

PIM Power Check: How Effective Is Your Product Information Management?



Take the quiz to find out!

**Ready to elevate your
product experiences,
optimize costs, and
supercharge your
marketing strategy?**

Streamlined Product Information and Digital Asset Management

1. Do you centrally manage and automate ALL your product data and digital assets efficiently?

- ☐ Not really. Data is scattered and manual throughout the organization. Delivering up-to-date and complete information across all channels is costly – and the whole process is error prone.
- ☐ We do our best, but we still struggle with decentralized, duplicate, and inconsistent content. That's why we're looking for alternative solutions.
- ☐ Yes! We use a central PIM system with AI-driven automation to efficiently manage, maintain, and share product information. It works like a charm!

2. Do you create all your digital media on your own?

- ☐ Nope – the team is stretched too thin as it is. We hire external agencies to create and manage our digital media, but boy, they're expensive!
- ☐ We're getting there. We're currently looking for a solution that will enable us to easily manage our digital media internally.
- ☐ Yes, we produce and maintain most of our digital assets centrally with AI-supported processes in our PIM/DAM system.

3. Are your product translations centrally managed and automated with AI-enabled workflows?

- ☐ No, we do our translations on an ad-hoc basis. Unfortunately, this eats away a lot of time and resources.
- ☐ Not yet, but we're looking to automate translation with AI to eliminate redundant work and reduce costs. We know it would eliminate redundant work and reduce costs.
- ☐ You bet! Our AI-driven translation management workflows streamline product information translations.

4. Are you able to quickly and automatically publish content to your own website, marketplaces and to other business partners?

- ☐ Unfortunately no, we struggle to get content out on time, so our time-to-market is slow and we're losing sales.
- ☐ We're getting there, slowly. We'd love to quickly publish consistent product information and offer a great customer experience.
- ☐ Yes, our AI-powered PIM helps us quickly and accurately publish product content to all sales channels.

Data Quality & Continuous Improvement

5. Do you deliver consistently accurate, complete, and updated product information across all channels?

- ☐ We wish. Most of our processes are manual, the team spends a lot of time trying to locate and validate scattered data. As a result, product information is often inaccurate, incomplete, or inconsistent.
- ☐ We could do better. We're currently looking for AI-enhanced solutions to help us improve data quality and publish competitive content.
- ☐ Yes, we do. We use a PIM system supported by AI, ensuring accurate, complete, and consistent product information across all channels.

6. Are you able to quickly integrate and consolidate product data from multiple sources effortlessly?

- ☐ No – is that even possible? Merging different data sources is a tedious, error-prone, and time consuming process for us.
- ☐ We definitely want to simplify data consolidation and harmonize our data. Having a single source of truth would be fantastic.
- ☐ Yes. Thanks to our AI-enabled PIM solution, we can automatically integrate and enrich product data through a single source of truth.

7. Do you have AI-driven workflows to guarantee high-quality combined datasets?

- ☐ Sadly, no. We invest significant manual effort to merging and cleaning data, yet we errors persist.
- ☐ We could do better. We plan to invest in an AI-supported central data management solution to avoid errors and ensure higher-quality data.
- ☐ Yes, our PIM system includes AI-integrated data quality workflows that de-duplicate, cleanse, enrich, and vet data before publishing.

8. Can you effortlessly track and audit different versions of product data?

- ☐ No, we have to save numerous versions scattered throughout the company in multiple documents, files, and servers.
- ☐ Due to compliance requirements, we must track product information changes. However, the process is mostly manual, and we are aiming for automation.
- ☐ Yes, we can easily access all versions and fully trace all product data changes.

Maximizing Sales & Personalized Experiences (PXM)

9. Can you instantly bundle products, create dynamic collections, and automate upselling/cross-selling?

- ☐ No, we do all our merchandising activities manually. It's a time-consuming process.
- ☐ We would like to be able to quickly create offers, but our process remains rigid and complex. We don't have the tools we need.
- ☐ Absolutely! Thanks to our AI-powered PIM system, we're able to dynamically link related products and deliver relevant offers.

10. Is your campaign and promotion creation automated through intelligent workflows?

- ☐ No. The creation of promotions and campaigns is manual, time-consuming, error-prone, and stressful. It's always a relief when the process is over.
- ☐ Not yet, but we want to automate and streamline our processes to be more efficient and increase output.
- ☐ Yes, our AI-enhanced PIM speeds up and simplifies planning and automates dynamic campaign and promotions delivery.

11. Do you leverage analytics and feedback loops to continuously enhance your customer experiences?

- ☐ No, we manually consolidate and optimize product information and digital assets, which eats away most of our time and resources.
- ☐ We plan to integrate AI-driven analytics to gain insights for targeted communication.
- ☐ Yes. Our AI-supported PIM system provides deep analytics on content quality and on how our customers interact with it. This allows us to optimize our overall communication.

12. Do you continuously improve your product experiences using customer feedback and Digital Shelf Analytic insights?

- ☐ No, we don't yet have the capacity or tools to integrate real-time customer feedback into content decisions.
- ☐ Not yet, but we're planning to introduce digital shelf analytics-driven feedback loops to enhance content effectiveness continuously.
- ☐ Yes, we leverage AI-powered digital shelf analytics and customer engagement insights to constantly refine and optimize product experiences.

13. Can you deliver personalized product experiences?

- ☐ No, keeping even one version of our product data accurate, complete, and consistent is challenging. Personalization and contextualization remains aspirational.
- ☐ Personalization is on top of our wish list, but we're not sure how to implement it or get started.
- ☐ Yes, our PIM system enables us to deliver targeted and customized product communication based on personas.

Accelerated Go-to-Market and Agile Operations

14. Do you automatically distribute product updates across all channels?

- ☐ No, we update product information for each sales channel manually, which is time-consuming.
- ☐ Not yet, but we aim to centralize and automate our product data management.
- ☐ Yes, we use a centralized AI-driven PIM system to efficiently maintain and deliver updates across all channels.

15. Can you rapidly bring products to market quickly and globally?

- ☐ No, we have to manually coordinate processes for creating and delivering content to different channels and languages, which slows down our product launches.
- ☐ We try, but our product launches are often delayed due to manual processes. We are looking to solve this with automation.
- ☐ Yes! Our AI-enhanced PIM system allows for fast creation and real-time distribution of multilingual product content across all channels.

16. Do you publish optimized digital assets automatically, across all channels?

- ☐ No, we create and maintain specific file types, sizes, and resolutions for every single channel manually.
- ☐ We're not as quick as we'd like to be, but we aim to reduce redundant image and asset editing efforts using an AI-driven DAM solution.
- ☐ Yes, our AI-powered DAM system automatically optimizes assets for all channels.

17. Can external partners effortlessly access the latest product information?

- ☐ No, they can't – but we provide subsidiaries, partners, and retailers with selected product information manually.
- ☐ Not yet. However, we aim to enable our business partners to do so through proper automated infrastructures and processes.
- ☐ Yes, we have a web-based portal that allows partners to find and instantly access updated information, at any time.

It's Time to Check Out Your Results!

You answered most questions with “No.”

You're currently facing significant challenges in managing product information and digital assets efficiently. Manual and fragmented processes are likely causing delays, higher costs, and lower data quality. Immediate action through adopting AI-driven PIM, DAM, and PXM solutions will help streamline operations, enhance productivity, and boost customer satisfaction.

You answered most questions with “Planning to...”

You're progressing nicely, but there's more potential to unlock. Prioritize AI-driven solutions, close the loop with real-time feedback, and optimize product feed management to rapidly elevate your marketing effectiveness and customer experience.

You answered most questions with “Yes.”

Excellent! Your organization is well-prepared and already benefits from streamlined processes. However, there's always room for growth. Take your capabilities to the next level by fully integrating AI-driven analytics, closing feedback loops for continuous improvement, and maximizing the effectiveness of personalized product experiences with PXM. This will ensure you stay ahead and continuously delight your customers.

Your PIM Action Plan

Three steps to take you from streamlined product information management to exceptional product experiences — and beyond

1

Perform across all channels

Product Information Management (PIM) + Digital Asset Management (DAM)

Deepen your AI-driven automation, streamline content onboarding, optimize publishing processes, and implement closed-loop feedback mechanisms to continuously refine your product content and marketing strategy.

2

Exceed customer expectations

Product Experience Management (PXM)

PXM enables you to create and leverage relevant, timely, and groundbreaking product experiences for different customer personas and sales channels. Amplify customer loyalty and engagement by fully leveraging AI analytics to deliver hyper-personalized, continuously optimized product experiences. Utilize real-time customer insights to dynamically adapt your offerings and communications.

3

Maximize revenue

Product Feed Management

Implement automated feed management and intelligent analytics to rapidly adapt to changing marketplace demands. Close the loop by continuously analyzing customer and channel performance data to proactively optimize your feeds and drive higher conversions.

Enrich Your Product Content and Take Your Business to the Next Level

Contentserv's All-in-One Product Experience Cloud integrates advanced AI, closed-loop feedback, and intelligent feed management across PIM, DAM, and PXM, empowering you to:

- + **Increase ROI**
- + **Strengthen customer loyalty**
- + **Bring products to market faster**
- + **Improve marketing performance**
- + **Manage complex information quickly and easily**
- + **Reduce information supply chain complexity and cost**
- + **Meet global language and market requirements**
- + **Deliver truly personalized product experiences**
- + **Adapt to market changes quickly and easily**
- + **Publish consistent product information across all channels in real-time**
- + **Create and deliver custom, persona-specific product information**
- + **Optimize your digital shelf presence and boost visibility.**

Start the Conversation

Contentserv offers an all-in-one Product Experience Platform for managing product content that puts you in control of the product experience and enables you to create the rich, relevant, and emotional content your customers love.

Get in touch to find out how our Product Experience Platform can help unleash your product information potential and deliver groundbreaking product experiences.

Get in touch



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