



5 PIM Values to Help You Improve Customer Experience

Amazing Customer Experience Demands Up-to-the Minute Product Data

The intensifying demand for operational excellence, data quality, compliance, and conversational & connected product experience are driving the PIM market. Accurate, complete, and compelling product information is critical to all phases of the customer journey, from exploration through purchase and use to advocacy.



5 Values of a PIM System

A PIM system helps you centrally manage product data, reduce data silos and redundancy, improve compliance & verification workflow, improve operational excellence, increase marketing intelligence, and infuse personalized product recommendations.

01. Consolidate

Centralize images, videos, and other rich content required to effectively merchandize products



02. Automate

Automate the creation of unique product information using master data as a source



03. Govern

Implement product information governance, data management, and quality processes



04. Distribute

Publish product data and content to myriad channels, including a proprietary store and digital marketplaces that utilize their own product taxonomies



05. Insight

Turn product data into actionable insight for improved end user experience

