

# Key KPIs for manufacturers — boosting product communication success with PIM

Imagine you could achieve...

- 95%** secure data consistency and completeness
- 25-40%** time savings for product data management
- 15%** cost savings on average per year
- 10%** increase in product conversion rate

## Are you aware of the challenges for B2B buyers?

**44%** experience online order errors from their top suppliers almost every two weeks:

- 29%** is due to incorrect product selection
- 23%** have incorrect product information
- 23%** is due to wrong pricing
- 23%** is because of inaccurate product display

## Benefits of Product Information Management (PIM)

- Raise product data quality and completeness**
- Accelerate time-to-market**
- Uplift product conversions**
- Increase ROI**

## How Contentserv's Product Experience Cloud supports manufacturers

**Industry:** Power tools and equipment

**Challenge:** Heterogeneous international system landscape, product content for different brands and regions

**Results:**

- 45%** fewer localizations efforts
- 3x** times faster POS materials creation
- Harmonization of 4 brands and 2 regions (EMEA, North America)

- POS material is generated in over 35 languages in real-time with the Contentserv print capabilities
- Chervon streamlined its brands and regions, centralizing data enrichment efforts to the global team and enabling channel teams to prioritize personalized content.
- Over 500 sales and channel sales employees have access to the distributor and sales marketing portal

**Industry:** Pipe tools and machines for sanitary, heating, refrigeration, air conditioning, gas, and environmental technology.

**Challenge:** Missing product information entailed research activities and internal coordination, which frequently caused a higher workload and delayed the time-to-market.

**Results:**

- 70%** faster product data maintenance
- 4** months implementation time
- 27** product information language translations

**Quote:** "Contentserv and Parsionare immediately understood our requirements and proposed suitable solutions for our use case. We are pleased that in the future we will be able to maintain content much more easily and deliver it more efficiently across all marketing channels."

**Bastian Seib,**  
Head of Product Data Management / Head of Marketing Technology

**Industry:** Tableware, bathroom and wellness accessories

**Challenge:** Need to improve the quality of product information and automate the transfer of data to the appropriate channels to better reach consumers across the buying process.

**Results:**

- 60%** reduction in time-to-market
- 15k** products
- 120k** digital assets
- 17** channels

- Massively reduced the time-to-market for product launches which previously took months
- Streamlined thousands of product descriptions, attributes, and digital assets in a single source of truth
- Optimized its product management across 17 channels

**Quote:** "Today, thanks to Contentserv, product data is always up-to-date and available worldwide in more than seven languages."

**Aline Mattes,** Villeroy & Boch

**Industry:** Power tools, garden equipment, hand tools, and accessories for DIY

**Challenge:** The absence of a centralized data repository resulted in tedious processes around data maintenance, translation, and output to various channels – time-to-market was long, and costs and efforts were high.

**Results:**

- 70%** decreased data maintenance efforts
- 85%** product information accuracy and completeness, when it was previously 10%

- By leveraging Contentserv, Varo was able to achieve:
- Creation of a single source of truth and elimination of isolated Excel, Word, and PowerPoint files
- Streamlined access to the central system for departments, ensuring transparent document versioning for 25 users
- Product Experience Hub for efficient endpoint setup, delivering high-quality data across all systems.
- Automated user manual creation in PIM with Word templates in 21 languages, extracting information from attributes and images.

## Level up with Product Experience Management (PXM)

- Target your customers with personalized product content**
- Enhance the overall buying experience**
- Future-proof your business**
- Increase ROX**

## PIM enhances efficiency by streamlining the end-to-end-process — PXM boosts the buying experience by personalizing product content

Instead of solving ongoing data challenges you can focus on the customer to:

- Build long-lasting customer relations**
- Drive recurring sales**
- Increase revenue**

## Activate the full potential of your manufacturing business with PIM and PXM

- Maximize product data efficiency through automation**
- Increase the customers' value through personalization**
- Strengthen brand reputation through omnichannel consistency**
- Grow with any market requirements through easy scalability**