

The next generation of PIM

From Product Information Management to modern Product Experience Management



A new generation

While baby boomers and Generation X were previously the most affluent customer group, millennials and Generation Z will make up the majority of consumers in the future. This new group of buyers has grown up with digital technologies, and a new generation of solutions is needed to win them over.

What does this mean for companies? A survey conducted by the market research company Dynata, on behalf of fintech Klarna, questioned 1,000 consumers from Germany, France, Sweden, the UK, and the USA.



56%

want the shopping experience to be more personalized in the future.

50%

would prefer to shop in virtual environments than in real stores in the future.

23%

believe that their personal robot/AI assistant will recommend tailor-made products in the future.

A new shopping reality

Trends such as augmented reality (AR) and social shopping via shoppable content are already **part of the new shopping reality**. For example, you can try out a new comfortable armchair virtually in your own living room and buy the perfect floor lamp with just one click via Instagram and TikTok. The time-consuming process of searching up and down the store, adding items to the shopping cart one by one, and possibly abandoning the purchase process to look for other products is now a thing of the past.

Today's shoppers benefit from **useful add-ons, alternatives, and recommendations**, enhancing their **shopping experience**. To achieve this, manufacturers and retailers must integrate innovative technology in their business processes. After all, it shapes the purchasing expectations of tomorrow's influential generation.





Index

What lies ahead for digitalization?	6
What is PIM?	9
Product Experience Management (PXM) – the next-gen PIM	15
A practical view: Next-gen PIM in action	24
How do you find the right provider?	31
Ready for the future? Upgrade to next-gen solutions	34
From PIM to Product Experience Management	35
Digital success with the best PIM system from ContentServ	36
Talk to us now!	38

Here's everything this ebook will provide for you:

- ✓ Facts, figures, and data on the next-generation shopping experience
- ✓ Valuable knowledge about PIM systems
- ✓ Best practices and helpful tips for implementation
- ✓ Use cases and practical examples
- ✓ A helpful checklist for system selection



What lies ahead for digitalization?

To meet consumer needs, companies must embrace digital transformation. This means not only adopting new technologies and being open to innovative AI applications but also changing the mindset within the organization.

Status quo and digitalization trends

According to the „Digital Business Study“ conducted by IDG company Foundry in 2023, **more than half of companies have already introduced a digital-first strategy** and a good third are planning to do so. This is because of volatile markets, a shortage of skilled workers, and hybrid work concepts, which require companies to restructure their business models and value chains.

The digital transformation in business aims to make processes more efficient and profitable, but also more intelligent and flexible. This enables companies to adapt faster and better to consumer needs and changing market requirements.

If you want to put these three strategic goals into practice, the first thing you need to do is deal with your data.

According to the same study, optimizing data management is the best starting point for 93% of companies that want to embark on the path of digital transformation.

57%

are pursuing digital strategies to improve employee productivity and collaboration.

50%

are doing so to reduce costs and inefficiencies.

45%

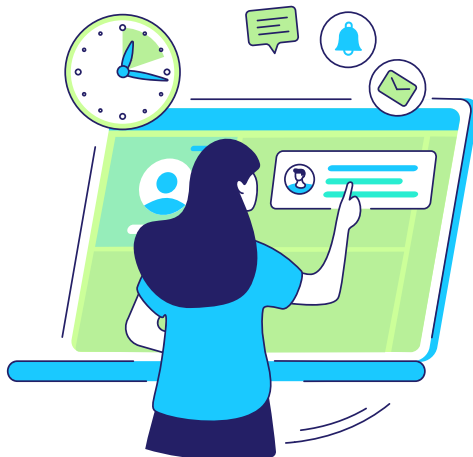
expect the digital transformation to create better customer experiences so that companies can keep pace with consumer expectations.

Digital transformation starts with product data

Once companies can manage and control their data consistently and without errors, all further steps are based on a solid foundation.

By prioritizing product data management and implementing a suitable PIM system, you can lay a solid foundation for digital transformation and business success.

What defines an effective PIM system, who should use it, and what does the future of product information management look like?



- ✓ Automated processes accelerate and simplify the merging, enrichment, and provision of data.
- ✓ Centralized access facilitates collaboration and the internal and external exchange of information.
- ✓ A „single source of truth“ ensures an effective and uniform brand presence on all channels.
- ✓ Detailed knowledge of product performance allows a flexible response to market developments and consumer wishes.
- ✓ Personalized information in the right context and at the right time enables an optimal customer approach.

What is PIM?

Product Information Management (PIM) describes the management and distribution of all types of product information. A PIM system supports this process on a technological level and enables the standardization and automation of all product-related processes in a company.

A PIM system is software designed to efficiently manage, organize, and publish product data. It serves as a central data source for all information relevant to product marketing:

- Product descriptions
- Technical specifications
- Images
- Videos
- Prices etc.

By providing a uniform and consistent display of this data across online sales channels, marketing campaigns, catalogs, and retail partners, a PIM system helps companies:

- Maintain sovereignty over their product data
- Shorten the time-to-market
- Improve product communication
- Offer a consistent product experience across all channels and touchpoints

PIM is a crucial tool when it comes to meeting the growing demands of digital retail and omnichannel customer communication.

Reading tip

This checklist will tell you whether your product information management is already set up for the requirements of the future.

Download now!

What does a PIM system do?



Consolidate

Product information from multiple systems, sources, and formats can be seamlessly, accurately, and securely consolidated into a „single source of product truth“ using data imports.



Validate

Product data often arrives unstructured and in varying quality. A PIM system supports the review, standardization, specification, and classification of this data to create reliable information for customers.



Manage

Standardized and automated workflows turn product data management into an efficient process. This allows data to be managed, enriched, localized, and published flexibly and with full control.



Publish

A PIM system consolidates relevant data for specific channels. This ensures accurate, complete, consistent, and up-to-date product content — at all times and across all online and offline channels.

PIM systems – Who benefits, why and how?

A PIM system isn't just a product information management tool; It's a crucial asset for both manufacturers and retailers. Whether in B2B (business-to-business) or B2C (business-to-consumer) contexts, it supports business success by streamlining product data management and overcoming unique challenges in each sector.



PIM for manufacturers

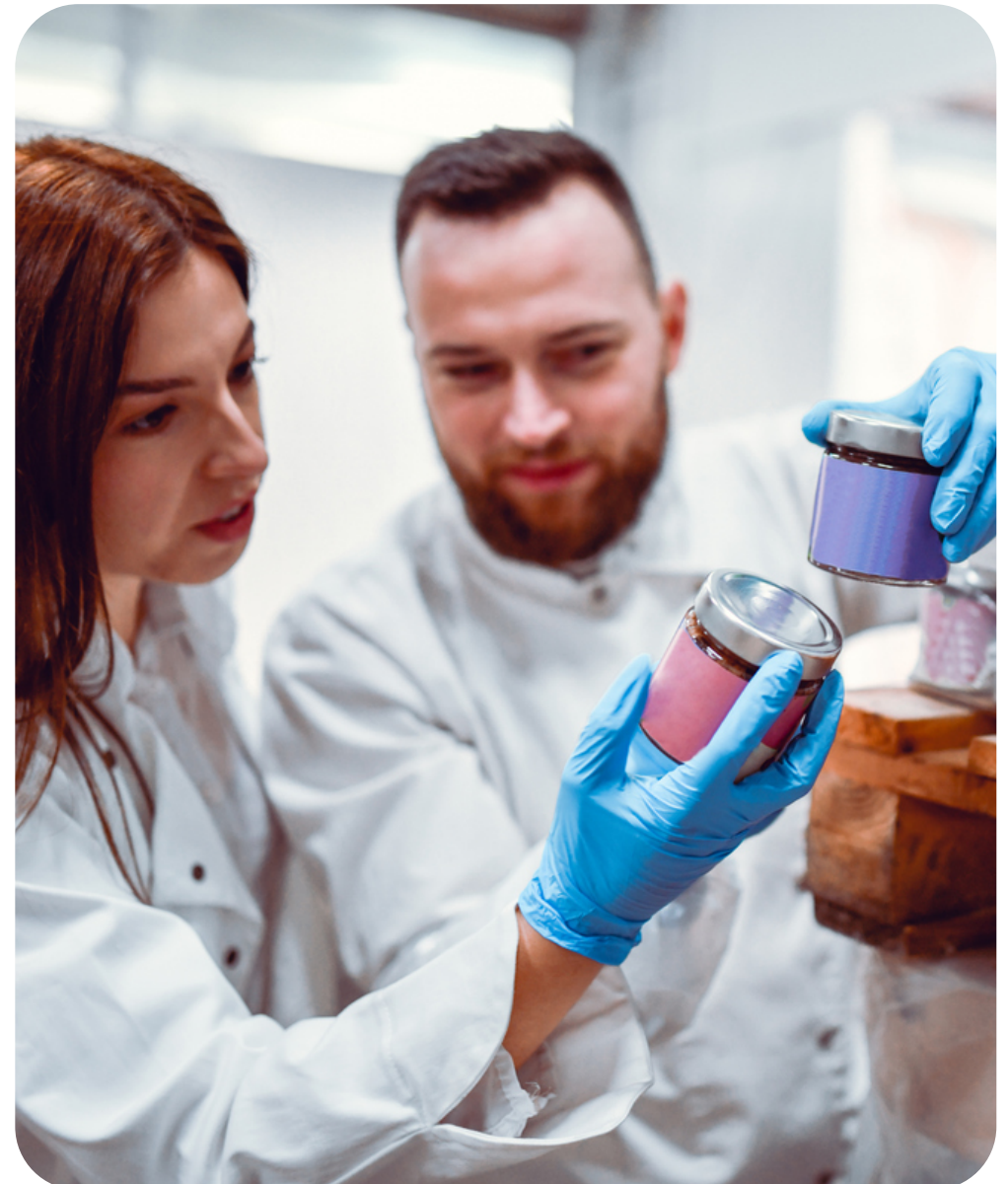
Manufacturers, suppliers, and brand providers must deliver extensive product information and digital assets to numerous retail partners in the required formats and timelines. This means creating and maintaining consumer-oriented product content throughout the entire customer journey. After all, product experience is a key success factor in all industries.

With the rise of direct-to-consumer sales models, manufacturers are seeking to regain control of their brands and messaging. At the same time, they must adapt to evolving market requirements, implement localization, and adhere to standards like ETIM and GS1.

Reading tip

Our pocket guide reveals how manufacturers can master digitalization through digital product data management.

[Download now!](#)



PIM for retailers

Retailers understand that their customers — whether individuals or businesses — expect complete and consistent product information and a seamless, uncomplicated shopping experience across all channels. They also recognize that comprehensive, detailed product data can greatly increase conversion rates.

The challenge lies in gathering product information from suppliers, who often provide it in various formats, qualities, and volumes. Retailers need suppliers to meet specific data and media requirements, but even with this, consolidating and preparing the product information can be time-consuming and complex.



Product Experience Management (PXM) — the next-gen PIM

The next generation of Product Information Management expands PIM into Product Experience Management — With the customer at the center

From PIM to PXM

The next-gen PIM uses advanced technologies and features that enable a personalized and contextualized product experience, seamlessly integrated into an omnichannel strategy.

- ✓ **AI and machine learning:** Automatically classifies, enriches, and contextualizes product information.
- ✓ **Data analysis and visualization:** Provides deep insights into product performance, customer preferences, and market trends.
- ✓ **Dynamic product content and product recommendations:** Delivers real-time, personalized product experiences, boosting upselling and cross-selling.
- ✓ **Cloud-based headless architecture:** Supports flexible integration of data sources, front-end systems, and output channels from a single source of truth.
- ✓ **Continuous improvement:** By leveraging AI, it integrates feedback from sales and marketing for enhanced product presentations.

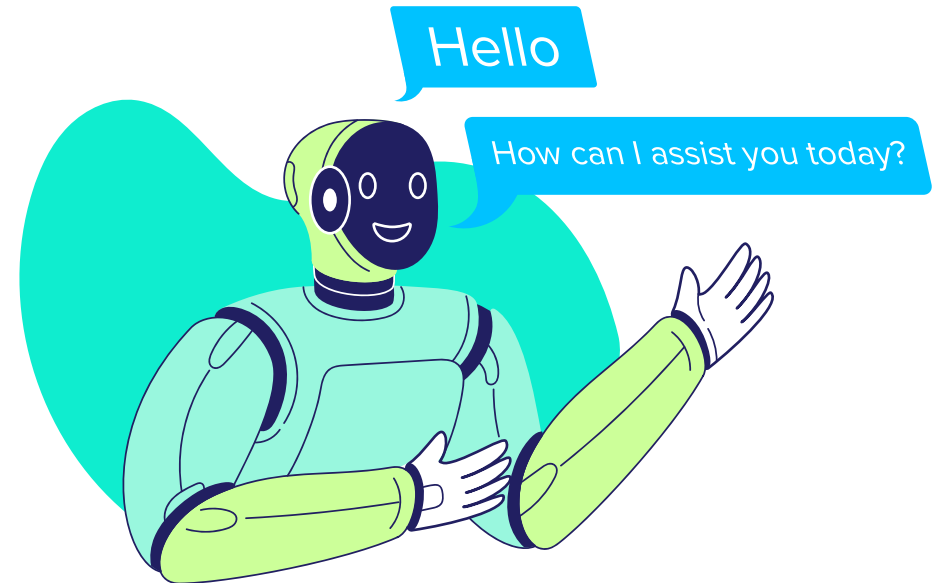
PXM for product experiences

With a PXM solution, you can manage your product data and digital assets and fully control how products are presented in different languages, regions, markets, and touchpoints. This ensures that each customer enjoys a contextualized product experience, creating consistently positive interactions and building an emotional connection to your brand.



AI-supported product communication

The use of artificial intelligence in product information management unlocks numerous possibilities. Integrating AI tools into a PXM system significantly accelerates and optimizes various tasks in product management. From data onboarding, enriching, expanding, localizing, and publishing data to insights into purchasing behavior and the use of customer reviews, all tasks are seamlessly supported by advanced AI-driven features.





What does that look like in concrete terms?

AI-supported features in the PXM system handle many tasks for you, allowing you to focus entirely on enhancing the product experience and strengthening customer loyalty.

- **Automated data management:** Streamlining data normalization, categorization, and duplicate matching during import
- **Quality assurance:** Ensuring data completeness, accuracy, and up-to-date information with automated quality checks
- **Content generation:** Automatically creating natural-sounding product descriptions and marketing texts from product data
- **Customized descriptions:** Generating tailored product descriptions based on parameters such as keywords, text length, and target audience
- **Smart categorization:** Using intelligent keywording and categorization for products, images, and media to enhance content processes

- **Multilingual translation:** Translating product content into various languages and tonalities to reach new target markets
- **Image analysis:** Comparing images with product information to ensure consistent content
- **Personalized communication:** Contextualizing and personalizing product messaging based on channel insights
- **Omnichannel delivery:** Automatically distributing content to hundreds of channels in the appropriate format
- **Ongoing optimization:** Integrating and evaluating insights from sales channels to continuously refine product promotion

Reading tip

Do the math! Our white paper shows you the ROI of your **PIM system**.

[Download now!](#)

Advantages of a Product Experience Management (PXM) system

Focus on customer centricity:

- Provide consistent, comprehensive, and reliable product content at any time on any channel or touchpoint.
- Tailor product presentations to the specific context of each channel, region and customer situation, based on their preferences and behavior.
- Automatically deliver suitable product recommendations and dynamic product content customers on the right channel, at the right time.
- Give retail partners fast and convenient self-service access to the product content they need.

Quality and operational excellence:

- Eliminate data silos and sources of error by establishing a centralized hub for reliable product information.
- Replace redundant and manual business processes with comprehensive automation and the use of AI.
- Improve team productivity and collaboration through clearly defined responsibilities and centralized approval workflows.
- Ensure optimal data quality and compliance by leveraging rule-based automation.

ROI and scalability:

- Expand your system with any number of new channels and future technologies with a headless architecture.
- Adapt flexibly to new business requirements, products, markets, regions, and target groups.
- Create, adapt, and localize product data quickly and cost-effectively with the help of automation and AI/ML technology.
- Create, adapt, and localize product data quickly and cost-effectively with the help of automation and AI/ML technology.
- Accelerate your time-to-market when launching new products and make effective use of up-selling and cross-selling potential.

Competitive edge and future orientation:

- Enhance your offerings in real time with AI-driven insights into purchasing behavior, customer reviews, and product performance.
- Stand out from competitors by providing a frictionless, personalized shopping experience.
- Boost your brand reputation with consistent, high-quality product presentations across all channels.
- Adopt innovative omnichannel sales strategies to increase the reach and availability of your products.

Product Experience Management — A win-win situation for everyone

Teams and departments within companies gain significant advantages from the next generation of PIM.



”

Marketing

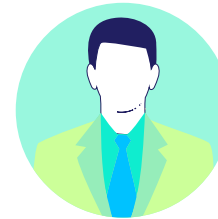
The cloud-based PXM enables us to deliver campaigns, updates, and variants of product and brand content globally and instantly. This ensures seamless communication with both internal stakeholders and external partners and channels, creating a personalized product and brand experience.



”

Sales

With AI-driven processes, recommendations, and coordinated offer prices, we can speed up our product campaigns. Using PXM, we deliver these campaigns instantly to all channels with complete and consistent information, saving time, reducing stress, and boosting conversion rates.



”

Product management

We work in the system every day, so it not only has to respond reliably and quickly to requests, but also be very intuitive to use and support us with automation and workflows to ensure complete, comprehensive, and high-quality product information — for a 360° view of the product.



”

eCommerce

PXM provides us with a solid database and all the options for personalizing and contextualizing content that we need to offer products via our eCommerce and digital channels. The goal is to create inspiring shopping experiences, trigger purchases, promote up-sells and cross-sells, and generate recommendations.



”

Distribution

For effective promotions, we always need reliable and up-to-date product information and prices that can be easily and quickly translated into customized offers and presentations. This allows us to strengthen the company's omnichannel presence with standardized communication.



”

IT

Our cloud-based PIM runs completely independently of our internal IT infrastructure and is directly supported and continuously updated by the provider. This protects us from against security attacks and frees up considerable resources that would otherwise have to be allocated to updates, upgrades, integrations and troubleshooting.

A practical view: Next-gen PIM in action

The possibilities offered by the next generation of PIM systems are vast and still unfolding. However, with a modern product experience management solution, you are well-equipped to master all challenges and opportunities.

Use case in the B2C sector: Retailer

A global retailer offers pet accessories, catering to diverse customers searching for products for their pets via smartphones:



David, a twenty-year-old single man from Florida, USA, looking for items for his lizard, Coolio.



Jana, a person with a disability from Switzerland, seeking products for her service dog, Frolic.



Kuru, living in Japan with his family and their cuddly cat, Arisu.

Use PXM to address needs based on location and context

A PIM system generally provides complete, accurate, consistent, and up-to-date product content. By expanding it to PXM, you can incorporate the buyer's context and present the products, their display and special offers with dynamically customized content.



- Curated food and accessories specifically for this pet
- High-quality product bundles and services tailored to the customer's environment
- Additional useful resources, such as blogs tips on keeping pets, a vet map, and explanatory videos
- Personalized promotion tailored to the pet in the individual context
- AI chatbot that answers questions about pet care

Use case in the B2B sector: Manufacturer

A tool manufacturer offers professional cordless drill drivers and has identified carpenters, auto services, and construction workers as its main target groups. Since B2B customers today also expect a consumer-like purchasing experience, the toolmaker uses PXM to map their requirements specifically in product presentations and descriptions.

Here are some examples of how a manufacturer can use product data smartly to enhance the customer experience, expand reach, increase conversions and boost sales.



When the manufacturer detects customers in the web store (e.g. through log-in), the corresponding context is provided to customers in a personalized manner.



If the shop visitor is not identified, contexts can be provided for selection so that, for example, the carpenter can choose the offer for carpenters.



Possible applications can be further differentiated, e.g. with application videos, industry user reviews, B2B influencer content, or contextualized content at the point of sale, such as specialty stores.

Product in context: Customized for car services

”

Product description:

- The electronic speed controller ensures precise handling for tasks like **changing tires or engine repairs**.
- 550 Nm of maximum torque for a wide range of fastening requirements on motors and accessories.

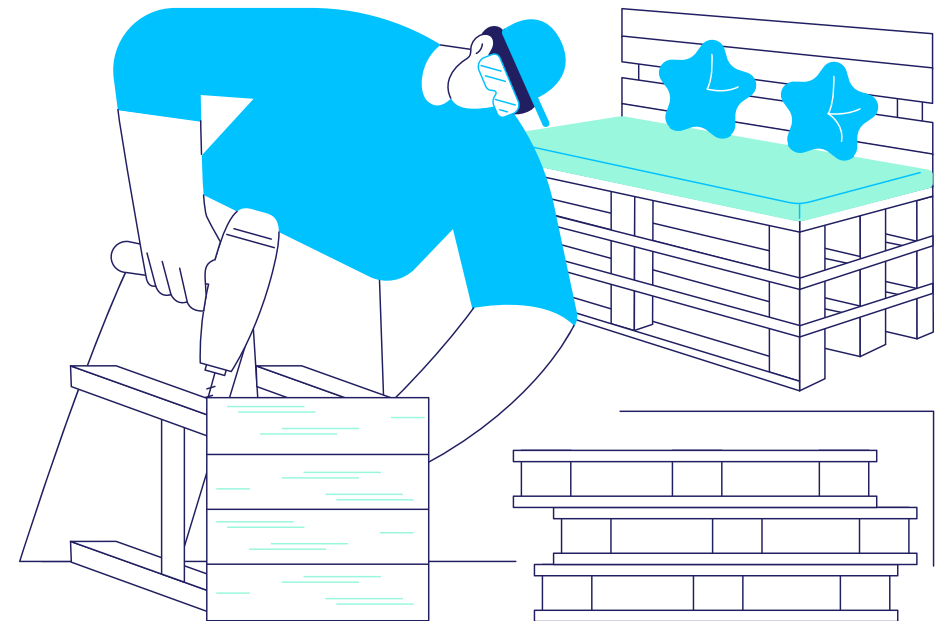


Product in context: Customized for carpenters

”

Product description:

- The electronic speed controller offers the user optimal handling for working with wood, chipboard, or other materials.
- 550 Nm of maximum torque meets the demands of drilling and fastening in various wood materials.



Product in context: Customized for construction workers

”

Product description:

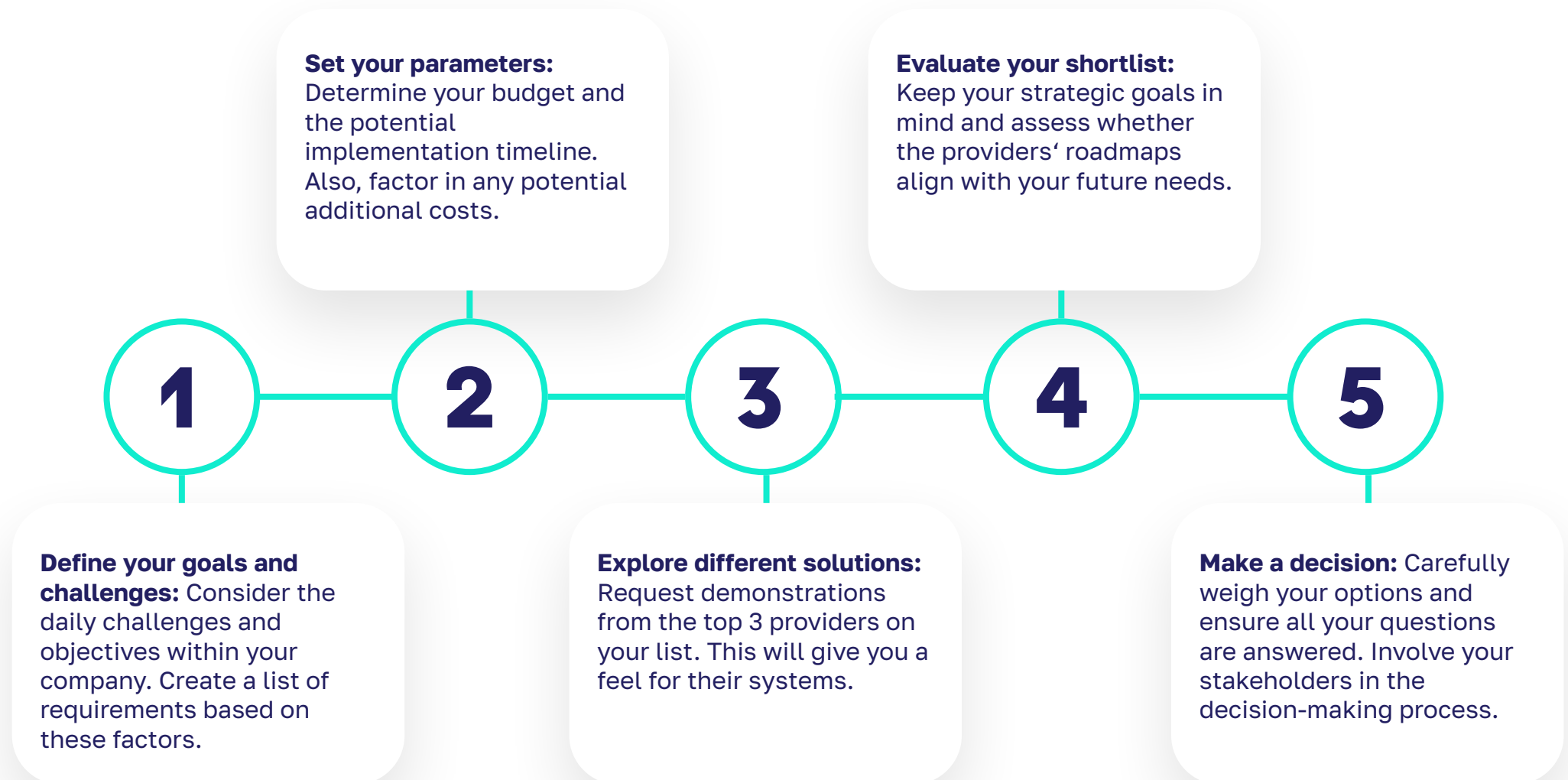
- The electronic speed control ensures smooth performance across multiple construction site tasks.
- 550 Nm of maximum torque to cover a wide range of drilling and fastening requirements on construction sites.



How do you find the right provider?

Choosing the right software provider is no easy task. With a wide range of apparently similar providers, differences often come down to price and support, which can be overwhelming at first. The following guide can help you navigate the selection process and find the best software provider for your needs.

5 key steps in the selection of suppliers



Checklist for system selection

Choose a PIM/PXM system that meets your requirements. These questions will help you find the right solution for your strategic goals.

- ☐ Does the PIM system offer the core functionalities and options you need?
- ☐ What kind of products and data should it manage, and to what extent?
- ☐ Is it intuitive and user-friendly?
- ☐ What support and knowledge transfer is available from the provider or implementation partner?
- ☐ Does the provider offer training on the PIM system?
- ☐ Can your company continue to grow with the system – is it scalable?
- ☐ How easy is it to adapt the software to new business requirements?
- ☐ How is the solution hosted?
- ☐ What update and upgrade options are available?
- ☐ To what extent does the PIM system fit seamlessly into the current IT landscape?
- ☐ Which integrations with other systems are necessary and possible?
- ☐ Can the PIM system enable the migration of existing data?
- ☐ Is there a reliable backup system in place?
- ☐ Does the PIM system offer functions for data validation and quality assurance?
- ☐ Can internal security guidelines be mapped?
- ☐ Will the system increase the value of the company in the long term?
- ☐ Is the provider reliable enough to provide long-term support?
- ☐ Can the provider demonstrate long-standing, successful customer relationships?
- ☐ What costs are associated with the PIM system?
- ☐ Are there any recommended implementation partners?
- ☐ Does the provider's roadmap indicate a future-proof partnership?

Ready for the future? Upgrade to next-gen solutions

Today's new generation of shoppers expect more than the usual product information. They want a personalized, inspiring product experience – personalized and emotionally appealing.

From PIM to Product Experience Management

With a next-generation PIM system like the Product Experience Cloud from Contentserv, you can create and deliver targeted, contextually relevant product content.

The corporate landscape is constantly changing. To remain relevant tomorrow, companies must act with the future in mind. Choosing software that meets current needs, reacts flexibly to market changes and paves the way for innovative product experiences is crucial.



Ready for the challenges in digital commerce?

Leave your competitors behind – with the AI-supported Product Experience Cloud from Contentserv and the powerful integrated feed management from Shoppingfeed.

Find out more!

Digital success with the best PLM system from Contentserv

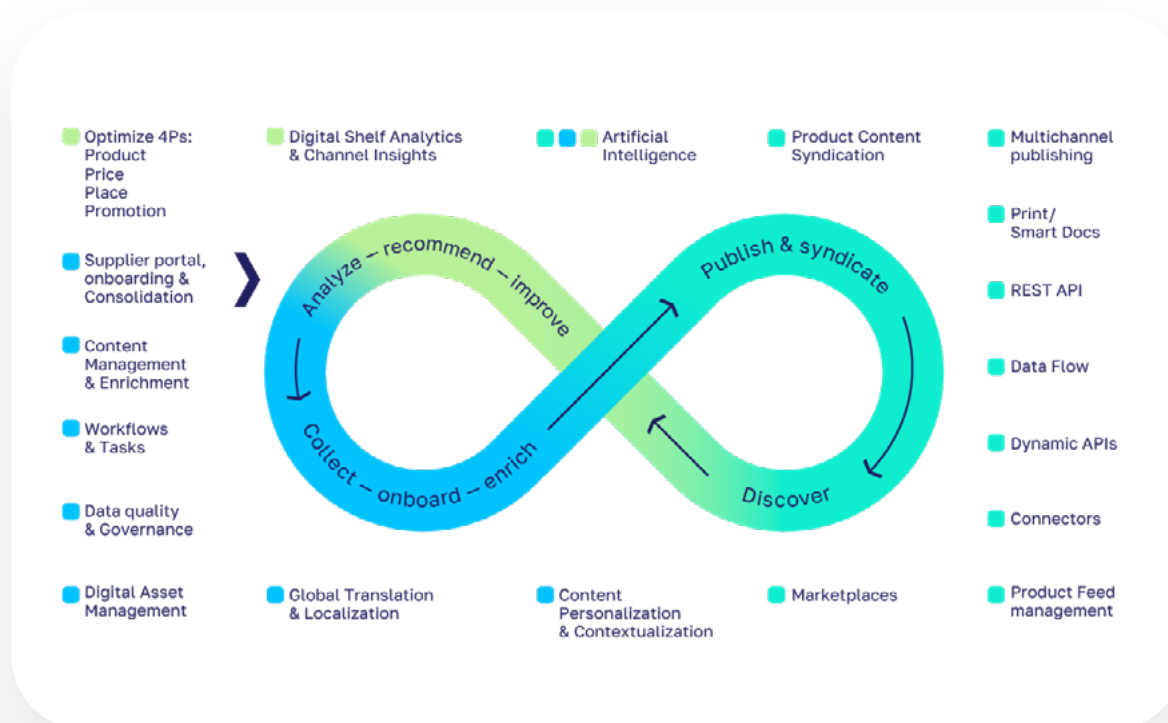
**Deliver outstanding product content and take your business to the
next level with Contentserv**

Contentserv's Product Experience Cloud integrates advanced AI, closed-loop feedback, and intelligent Feed Management across PIM, DAM, and PXM, offering you the following benefits:

- + **Increase your ROI**
- + **Strengthen customer loyalty**
- + **Bring products to market faster**
- + **Improve your marketing performance**
- + **Manage complex information quickly and easily**
- + **Reduce the complexity and cost of the information supply chain**
- + **Meet global language and market requirements**
- + **Deliver truly personalized product experiences**
- + **Adapt quickly and easily to market changes**
- + **Publish consistent product information in real time**
- + **Create and deliver tailored, personalized product information**
- + **Optimize your digital presence and increase your visibility**

Talk to us now!

Contentserv offers a comprehensive Product Experience Platform for managing product content at scale that allows you to stay in control of the product experience at all times and create comprehensive, relevant, and emotional content that your customers will love.



Unlock the full potential of your product information and deliver groundbreaking product experiences with our Product Experience Platform.

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