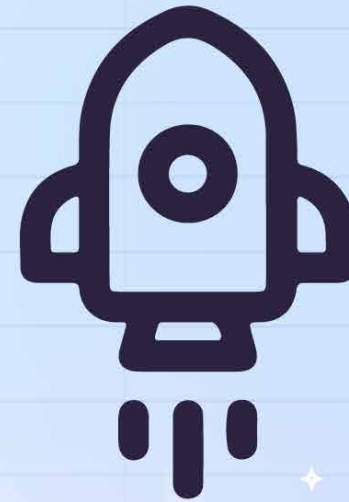




How PIM Adopters Are Outperforming Their Competition

A study on how businesses that use PIM are out-performing their peers



Summary

Welcome to the world of Product Information Management (PIM)!
Here's a sneak peek at how PIM users are leaving their competition:

On average, PIM adopters see:

 **300%**

growth on top ecommerce platforms like Amazon and Google Shopping (pg 10)

 **21%**

bigger cart sizes and **20%** higher conversion rates (pg 10)

 **85%**

fewer returns and **2x faster** time to market (pg 10)

 **11%**

higher organic revenue growth and a 10% boost in customer satisfaction (pg 13)

 **95%**

confidence in data accuracy (pg 5)

 **18x**

faster data correction (pg 5)

What you'll learn in this white paper

In this white paper, we'll show you how ecommerce companies using PIM outperform those that aren't. They're seeing improved data accuracy, better sales, wider market reach, increased productivity, and higher customer satisfaction, and we'll discuss why.

You'll also discover the five key reasons why top businesses are adopting PIM today, and how to know if you urgently need one. We'll provide extra resources to help you choose the right PIM whenever the time is right.

Finally, you'll be able to start enjoying the benefits that innovators have been experiencing for years.

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A brief history of PIM software



First online sale



PIM built for enterprise



Rise of multichannel



PIM for everyone

Ecommerce is still a relatively new sector, with the first transaction occurring [less than 50 years ago](#) using an old-fashioned computer and telephone line. But a lot has changed since then, including the tools available for ecommerce businesses.

Product Information Management (PIM) software is a centralized platform used to store, manage, and deliver product data—like descriptions, SKU numbers, pricing, images, and more—to various channels. Initially, the software was clunky, expensive, and reserved mostly for large enterprise businesses who needed to store significant sets of product data. But then, computing powers and other technologies started evolving, and it changed the way consumers interacted with brands and products. Seemingly overnight shoppers were now browsing across multiple sales channels, (such as marketplaces, social media platforms, and mobile apps). This shift meant ecommerce businesses needed to adopt multichannel strategies, and fast, just to keep up with consumers.

Due to the shift in technology and consumer behavior, multichannel commerce started to rise, and suddenly even small and medium-sized businesses (SMBs) had a need for centralized, accurate product data.

These days modern SaaS PIMs like Plytix are also built with SMBs in mind. They're designed to provide an accessible and user-friendly way to create, centralize, manage, and distribute product data to multiple sales channels.

But why is PIM gaining so much popularity now?

What's truly catapulted PIM to the forefront has been the ever-growing need for multichannel selling, global marketplaces and personalized customer experiences. Businesses can't afford to lag behind and PIM offers a solution to these modern complexities of commerce.

Businesses that have invested in PIM only continue to boost their growth potential. They're able to keep their product data consistent across their channels, which provides a clear competitive advantage as well-managed product listings lead to better visibility, fewer errors, and, ultimately, more sales. This advantage is so significant that [research](#) found that companies that use PIM see an average improvement in their business operations by 25%.

Throughout this ebook, we'll show you why adopting PIM is not only a smart move but also a necessary step to stay ahead in today's world.

How PIM adopters outperform their competition

There's a growing need to give online shoppers great experiences across multiple channels, and more businesses are turning to PIM software to help achieve this. Businesses that have adopted PIM are able to:

- Increase data accuracy
- Improve productivity
- Get products to market faster
- Grow revenue
- And more...

Throughout this chapter, we'll go through each of the above-mentioned points in detail.

1. Increase data accuracy

In today's market, competitors are just a click away, and accurate product data makes all the difference. So much so, that according to a survey by [Episerver](#), **98% of shoppers decide against making a purchase when they notice incomplete or inaccurate product content.**

The impact of that inaccurate product data goes beyond just missed sales opportunities, it actually costs the ecommerce industry over [\\$100 billion USD annually](#). Despite this, a significant 80% of companies report that they lack confidence in their product data quality.

Businesses that use PIM on the other hand, see an average data accuracy of 95% which is a solid 45% improvement over businesses that don't. This is crucial because data accuracy isn't just a nice to have—it's essential for minimizing returns, reducing chargebacks, and improving operating margins.

When product information errors do occur, PIM adopters can correct them 18x faster than non-adopters.

PIM boosts data accuracy and helps businesses achieve

25%

fewer returns

67%

lower chargeback rate

25%

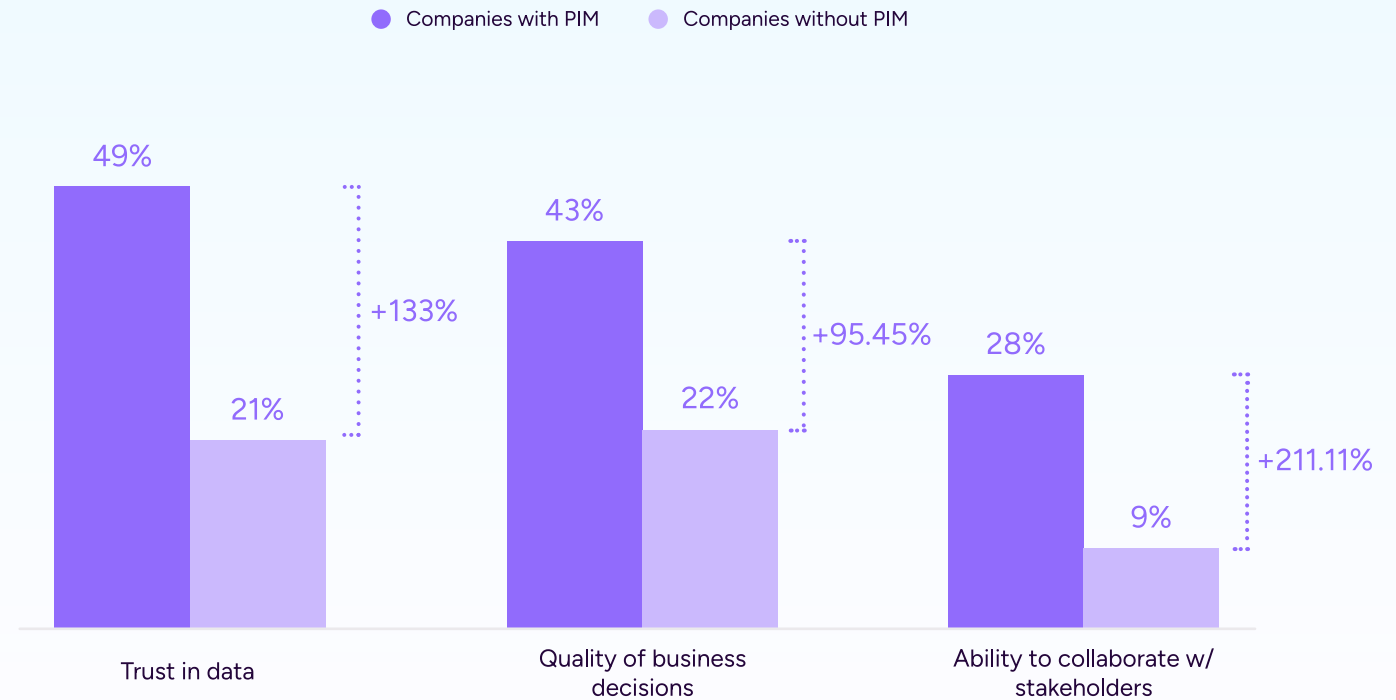
annual growth in operating margins, compared to a 2% decline for non-PIM users.



We conducted an internal survey of thousands of companies that have implemented PIM over the past 2.5 years and asked where they've seen the biggest improvement in their business since adopting PIM.

They reported a 133% increase in their confidence in their product data along with a 95% increase in their ability to make quality business decisions based on that data. Our survey also showed us an increased ability for these companies to collaborate with stakeholders by an average of 211%.

PIM boosts trust in data, quality of business decisions, and collaboration



2. Improve employee satisfaction and productivity

When it comes to satisfaction, companies using PIM also find that their internal teams are more content with their workflows and workloads. PIM systems facilitate collaboration and allow different departments to work simultaneously and efficiently. Marketing, sales, and product development teams can access and update necessary information in real-time, speeding up the overall process.

This translates to improved internal productivity and efficiency. For instance, marketing teams report reducing their time spent on manual data entry by 50%, allowing them to focus more on creative campaigns and strategy.

Additionally, customer support teams have seen a 70% reduction in response time, leading to higher customer satisfaction score.

PIM users achieve better employee satisfaction and productivity than non-users by:



Cutting workloads in half



Reducing the steps required in the product enrichment process by 60%



Completely eliminating the need to exchange time-consuming emails to collect and share product data



Enabling teams to 3x their productivity by automating processes and freeing up time for other crucial tasks

PIM Innovators Case Study

Leigh Country, a U.S. based furniture, manufacturing, and distribution company, found that within just two years of implementing Plytix PIM they were able to:



Get their new products to market **95% faster**



Expand their business into **new markets** throughout Europe



Grow their product **catalog by 66%**

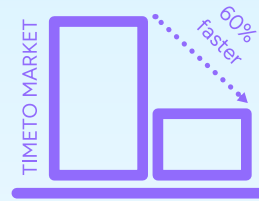
3. Get products to market faster

Achieving a faster time to market can be the difference in any competitive landscape. It allows businesses to swiftly respond to market trends and customer demands and helps keep catalogs and warehouses free from slow-moving or outdated items.

Companies find that consolidating data into a PIM system eliminates inefficiencies and delays caused by scattered information, reducing time to market by an average of 60%.

Centralizing product information with PIM ensures that all teams have access to consistent and accurate data, minimizing the need for time-consuming rework. Plus, PIM tools automate repetitive tasks and streamline workflows, making product enrichment and readiness for launch across multiple channels faster and easier.

Compared to businesses that don't use PIM, businesses with PIM are able to:



Get to market up to 60% faster by cutting product data onboarding from a few hours to minutes.



Improve their go-to-market strategy 2x by easily integrating product information across multiple sales channels, accelerating product launches.



Create customer proposals 67% faster (going from an hour down to only 20 mins)



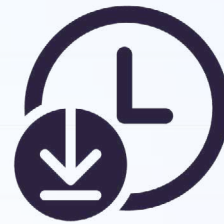
Reduce duplicated work by an average of 47% by streamlining workflows across teams.

PIM Innovators Case Study

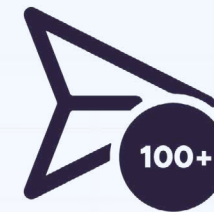
Birlea, a UK-based furniture retailer, found that after adopting Plytix PIM they;



Saved **£12K annually** on regular brochure posting



Reduced the time required to launch new products by **70%**



Send their product content to over **100 different sales channels** in just minutes.

4. Grow revenue

Using PIM isn't just about efficiency—it's a smart move that boosts revenue. When companies switch to PIM software, they centralize their product data, making it accurate and consistent across all sales channels. This builds customer trust and helps to increase conversion rates. Plus, by enhancing product data with PIM, companies see better search engine rankings and increased visibility, which drives more traffic to listings and grows revenue even more.

Our studies have shown that average retail businesses that adopt PIM can expect to grow their presence on top ecommerce platforms—like Google Shopping, Amazon, eBay, and more—by an impressive 300%. This jump happens because PIM helps them offer high-quality, unique product information tailored to the platform, making their products easier to find, which leads to more customer engagement and higher sales.

PIM innovators achieve rapid product, sales, and market growth with PIM

Using PIM helps businesses to provide rich, accurate, and consistent product content, which leads to a better customer experience. Customers not only find the product they're looking for more easily, but they also know and trust what they're buying. In fact, businesses that implement PIM are able to grow their average cart size by 21%, boost conversions by 20%, reduce returns by 85%, and double their yearly sales within just two years of implementing PIM.

Implementing a PIM system helps businesses streamline operations, stay agile in the market, and keep customers happy—all critical components for sustainable revenue growth in a competitive market.

 **300%**

Platforms

 **4x**

Products

 **21%**

Cart Size

 **2x**

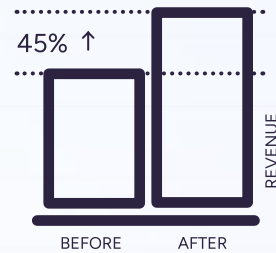
Sales

PIM Innovators Case Study

Just one year after adopting a Plytix PIM, Allé Designs, a formerly paper-based office product manufacturer and distributor:



Doubled its sales



Increased its revenue by 45 percent



Grew their customer base

5 reasons why companies are now implementing PIM

The world of ecommerce is continuously evolving; with new sales channels, market trends, and compliance standards rapidly changing. It's made the need for tools that can get products in front of customers, quickly and accurately, a critical one.

The biggest reasons we see online retail companies choosing PIM software as their solution are:

- Ecommerce has become multichannel
- The increasing importance of product ranking

- ERPs and other technologies don't cut it
- New digital regulations are on the rise
- Managing product content has become a team effort
- And more...

Throughout this chapter, we'll go deeper into each of the above mentioned reasons that are influencing businesses to choose PIM today.

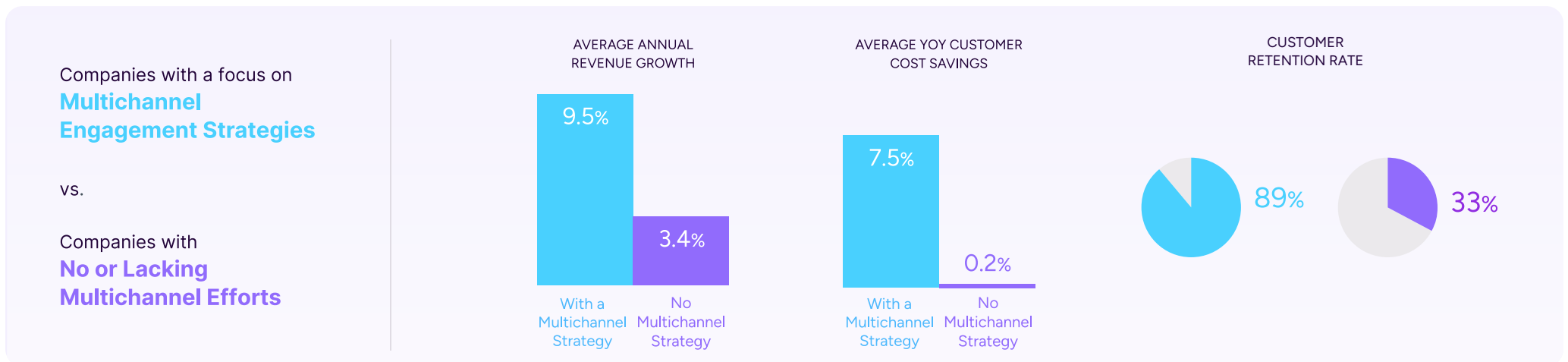
1. Ecommerce has become multichannel

Customers are increasingly shopping across multiple channels, from online marketplaces and retailers to social media, so the places where businesses can reach their customers are constantly expanding. This rise in multichannel commerce

means businesses need to manage significantly more data across all these platforms. As the number of sales channels grows so does the need for consistent, accurate, and channel-specific product information.

Multichannel demands for more data, better content, and an ever-increasing number of sales channels and listings. Attempting to manage this data without a centralized system like PIM can lead to errors, outdated details, and inconsistencies, which can undermine customer satisfaction and revenue potential.

Embracing PIM isn't just about tidying up your data—it's about seizing every multichannel opportunity effectively. It's how businesses can confidently expand their reach, provide consistent experiences across platforms, and focus on what really matters: growth.



2. The increasing importance of product ranking

Have you ever wondered why some products just seem to rank better than others? 97% of products sold on Amazon are ranked above the fold, but how do businesses get there? The reason is Product Listing Optimization (PLO). These days, optimizing your product listings isn't just a bonus—it's essential. Great listings not only catch customers' eyes but also boost search rankings, helping customers find what they need quickly.

To do PLO well, you need to provide specific data and meet the unique requirements of each sales channel. While channels like Amazon and Google won't tell you how their algorithms work, there are best practices to follow and what works on one doesn't work on the other. This means not only do businesses need to understand and adhere to the varying standards for product titles, descriptions, images, and other attributes across platforms, but they also need to provide tai-

lored content for each one. A PIM system simplifies this process by standardizing your product information, ensuring compliance with each channel's specifications, and automatically updating any changes.

By using PIM tools, businesses can maintain high-quality product information across all sales channels, leading to improved listings, better search rankings, and a superior customer experience.

3. ERPs aren't purpose-built to handle your product data.

ERP systems are the backbone of many businesses, efficiently handling everything from inventory and order management to accounting and human resources. They're great for operations, but when it comes to managing and optimizing product information for ecommerce, ERPs fall short.

That's because ERPs are generalists. They're designed to oversee a broad range of business processes but lack the specialized tools needed

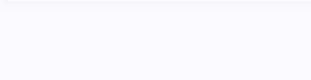
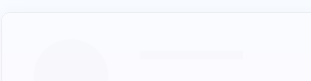
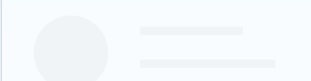
to create, enhance, and distribute product information that stands out in the ecommerce space. Whereas PIM is specialized for managing product data in all its forms, making it the perfect companion to an ERP.

While ERPs can store limited product data, they often struggle with the detailed and dynamic requirements of different ecommerce platforms. PIM tools, on the other hand, are purpose-built and specifically designed to handle the complexities of product data across multiple channels. By integrating a PIM with your ERP, you get a powerful combination. Your ERP continues to manage your core business processes, while your PIM ensures your product information is top-notch and sales-ready. This combination allows you to maintain a seamless flow of accurate, engaging product content, ultimately driving more revenue and keeping your business competitive.

Learn more about the power of combining ERP and PIM systems, with our ebook, "[The Power of an ERP and PIM Connection in Ecommerce.](#)"



Blue Nike Sneaker
\$79.99 \$59.90



4. New digital regulations are on the rise

Insiders at Google Shopping and Amazon have revealed that it's only a matter of time before they require all product data to be sent via a certified data partner, such as a PIM tool.

In fact, this practice is already common for retailers in verticals governed by industry standards including the European Technical Information Model (ETIM) and others.

As ecommerce continues to grow, so does the need to comply with new regulatory standards. One major initiative on the horizon is the Digital Product Passport (DPP), mandated by the European Commission which is set to be fully implemented by 2030. The DPP will require businesses to provide detailed digital documentation about a product's performance, sustainability, and lifecycle using QR codes, NFC chips, or RFID tags to make this information easily accessible.

As new regulations roll out and data requirements increase, it can become impossible to manage data manually. By implementing a PIM system businesses can start efficiently gathering, organizing, and distributing the detailed information needed for compliance. Doing so can help businesses stay ahead of regulatory requirements and maintain a competitive edge as these changes take effect.

5. Managing product content has become a team effort

It's not uncommon for an online product to have as many as 200 attributes—meaning ecommerce managers and marketers have thousands if not millions of data points to create, optimize, and maintain.

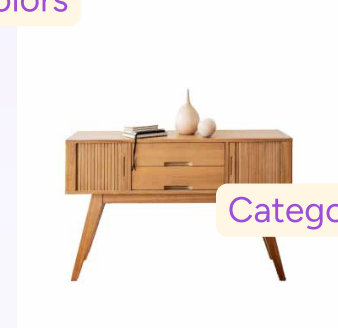
Product content management is no longer a one-person job. The increasing demand calls for resources that can keep up. That's why ecommerce businesses are turning to PIM tools to serve as a single source of truth for their product data. A tool that allows translators, copywriters, product managers, and others to collaborate seamlessly without the hassle of managing multiple spreadsheets and file storage systems.

Brand



Price (\$)

Colors



Categories

ES description



Price (€)

When should companies consider adopting PIM?

When a product catalog expands, and sales channels multiply, manually managing product information can easily become overwhelming. Updates become risky, and businesses might find themselves with inconsistencies that frustrate customers and cost sales.

Generally speaking, PIM is always a good solution to combat this, as it helps with product data management at any size. However, determining the urgency to get started can depend on several key factors.

- Number of sales channels
- Number of SKUs
- Company size
- + Additional considerations

We'll break down each of these factors throughout the following chapter.

The number of sales channels

The number of sales channels your business operates on directly impacts the complexity of managing product information. To manage a product catalog across multiple sales channels, you need accuracy, consistency, and uniquely optimized product data. A PIM becomes more critical as your sales channels expand.

If you have fewer than 5 sales channels, you might manage with manual processes or basic tools. However, once you expand to between 5 and 20 sales channels, the need for a PIM becomes evident so that you can make sure there are consistent and optimized product listings across all platforms.

In our experience, beyond 20 sales channels, managing product data without a PIM becomes near impossible due to the volume and diversity of information required for each specific channel.



Low Need: Less than 5 sales channels



High Need: 5-20 sales channels



Critical: More than 20 sales channels

Number of SKUs

The number of Stock Keeping Units (SKUs) is another key factor in assessing the need for PIM.

Once a catalog exceeds 1,000 SKUs, managing product information manually becomes increasingly difficult and likely to have errors. At this point, implementing a PIM system becomes crucial to ensure consistency, accuracy, and efficiency in handling large volumes of product data.



Low Need: Less than 1,000 SKUs



High Need: 1,000 - 5,000 SKUs




Critical: More than 5,000 SKUs

<input type="checkbox"/>	SKU	LABEL
<input checked="" type="checkbox"/>	CH-8921	Wooden Nordic Chair
<input checked="" type="checkbox"/>	FUR-02271	Vintage Entrance Table
<input type="checkbox"/>	SOF-3872	Vintage Yellow Sofa


Company Size

Similarly to sales channels and SKUs, as your company grows, so do the challenges of managing its product information.

We've found that typically when your organization reaches more than 11 employees, the complexity of coordinating product data across departments and functions increases significantly. This is a pivotal time to consider adopting a PIM system to streamline workflows, improve collaboration, and maintain data integrity.

 Low Need: 1-10 employees

 High Need: 11-25 employees

 Critical: 26+ employees

Additional Considerations

Though sales channels, number of SKUs and company size are good indicators of PIM urgency, there are other factors that may increase the need for PIM as well. High return rates, challenges in achieving good product rankings or industry-specific compliance requirements can all add to complexities of managing even the most limited amount of product data. The more complex the product data, the higher the need for PIM becomes.

As we've discovered throughout this whitepaper, most ecommerce businesses can benefit greatly from using a PIM tool. However, evaluating these factors along with general data complexity can help to determine how soon to prioritize implementation. By addressing these considerations strategically, businesses can leverage PIM and drive growth to outperform their competitors.

*Book a **free** consultation with a PIM specialist today.
Don't worry, there won't be a pushy salesperson on the other end.*

Talk to a PIM specialist



plytix.com/sign-up

How to select the best PIM for your business

Finding the right PIM software can certainly be a daunting task. We've put together a detailed breakdown of the leading providers along with what questions you need to ask when looking for a PIM, all in one guide. Find the perfect fit for your organization.

FREE DOWNLOAD

Implementing a PIM solution has been shown to reduce time to market up to **400%**, plus an increase in sales by up to **50%**

Download now!



www.plytix.com/resources/pim-buyers-guide

Thank you!

Thank you for reading! We hope you have enjoyed this whitepaper. You should have a good understanding of how PIM helps businesses to outperform their competitors. As well as an understanding of PIM benefits and market trends that make PIMs a key tool for any ecommerce business.

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