



Keynote Presentation | **[AI in Marketing]** AI-driven Optimisation for Maximum Impact & Future-Proofing your Content Strategy



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Bynder

AMSTERDAM

The world's most iconic & emerging brands

The Colgate logo features the word "Colgate" in a red, italicized serif font, with a red smile-like arc underneath.The MillerKnoll logo consists of the words "MillerKnoll" in a black, sans-serif font.The Stanley Black & Decker logo features the company name in black text on a yellow parallelogram background.The LVMH logo displays the letters "LVMH" in a black, serif font.The Chewy logo shows the word "chewy" in a blue, lowercase, rounded sans-serif font.The Liv Golf logo features the word "LIV" in a stylized, black, blocky font followed by "GOLF" in a bold, black, sans-serif font.The Raymour & Flanigan logo displays the company name in a purple serif font, with "FURNITURE" and "MATTRESSES" in a smaller, black, sans-serif font below.The Steve Madden logo shows the words "STEVE MADDEN" in a bold, black, sans-serif font.The Five Guys logo features the words "FIVE GUYS" in a bold, red, sans-serif font.The Simplot logo includes a yellow flower icon above the word "Simplot" in a black, sans-serif font.

Average tenure of companies attending Bynder Connect is +4 years

Vision

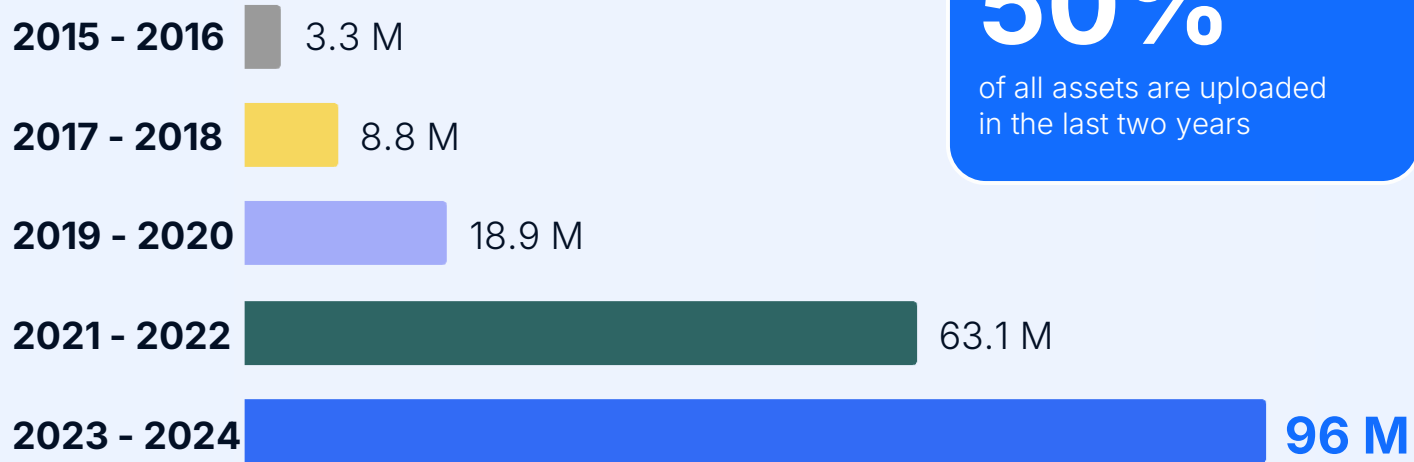
Inspiring brands to thrive through exceptional content experiences

Mission

To empower our customers to conquer the complexity and chaos of proliferating content with the most powerful, intuitive and richly integrated DAM platform



Proliferation of content



Powering **content experiences at scale**



750+

customers using
Bynder AI



600B+

assets served



138M

AI image searches



1.5M+

websites served



4M

Page views in
CX User Community



7.4B

API calls



6B

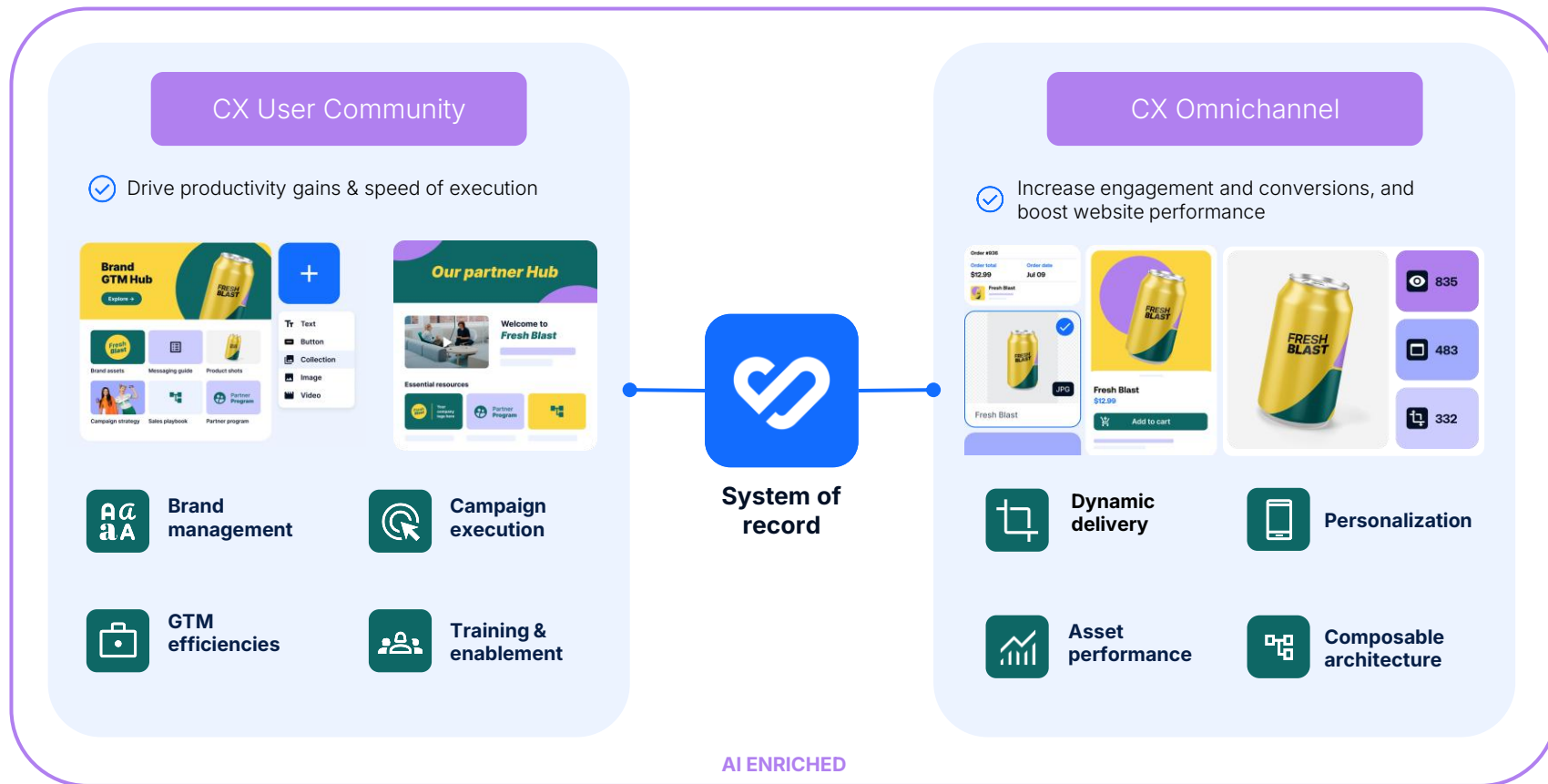
assets delivered across
**Black Friday & Cyber
Monday**



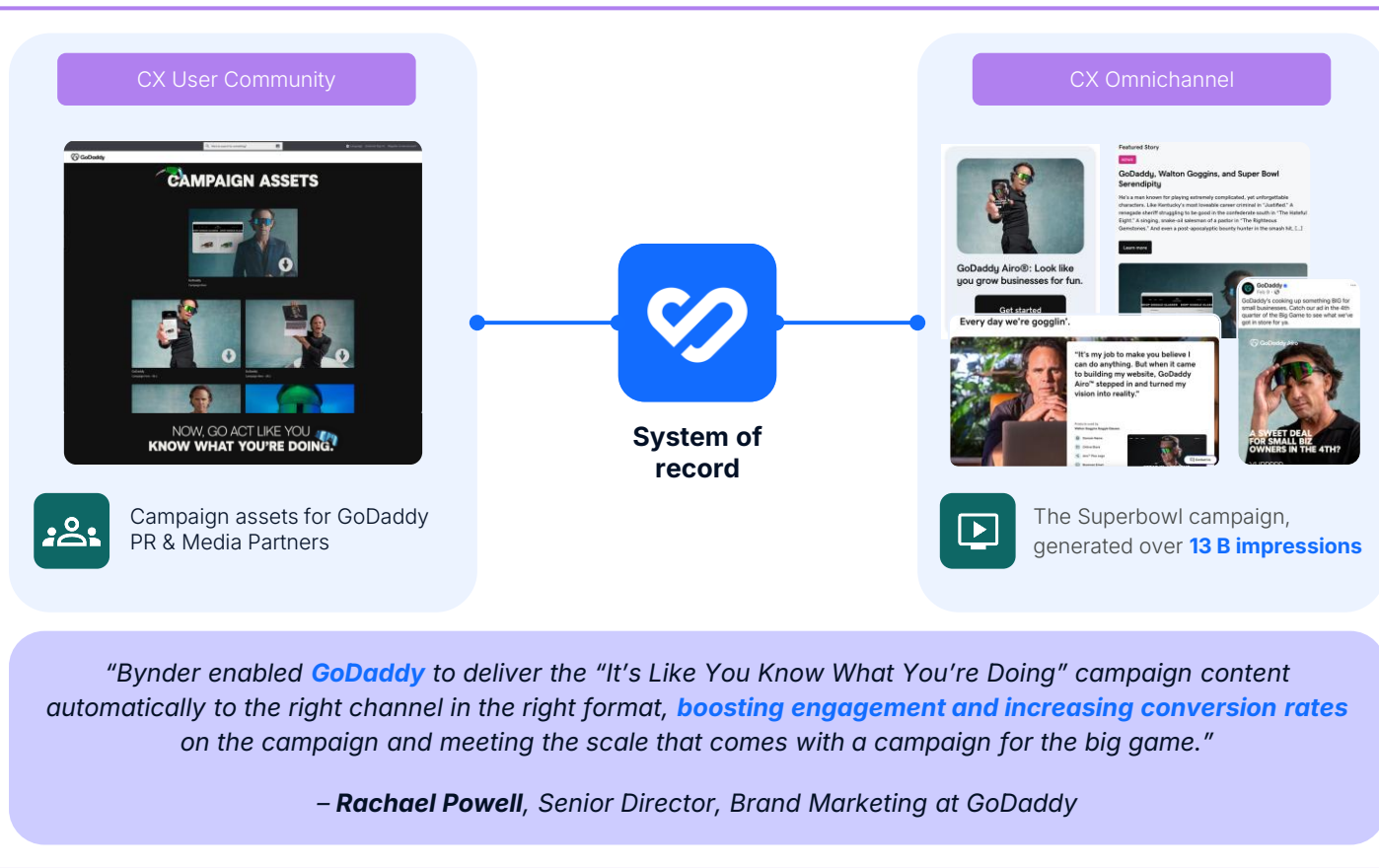
16

brands powered campaigns
with Bynder during the
Superbowl

Exceptional content experiences, powered by AI DAM



GoDaddy Airo® SuperBowl Content Experience



Inspire Brands Content Experience

CX User Community

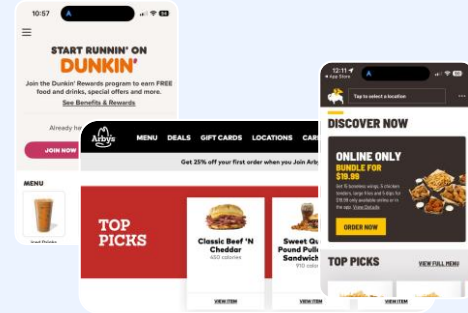


Brand toolkits and training guides for partners & creative agencies
boosting content ROI and reuse
across 6 sub-brands



**System of
record**

CX Omnichannel



4.4B assets transformed, optimized
and delivered to web pages, emails
and mobile apps in Q4.

The value of DAM
increases exponentially
in an AI driven world

**Personalization and
authenticity have
become paramount**



**GenAI makes asset
generation fast and
cheap**



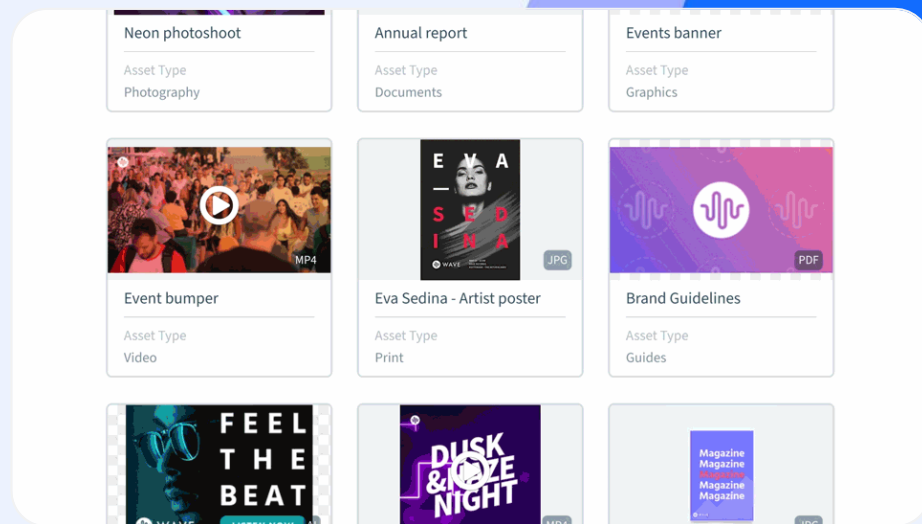
**Critical to safeguard
brand integrity**



"an Instagram post with the Bynder logo"

AI powered DAM drives compelling value:

- Natural language search
- Similarity search
- Search by image
- Text-in-image search
- Duplicate finder
- Speech to text
- Face recognition



Bynder AI unlocks new possibilities for global brands



HelloFresh SE is a German meal-kit company based in Berlin. It is one of the largest meal-kit providers in the world, operating in the United States, Australia, Canada, New Zealand and Europe.

Technology

Search by image

Use cases

Content governance

Rapid content discovery

Re-use of assets

€350k

annual cost savings

10X

Faster asset retrieval

"At least 60% time saving across the board taking all the AI functionality into account."

"AI done right."

Bynder AI unlocks new possibilities for global brands

SIEMENS
Healthineers



Siemens Healthineers is a world-leading medical technology company, shaping the future of healthcare through advanced imaging, diagnostic, and digital solutions.

Technology

Search by image

Natural Language Search

Use cases

Content governance

Stock photography management

Re-use of assets

€3.5m+

estimated cost
savings

60%

average file-search
time reduction

"If we didn't have Bynder's AI Search functionality, the identification of duplicates would have taken us...forever. It basically would have been impossible."

— **Andre Koegler**, Head of Digital Strategy & Tools, Creative Services

Bynder AI unlocks new possibilities for global brands



Sauber Group is a Switzerland-based motorsports organization, renowned for owning the F1 team Kick Sauber and for its expertise in high-performance racing and global brand collaborations.

Technology

Face Recognition

Text-in-image Search

Use cases

Celebrity face recognition

Automated asset categorization

Real-time content distribution

1,000+

photos processed
each race weekend

50+

sponsors served
with content

"We generate over 1,000 photos over three days and have countless partners – both sponsors and media – who need this content in real time. Bynder's AI and facial recognition capabilities are speeding up the whole process, helping us discover and distribute assets we may have not even personally seen or processed before."

— **Will Ponissi**, Senior Communications Manager, Sauber Group

State of DAM (Industry Survey)

How AI is redefining the digital content landscape

41%

of businesses have fully integrated or are scaling AI within their DAM systems — but only 33% have a dedicated AI strategy

98%

of organizations expect AI to drive key business outcomes in the next 12 months

Top 3 ROI areas for AI:

- Asset discoverability (**41%**)
- Faster time-to-market (**37%**)
- Workflow efficiency (**37%**)



The home of **AI innovation** at Bynder

Discover our latest AI capabilities and emerging AI solutions that accelerate business growth through intelligent digital asset management.

▶ Watch the video



Driving new levels of performance with **Bynder AI Agents**



Search
Agent



Enrichment
Agent



Transformation
Agent



Bynder AI Agents



Governance
Agent



Ecosystem
Agent



Your next
agent..

AI that does the busywork

Easily add AI to all your content workflows to unleash creativity and productivity

Your business, your AI rules

Smart Agents that can be directed to address your specific content needs and solve your unique content challenges

Get more from your martech

Connect and integrate Agents across your existing martech stack and change the way you work

AI-Powered DAM



World's most powerful
LLMs

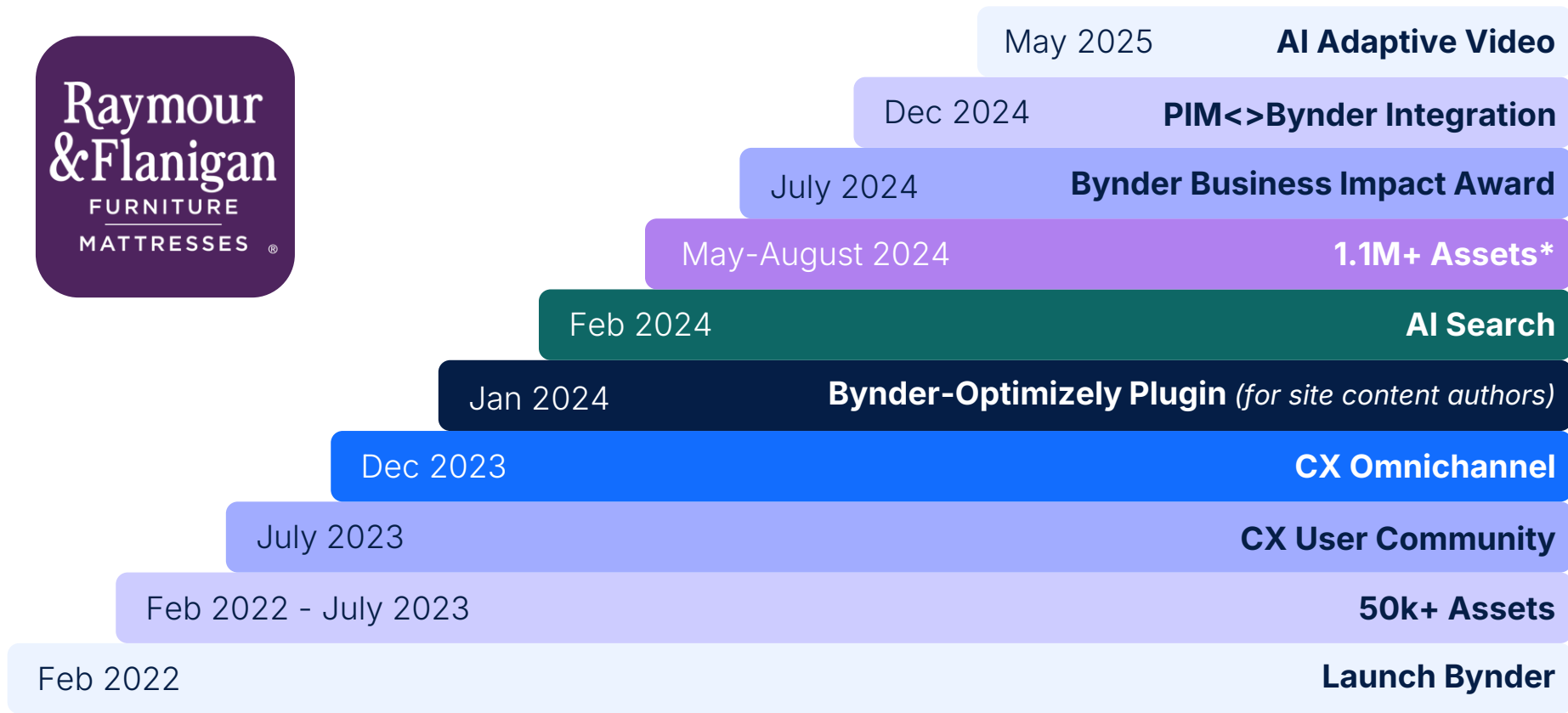


AI **Agent**
frameworks



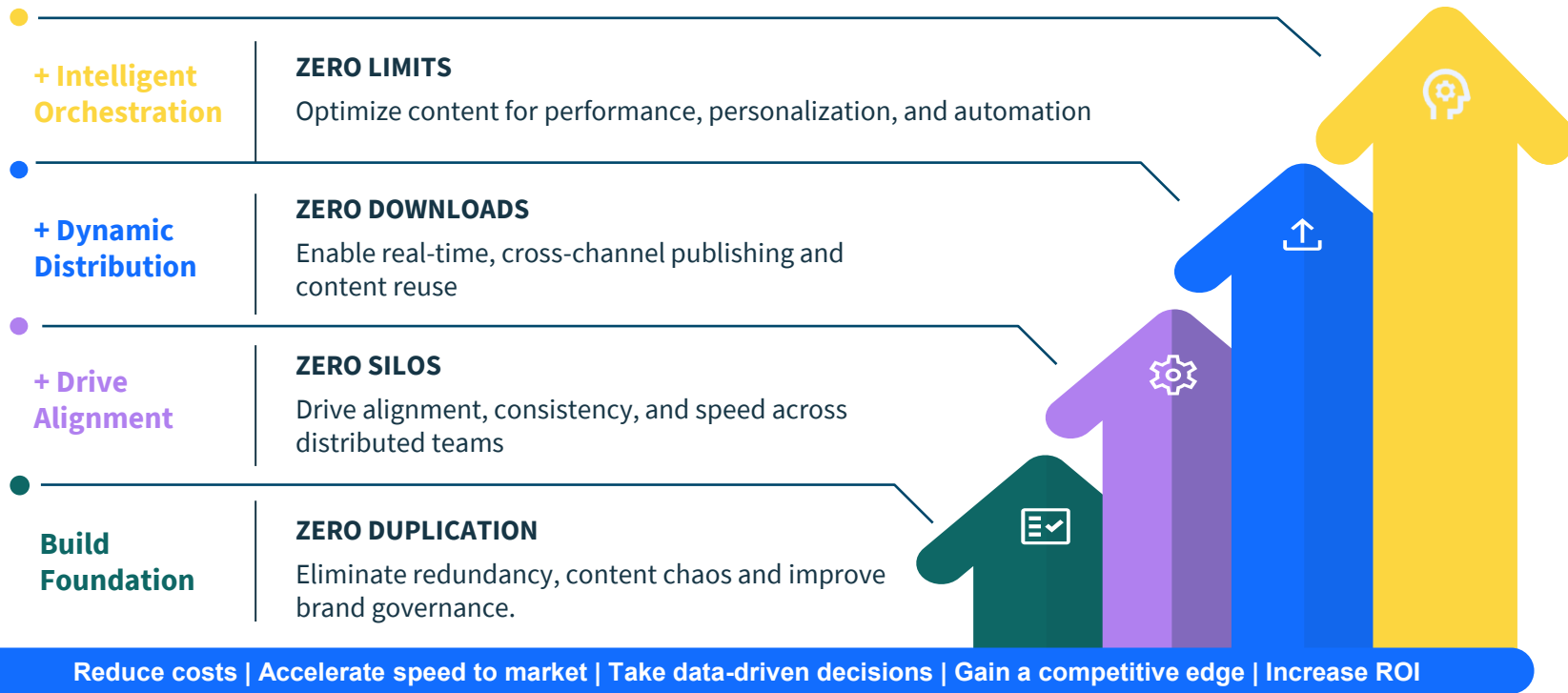
Enterprise grade
control and governance

Customer growth leveraging system of record

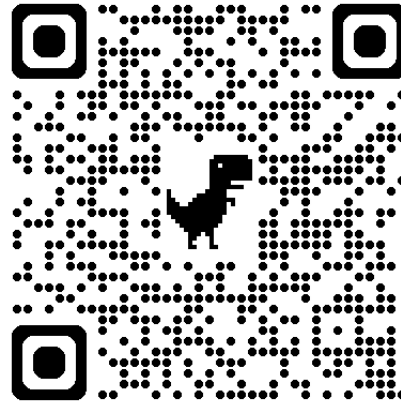


Marketing Maturity & Future-Proof Content Strategy

Bynder as strategic growth partner for digital transformation and AI-powered content excellence.



Connect with us!



**Scan to see how
iconic brands are
delivering
exceptional
product content
experiences with
Bynder**