

Key KPIs for manufacturers – boosting product communication success with PIM

Imagine you could achieve...



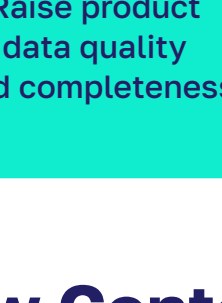
- 95%** secure data consistency and completeness
- 25-40%** time savings for product data management
- 15%** cost savings on average per year
- 10%** increase in product conversion rate

Are you aware of the challenges for B2B buyers?

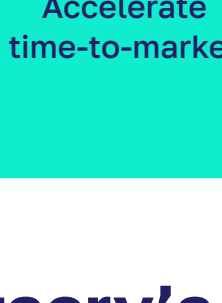
44% experience online order errors from their top suppliers almost every two weeks:

- 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

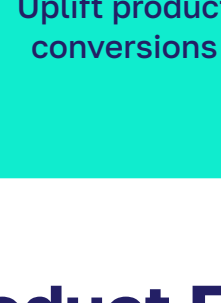
Benefits of Product Information Management (PIM)



Raise product data quality and completeness



Accelerate time-to-market

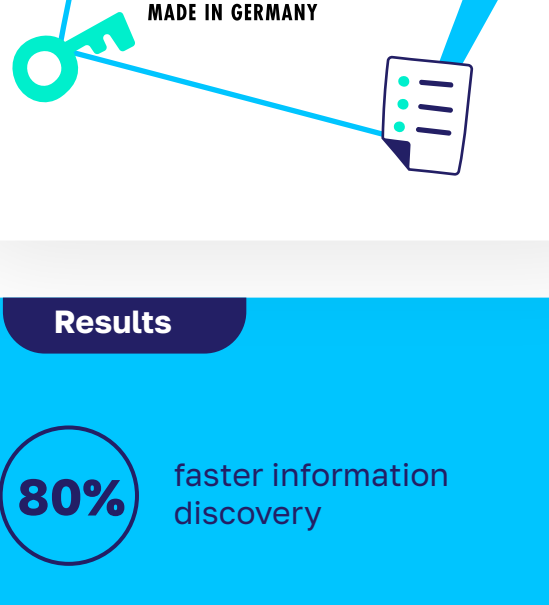


Uplift product conversions



Increase ROI

How Contentserv's Product Experience Cloud supports manufacturers



Industry

Car and vehicle care products.

Challenge

Error-prone data management through EXCEL, ERP and scattered data sources with highly manual effort caused inconsistent data across channels.

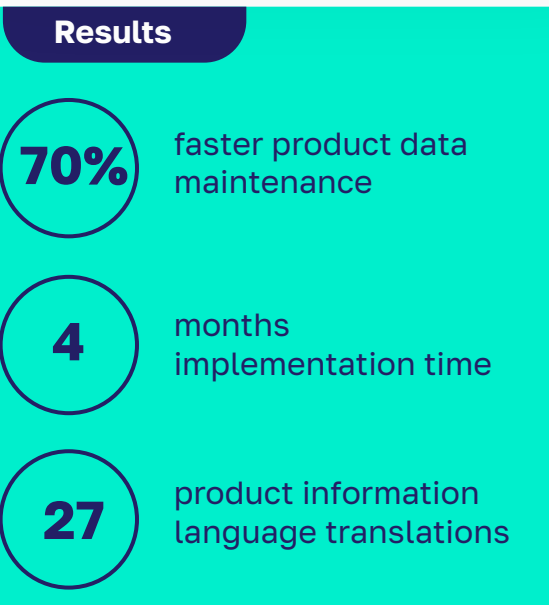
Results

- 80%** faster information discovery
- 0%** time lag to sync with the company website
- Customer service accesses key information instantly

- All departments collaborate seamlessly to create, enrich, and distribute product information, saving time
- Contentserv guarantees top data quality and consistent information across all channels
- Efficiency gains are significant

At first glance, we were excited about what was possible - the attribution, inheritance logic and mass processing alone would make a lot of things easier... It was definitely the right decision, also in retrospect. The software works flawlessly, and we think it's fantastic!"

Markus Trinkl
PIM/MAM-Manager



Industry

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

Challenge

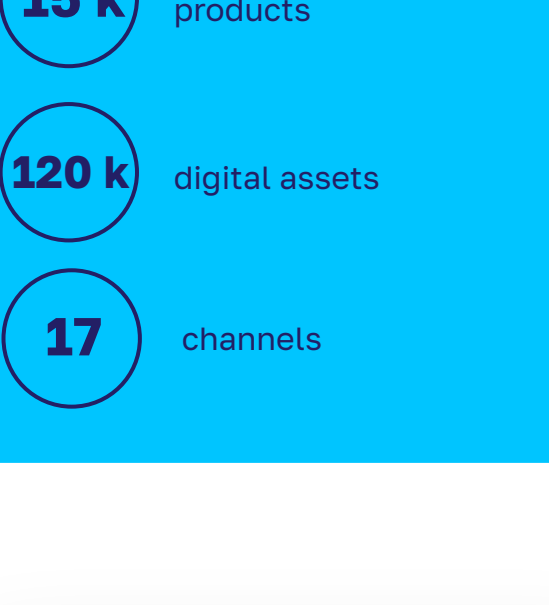
Missing product information entailed research activities and internal coordination, which frequently caused a higher workload and delayed the time-to-market.

Results

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

Contentserv and Parsionate 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
- 15 k** products
- 120 k** 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

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



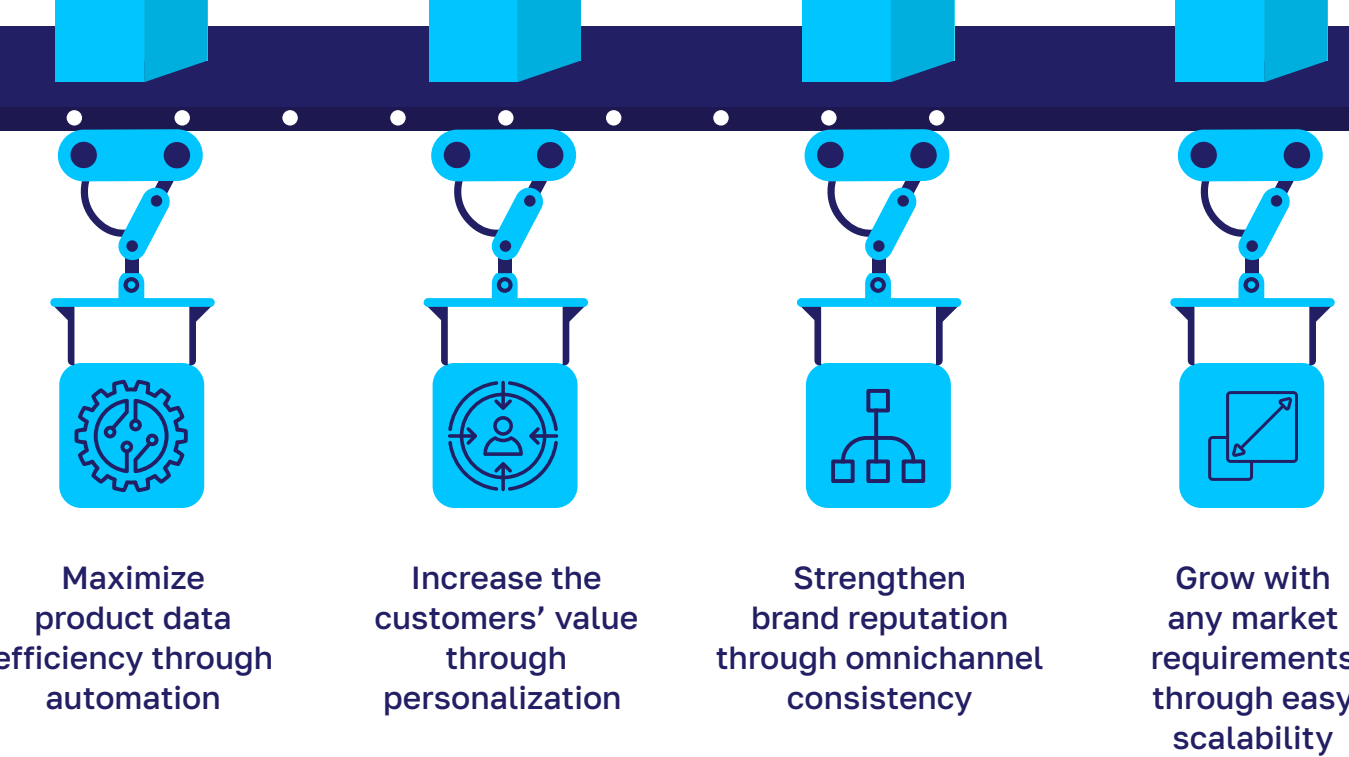
Future-proof your business



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:



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

Extraordinary Product Experiences. Unlimited Digital Commerce.

www.contentserv.com