

Maximizing ROI: The business case for unified data, PIM and print

Partners for omnichannel success

Successful omnichannel strategies rely on clean, structured data to bridge the gap between print and digital. Without a unified approach, businesses face inefficiencies, inconsistencies, and missed opportunities.

This is where Contentserv, priint, and Infoverity come together to drive efficiency, accuracy, and ROI:



Contentserv:

A leading Product Information Management (PIM) provider that centralizes and optimizes product data, ensuring consistency across all channels.



priint:

The go-to solution for automated print publishing, enabling businesses to create high-quality, data-driven print materials that align seamlessly with digital strategies.



Infoverity:

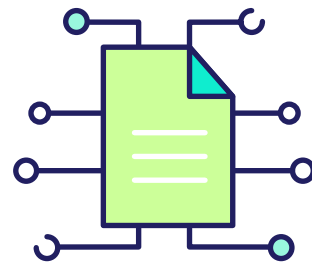
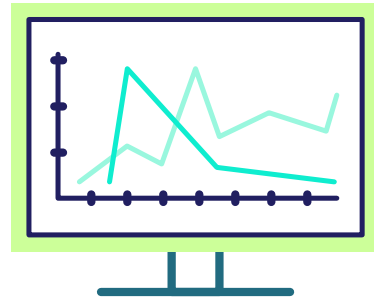
A trusted data quality and governance expert that ensures data integrity, compliance, and readiness for seamless integration into PIM and print workflows.

Together, these solutions empower businesses to eliminate data silos, reduce errors, and maximize the ROI of both print and digital marketing efforts.

The cost of inconsistent data

Disconnected systems lead to misaligned product information, inefficiencies in print and digital workflows, and wasted resources. Inaccurate or outdated data can cause costly misprints, inconsistent branding, and lost revenue opportunities. A unified approach ensures data accuracy across all channels, reducing these risks.

As businesses embrace omnichannel strategies, seamless integration between print, digital, and data systems is critical for delivering consistent, personalized experiences. However, many face challenges with data quality and governance as they scale. Disconnected systems and siloed data lead to inaccuracies and inefficiencies, resulting in costly errors and missed opportunities. Ensuring clean, structured data is essential for improving operational efficiency and creating a unified, effective print and digital strategy.



Clean data as the foundation for print and digital success

By centralizing and structuring product information within a PIM system, businesses create a single source of truth. When combined with data transformation tools and automated print workflows, brands can seamlessly deliver accurate, high-quality print materials that align with digital campaigns, ensuring a cohesive omnichannel experience.

Key ROI drivers of unified print and digital strategies



Reduced costs

Automation minimizes manual corrections, reprints, and inefficiencies in print production.



Increased speed-to-market

Clean data enables faster content updates and streamlined campaign execution.



Stronger brand consistency

Print and digital materials stay aligned, reinforcing trust and recognition.



Enhanced customer engagement

Tailored, data-driven print strategies complement digital efforts, driving conversions.

Steps to achieve a unified print and digital strategy

1

Establish clean, centralized data with PIM

- Implement a PIM system to create a single, structured source of truth.
- Enforce data validation rules to ensure accuracy and consistency.

2

Automate and optimize print strategies

- Integrate PIM with print automation tools to streamline production.
- Reduce reliance on manual updates and minimize reprints due to data errors.

3

Align print and digital strategies

- Leverage clean product data to create consistent messaging across channels.
- Use dynamic templates for personalized print campaigns that reflect digital efforts.

4

Measure and optimize performance

- Track efficiency gains, cost savings, and engagement impact.
- Continuously refine workflows and data processes based on performance insights.

Future outlook and trends

As businesses continue to embrace digital transformation, AI-driven automation is set to play a pivotal role in optimizing print workflows and data management. AI-powered tools will enhance data accuracy, personalize print materials at scale, and reduce manual inefficiencies. Real-time data synchronization across systems will become essential for delivering seamless omnichannel experiences. Additionally, sustainability will remain a key focus, with AI helping brands minimize waste by optimizing print production and targeting the right audiences more effectively. Companies that invest in AI-driven data and print strategies will gain a competitive edge in efficiency, cost savings, and customer engagement.

Did you know?

90%

of potential buyers often abandon a purchase if they can't get the necessary details fast

<https://www.forrester.com/report/Googleize-Your-SiteSearch-Experience/RES124541>

60%

of touchpoints are related to print and publishing

<https://www.priint.com/en/touchpoints.html>

67%

of cloud/real-time-data business leaders experienced more effective data management

<https://boomi.com/wp-content/uploads/Report-Forrester-Cloud-Costs-Modern-Integration-Boomi-v2.pdf>

Ready to move forward?

Schedule a demo today and see how clean data, PIM, and automated print workflows can transform your business.

Scan the QR codes below to connect with our teams:



Contentserv

Unlock the power of PIM for centralized data management.



priint

Streamline your print production with automation.



Infoverity

Ensure data quality and governance at scale.





Extraordinary Product Experiences. Unlimited Digital Commerce.

Contentserv is designed for leading brands and those aspiring to get there. Companies across industries trust our intuitive platform to drive real results: increased traffic, higher conversions, faster time-to-market, and maximized ROI.

www.contentserv.com