

Key reasons why PIM is foundational to digital commerce success

Superior product experiences in ecommerce require superior data

To meet customers' expectations, your product information must be:

Accurate

Data accuracy is a key attribute of data quality. It's not only your company that needs high-quality data - it's also essential for your customers.

Complete

Is your product data relevant, trusted and rich, or does it frustrate potential buyers? The more complete, consistent and engaging your data, the better the customer experience.

Integrated

Data is not static and changes over time, so its integrity is paramount. With governance and defined processes, your data can become reliable for its entire lifecycle.

Timely

Customers expect product information to be up-to-date. By using data in real-time, you can see which products or services perform best through data analytics and reliable sales information.

Consistent

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PIM transforms product data into product content that can be used to your competitive advantage

Enabling you to:

- Organize
- Enrich
- Contextualize
- Localize
- Syndicate & Publish



Product content powers the customer experience



About Contentserv

Contentserv helps brands and retailers offer customized and highly converting product experiences that delight customers, improve time to value and boost ROI.

Learn more at www.contentserv.com