

4 Steps to Successful Product Content Syndication

Today's Buyer in the Digital World

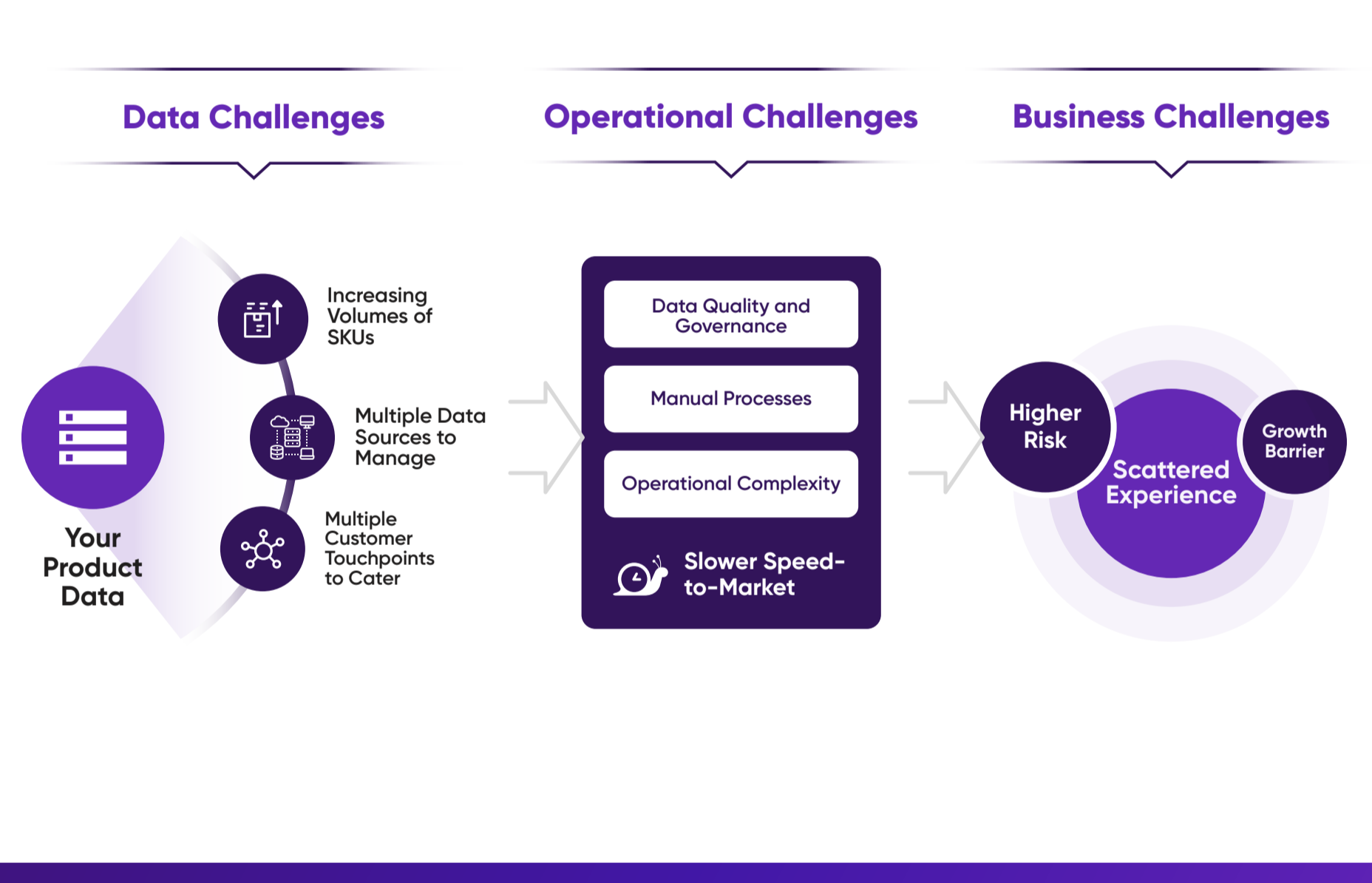
According to Gartner, by 2021, organizations with robust, scalable digital commerce will outperform noncommerce organizations by 30 percentage points in sales growth by better using digital channels during the COVID-19 outbreak.



Product information can then be viewed holistically through many business contexts.



Existing Challenges of Publishing Product Data Across Channels

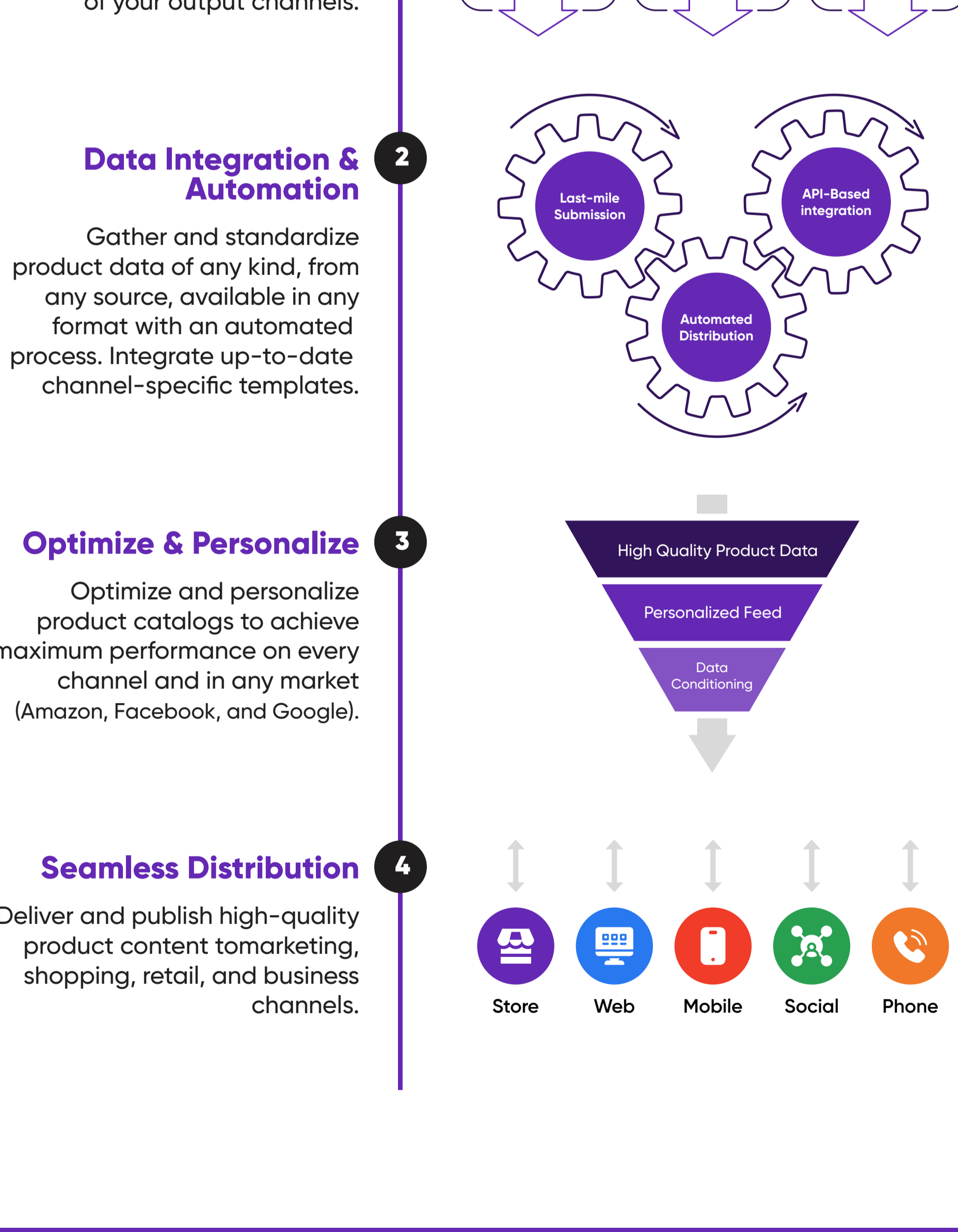


Why Product Content Syndication?



According to Gartner, by 2021, organizations with robust, scalable digital commerce will outperform noncommerce organizations by 30 percentage points in sales growth by better using digital channels during the COVID-19 outbreak.

How to Succeed with Product Content Syndication



Product Data Syndication Benefits

With a syndication solution, you can activate omnichannel engagement with enriched and optimized content for each channel, from a single platform. PCS solution provides the agility to address evolving business demands and requirements across the entire value chain.

- Superior Experiences**
Ensure data integrity to drive positive outcomes for everyone.
- Omni-channel Engagement**
High quality data to fuel stronger, more profitable relationships in the omni-channel world.
- Save Time and Money**
Automate repetitive work to improve team productivity.
- Faster Time-to-Market**
Increase the speed of product publishing process for competitive edge.
- Higher ROI**
Sell more around the globe for higher revenue and ROI.

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