

## 5 KEY STEPS OPTIMIZE YOUR

# PRODUCT CONTENT LIFE CYCLE

to Commerce Efficiently?

Is Your Product Content Taking Your

**Customers-From Digital Marketing** 



'Consistent' Product Experiences?

### It's found that for 24% of shoppers, inconsistent or obsolete information is the No. 1 deal breaker - New York Post

DIGITAL COMMERCE COMM

COMMERCE

Which Is Probably Making You Miss the Mark!

O'GITAL COMMERCA

Social Media Campaigns



paid Ads

Consistent During its Entire Lifecycle STEP 1

**Creation and Existence** 

Different functions do different things, but they

all create and store product data.

Here's How a Product Information Management (PIM)

Software Ensures Your Products' Content Stays

**ERP** 

**Marketing Agencies** 

### Spreadsheets and Databases **Product Master** Creative and **Data Repository External Suppliers**

and Vendors

CRM

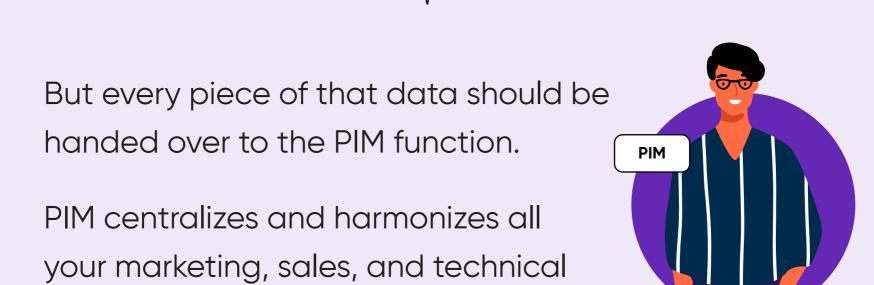
product information.

**Product** 

**Identifier** 

Data

Metadata



STEP 2

One Repository to Store it All

PIM creates a single consolidated storehouse for

product data, often termed as the "Golden Repository."

Categorization

**Products** 

Specs



**Variants** 

**Digital** 

Assets

Sales and

Marketing

**Material** 

SKUs, Identifier Names, Codes and Titles

**Marketing** 

Messages

Value-Added

**Asset** 

**Management** 

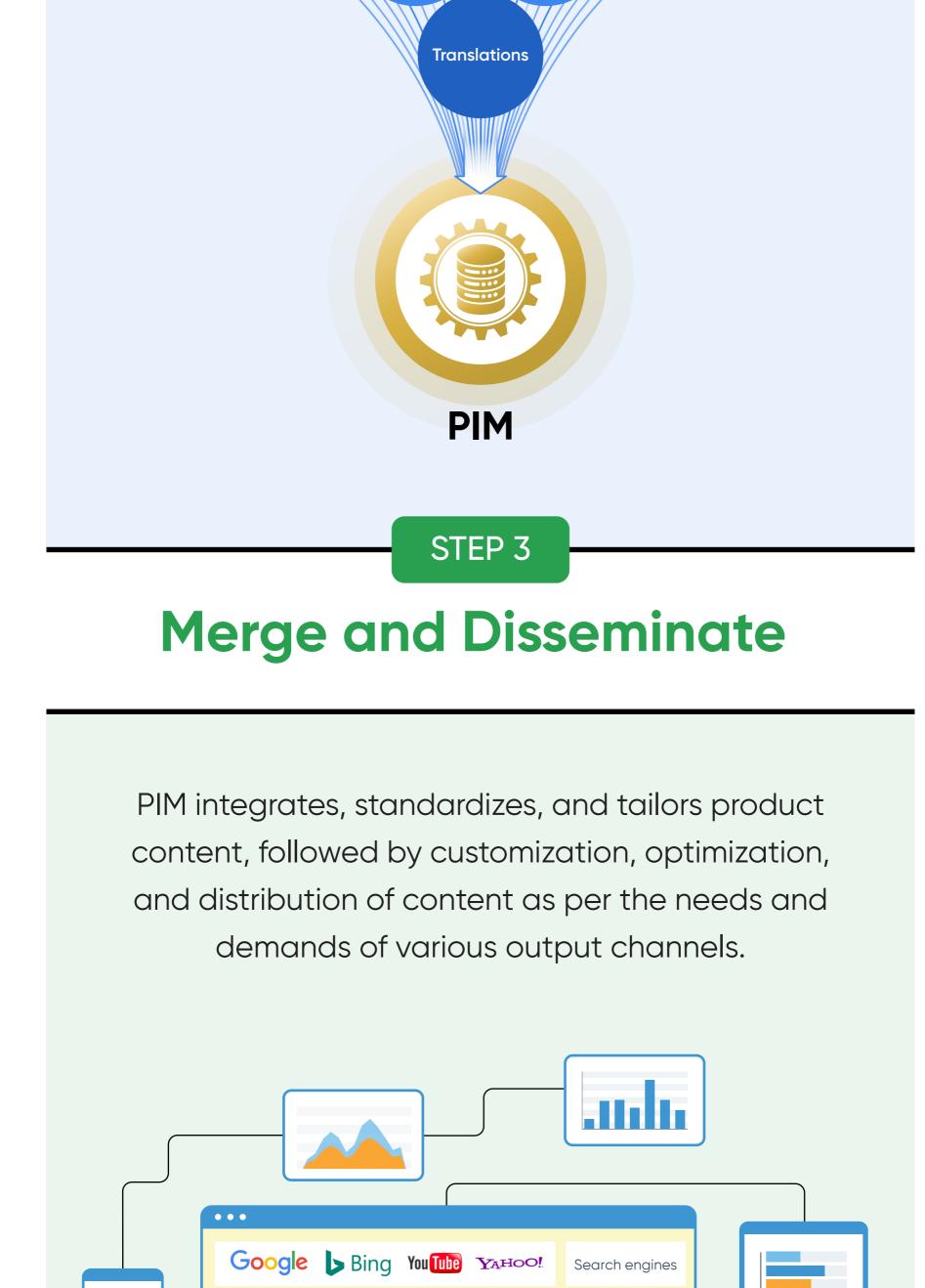
Languages

**Technical** 

**Specifications** 

Point of

Sale Data



STEP 4

Right Analysis to Save from Paralysis

Social networks

Affiliates &

retargeting

Comparison

shopping

Marketing te

Pinterest

idealo

kenshoo Marin

**∀**AWIN **AdRolL** criteol.

**Kelkoo** Shopping.com

facebook

G affiliate

pricegrabber

SMARTLY.10

## After delivering the right data to the right channel, Brands and Manufacturers can generate insights through 'Digital Shelf Analytics.'

Insights are gleaned from Digital channels to gener-

ate dashboards and reports.

Right Analysis helps you track visits, downloads, conversions, and keywords and comprehend journey patterns. Analytics will tell you how much efficiency and effort is needed in every digital channel

STEP 5

**Order Orchestration** 

PIM plays a part in order orchestration by maximizing

customer satisfaction and improving efficiency via

maintaining accuracy and consistency in product

content throughout the ordering process.

Items Picked,

Packed &

Shipped

**PIM** 

With PIM it is easier to leverage new fulfillment

strategies and provide highly personalized

service to deliver the perfect order

Customer

**Places** 

Order

**Payment** 

Successful

Wearhouse

Receives

Order

Order

Delivered

Measure

Success &

Efficiency

If you're looking to offer optimized

product experiences throughout

your product content lifecycle

PIM can help you optimize

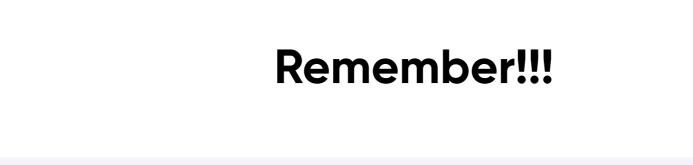
product content via five simple steps

**Enrichment** 

Creation

Dissemination

Unification



Revamp

- Think with Google So, take charge of your entire product content lifecycle. Build a consolidated repository of your product-specific assets, and marketing and sales collateral with Pimcore PIM.

of shoppers surveyed say product

important to them when deciding which

information and pictures are

brand or retailer to buy from.

www.pimcore.com

