Build. Bulk. Dominate: 10 PIM strategies to grow your eCommerce

1. 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, product information across channels.

2. Speed time-to-market

79%
of new products struggle with delayed market launches.
PIM accelerates this with streamlined processes and faster time-to-market.

3. Strengthen omnichannel presence

89%
of companies with strong omnichannel engagement retain customers - compared to 33% without.
PIM boosts this with consistent, optimized product information.

4. Expand your global reach

80%
of customers hesitate to buy without local language descriptions.
PIM solves this with Translation Management.

5. Orchestrate personalized experiences

71%
of consumers are frustrated by impersonal shopping experiences.
PIM addresses this with personalized content for targeted campaigns.

6. Simplify operational processes

25 min
per SKU is how much time each employee loses annually to manual admin.
PIM reduces this with streamlined, automated processes.

7. Improve data quality

49%
of data inaccuracies are caused by human error.
PIM reduces this with automated data onboarding and quality checks.

8. Create a single source of product truth

82%
of organizations find handling multi-source data overwhelming.
PIM simplifies this with a centralized, streamlined solution.

9. Streamline tasks

Scalable+
search features improve task efficiency.
PIM supports this with a powerful search function for streamlined task management.

10. Amplify product pages

83 times
a week employees search for media, failing 35% of the time.
PIM fixes this with integrated Digital Asset Management.