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# The Ultimate Guide to Product Information Management

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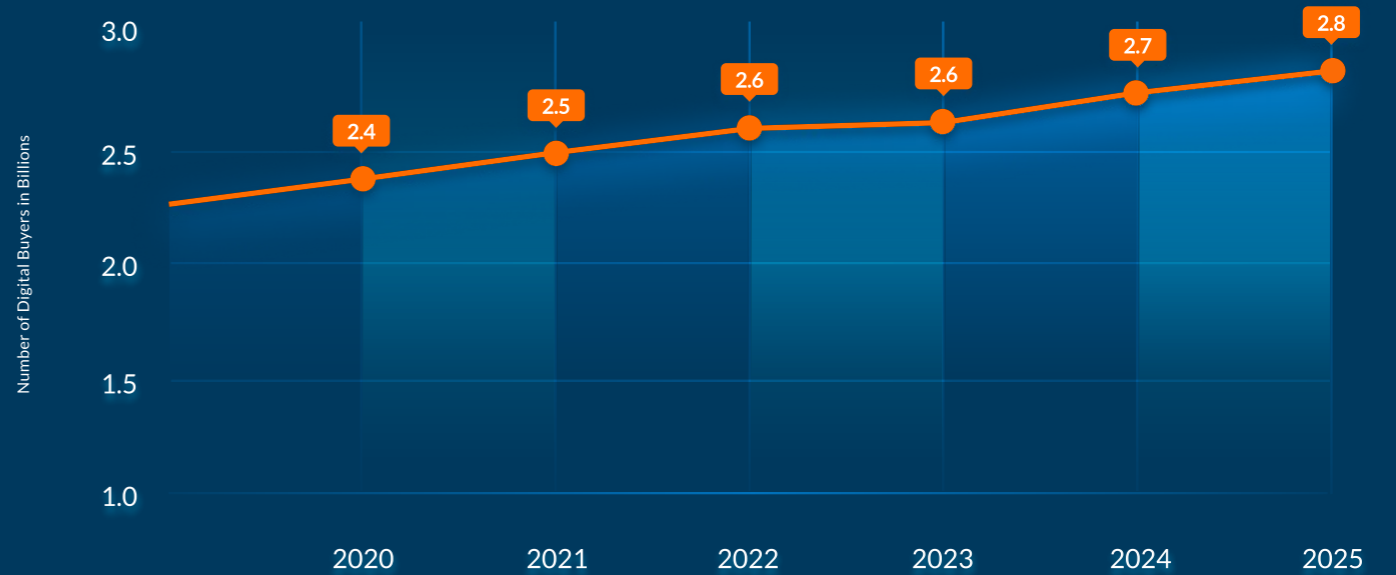
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Online shopping has become a way of life. With over 2.7 billion people shopping online, more than one-third of the global population now relies on e-commerce. The digital shift continues to accelerate, pushing brands to meet the demands of an online-first world. While some businesses thrive in this space, others are playing catch-up, figuring out how to engage buyers and effectively turn clicks into conversions.

So, what's the secret to transforming casual website visitors into loyal, repeat customers?

**It's all about the experience.**

### How Many People Shop Online? (2020-2025)



# The Power of Seamless Online Experiences

Picture this: You're shopping for a couch at a furniture store. A friendly salesperson greets you, asks about your style preferences, and points out options tailored to your taste. You sit on the couch, feel the fabric, and ask questions—all with expert guidance. You leave the store confident in your choice.

Now, imagine recreating that same level of service and confidence online.

Easier said than done, right? Whether you're selling furniture, electronics, apparel, or beauty products, delivering an engaging, seamless online shopping experience that feels as personal and intuitive as in-store service is a challenge.

- How do you ensure your products look and feel their best on every digital platform?
- How can you deliver rich, compelling product information that builds trust and drives purchasing decisions?
- How do you replicate the personal touch at scale?

In a world where buyers can't physically see, touch, or try your products, the key lies in the technology you use. At the heart of this is a Product Information Management (PIM) solution—a tool designed to simplify, centralize, and maximize your product data.

# What is PIM?

A PIM solution is the backbone of your product data strategy. It centralizes all your product information into a single, reliable system, making it easier to manage, enrich, and distribute. From basic descriptions to detailed specifications, a PIM ensures that your products are represented accurately and consistently across every channel—be it your website, e-commerce platform, marketplaces like Amazon, or beyond.

## Key Functions of a PIM

A PIM serves as the ultimate command center for your product data, enabling you to manage:

- **Core Product Data:** Names, titles, and descriptions
- **Product Attributes:** SKUs, costs, and pricing details
- **Specifications:** Dimensions, warranties, and package details
- **Performance Metrics:** Conversion rates, churn rates, and monthly recurring revenue (MRR)
- **Omnichannel Data:** Customized content for mobile, desktop, and other platforms
- **Extended Channel Information:** Feeds tailored for Google Shopping, Amazon, and other marketplaces
- **Store-Specific Data:** Catalogs, point-of-sale (POS) information, and localized content

# Why Does PIM Matter?

By centralizing your product data, a PIM transforms scattered, inconsistent information into a cohesive resource. This ensures:

- **Accuracy:** Your product details are always up-to-date.
- **Consistency:** Customers see the same reliable information, no matter where they shop.
- **Omnichannel Availability:** Product data seamlessly aligns with the unique demands of different sales channels.

## The Impact

A PIM doesn't just streamline operations—it elevates your customer experience. Shoppers benefit from rich, accurate, and consistent product details, while your team gains efficiency by eliminating manual updates and reducing errors. In today's fast-moving digital marketplace, a PIM is essential for scaling your e-commerce strategy and building trust with your audience.

# Do I Need a PIM Solution?

Wondering if a PIM system is right for your business? Review this quick checklist to see if your operations and growth goals align with what a PIM can offer:

- Do you manage a large number of SKUs or frequently update your product catalog?
- Are you selling across multiple channels, such as your website, marketplaces, and social media?
- Does your product content require regular updates, detailed descriptions, or localization?
- Do your teams (e.g., marketing, sales, e-commerce) struggle to access accurate and consistent product data?
- Are manual processes slowing down your workflows or leading to errors?
- Is your product offering expanding or evolving frequently?

## The Bottom Line

If you answered yes to any of these, a PIM solution could be the game-changer your business needs. By centralizing and streamlining your product data, a PIM simplifies operations, enhances cross-channel consistency, and empowers your team to deliver better customer experiences—while freeing up time for innovation and growth.

# How Can a PIM Solution Improve Your Customer Experience?

Many businesses rely on multiple systems—like ERP, CRM, and spreadsheets—to manage product and customer data. But this often leads to inefficient, disconnected processes and poor data accuracy. Marketers and merchandisers are left scrambling to ensure that customers get the right product information at the right time.

A PIM solution helps solve this problem by centralizing all product and customer data in one platform, ensuring consistency and accuracy across all channels. This can significantly improve the customer experience by:

- **Ensuring accurate, up-to-date product information:** As consumer expectations rise, they expect to find detailed and accurate product data—images, specifications, pricing, and availability—when they shop online. A PIM ensures that all of this information is synchronized and readily available across your sales channels.
- **Reducing costly errors and returns:** With accurate product data at your fingertips, customers are more likely to make informed purchase decisions, reducing the likelihood of returns due to incorrect product information.

## Companies that leverage a PIM solution: **Accelerate Time-to-Market**

Speed is now a competitive advantage. Yet, many brands still struggle with slow product launches. A PIM system accelerates time to market by centralizing and automating the management of product data, ensuring consistency, accuracy, and easy distribution across all channels. By eliminating manual data handling, enhancing collaboration among teams, and enabling quick updates, a PIM system streamlines workflows and reduces delays in product launches.

This approach allows businesses to respond more quickly to market demands and maintain a competitive edge.

# Improve the Omnichannel Experience

Today's consumers expect a consistent shopping experience across all channels. With a PIM solution, you can easily update product details, availability, and pricing in real-time across all channels—whether that's your e-commerce site, marketplaces like Amazon, or in-store kiosks. This ensures a consistent customer experience across every touchpoint, strengthening brand trust and customer loyalty.

# Personalize the Customer Journey

Today's consumers also demand personalized experiences. Let's revisit the furniture example: Imagine a customer who bought a couch in their twenties for a small apartment but returns years later to purchase a larger sectional after starting a family. In-store, the salesperson remembers the previous purchase and tailors their recommendations accordingly.

A PIM solution makes this possible in the digital world. By integrating your PIM with customer data, you can track past purchases, behavior, and preferences, and offer tailored product recommendations in real-time. This helps you deliver more relevant content and enhance the customer experience, ultimately increasing conversions.

# Key Considerations When Selecting a PIM Solution

Choosing the right PIM solution is a critical step in your digital transformation. To ensure you make the best decision, consider these key factors:

- 1. Cloud-Based SaaS PIM:** Opt for a cloud-based solution for cost-effectiveness, scalability, and ease of use. With no on-premises infrastructure to maintain, you'll save time, money, and resources while enjoying the flexibility to scale as your business grows.
- 2. Granular Control Over Data Access:** A robust PIM should empower you to control who can view, edit, or share specific types of data. This level of control ensures security and helps maintain data integrity across your organization.
- 3. Multilingual and Multi-Currency Support:** If your business operates or plans to operate globally, ensure the PIM supports multiple languages, currencies, and region-specific compliance requirements. This is essential for providing consistent product experiences across diverse markets.
- 4. Seamless Integration with Other Systems:** Your PIM should integrate effortlessly with your existing ecosystem—e-commerce platforms, ERP systems, marketing tools, and more. A well-integrated PIM provides a unified view of product data and enhances customer interactions across channels.

# Best practices for PIM deployment

To ensure a successful PIM deployment, follow these best practices:

**01**

## Maintain Data Hygiene and Governance

Accurate, clean data is essential for a successful PIM implementation. Deploy a strong data governance plan to standardize processes, reduce errors, and maintain data integrity across your organization.

**02**

## Design a Customer-Centric Data Model

Structure your product data to align with how customers perceive your products. This adaptable model should be scalable to accommodate business growth and evolving customer expectations.

**03**

## Test Before Full Deployment

Import a small data set and thoroughly test the PIM system to ensure proper data flow across all sales channels and correct formatting of digital assets. This step helps identify and resolve any issues before going live.

**04**

## Utilize PIM for SEO and Marketing

Leverage your PIM to enhance your SEO strategy by keeping product pages consistent, up-to-date, and optimized for search engines. Automate content creation and efficiently push updates to your marketing teams for cohesive, timely campaigns.



## Powering Better Experiences Starts Here

In the fast-paced world of e-commerce, standing out goes beyond offering great products—it's about delivering exceptional, seamless experiences. A PIM solution can be your key to achieving this. By centralizing product data, ensuring consistency across all channels, and enabling personalized shopping journeys, a PIM streamlines operations and transforms customer interactions. The result? Enhanced efficiency, greater customer satisfaction, and a stronger competitive position.

The future of e-commerce is moving rapidly, and staying ahead means taking action now. Invest in a PIM solution today to meet your current business needs and set the stage for long-term growth. Contact us to get started.

