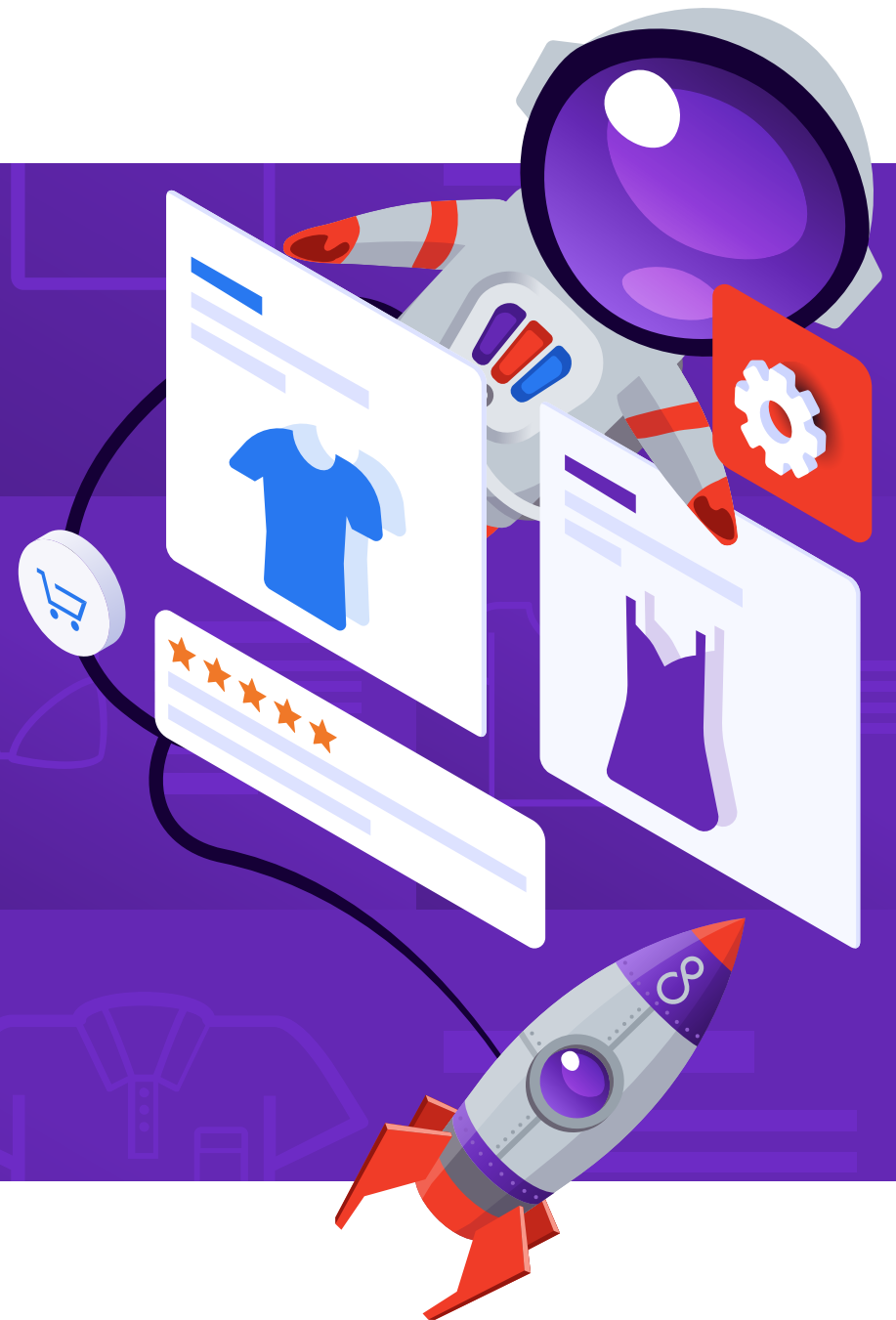


# PIMCORE®

Own the Digital World

# eCommerce Product Catalog Management Best Practices



✉ [info@pimcore.com](mailto:info@pimcore.com)

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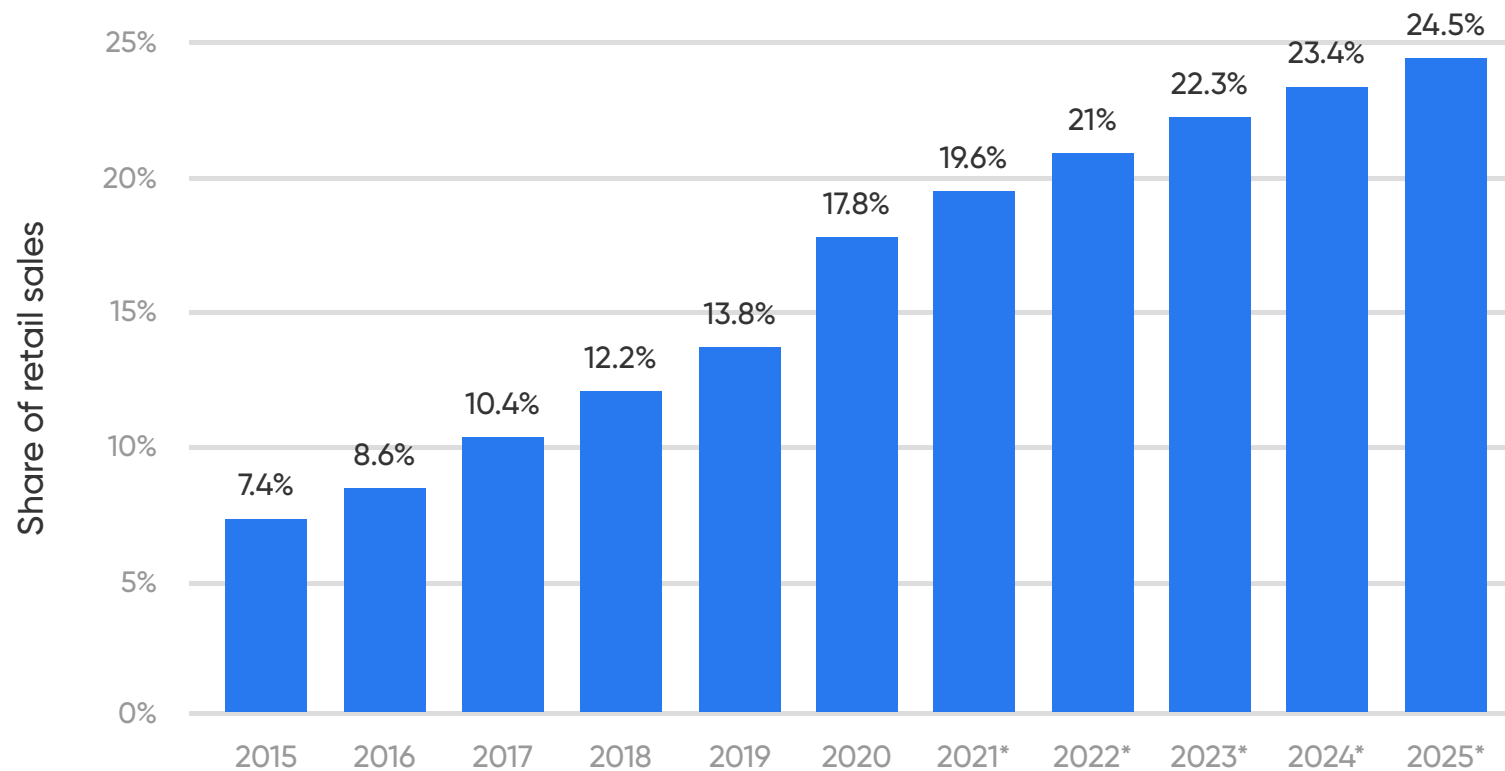
# Visualize your eCommerce business without accurately maintaining product details?



Around 50% of potential sales are lost simply because visitors are unable to find what they are looking for on eCommerce sites.

*—Forrester Research*

# The eCommerce total retail sale worldwide is on the upward trajectory (from 2015 to 2025).



Source: © Statista 2022

**No business can afford to miss this  
exploding opportunity.**



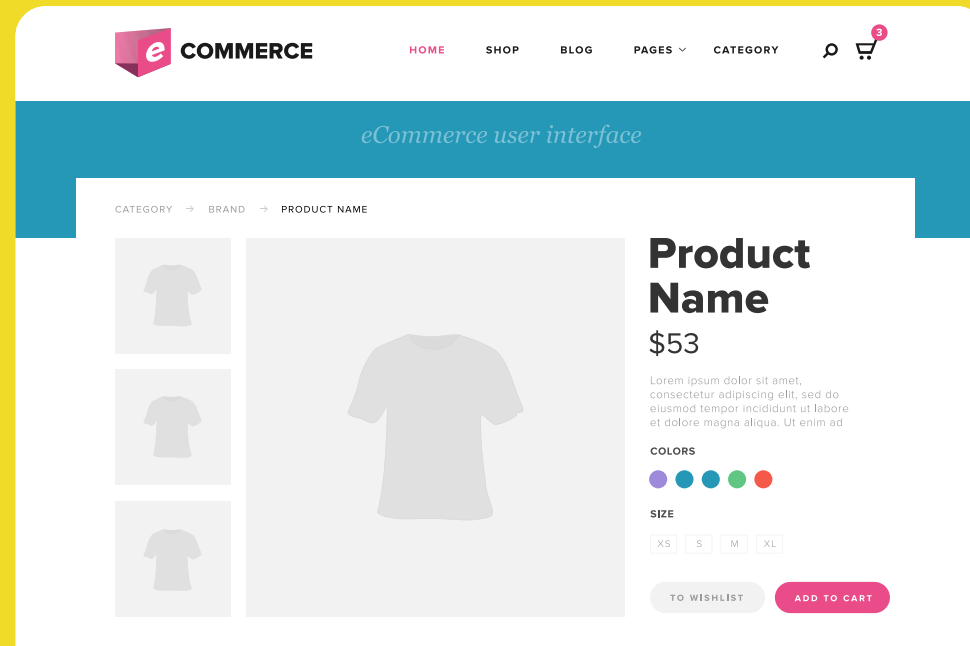
The modern buyers want accurate and up to date product information to make their purchase decisions.



This means both B2B and B2C businesses must have a well-managed product catalog that can be regularly updated to reflect new product offerings, pricing, and discounts across diverse sales channels.

# The Inevitable Relation of eCommerce and Product Catalogs

eCommerce and product catalogs complement each other. Product catalogs outline essential product details to help guide buyers through their buying journey.



Centralize  
critical product  
information



Streamline  
operational  
process



Amplify awareness  
and solidify  
your branding

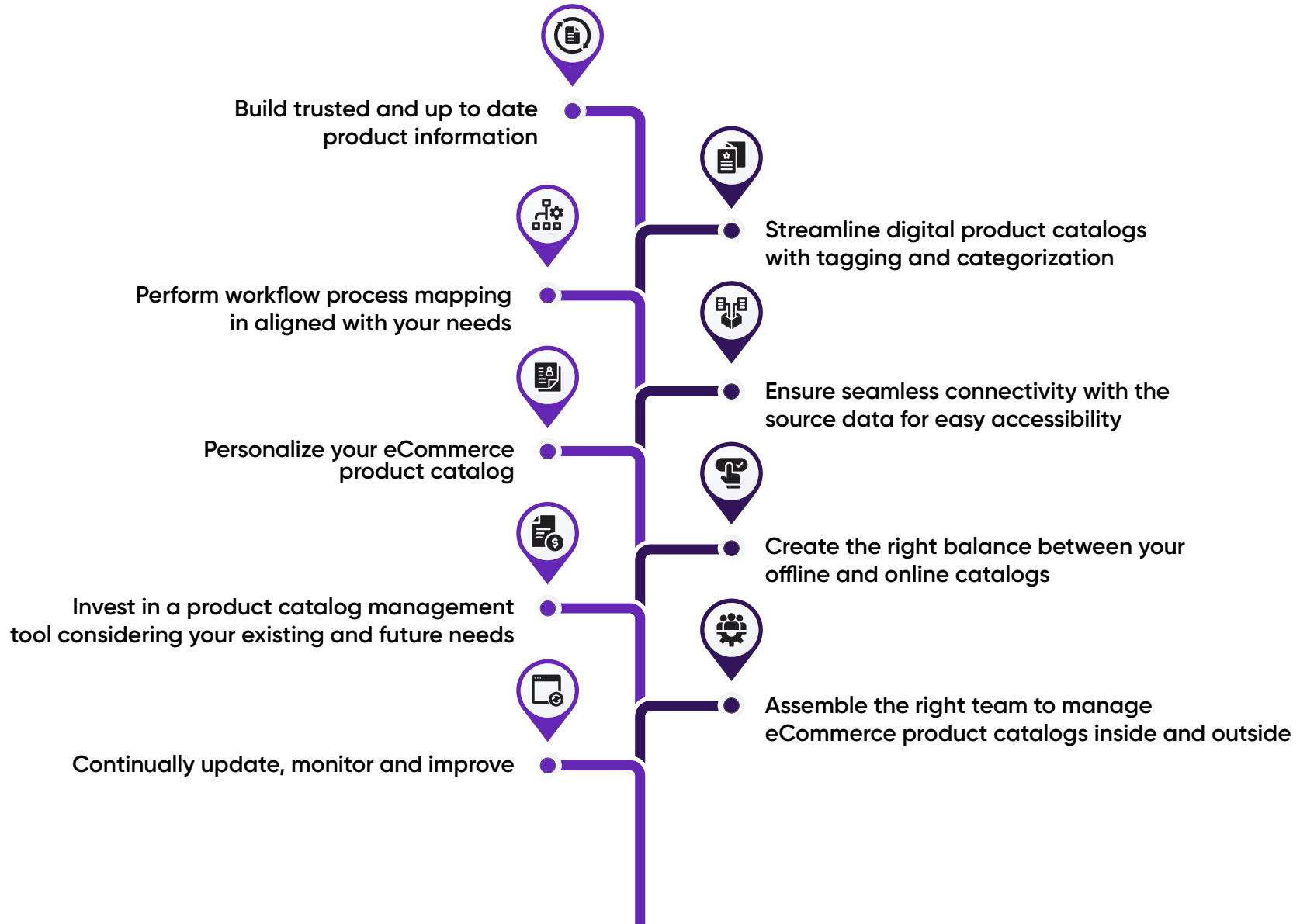


Help you  
improve customer  
experience

# Who uses a product catalog?



# Best practices on how to manage your eCommerce product catalogs





# Product Catalog Management Software

Product catalog management with Pimcore PIM is simple and effortless. You can create, organize, and deliver high-quality and ready-to-publish product catalogs in simple steps. Whether you are dealing with volumes of eCommerce product catalogs or serving thousands of sales channels, Pimcore PIM can manage any type of product catalogs and completely automate your print process for marketing and sales.

**Your wait for an ideal product catalog management software ends with us!**



**TRY A FREE DEMO NOW**

<https://www.pimcore.com/en/try>