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Get a 360° view of your products

47% of newly created data records have at least one work-impacting error. With PIM, view your products from all angles and ensure accurate, consistent and relevant product information across channels.

2

Speed time-to-market

79% of new products fail to make it to market on time. A PIM solution helps improve processes, resulting in a reduced time-to-market from weeks to days.

3

Strengthen omnichannel presence

Companies with extremely strong omnichannel customer engagement retain 89% of their customers, compared to 33% for companies with weak omnichannel customer engagement. Supplying complete, consistent, targeted and channel-optimized product information is quick and easy with a PIM solution.

4

Expand your global reach

With 80% of customers preferring to buy products in their own language, it's a must to speak the languages of your international audience. Achieve this through the PIM Translation Management module.

5

Orchestrate personalized and contextualized experiences

71% of consumers feel frustrated when their shopping experience is impersonal. A PIM is foundational in creating personalized content promotions and campaigns.

6

Simplify operational processes

About 25 minutes is spent by each employee managing SKUs per year. Automate complex business processes to improve employee productivity and increase operational efficiency with PIM.

7

Improve data quality

49% point to human error as the main cause of data inaccuracies. Automate data onboarding and enhance data quality checks with a PIM solution.

8

Create a single source of product truth

82% of organizations reported that managing volumes of data from multiple sources is daunting and tedious. Eliminate data silos by streamlining processes through the centralized PIM solution.

10

Amplify product pages

An employee looks for media 83 times a week and fails to find what they need 35% of the time. Store, organize, distribute and retrieve digital assets using an integrated digital asset management solution within PIM to reduce that failure by 5% and further amplify brand consistency.

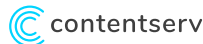
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Streamline tasks

A highly-scalable search capability ensures easier and faster delivery of tasks for employees. A PIM solution with a powerful search function is foundational to more efficient task management.



Ways a PIM Solution Can Help Your E-Commerce Business Scale to New Heights



About ContentServ

ContentServ's software solutions enable manufacturers, brands and retailers to deliver rich, personalized and highly converting product experiences that delight customers, improve time to value and boost ROI.

Learn more at www.contentserv.com