



Shopify+PIM

5× Faster, 10× More Accurate: Product Management in Shopify
with Ergonode PIM





Introduction

Shopify is great for getting started. But scaling requires something more.

Shopify is one of the best platforms for launching an e-commerce business quickly.

Its intuitive interface, ready-to-use templates, extensive App Store, and multi-market sales capabilities have helped thousands of brands build their businesses with ease.

However, as your product catalog grows, a crucial question arises: how do you manage it all?

Shopify excels at handling sales, but it was not designed to be a central hub for managing large volumes of product data.

At a certain point, you start running into limitations:

- bulk editing capabilities,



- team workflow management,
- automation,
- content quality control,
- consistency across markets and languages.

And that's when the scale outgrows what spreadsheets and basic tools can handle — and you realize you need more than just Shopify. You need a **PIM system — Product Information Management.**

This e-book will show you why it's worth adding a PIM to your technology ecosystem, how it complements Shopify, and how it can help you expand your catalog faster, smarter, and more efficiently — without chaos or manual effort



Shopify: Perfect for Sales, Limited for Product Management.

Why is Shopify an excellent sales engine?

There's a reason why Shopify has become one of the most popular e-commerce platforms in the world.

Its strengths lie in its speed, ease of use, and ready-made infrastructure for running sales — both locally and internationally.

Shopify offers:

- beautiful, easy-to-edit, conversion-driven templates,
- simple product management for smaller catalogs,
- out-of-the-box integrations with payment systems, warehouses, and carriers,
- and a dynamically growing app ecosystem (Shopify App Store) that allows you to expand features without coding.

It's the ideal tool to get started — and often sufficient up to a few hundred or a few thousand SKUs.



But as your catalog grows... you hit a wall.

As the number of products, markets, and sales channels increases, Shopify begins to show its limitations.

What once worked perfectly well starts to cause frustration. Most often, it's not a lack of features, but a lack of scalability and automation.

Here are the key limitations that impact the daily work of product, marketing, and content teams:

1. Limitations on variants and options

Shopify allows you to create a maximum of 100 product variants and 3 variant options (e.g., color, size, material). In practice, this means:

- with larger fashion, footwear, or cosmetics collections, it's impossible to represent all combinations under a single product,
- brands are forced to split products into artificial subgroups (e.g., "T-shirt X – Navy version"), complicating navigation and analytics.

2. Lack of workflow and data quality control

Shopify does not offer a native system to track the status of product data. There is no clear visibility into:

- which products are still being prepared,



- which have complete content,
- and which are pending approval or missing images.

You also can't assign tasks to specific team members or track data quality across the entire catalog.

3. No advanced bulk actions product-data

Shopify does not provide native tools for:

- bulk editing attributes,
- updating content across multiple variants simultaneously,
- assigning metaobjects or metafields based on rules,
- bulk filtering products with complex conditions (e.g., "products without French translations and without a main image").

All such operations must be done manually via CSV exports/imports or through external apps — which, for large catalogs, means tremendous amounts of manual work, increased error risk, and loss of control over data quality.

4. Manual assignment of metafields, tags, and metaobjects

Shopify allows you to add attributes via metafields and, more recently, via metaobjects (e.g., size charts), enabling better product parameterization.



The problem is: the assignment is manual, without automation rules, there is no central metafields database (e.g., an approved list of values for „material“), there's no intuitive system to automatically assign content, such as "if brand = X and product type = Y, assign Z."

5. Translations – lack of completeness tracking

Shopify enables multi-language support, but it does not track: which product descriptions have already been translated, and which are still missing.

Moreover, Shopify doesn't offer a native team workflow for managing localization (e.g., assigning translations to external translators). Thus, while multilingual capabilities exist, they are practically very limited and error-prone.

6. Lack of advanced product data filtering and navigation

Shopify does not provide an advanced panel for filtering products by custom attributes (e.g., "find all dresses without an assigned size chart and without a German translation").

Mass operations are only possible using external tools (such as Matrixify) or manually via CSV exports — leading to significant inefficiencies for growing catalogs.



7. Dependence on App Store solutions

Due to the limited built-in features, Shopify stores rely heavily on third-party apps for:

- bulk content editing,
- business rule-based automation,
- ERP, DAM, and WMS integration,
- translation management and content localization.

Each app means separate costs, interfaces, and configurations.

As the catalog grows, so does the number of dependencies, making the ecosystem harder to manage.

Teams often find themselves switching between multiple apps just to perform different operations on the same products — leading to frustration, chaos, and a decline in operational efficiency and data quality control.

The core problem isn't Shopify — it's the missing second layer for product catalog management.



Shopify is a fantastic sales tool — but it was never designed to be a product data management system for large-scale, multi-channel, multi-market operations. And that's okay — it's simply not its role.

Where Shopify leaves off, a PIM system (Product Information Management) takes over.

In the next chapter, we'll show you exactly what a PIM is, how it works, and why its implementation provides immediate relief in managing even the most complex catalogs.



What is a PIM system and how does it work differently?

It's not about adding more features. It's about a different approach.

Shopify is a powerful sales engine.

But for sales to truly scale, you also need well-organized fuel — product data.

This is where **Ergonode PIM** (Product Information Management) comes into play — a system designed not for selling, but for managing products at scale, with quality, structure, and automation.

PIM is not a competitor to Shopify — it's a natural complement. A layer that allows you to:

- prepare your data before it ever reaches the store,
- manage its entire lifecycle,
- enable efficient, collaborative work without chaos,
- and finally, automate publication to Shopify (and other channels).



How is PIM different from Excel, Shopify, CMS, or ERP?

Many companies attempt to manage their product data using Excel, a CMS, an ERP system, or even directly within Shopify.

Each of these tools has its place — but none were truly designed to model, edit, and organize large volumes of product information.

Narzędzie	Co robi dobrze? 	Gdzie się kończy? 
Shopify	Sales, promotions, frontend, checkout	No workflow, data-management limitations
Excel / Google Sheets	Fast and flexibility	No automations, workflow and validations
CMS	Marketing content	No product-data support
ERP	Finance, logistics, warehouse	No content and data-channel layer
PIM	Product data, workflow, validations, automations	Not a sales tool — a product readiness engine



What exactly does **Ergonode PIM** do? (real-life functionalities)

Below is a list of key capabilities that set Ergonode PIM apart from other tools — and show its true value when integrated with Shopify:

1. Data and attribute modeling

- Create your own product data structures: product family templates, lines, variants, bundles.
- Define precise attributes: material, cut, usage, collection, shape, and more.
- Set rules: which attributes are mandatory for which products, what value sets are allowed.

2. Bulk editing and data filtering

- Filter products by any criteria (e.g., “products missing a German translation and a size chart”).
- Edit hundreds of products at once — no exports, no CSV files, no risk of errors.

3. Workflow and product status management

- Kanban-style workflows: products move through stages like “To be described” → “To be reviewed” → “Ready for publication.”
- Ability to assign tasks to specific team members responsible for each stage.



4. Translations and content versioning

- Manage multilingual versions of product content in one place, with preview and comparison capabilities.
- Full change history for all fields and parameters.
- Seamless collaboration with translators without relying on external files.

5. Product relationships

- Create product bundles (e.g., outfits), configurators, upsell and cross-sell offers.
- Manage substitutes, components, and accessories.
- Define conditional logic: e.g., automatically assign the correct size chart based on brand and category.

6. Automation and Shopify integration

- With Ergonode PIM, you can build dozens of business automation rules to dramatically speed up the creation of complete, error-free product catalogs.
- Data can be published via API or through a dedicated, optimized product feed-file (CSV) — fully compliant with Shopify's platform requirements.
- Assign metaobjects, publish only complete products, fill in variant details — all based on pre-defined rules.



The Result? Shopify products that are always complete, consistent, and sales-ready

Instead of fixing data problems in Shopify after they occur, you simply prevent them from happening. PIM acts as both a filter and a preparation engine:

- Your product catalog inside Shopify becomes organized,
- Products are ready for sale immediately upon publication,
- Your team saves time by avoiding tedious manual corrections.

But perhaps most importantly: **better data quality and market-specific content precision lead directly to higher conversion rates — and ultimately, increased sales.**

In the next chapter, we'll show concrete examples from several popular industries, highlighting how migrating from Excel-based or Shopify-only workflows to **Ergonode PIM** helps structure catalogs, speed up product onboarding, and gain full control over content quality.



4 Industry-case: Fashion

Managing products in a world of seasonality, variants, and multiple markets

The fashion industry has always presented massive challenges for e-commerce teams when it comes to product catalog management. Fast-changing collections, multi-variant complexity, seasonal fluctuations, and expansion into new markets — all of these quickly push Shopify's standard capabilities to their limits.

Ergonode PIM enables full control over this chaos and automates catalog management at a scale that would be extremely difficult to maintain without it.

Key problems solved by PIM in the fashion industry

1. Managing seasonal collections and accelerating product launches

Problem:

In fashion, collections change every season.



New products, new variants, and new marketing campaigns emerge every quarter — sometimes even more frequently.

Manually preparing product data for each collection in Shopify is slow and error-prone.

Solution with Ergonode PIM:

- Automated product management rules based on season, brand, and product type.
- Structured workflows: products move through stages like “To Prepare” → “To Describe” → “Ready for Publication.”
- Ability to work on collections in bulk and in phases.

Result:

- Collection preparation time reduced by 30–50%.
- Fewer errors and incomplete products at launch.

2. Standardizing and automatically mapping colors

Problem:

Fashion brands often use their own proprietary color names (“Black Pearl,” “Midnight Burgundy”), while marketplaces and Shopify Taxonomy require standardized color names (“Black,” “Red”).

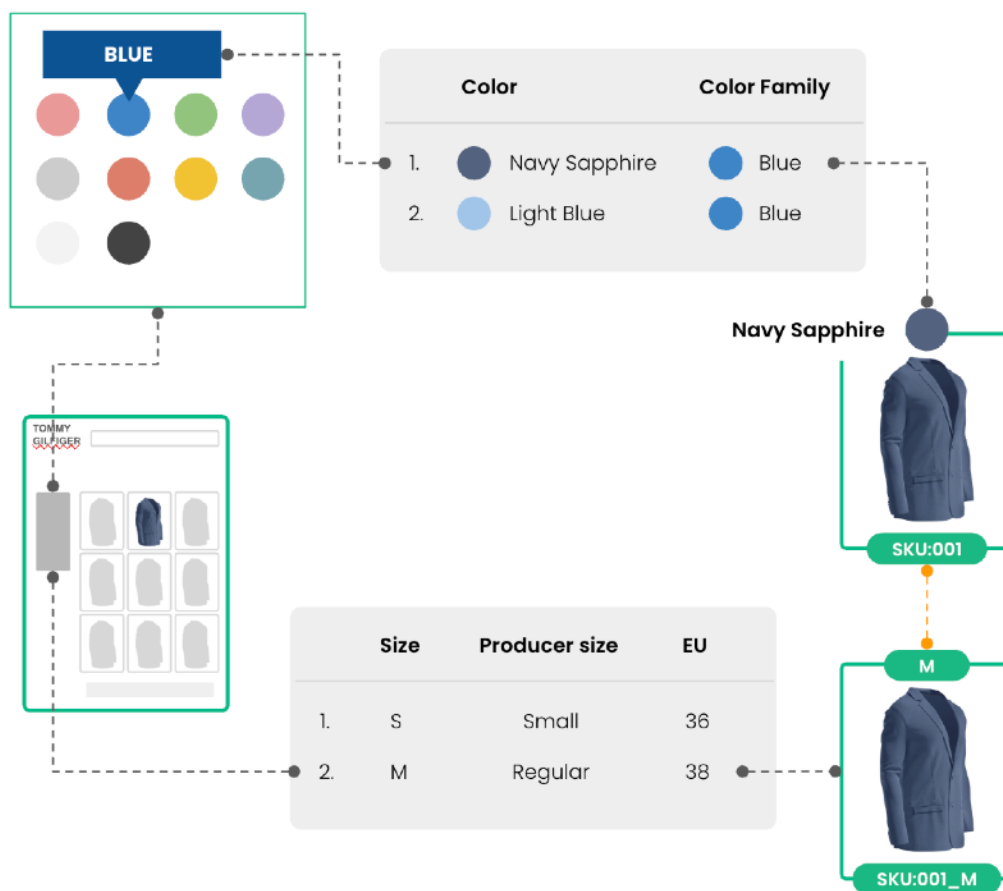


Solution with Ergonode PIM:

- Ability to manage multiple color fields: "Commercial Color Name" and "Standardized Color."
- Automated mapping of proprietary names to color families compliant with Shopify or Google Shopping standards.

Result:

- Full data consistency with Shopify and marketplace requirements — without manual corrections.
- Improved product visibility in search results and better filtering within the store.



3. Automating size-chart assignments

Problem:

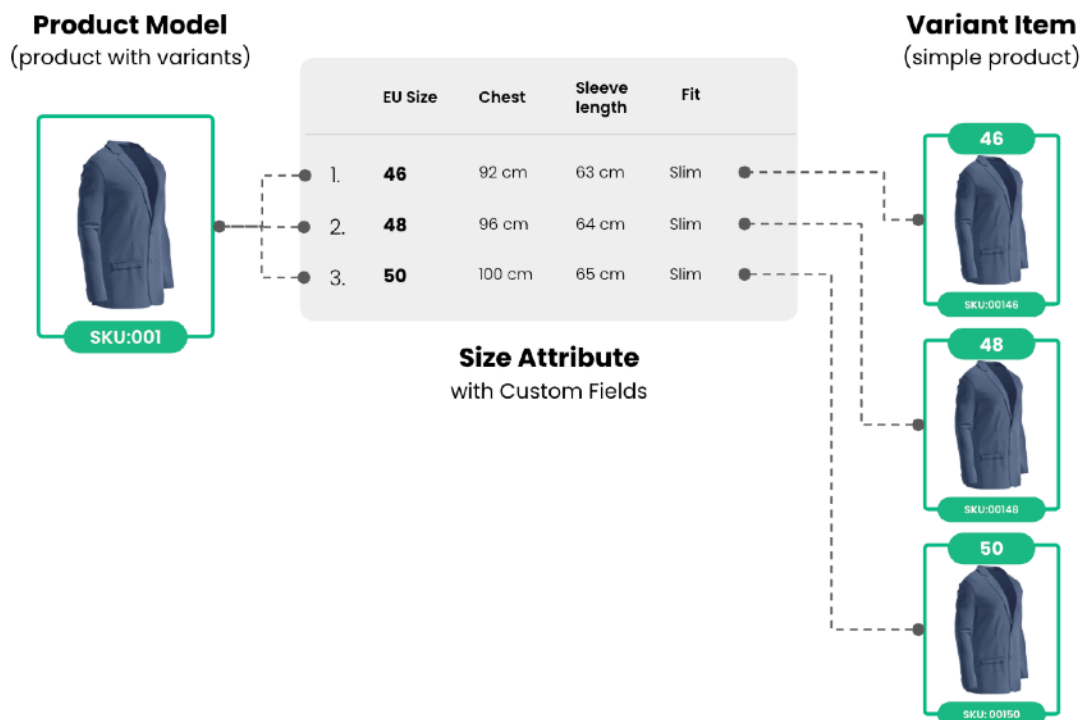
Each brand, product line, or even individual product may require different size charts. Manually assigning these in Shopify is time-consuming and prone to error.

Solution with Ergonode PIM:

- Automatic assignment of size charts based on brand, category, gender, or even individual products.
- Management of size charts across multiple languages and markets.

Result:

- Fewer sizing errors → fewer product returns.
- Better shopping experience for customers.



4. Expansion into new markets — structured catalog workflows for each market

Problem:

Entering new markets requires not just translation, but adapting descriptions, sizing systems, and marketing campaigns.

Solution with Ergonode PIM:

- Dedicated workflows for catalog production per market.
- Product statuses: “To Prepare,” “To Categorize,” “To Add Images,” “To Create Marketing and SEO Content,” “To Approve,” “Ready for Publication.”
- Ability to set up “gatekeepers” — roles responsible for validating data before publication.

Result:

- Higher localization quality.
- Faster market entry times.
- Better content fit for local expectations.

5. Managing different product variants and sets

Problem:

Fashion catalogs consist of different product types: variant products (e.g., T-shirts in multiple colors and sizes), standalone products (e.g., accessories, small items), bundled products (e.g., full outfits or accessory sets)



Managing all of this manually is complex and time-intensive.

Solution with Ergonode PIM:

- Flexible data modeling: variants, bundles, standalone products.
- Ability to group products into sets or create configurators.

Result:

- Clean catalog structure.
- Easier cross-selling and upselling opportunities.

6. Unlimited bulk data editing

Problem:

In Shopify, bulk editing data, changing fields, or updating attributes is tedious and often requires exporting and importing CSV files.

Solution with Ergonode PIM:

- Built-in bulk editing for any fields and attributes without the need for exports.
- Advanced product filtering and mass updates in just a few clicks.

Efekt:

- Significant time savings when updating the catalog.
- Less risk of errors during mass changes.



7. Managing brands and materials

Problem:

In fashion, additional data points like brands, models, care instructions, and material compositions are critical. Shopify does not natively support centralized management of such information.

Solution with Ergonode PIM:

- Ability to build custom structures for managing brands, materials, and models.
- Management of these structures across multiple languages and markets.

Result:

- Higher-quality marketing content and storytelling.



4 Industry-case: Beauty

Managing products in a world of compliance, ingredients, and markets

The beauty industry is one of the most demanding sectors when it comes to product information management. Strict regulatory requirements, complex ingredient lists, the need for precise translations, and consumers' sensitivity to product details mean that standard product management in Shopify quickly becomes insufficient.

Ergonode PIM gives beauty brands real tools to grow their product catalogs safely, efficiently, and at scale.

Key problems solved by PIM in the beauty&cosmetics industry

1. Managing ingredients and automatically generating warnings

Problem:

Each cosmetic product is a complex composition of active and supporting ingredients.

In many cases: certain ingredients require warnings (e.g., photosensitizing AHA acids),



some require special usage instructions, and different markets demand different legal labeling (e.g., INCI declarations, SPF labeling, organic or vegan claims).

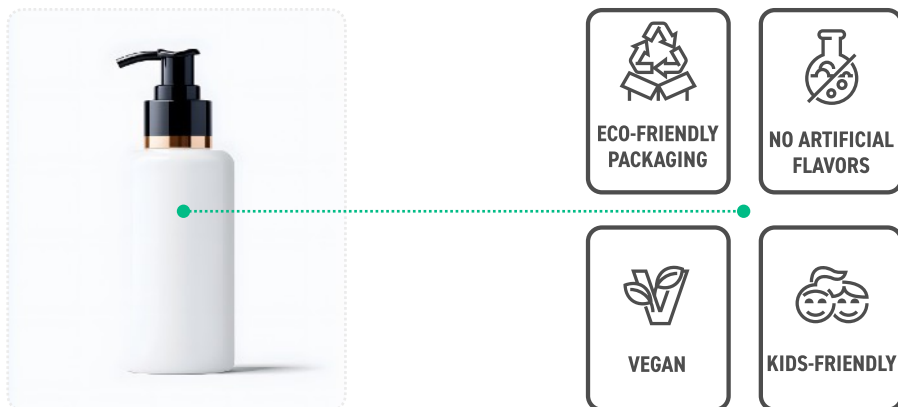
Manually tracking and managing these dependencies in Shopify, across hundreds or thousands of products, is extremely time-consuming.

Solution with Ergonode PIM:

- Dedicated data structures for active ingredients, allowing connections to warnings or care instructions.
- Automatic generation of content sections (e.g., "Warnings" or "How to Use") based on the presence of specific ingredients.
- The ability to use AI to analyze compositions and suggest appropriate communications.

Result:

- Full compliance with legal and marketing requirements in the Shopify store — without manual supervision.
- Significant time savings.
- Increased safety for both customers and the brand.



2. Translations and expansion into new markets

Problem:

Cosmetics sold internationally must meet the local regulatory and marketing requirements of each market.

Shopify lacks a translation workflow, leading to chaos and high error risk in areas such as:

- correct translation of ingredients and descriptions,
- adaptation of marketing claims (e.g., different regulations for marketing statements in the EU, USA, and Asia),
- compliance with various formal labeling requirements (e.g., SPF declarations, "hypoallergenic" claims).

Solution with Ergonode PIM:

- Multilingual data structures: each product can have content versions in the required languages.
- Translation workflows: statuses like "To Translate" → "In Progress" → "Ready" → "Verified."
- Ability to customize content per market (e.g., market-specific claims for the US only).

Result:

- Full control over localization processes.
- Faster market entry with reduced legal and marketing risks.
- Consistent brand communication quality across all markets.



3. Bulk product data editing

Problem:

In beauty catalogs, many product fields change seasonally or due to updates (e.g., new packaging, updated ingredient lists, certifications).

In Shopify, bulk updates require: exporting to CSV, manual editing in spreadsheets, re-importing with a significant risk of errors and duplications.

Solution with Ergonode PIM:

- Built-in bulk editing: filter products by any criteria (e.g., "all creams containing vitamin C") and quickly update fields.
- Ability to mass-update dependent data fields (e.g., "vegan" or "cruelty-free" flags) based on ingredient changes.
- Easily filter products requiring updates and apply batch changes.

Result:

- Catalog updates executed 5–10× faster.
- Reduced risk of errors and inconsistencies.
- Greater agility in responding to market changes (e.g., new certifications, ingredient trends).



4. Compliance and product data quality control

Problem:

The beauty industry is subject to rigorous regulations, including: Regulation (EC) No 1223/2009 in the European Union, FDA requirements in the United States, local certifications across Asian and Middle Eastern markets.

Manually verifying compliance product by product in Shopify is slow, error-prone, and risky.

Solution with Ergonode PIM:

- Workflow with status gates: a product cannot be published without fulfilling all required fields and validations.
- Dedicated compliance attributes: e.g., INCI status, SPF labeling, organic certification tracking.
- Publication checklists: every product must pass formal validation before appearing live in the store.

Result:

- Minimized risk of legal errors.
- Increased customer safety and brand reputation.
- Automated compliance validation without overloading the team.



4 Industry-case: Homedeco

Managing products in a world of styles, materials, bundles, and accessories

The home-deco and furniture sector features an enormous variety of products: from small accessories and textiles to large furniture and interior design elements.

This diversity quickly exposes the limitations of Shopify's standard mechanisms as brands begin scaling their product lines and expanding into new markets.

Ergonode PIM helps take control of product data chaos — and transforms catalog management into a scalable and organized process.

Key problems solved by PIM in the home&deco industry

1. Managing diverse product structures

Problem:

In home-deco catalogs, you often encounter: variant products (e.g., the same sofa available in different colors and materials), bundled products (e.g., a full bedroom



furniture set), unique items (e.g., limited-edition decorations, one-of-a-kind pieces).

In Shopify, reflecting this diversity of structures often requires workarounds, making the management of such complex data types tedious and inefficient.

Solution with Ergonode PIM:

- Create different data models for different product types (variants, bundles, individual products).
- Manage product relationships (e.g., a table + matching chairs as both standalone products and bundles).
- Support for "configurator" functionality (e.g., selecting wood color + upholstery fabric for furniture).

Result:

- Greater flexibility in how products are presented in the store.
- Improved customer shopping experience.
- More efficient management of large, complex catalogs.

2. Bulk editing of parameters and attributes

Problem:

Home-deco products have a wide range of attributes depending on the category: dimensions, materials, weight, style, intended use, and color palette. Manually updating this data in Shopify is time-consuming and prone to errors, especially for large collections.



Solution with Ergonode PIM:

- Filter products based on any criteria (e.g., "all sofas in Scandinavian style") and update attributes in bulk.
- Data updates based on rules — e.g., changing the main material automatically updates product descriptions.
- Bulk assignment of images, dimension tables, assembly instructions.
- Bulk generation of product names and descriptions for different sales channels (e.g., different naming for Shopify and Amazon).

Result:

- Faster catalog updates when collections or specifications change.
- Consistency of product data and descriptions across the entire catalog.

3. Managing accessories and substitutes

Problem:

In the home-deco sector, many products form bundles or require accessories: sofas need matching cushions, lamps need compatible bulbs, furniture may have alternative color or material versions.

In Shopify, building such relationships requires manual work or external apps — which becomes highly inefficient with large catalogs.



Solution with Ergonode PIM:

- Ability to create relationships like "accessory for," "substitute for," or "part of a set" directly within the product data model.
- Automatic assignment of accessory recommendations based on product category, brand, or type (e.g., "assign GU10 bulbs as accessories for all lamps from brand X").

Result:

- Easier creation of cross-sell and upsell opportunities.
- Automatic relationship building without manual effort.
- Better shopping experience — more recommendations = bigger cart values.

4. Translation workflows for different markets

Problem:

The same product description may need to vary across markets due to: different safety standards (e.g., materials approved for children's use), different style trends (e.g., greater emphasis on minimalism in Scandinavia), varying marketing content expectations.

Shopify lacks a built-in workflow for versioning content and managing translations, making international expansion difficult.

Solution with Ergonode PIM:

- Separate content versions for different markets and languages.



- Dedicated translation and validation workflows.
- Ability to tailor product descriptions, claims, and materials to specific market needs.

Result:

- Better localization and customer experience across regions.
- Faster, more controlled market entries without content chaos.

5. Managing documentation and certificates

Problem:

In home-deco, many products require additional documents: assembly instructions, warranty cards, safety certificates.

Shopify does not natively offer a structured way to manage and attach these documents to products.

Solution with Ergonode PIM:

- Ability to link documents as associated assets for each product.
- Manage documentation in different languages and for various markets.

Result:

- Better user experience (easy access to essential documents).
- Compliance with product information regulations.



6. Auto-classify and automatic completion of technical parameters

Problem:

Many technical parameters in home-deco are interrelated:

- If a table is made of solid oak, its weight will be significantly higher than if made of MDF.
- If a lamp uses a GU10 socket, its bulb wattage and voltage can be standardized.
- If a rug is made of wool, it can automatically be marked as "easy to clean" and "natural material."

Manually filling in these dependencies across hundreds of products leads to errors and inconsistencies.

Solution with Ergonode PIM:

- Ability to build automatic data enrichment rules based on other attributes. Example rules:
 - If "Material" = "Wool" → automatically assign "Properties": "Natural," "Easy to Clean."
 - If "Light Source" = "GU10" → default bulb wattage set to 5W–8W LED

Result:

- 30–50% faster data creation processes.
- Fewer errors and inconsistencies in product information.





Alternative Costs vs. PIM – What Really Pays Off?

Apps vs. System Solutions – The Hidden Costs of Growing a Shopify Store

In the world of Shopify, the natural response to every problem is to install another app.

You want bulk editing? — Add an app.

You want translations? — Add another app.

You want automation? — Yet another app.

Initially, this approach works well.

But as your catalog grows, costs and complexity grow even faster.

The Hidden Operational Cost: Time and Work Quality

Beyond just money, “appifying” your catalog costs your team:

- time (managing multiple systems instead of one),



- lack of centralization (data scattered across different interfaces),
- difficulty maintaining quality and consistency (different standards and formats between apps).

Funkcja	Rozwiązanie przez aplikacje Shopify	Szacunkowy koszt (USD/mc)
Product bulk editing	Matrixify / Excelify	\$50-100
Management of attributes (metafields and metaobjects)	Advanced Metafields / Custom Fields	\$30-80
Process Automation (Workflow)	Mechanic / Arigato Automation	\$50-150
Translation management	Langify / Weglot	\$90-400
Validation and data-workflow	No native solution (need custom development)	min. \$500-1500

Cost Summary:

- Total cost of apps: \$720–\$2230 per month (depending on scale and needs).
- PIM (Ergonode): €399–€1499 (~\$435–\$1650) per month — a comprehensive, single tool for full data control



PIM solves these problems by providing one centralized place to manage all product information — allowing Shopify to remain a clean, focused sales engine.

PIM: An Investment That Pays Off Faster Than You Think

Implementing Ergonode PIM costs between €399–€1499 per month, but it:

- eliminates the need for many apps (bulk editing, workflows, translations, automations),
- organizes your team's work (better resource management),
- accelerates product launches (faster campaigns, drops, seasonal launches),
- improves data quality — leading directly to higher conversion rates and fewer errors.

Investing in PIM = Investing in Scalability and Stability

Adopting a PIM is not just a technological expense. It's a strategic decision that:

- secures your growth,
- increases data quality,
- simplifies your team's workflows,
- and **reduces the total cost of catalog ownership over the next 12–24 months**



6 How to implement a PIM well integrated with Shopify

Implementing a PIM system is a milestone in the development of your store. But to fully unlock its potential, you need solid preparation — both technically and organizationally.

A well-planned implementation leads to faster results, fewer mistakes, and better team acceptance.

Understand: PIM Changes How You Work

PIM introduces a new way of thinking about product data:

- Data is created, managed, and controlled before it reaches Shopify.
- Each product has its own lifecycle: from preparation, through approval, to publication.
- The team begins to work process-driven, rather than ad hoc.

Awareness of this shift is the first step to success.



Implementation in 5 steps

1. Map Your Current Processes

- Where and how is product data created?
- Who is responsible for writing descriptions, sourcing images, and managing translations?
- What tools are currently used? (Excel, apps, email communication?).

Goal: Identify weak points and areas where PIM can provide immediate improvements.

2. Develop Your Product Data Structure

- What attributes are critical for your products? (e.g., material, color, collection, fit, usage type)
- Which fields are mandatory for publication, and which are optional?
- What product variants and dependencies exist?

Goal: Create a strong foundation for proper data modeling in the PIM system.

3. Prepare Your Team for the Change

- Explain what PIM is and what benefits it will bring to their daily work.
- Assign process owners: who will be responsible for content, images, translations, and approvals.



- Set clear workflow rules: for example, when a product moves from "in preparation" to "ready for publication."

Goal: Build team engagement and clarify responsibilities.

4. Plan the Technical Integration with Shopify

- What will be the source of product data? (Ergonode → Shopify)
- Will you use a ready-made connector, build a custom API integration, or work with an iPaaS solution (e.g., Patchworks)?
- How will you synchronize metaobjects, metafields, and product variants?.

Goal: Avoid surprises during integration and maintain catalog consistency.

5. Start with a Pilot (MVP)

- Choose a limited group of products (e.g., one category or one market).
- Run a full cycle: creation → editing → publication → analysis.
- Only after a successful pilot should you scale the process to the full catalog.

Goal: Gather quick insights and minimize risk.



About Ergonode PIM

Ergonode is powerful human-centric designed PIM platform. It empowers teamwork for easier and better product-data management to support wider and faster scalability. Platform with enterprise-grade content features at a fair price.

Trusted by hundreds of companies

