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PIM 101: Is your Product Information Management as effective as it could be?

Take the quiz to find out!

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First things first — let's see how good you are at keeping your marketing costs down!

1.   Do you manage ALL your product data, including digital media, efficiently?

Not really. Product information is scattered throughout the organization. Delivering up-to-date and complete information across all channels is costly — and the whole process is error prone.

We do our best, but we still struggle with decentralized, duplicate, and inaccurate content. That's why we're looking for alternative solutions.

Yes! We use a central PIM system to manage, maintain, and share product information. It works like a charm!

2.   Do you create all your digital media on your own?

Nope — the team is stretched too thin as it is. We hire external agencies to create and manage our digital media, but boy, they're expensive!

We're getting there. We're currently looking for a solution that will enable us to easily manage our digital media ourselves.

Yes, we produce and maintain most of our digital assets centrally in our PIM / DAM system.

3.   Do you have automated and centrally managed translation processes in place?

No, we do our translations on an ad-hoc basis. Unfortunately, this eats away a lot of time and resources.

Not yet, but we're looking to automate the process. We know it would eliminate redundant work and reduce costs.

You bet! We use translation management workflows to streamline the translation of product information.

4.   Are you able to easily publish content to your own website, marketplaces and to other business partners?

Unfortunately no, we struggle to get content out on time, so our time to market is slow and we're losing sales.

We're getting there, slowly. We'd love to be able to publish all our products quickly, with consistent product information and give a great customer experience.

Yes, we have a PIM that helps us get our product content published to all our sales channels, quickly, accurately, with a great customer experience.

Next, let's take a look at how you go about improving data quality.

5.   Can you deliver accurate, complete, and consistent product information across all channels, any time?

We wish. Most of our processes are manual, so the team spends a lot of time trying to locate and validate scattered data. As a result, product information is often inaccurate, incomplete, or inconsistent.

We could do better. We're currently looking for a solution to help us improve data quality and publish competitive content.

Yes, we can. We use a PIM system to publish accurate, complete, and consistent product information across all channels.

6.   Are you able to quickly integrate and consolidate product data from multiple sources?

No — is that even possible? Merging different data sources is a tedious, error-prone, and time-consuming process for us.

We definitely want to simplify data consolidation and harmonize our data. Having a single source of truth would be fantastic.

Yes. Thanks to our PIM solution, we can onboard, integrate, and enrich product data automatically.

7.   Can you guarantee high-quality data when combining different datasets?

Sadly, no. We invest a lot of time and manual effort to merge and clean up data, yet we continue to see errors.

We could do better. We plan to invest in a central data management solution to avoid errors and ensure higher-quality data.

Yes — our PIM system comes with integrated data quality workflows. These make it possible to de-duplicate, cleanse, enrich, and vet product data before publishing.

8.   Are you able to consult different versions of your product data?

No, which is why we have to save numerous versions scattered throughout the company in multiple documents, files, and servers.

Due to compliance requirements, we must track product information changes. However, the process is mostly manual, and we want to change that.

Yes, we can easily access all versions and trace all product data changes.

Now, let's see if you know what your sales potential is — and how to increase it.

9. **Are you able to quickly and easily bundle products, create collections, and reference up-sell or cross-sell products?**

No, we do all our merchandising activities manually. It's a time-consuming process.

We would like to be able to create offers quickly, but our process remains rigid and complex. We don't have the tools we need.

Absolutely — thanks to our PIM system, we're able to dynamically link related products and deliver relevant offers.

10. **Is the production of your promotions and campaigns automated?**

No. The creation of promotions and campaigns is time-consuming, error prone, and strenuous. It's always a relief when the process is over.

Not yet, but we want to consolidate our processes to be more efficient and increase output.

Yes, our PIM speeds up and simplifies planning and allows us to automate delivery of dynamic campaigns and promotions.

11. **Do you collect and analyze insights to better respond to customer demands?**

No — we don't have the capacity right now. Our current focus is on consolidating and optimizing product information and digital assets, which eats away most of our time and resources.

We plan to integrate analytics to gain insights for targeted communication.

Yes. Our PIM system enables us to gain intelligence on the quality of our content and how our customers interact with it. This allows us to optimize our communications.

12. **Can you deliver personalized product experiences?**

No, we struggle to keep even one version of our product data accurate, complete, and consistent.

Personalization is on top of our wish list, but we're not sure how to implement it or get started.

Yes, our PIM system enables us to deliver targeted and customized product communication based on personas.

Last but not least, can you accelerate your time-to-market?

13.   **Do you automate product information updates?**

No, we update product information for each sales channel manually, which takes time.

Not yet, but we plan to centralize and streamline our product data management.

Yes, we use a central PIM system to maintain and deliver updates across all channels.

14.   **Can you bring products to market quickly?**

No, we have to manually coordinate processes for creating and delivering content to different channels and languages.

We try, but our product launches are often delayed due to manual processes. We want to solve this with automation.

Yes! Our PIM system allows for fast creation and real-time distribution of multilingual product information across all channels.

15.   **Can you publish approved digital assets without delay?**

No, we create and maintain specific file types, sizes, and resolutions for every single channel manually.

We're not as quick as we'd like to be but hope to reduce redundant image and asset editing efforts using a DAM solution.

Yes, our DAM system creates channel-specific files automatically.

16.   **Are external users able to access all the up-to-date information they need?**

No, they're not — but we provide subsidiaries, partners, and retailers with selected product information manually.

Not yet. However, we'd like to enable our business partners to do so through a proper infrastructure and process.

Yes, we have a web-based portal that allows users to find and access the information they need at any time.

It's time to check out your results!

You answered most questions with "No."

You seem to find product information management challenging. You might want to take a closer look at your current approach and identify efficiency gaps and opportunities for improvement — and be sure to read until the end to learn how you can simplify product information management.

You answered most questions with "Planning to…"

You seem to be on the right track! You've already recognized how much effort, time, and money you waste on manual processes. Scroll down to find recommendations that will help you improve your product information management and gain a competitive edge.

You answered most questions with "Yes."

Great job! Your marketing processes are well equipped to face the challenges of increasing digitalization and globalization. But have you considered taking things up a notch and exceeding customer expectations with personalized product experiences? Read on to discover solutions that will delight your customers and turn them into your strongest advocates.

Your PIM action plan

Three steps to take you from streamlined product information management to exceptional product experiences — and beyond

1. Perform across all channels
Product Information Management (PIM)
+ Digital Asset Management (DAM)

PIM enables the easy onboarding of product information and digital assets, facilitates efficient collaboration between teams and business partners — and ensures the publication of quality content to the right channels, at the right time, in the right context.

2. Accelerate business
Master Data Management (MDM)

An MDM solution allows businesses to align multiple information management technologies from different departments or business units to a single point of reference, commonly known as a Golden Record, to create and manage a complete and accurate record of critical data.

3. Exceed customer expectations
Product Experience Management (PXM)

PXM enables you to create and leverage relevant, timely, and groundbreaking product experiences for different customer personas and sales channels.

Enrich your product content and take your business to the next level

Streamline product information management and pave the way to groundbreaking product experiences.

- Increase ROI
- Strengthen customer loyalty
- Bring products to market faster
- Improve marketing performance
- Manage complex information quickly and easily
- Reduce information supply chain complexity and cost

- Meet global language and market requirements
- Deliver truly personalized product experiences
- Adapt to market changes quickly and easily
- Publish consistent product information across all channels in real-time
- Create and deliver custom, persona-specific product information

Start the conversation

Contentserv offers an all-in-one Product Experience Platform for managing product content that puts you in control of the product experience and enables you to create the rich, relevant, and emotional content your customers love.

Get in touch to find out how our Product Experience Platform can help unleash your product information potential and deliver groundbreaking product experiences.

Contact us

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About CSSCOMMERCE

US based, we are expert software integration specialists in building and replatforming your eCommerce, interconnecting an ERP and all your data needs using Contentserv to improve communication in multiple channels, in several languages with a complex product structure and a whole lot of product data. Our experience in working with more than 1 million SKUs at a time has proven valuable to distributors & manufacturers.

About Contentserv

Contentserv helps brands and retailers offer customized and highly converting product experiences that delight customers, improve time to value and boost ROI.