



PIM rules! - Product data is key for B2C and B2B success

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It no longer matters whether you are a B2C or a B2B business – digital marketing and eCommerce is booming and now mission-critical. Many manufacturers must now incorporate eCommerce into their sales strategy much more than previously, and the marketers will usually work through a mix of eCommerce channels: direct on their own websites, plus third parties such as marketplaces and distributors. The only way they can optimize the customer experience through all those channels is to pay much more attention to the Product Information Management (PIM) process, which has historically been an obsession in IT and product management departments, but less so in marketing.

In this digital world, companies require high-quality and unique product information on an increasingly large scale (number of SKUs and variants, plus number of channels), for all these reasons important to marketers:

- To have direct influence on conversion in the buying process
- To reduce the number of returned goods
- To gain higher visibility through search engines
- To leverage higher website traffic
- To reduce resources spent on individual customer queries
- To optimize the product and customer experience, resulting in customer loyalty

PIM ensures the quality of your product data

The right PIM system improves the quality and accuracy of all product data, which leads to the optimization of all digital marketing business processes. It will become the central place for all product-relevant information, specifications and digital files and the feed for the countless digital channels to be deployed by marketing. The basis of success in the sale of products and services is top-quality product data and that would be difficult enough even if each company only sold directly to customers. But product information must now be provided by manufacturers to their sales forces, distributors, retailers, marketplaces, and more; all digitally and essentially in real-time pace. Manufacturer specifications must fulfil legal requirements, but also be comprehensible.

I could go on ... but you get the point, I hope. This is why I found it suitable to do my [latest Vendor Selection Matrix™](#) research on the process of PIM.

I did my usual survey of 1,500 business decision-makers, presented them with my definition of PIM and asked them to name and score their feedback about the vendors they knew enough about in that context. The survey discovered fifteen vendors rated often and highly enough to be included in the report.

The global survey scored these vendors as Market Leaders (a score of over 4/5 on both the Strategy and Execution axis): AKENEO, CONTENTSERV, INFORMATICA, PROFISEE, RIVERSAND, SEMARCHY, STIBO SYSTEMS, TIBCO, and VIAMEDICI.

Always keeping you informed! Peter O'Neill



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