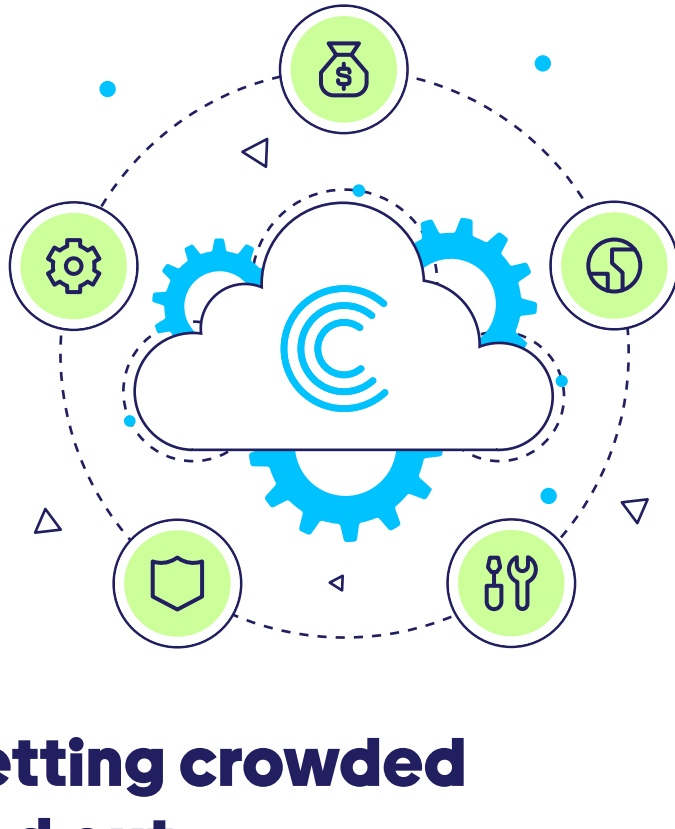


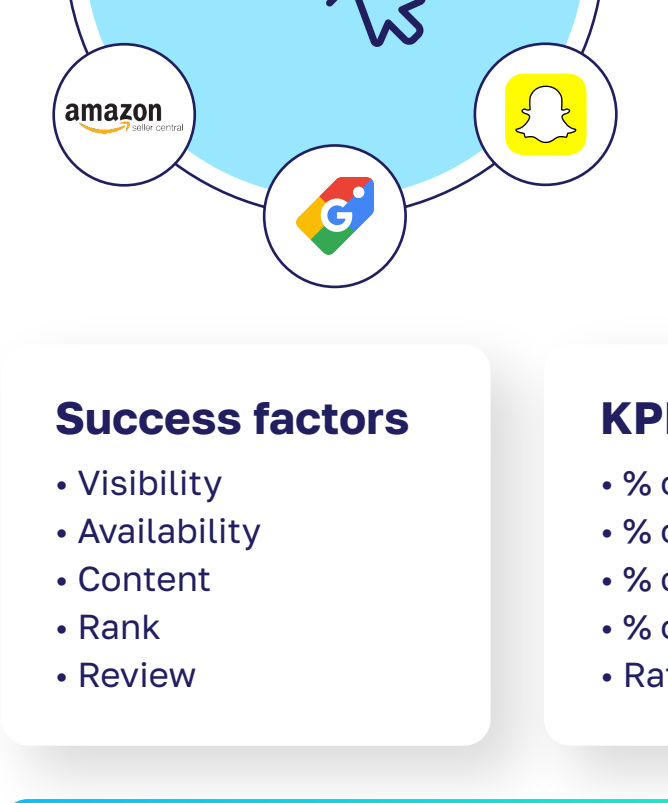
Close the eCommerce loop with Contentserv



The digital shelf is getting crowded and you need to stand out

Effectively distributing your products across various channels is crucial for maximizing exposure and reaching diverse audiences. Contentserv enhances this process with its AI-fueled PIM and integrated Feed Management platform, ensuring optimized product listings across eCommerce platforms, marketplaces, and social media.

The digital shelf



4P's

- Product**
- Price**
- Place**
- Promotion**

Success factors

- Visibility
- Availability
- Content
- Rank
- Review

KPIs

- % of products on the top category rank
- % of products in stock
- % conversion rate
- % of buy box
- Rating average

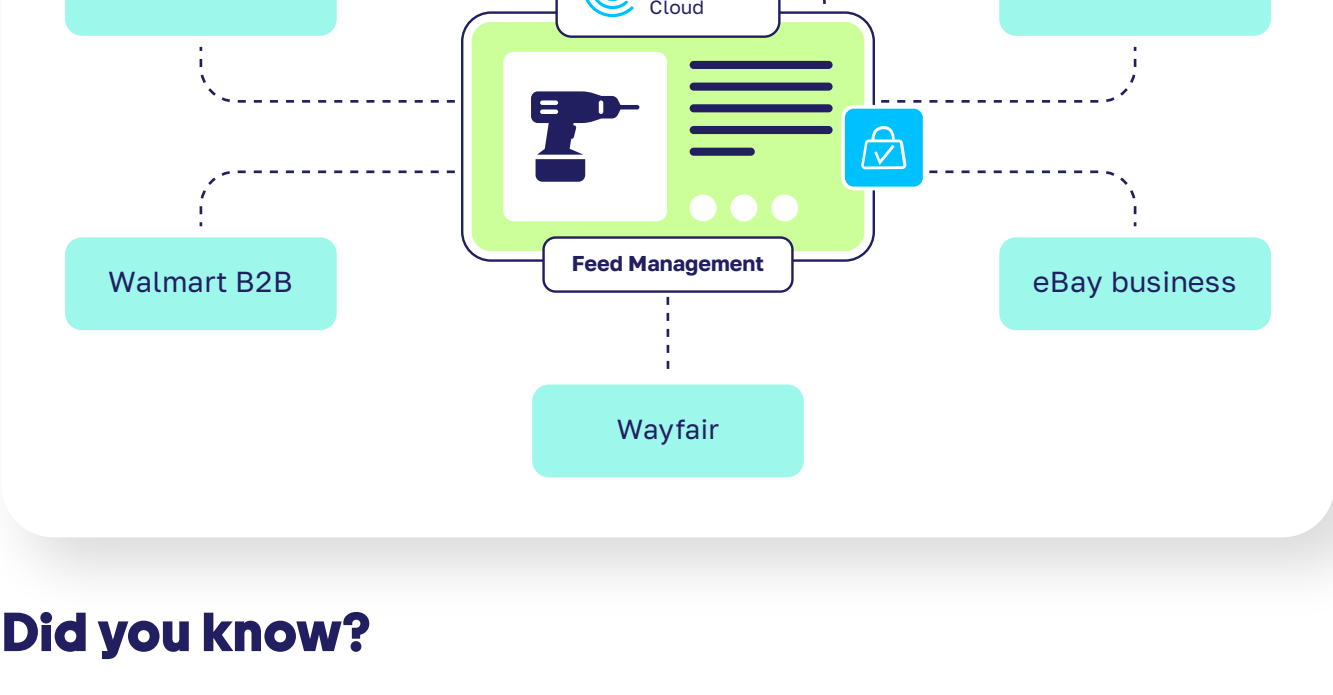
$$\text{Reach} \times \text{Conversion} = \text{Revenue}$$

Syndicate and organize your products across more than 200 channels.



Customer-centric shopping is no longer just a B2C concern...

The boundaries between B2B and B2C are getting more and more blurry. Most B2B businesses are expected to create even better digital experiences than B2C companies or start D2C channels in various forms.



Did you know?

95%

of manufacturers agree that digital transformation is essential for their future success.

60%

of manufacturing executives are now partnering with specialized technology companies to deploy smart manufacturing initiatives.

54%

of B2B buyers research heavily before purchasing.

8%

is the expected compound annual growth rate (CAGR) of the global business-to-business eCommerce market from 2025 to 2029.

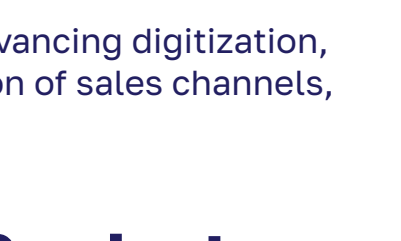
According to the experts...

28%

GROWTH

Independent research and consulting company Forrester estimates in its "US Online Retail Forecast, 2023 to 2028" report, that by 2028, e-commerce's share of the market in the USA alone will grow to 28%.

And in the "Europe-5 Online Retail Forecast, 2022 to 2027" report, Forrester predicts that the Big Five of Europe (Germany, France, the UK, Italy, and Spain) will increase from 16% in 2022 to 22% in 2027.



Analyst firm Gartner also expects global e-commerce growth from \$10.4 trillion in 2020 to \$25.2 trillion in 2027.

The growth is driven by advancing digitization, particularly the proliferation of sales channels, such as social media.

Why should you use PIM and Product Feed Management together?

Exploit the full digital shelf potential

Seamlessly integrating both functional areas – PIM and Product Feed Management – in one AI-driven end-to-end solution enables you to generate significantly higher reach and increase conversion rates with better content across all touchpoints. This offers the following key benefits:



Enhanced product visibility

Amplify visibility across multiple channels with PIM/DAM and Content Syndication.



Multichannel optimization

Optimize product listings seamlessly across multiple channels, including eCommerce platforms, marketplaces, and social media.



Streamlined data management

Enjoy efficient integration of robust data management and feed management tools.

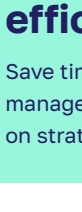


Unified customer experience

Maintain consistent product information across all platforms, creating a cohesive and reliable brand presence.

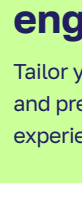
Close the loop with AI-driven optimization

Leverage AI-driven insights to continuously refine and enhance your product listings. Here's how this closed-loop system benefits your business:



Dynamic adjustments

Adapt to market trends and customer preferences in real-time, automatically updating your product information to keep it relevant and appealing.



Enhanced data accuracy

Ensure your product data is always accurate, reducing errors across channels and maintaining a trustworthy brand presence.



Resource efficiency

Save time and reduce costs with automated data management and updates, allowing you to focus on strategic initiatives.



Improved customer engagement

Tailor your offerings based on customer interactions and preferences, providing a personalized shopping experience that boosts customer loyalty.



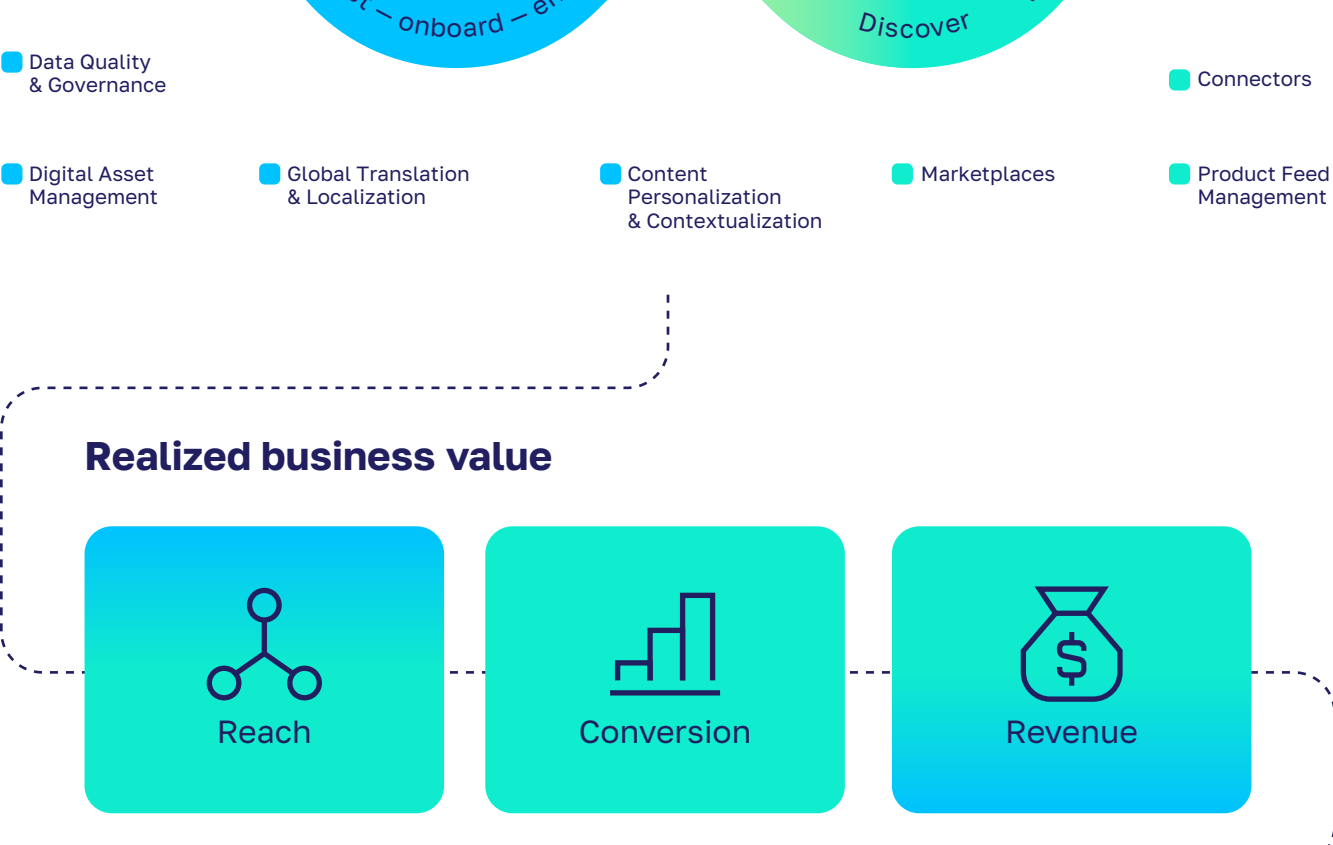
Increased conversion rates

Continuously optimized product listings lead to higher conversion rates, ensuring your products are prominently displayed and appealing.

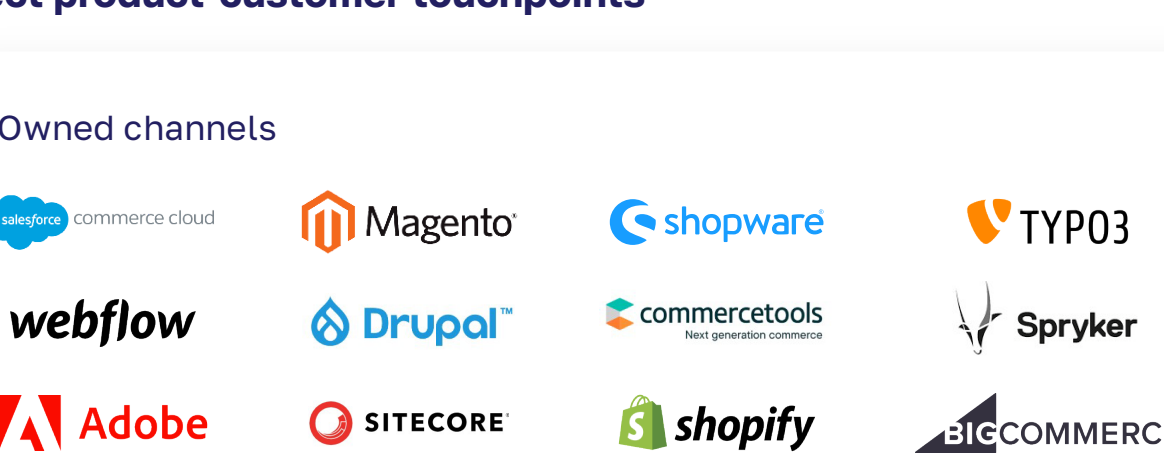
Enjoy an optimized end-to-end solution with PIM & AI

Leverage Contentserv to create an ecosystem of continuous improvement. Our AI-driven closed-loop system ensures your product listings are always optimized, driving sales, enhancing customer satisfaction, and keeping you competitive in the market.

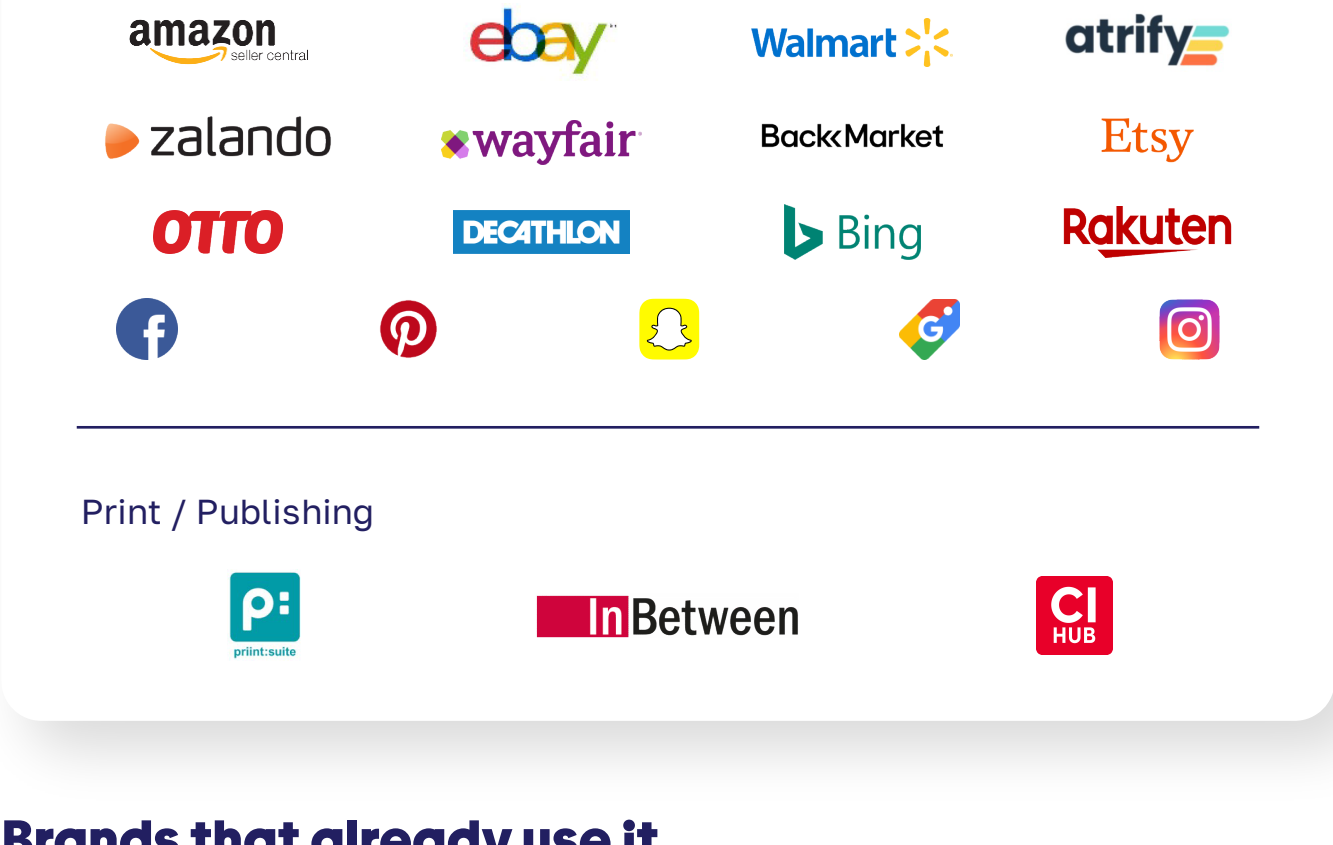
Product Experience Cloud



Realized business value



Select product-customer touchpoints



Brands that already use it

