

Why forward-thinking brands are prioritizing product experience management (PXM)



Introduction

If you're a brand leader focused on ecommerce, you've probably found yourself saying something like this:

“We’re spending too much time keeping track of product listings. Syndication to all the marketplaces that matter to us is more than a full time job. And it’s so hard to keep track of each marketplace’s requirements.”

Sound familiar? Imagine what it's like from the customer's perspective. They find your product on Amazon, search for more information, and find different product descriptions and images on other sites.

From the moment a customer discovers your product to the moment they click “complete purchase,” you have an opportunity to impact their experiences. It might be compelling imagery, a clever ad, or a video that resonates with your customer; all of these touchpoints are part of the customer’s journey. How do forward-thinking brands impact the entire experience for their customers?

In this guide, we'll dive deep into the world of product experience management (PXM). We'll share how brands foster engagement, manage product information and digital assets, and make the most of innovative tools to help them create positive experiences across all their online selling channels.

What is PXM?

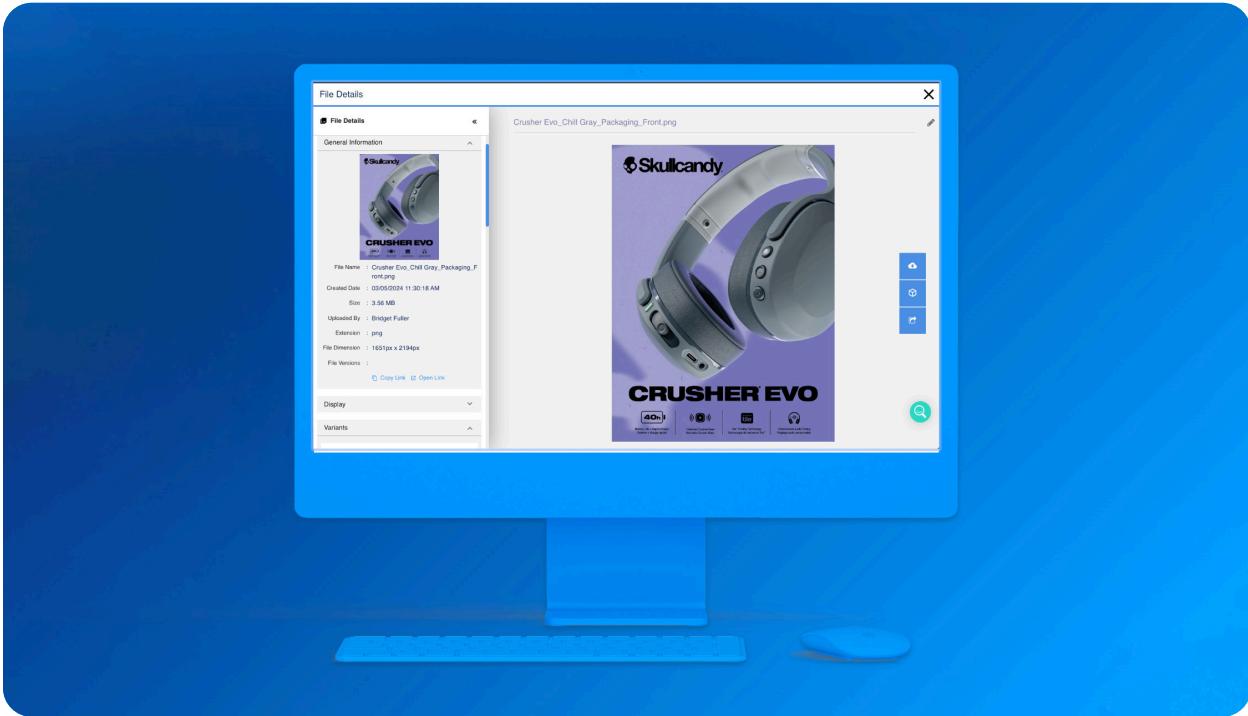
Product experience management encompasses the entire customer journey with a product, from initial discovery to post-purchase interactions. Unlike product information management (PIM), which focuses on organizing and distributing product data, PXM integrates customer experience, branding, storytelling, and emotional connections into product presentations. This approach ensures that every touchpoint with a product resonates with customers on a deeper level, fostering engagement and loyalty.

When building a PXM strategy, brand leaders need to consider:

- **Content creation and curation:** crafting compelling product narratives that capture attention
- **Personalization:** tailoring experiences based on customer preferences and behaviors
- **Consistency across channels:** ensuring uniform product representation across all platforms
- **Brand storytelling:** building a cohesive and engaging brand story that resonates emotionally
- **User experience (UX) optimization:** enhancing the usability and appeal of product interfaces while reducing friction to conversion
- **Feedback and iteration:** continuously improving products based on customer feedback

Why is PXM important?

Think about the last thing you purchased online. Did you click on an ad that attracted your attention? Did you comparison shop on another ecommerce site and find the same imagery, videos, and product descriptions? Were you able to check out quickly and easily? Did the product arrive in attractive, branded packaging?



If the answer was “yes” to any or all of the above, you were the beneficiary of positive product experience management. PXM aims to create memorable experiences that drive customer satisfaction, loyalty, and advocacy.

A good PXM strategy complements a brand’s PIM and digital asset management (DAM) strategies. While PIM and DAM focus more on the logistics of creating and distributing product listings and assets, PXM focuses more on the emotional and experiential aspects of product presentation, enhancing how customers perceive and interact with products.

The future of product experience management

Forward-thinking brand leaders are aware of the need to integrate PIM and DAM, though it’s still an underutilized strategy. As brands expand their ecommerce channels, the need for a single source of truth is critical. It’s essential to manage this content efficiently so both employees and partners can get the information they need.

Modern PXM solutions combine PIM and DAM to streamline the management of product information and digital assets. The integration of AI into these systems is expected to revolutionize PXM, providing advanced content generation, personalization, and optimization capabilities.

AI’s role in content generation is already transforming how companies manage and present product data. For example, brands are using AI tools to generate ad copy, create images of their product in different locations, and more. It’s imperative that brand leaders stay ahead of these trends, and their PXM solution should put AI at their fingertips.

The benefits of using a PXM tool

A properly deployed PXM tool will help your team stay organized, save time, and scale.

It's a single source of truth.

Using a PXM tool means you can consolidate all your product information and digital assets in one place. And it's not a series of shared folders and spreadsheets. You need all your product data easily accessible, reliable, and shareable.

It optimizes your content.

A modern PXM solution integrates generative AI to provide image, content, and SEO recommendations. It acts as an expert on your team to optimize your content, helping you convert shoppers into customers and generate revenue.

It offers seamless syndication.

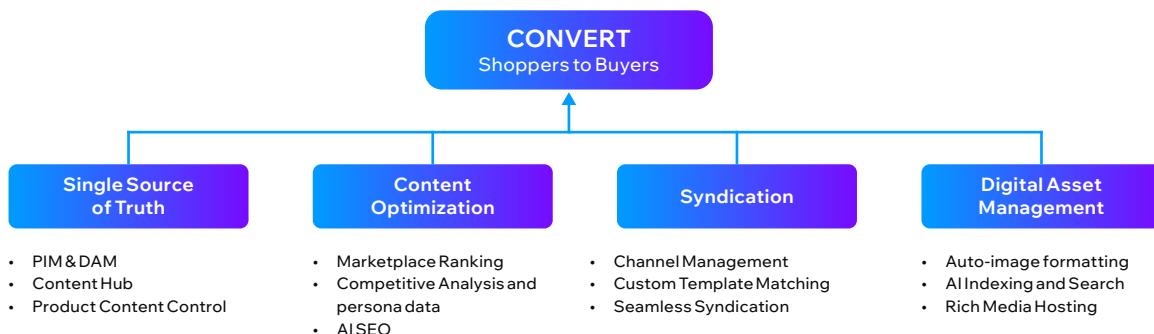
Brand leaders know all too well how much time and effort is spent on pushing product information to all your ecommerce channels. A PXM tool automates the distribution of your information across channels, with APIs and custom templates that make it quick and easy. Plus, this will help you accelerate product launches and listing updates.

It manages your digital assets.

Streamline the organization, retrieval, and deployment of digital assets, ensuring the latest and most relevant assets are used consistently across all your marketing and sales channels.

Leverage Pattern PXM for a Competitive Edge

What does Pattern PXM do?



Pattern PXM is a cutting-edge solution for both PIM and DAM. It leverages AI to analyze our database alongside your product data, competitor information, images, metadata, and keywords to produce impactful, automated recommendations to help you grow. This provides:

- Automated and accurate product information delivery:** ensure consistency and accuracy across key marketplaces and distributors
- Centralized asset management:** create a single source of truth for all assets and product information, ensuring consistency across channels

- **B2B portal:** enable internal and external collaborators to self-serve product content and digital assets, enhancing collaboration
- **Data-driven optimization:** use Pattern's 30 trillion digital ecommerce data points to refine product listings, driving better performance and sales

Content Optimization



[Learn more](#) about how Pattern can help you optimize your product experience management with Pattern PXM.