

Selecting multiple assets lets users create a customized similarity query, allowing them to explore the library using ambiguous search queries. Our AI technology comprehends the context and intent behind the search query, delivering precise results that align with the user's requirements.

Thanks to this feature, marketers can significantly enhance the search experience and explore and locate assets more effectively—saving time and ensuring they only use the most appropriate assets.


Show similar
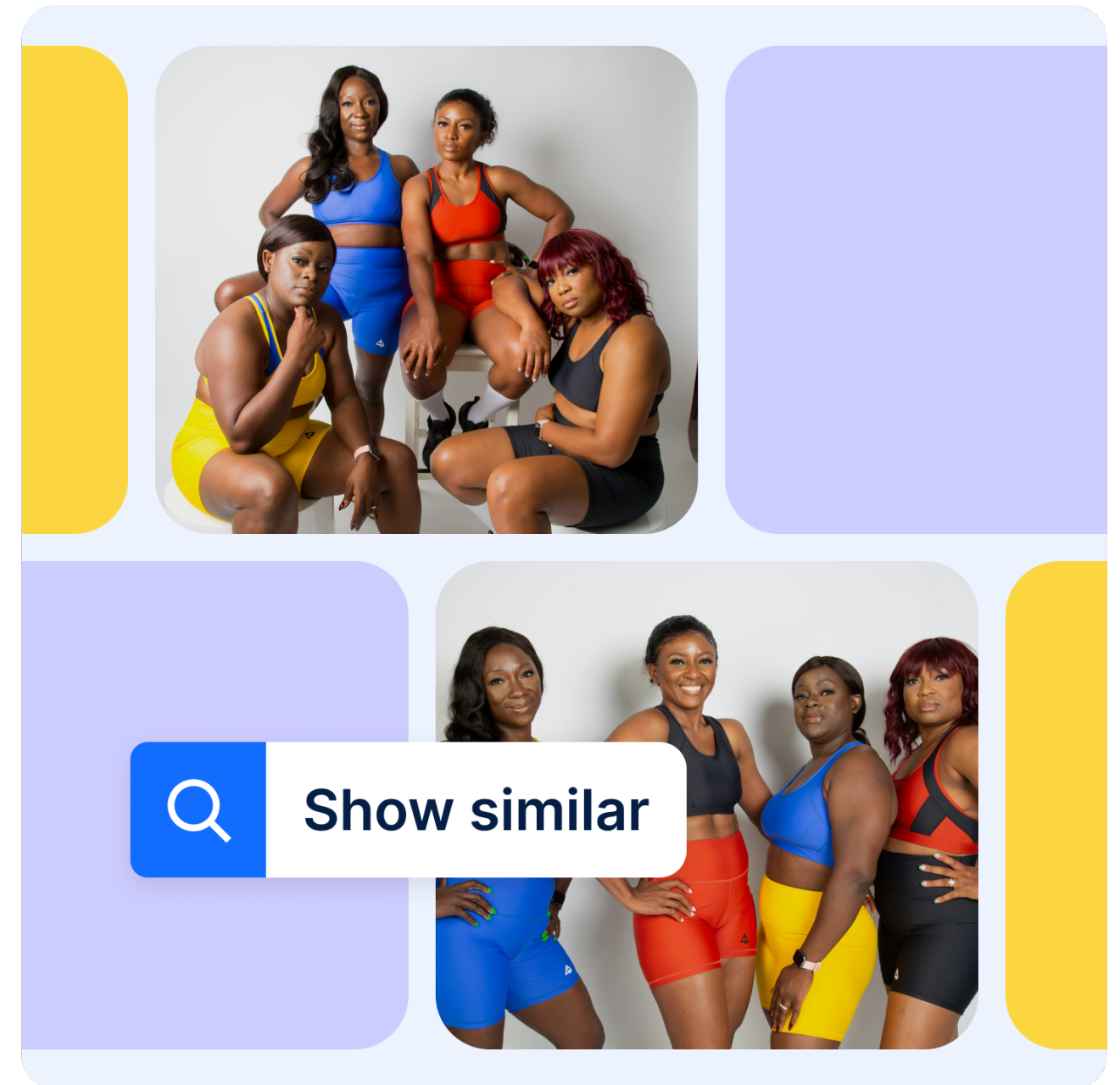
2

Search by image

Search by image is a highly targeted search feature that uses an external image—or an image URL—as a reference to find similar or identical assets within the asset library.

It effectively prevents marketers and creatives from recreating or purchasing assets already present in the DAM.

By harnessing the power of our search by image function, marketers can unlock the full potential of their content library and capitalize on the wealth of assets stored within their DAM.


Search by image
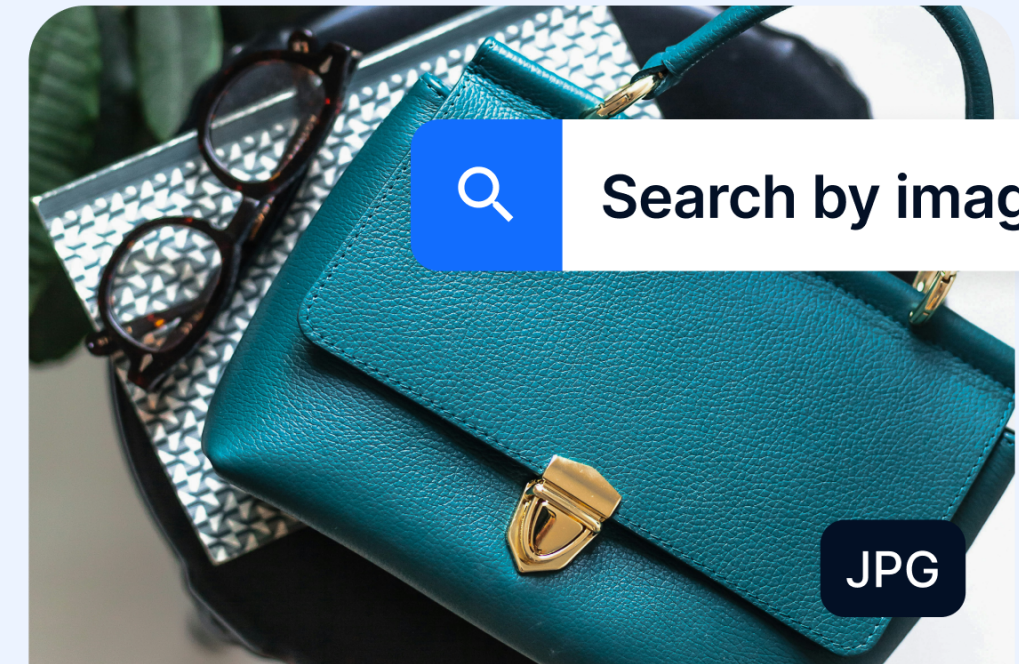
Product image

3

Text-in-image search (OCR)

Our AI-powered text recognition feature revolutionizes the way assets are retrieved from the DAM library.

With its remarkable ability to extract text from images effortlessly, it unleashes a new era of possibilities for asset discovery by pinpointing exactly what you need.

By leveraging text recognition, marketers are no longer confined to visual exploration but rely on a comprehensive overview that includes the asset's written detail—increasing precision and efficiency within asset management.
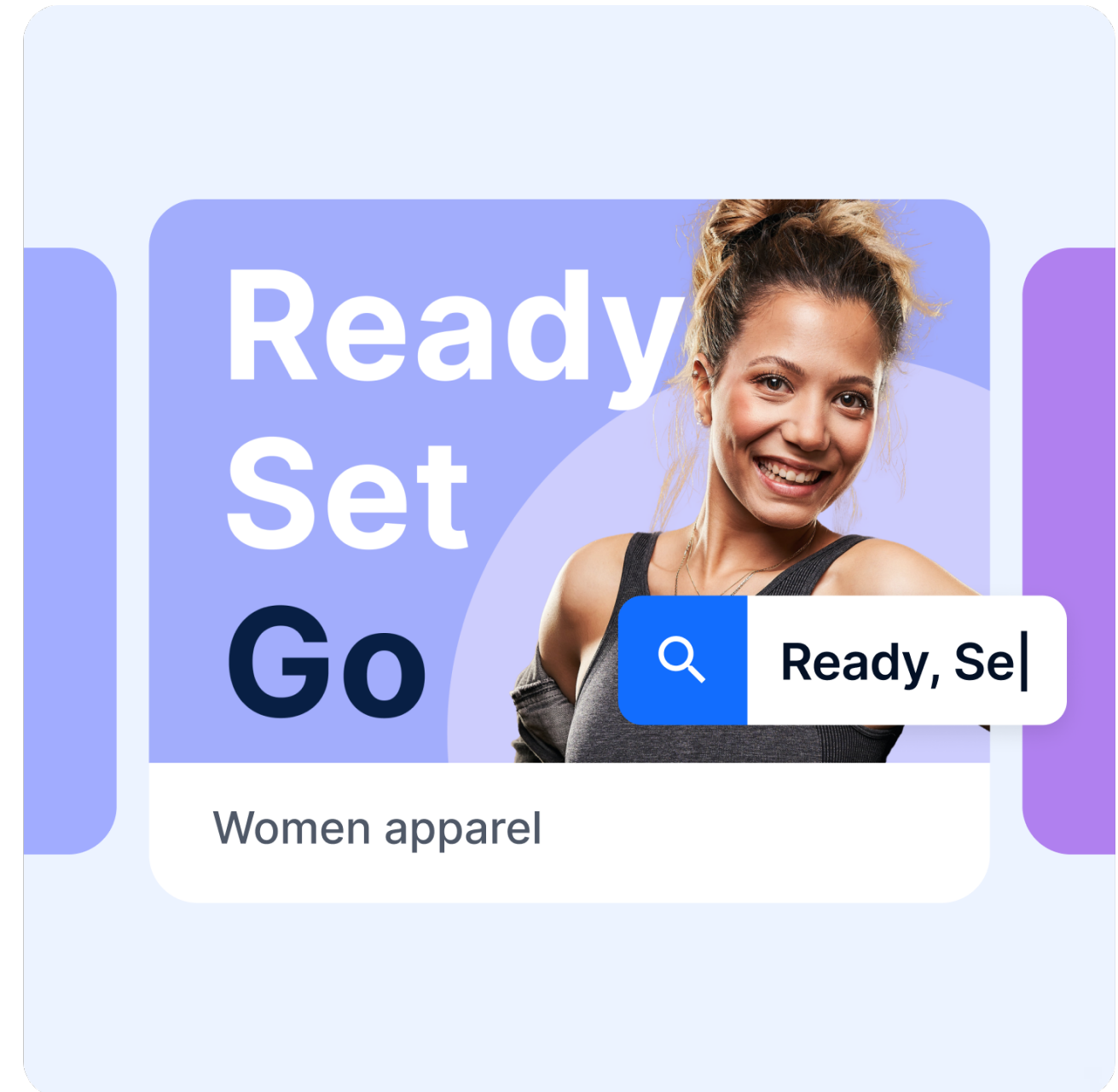
4

Duplicate finder at upload

Our duplicate finder is designed to maintain order and clarity within the asset library.

As assets are uploaded into the DAM, our cutting-edge technology keeps watch to make sure no duplicates find their way into the repository—decreasing the chances of the wrong or unedited asset finding its way into a campaign.

Marketers can save time as they navigate their asset library without having to sift through redundant files—while the DAM remains free from clutter and an always reliable source of truth.


Show duplicates

JPG

Summer pink

5

Duplicate manager

Duplicate manager goes beyond duplicate detection at upload; it scans your entire library to identify existing duplicates.

This feature gives users full control to review, compare, and decide which assets to keep or remove. Whether you're cleaning up outdated files or decluttering your DAM, Duplicate Manager helps maintain a well-organized and reliable library.

By simplifying duplicate detection, you can cut down on admin workload and reclaim hours, if not days, of manual cleanup. Free up time and resources to focus on the work that truly matters.

Product shoot

Make original
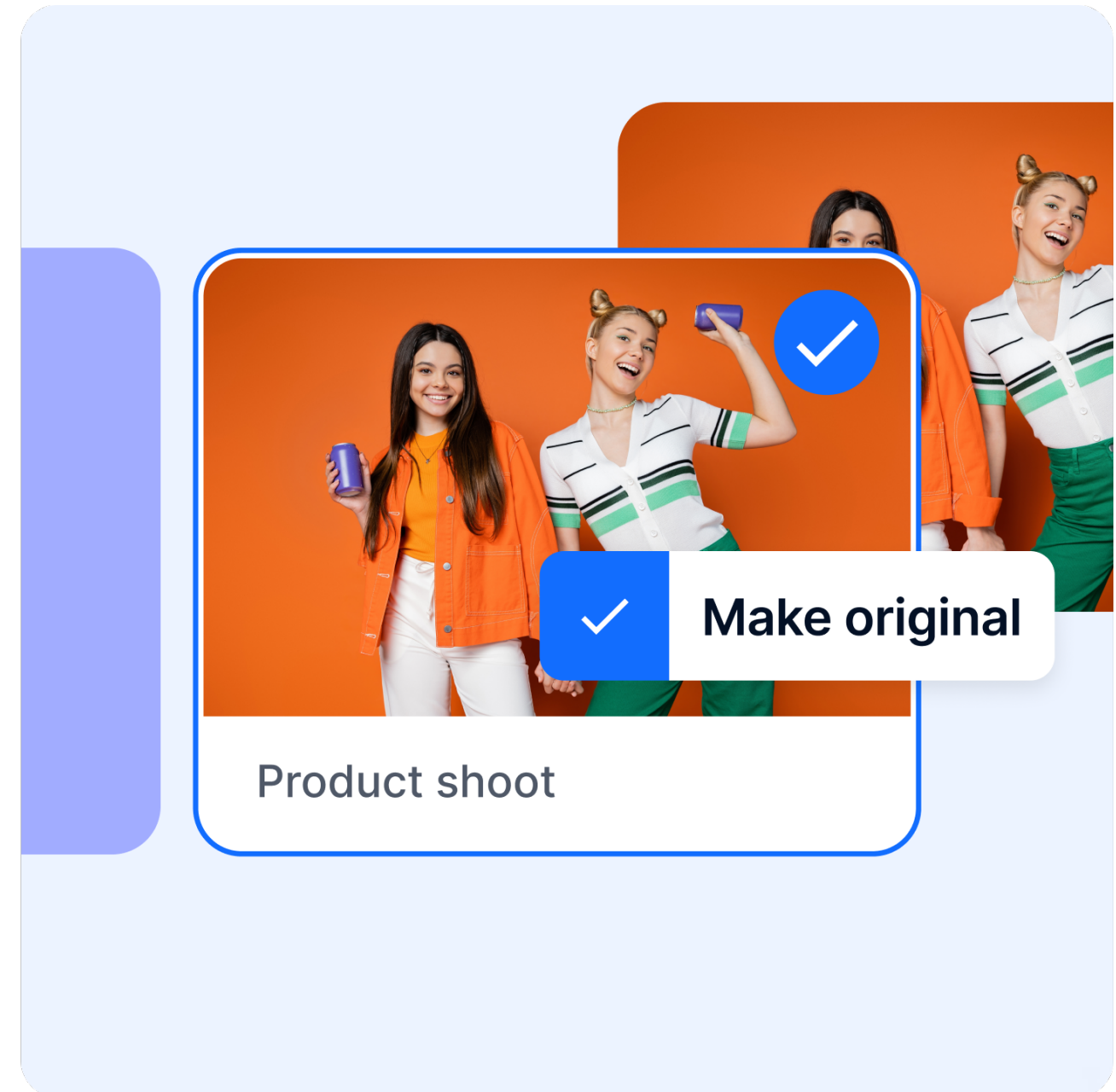
6

Automated metaproperty behaviours

In addition to enhanced image search functionalities, Bynder's AI capabilities extend to automated metaproperties behaviors.

This feature empowers users to create business rules that accelerate the tagging process and maintain a well-organized taxonomy and DAM. This way, brands can ensure that their asset structure remains in optimal shape without requiring additional manual effort.

With a well-maintained taxonomy, marketers can enhance searchability, improve asset findability, and expedite content retrieval—for greater efficiency and productivity.

7

AI-based tagging

One of our flagship features is AI-based tagging, a solution that transforms how assets are categorized and organized upon upload.

Our AI-driven system analyzes visual characteristics and automatically assigns relevant tags to every asset, eliminating the need for manual tagging and enhancing asset findability without requiring additional resources.

This feature streamlines the content management process and ensures that assets are appropriately labeled and easily discoverable when needed. By automating this time-consuming task, marketers can save valuable resources and focus their time and energy on more strategic activities.

8

Natural language search

Use natural language to search intuitively, in your language, and with unmatched accuracy.

With Bynder's Natural Language Search, finding the asset you need is as easy as asking for it. Just type what you're looking for, in your language and as naturally as you'd say it to a colleague, and let Bynder's AI-powered technology do the rest.

You'll get accurate results in seconds, even for untagged assets—so you can focus on driving results and value.

A woman wearing sunglasses
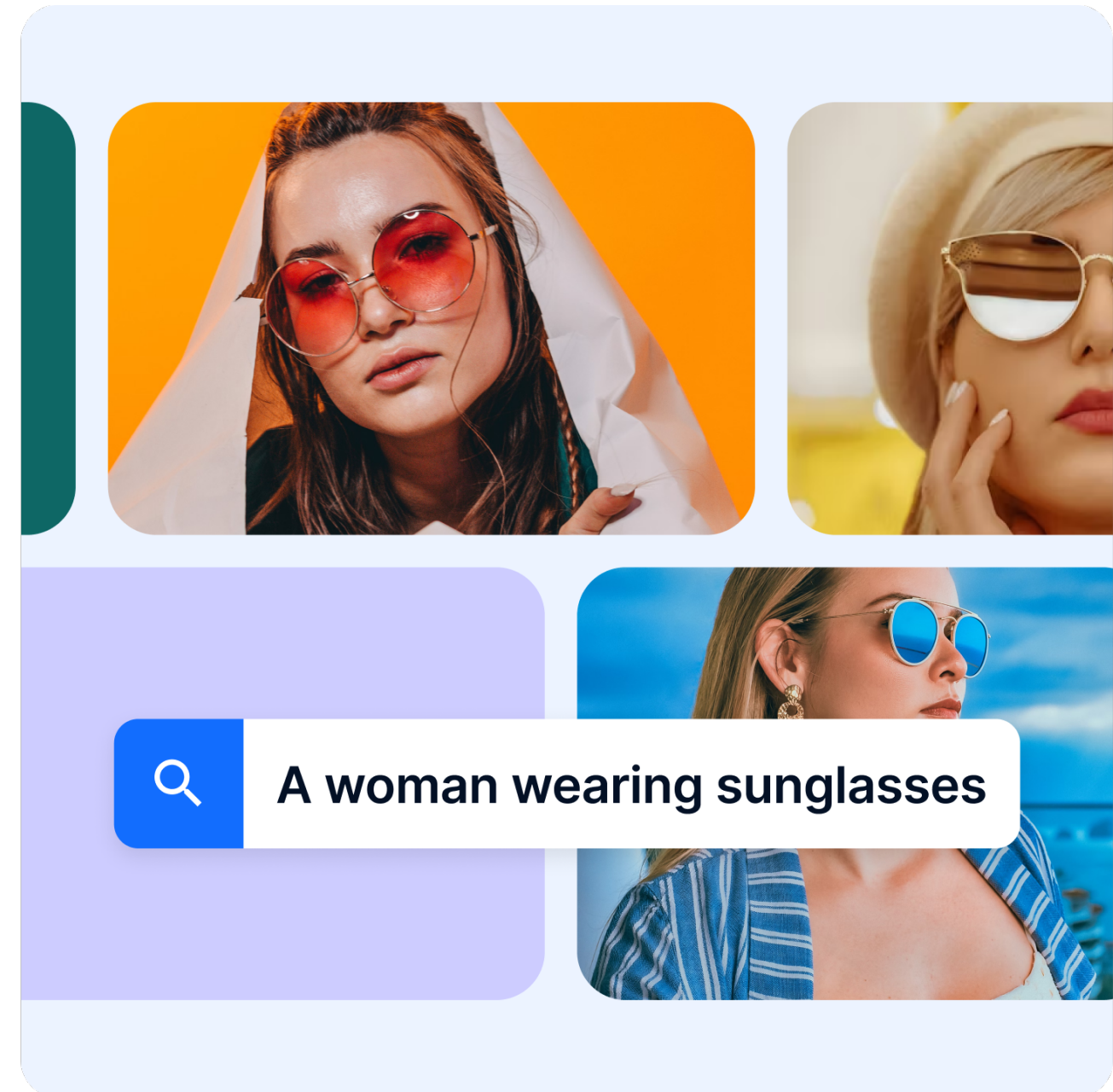
Part 3

Distribution

**As touchpoints multiply across platforms
and devices; marketers are expected to create
(often manually) and deliver an unrealistic amount
of assets.**

This makes it difficult for marketers to provide consumers with a
seamless and personalized experience across all channels.

The demand for a solution that can manage this process
efficiently—and intelligently—has reached a tipping point.
Why? Because efficient content delivery matters.
In fact, website performance relies on quick loading times for
engaging content experiences—and images alone account for
up to 70% of a website's load time.
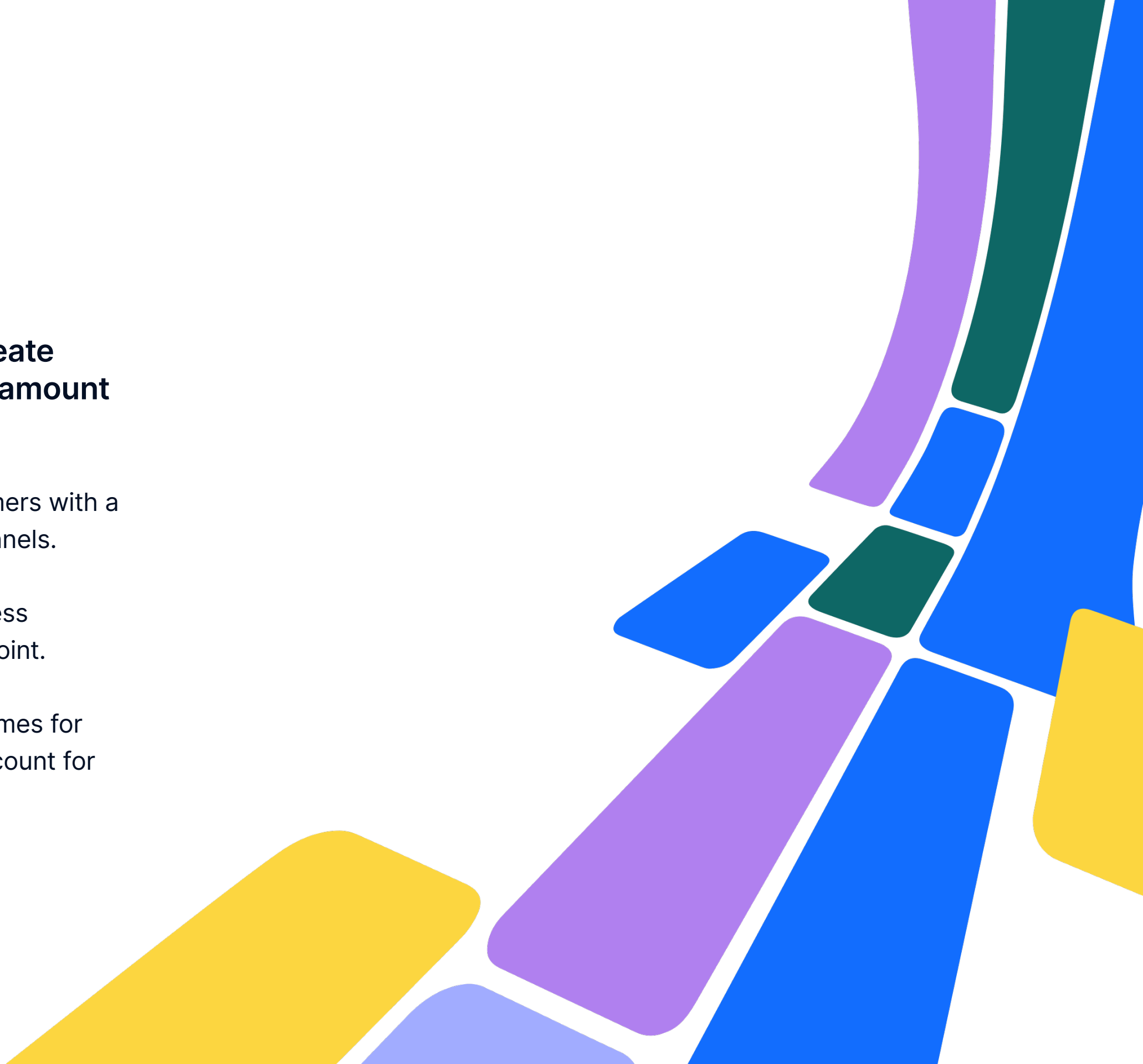
4.42%

Average drop off rate per second of load time

— Portent

70%

Consumers whose willingness to buy is impacted by page speed

— Unbounce

As billions of assets get distributed on a daily basis to a myriad of different channels (from social media to e-commerce platforms and websites), marketers know that delivering assets is not enough—they must perform exceptionally.

To meet their goals and deliver optimized, channel-specific content experiences at scale, brands need to automate parts of the delivery process.

Dynamic Asset Transformation (DAT) allows you to automate and scale the content delivery process by transforming images on the fly based on device and channel.

The result? Your valuable content is available anywhere, automatically transformed and optimized—and ready to deliver exceptional digital experiences. In the next section, we'll dive into the features that make this easily attainable.

1

On-the-fly asset transformation

Automatically optimize your assets for all channels and devices to deliver content at scale. Maintaining a fast, responsive, and personalized website is a time-consuming task.

The average website showcases dozens of product images and promotional banners. These images come in all shapes and sizes, from thumbnails to squares and even landscape and portrait orientations.

With DAT, images are automatically compressed to a website-optimized format (webP) that's up to 30% smaller in file size when compared to a JPG image. This results in faster load times without affecting image quality. Improved page speed can also boost your SEO rankings.


Tropical orange

MP4
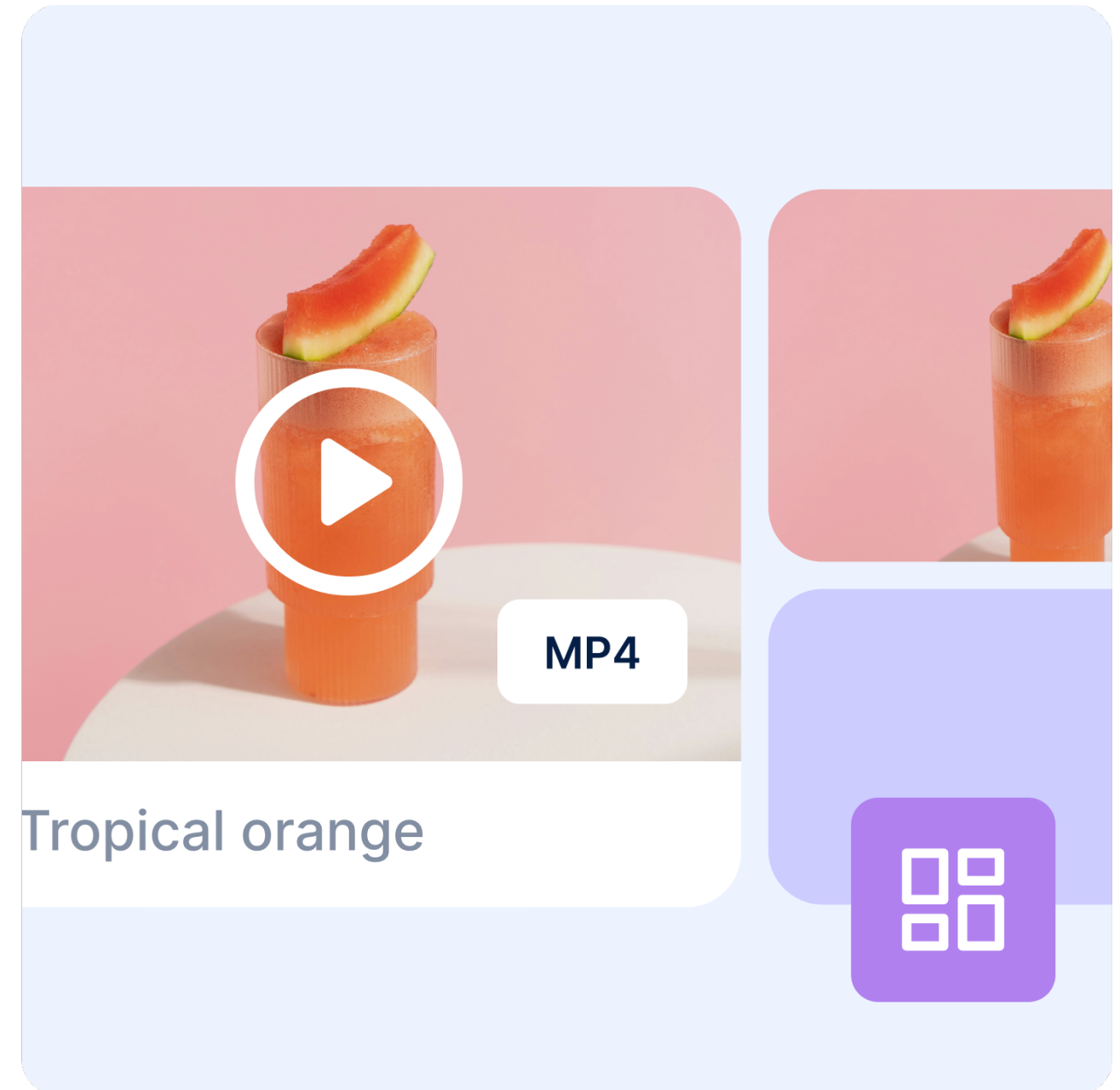
2

Smart focus point technology

Set the focus point so any transformation of assets automatically crops to include the most important parts of the image.

Why is this important? Because consumers will use several devices to visit your website—whether that's a mobile, desktop, or even a tablet.

With DAT, you won't have to worry about an image optimized for desktop being displayed poorly across different mobile devices or screen sizes—and you'll have the peace of mind of knowing that the right transformation will take place automatically.


Home decor

Focus point
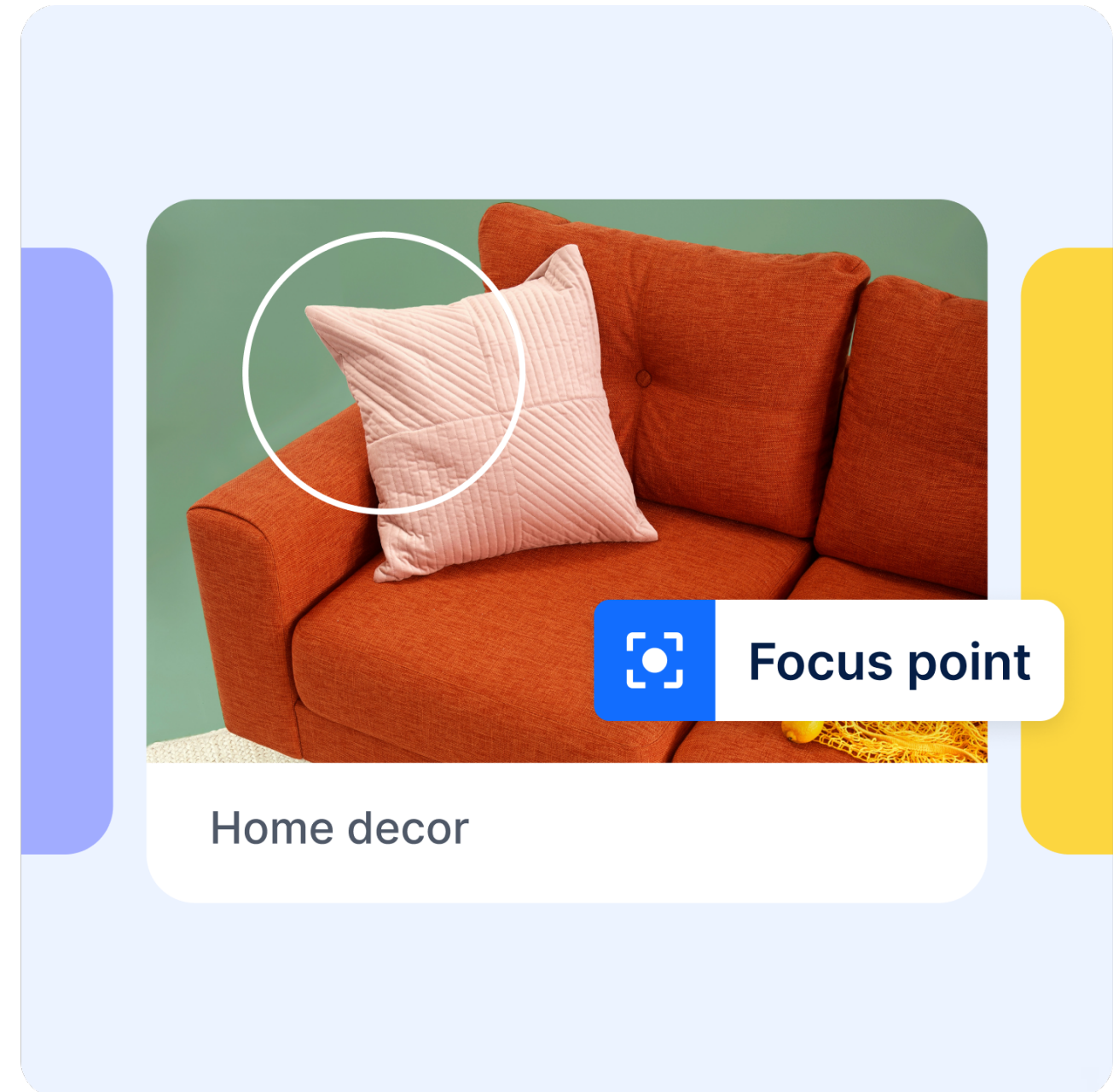
3

Automated cropping and background removal

Consider a high-quality sofa product image for a second. You might need it to appear on a white background on your website and a gray background on another platform (now multiply this by the number of items on your catalog and the platforms you sell them on).

Normally, a designer and a developer would manually take care of this, but DAT automates the process, ensuring the correct images with the appropriate backgrounds are displayed correctly, depending on the platform.

✨ Remove background
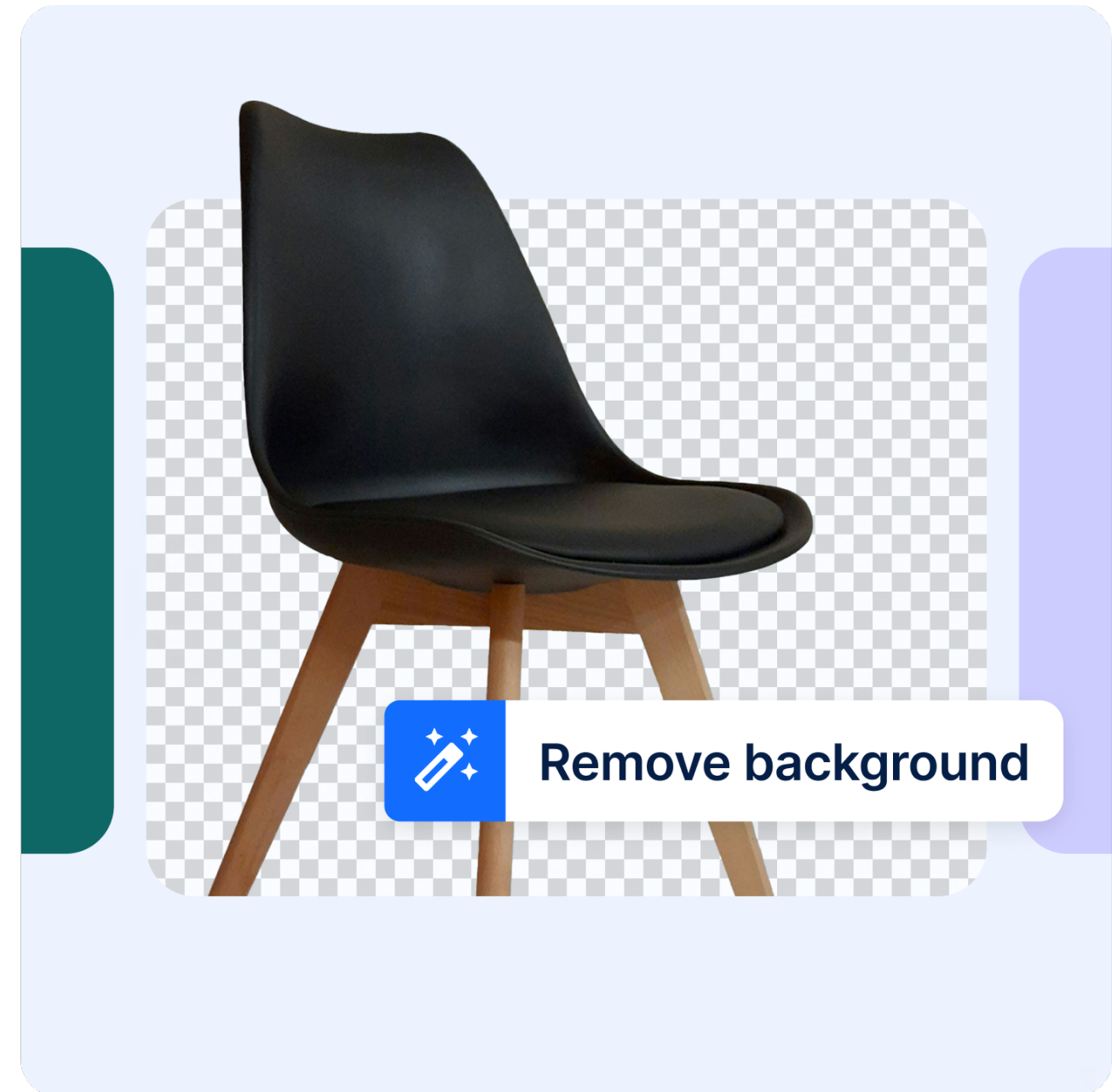
The benefits of automating asset distribution with DAT

Boost time to market

DAT streamlines large-scale asset transformation. It simplifies tasks for developers and designers, expediting time to market.

Improve visitor experiences

DAT enhances content experiences with faster load times and improved SEO with data-saving asset optimization.

Seamless DAM integration

DAT seamlessly integrates with Bynder's Digital Asset Management solution, providing a user-friendly experience that drives adoption.

Next-level image transformation

Optimize product imagery with cropping, background removal, and preset transformations to scale content distribution.

Track asset performance across channels

Gain insight into asset performance beyond the DAM. Track data on external platforms and enhance your content strategy with data-driven decisions.

Drive targeted content

Our predictable URL feature uses metadata to automatically deliver personalized content to consumers—creating exceptional content experiences.

Bynder's commitment to responsible AI use

AI offers endless possibilities to marketers trying to make an impact and stand out in a competitive landscape.

Coupled with the powerful features of a best-of-breed DAM platform like Bynder, AI and automation features can skyrocket any team's productivity and propel their marketing efforts to the next level. To stay ahead of the curve, it is crucial to understand the world of AI and its impact on marketing and content.

Today, AI and automation have become invaluable tools for marketers to overcome content creation challenges and achieve greater efficiency—allowing brands to gain a competitive edge and increase ROI.

At Bynder, we believe in the responsible use of this technology; that's why we are dedicated to ensuring that humans remain in complete control of content production.

Your expertise, creative vision, and your unique understanding of the challenges your customers face are vital in shaping content that resonates with your audience.

Book a demo

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Unite. Create. Thrive.

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

For more information, visit: www.bynder.com