



3 ways to boost eCommerce with PIM





PIM is at the heart of creating excellent customer experiences online

Information is key to every successful eCommerce interaction. When a customer can't pick up a product in their hands, they need data to describe it to them. It should be simple, as long as that information is accurate and available every time.

Yet giants have been brought to their knees because they weren't able to sell online effectively, with bad data leading to poor online experiences, reduced sales and increased return rates.

Good quality data and an effective PIM (Product Information Management) solution are key to informing your customers and boosting your performance, whatever your eCommerce maturity.

The tips in this guide will show you just how effective PIM can be and how you can build a compelling business case for it.

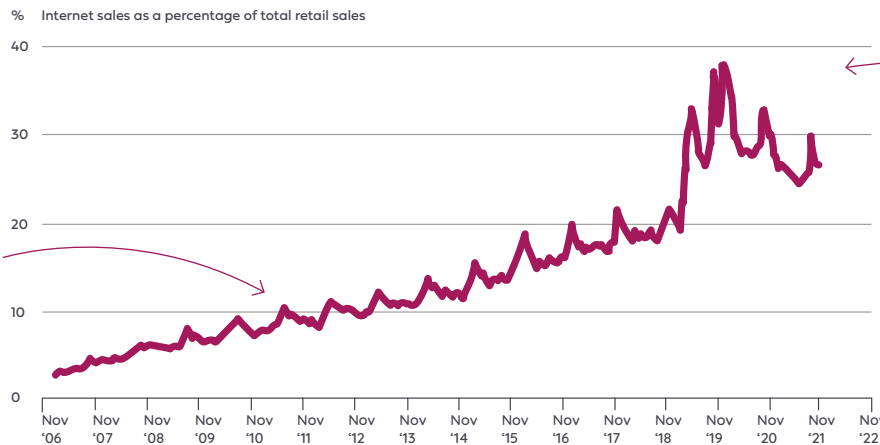


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The rise of eCommerce

Online sales spiked to almost 40% of total sales in 2020 and haven't returned to pre-Covid levels since. Consumer habits have permanently changed, with almost 83% of customers shopping online at least once a month.



Just 10 years ago, internet sales made up just 7% of total sales. **In 2022, they reached 30%.**

In 2022, online shopping accounted for at least a quarter of total sales per month – and that doesn't account for sales lost to the lack of effective eCommerce

The importance of internet sales has never been higher and well executed product information management is at its core.



Improved customer experience = more sales

PIM might not be as flashy as some of the other eCommerce tools out there, but get it right and it's the foundation of excellent customer experience.

PIM enables you to ensure your products are accurately described and categorised so that your customers can easily find what they are looking for.

Not only does that give them confidence in their initial purchasing decision, but it can persuade them to increase their basket value by purchasing relevant related products through data-linked recommendations.

As well as helping to increase online sales, PIM can help increase profitability too. Accurate product descriptions mean customers are not only confident in the products they purchase, they're also less likely to return them.

**More online sales and increased profits –
that's the value of PIM.**



Single version of the truth & marketplace syndication

Having a central data management tool encourages ownership and responsibility, providing a clear workflow for product information throughout the organisation: the right people, filling in the right data, for the right product.

This improves data quality and reduces the time it takes to add or amend product information. It means you're less reliant on human interaction further into the process.

It also means that after the data has been entered once, you are able to output the same data to multiple sources such as your own eCommerce platform, other retailers and marketplaces like Amazon and eBay.

Finally, there's no need to manage data into multiple different systems, since PIM acts as the master source of product data and then feeds other systems where needed.

Oh, one more thing – goodbye spreadsheets.



Productivity gains = better optimisation

With PIM, eCommerce retailers can create a complex product data set quickly, accurately and effectively. With the right PIM, retailers can even automate various parts of the data enrichment process and build workflows that make checking data quality more efficient.

With less time spent on data entry, resources are freed up to be spent on product optimisation, resulting in increased sales and conversions.

In general, PIM software provides time savings by automating processes (e.g. rule-based category assigning) and creating cleaner workflows. These savings can be much bigger if your eCommerce platform is multi-language, as the right PIM can use systemised translation software to update product descriptions in multiple languages.

C'est bon.



Boosting eCommerce with PIM

How can Amplifi help?

We're an award-winning data management consultancy. We get data, and we understand the challenges of eCommerce, having worked with the likes of Boden, John Lewis Partnership, Musgrave and Morrisons to solve their data challenges.

Our team has the experience and expertise to provide consultancy on the selection and successful implementation of PIM.

We partner with leading global PIM providers such as Stibo Systems and inriver, but our approach is technology agnostic: we will always identify the best solution for our customers, working with carefully selected vendors and technologies.

Whatever opportunity or challenge you have with data, Amplifi can help you unlock it. We provide a full suite of data management services including advisory, delivery and support services for Data Strategy, Data Mesh, Data Quality, Data Governance, Data Migration, Data Integration, Metadata Management and MDM.

Gartner

For four years running, Amplifi has featured in Gartner's annual Market Report for MDM External Service Providers and is one of only 20 vendors to be included globally

Amplifi have worked with many FTSE 100 and FTSE 250 organisations to ensure their data management is world class

Boden



Musgrave



Is good product data driving your customer's online purchases – or is bad data holding back your eCommerce efforts? For advice on how to manage your product information successfully, contact Amplifi:

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