



# 3 ways to boost eCommerce with PIM





# Any organisation selling online can harness the power of PIM

eCommerce was already a force to be reckoned with but the past year has only highlighted how important it is to all organisations that sell any type of product.

We've seen giants brought to their knees because they weren't able to sell effectively online. In some cases, they weren't able to sell online full stop.

Whatever stage of your eCommerce maturity, good quality data and an effective PIM (Product Information Management) solution are key to boosting eCommerce performance. The tips in this guide are aimed at showing you just how effective PIM can be and how a business case can be built.

How can Amplifi help? We're an award winning data management consultancy. We get data. We've worked with the likes of Boden, John Lewis Partnership, Musgrave and Morrisons to solve their data challenges and we'd love to help you solve yours.

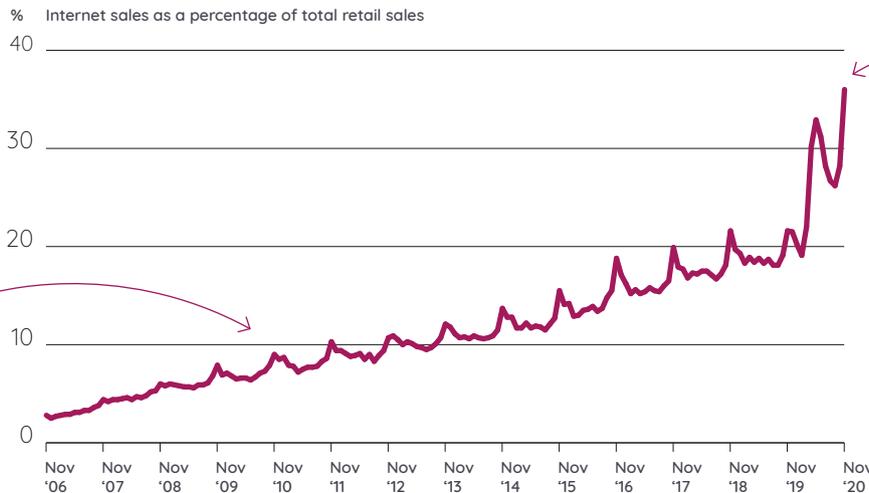


Chris Collings  
VP Professional Services, Amplifi



# The Importance of eCommerce

Internet sales taking a bigger slice of total sales isn't a new phenomenon; however, data from the Office of National Statistics shows the increase in 2020 has been huge.



Just 10 years ago, internet sales made up 7.3% of total sales. In 2019, it was up to 19.2%.

**In Q4 of 2020 internet sales shot up to 36% of total sales...** and that doesn't even account for sales lost to the lack of effective eCommerce.

Source: <https://www.ons.gov.uk/businessindustryandtrade/retailindustry/timeseries/j4mc/drsi>

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



# Improved customer experience = more sales

Whilst it might not be as flashy as some of the myriad eCommerce tools out there, PIM is at the foundation of excellent customer experience.

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

Not only does that give them confidence in their initial purchasing decision, it can also persuade them to increase their basket value by purchasing relevant related products.

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, with a clear workflow for product information within the organisation; the right people filling in the right data for the right product.

Data quality improves and the time taken to add or amend product information is greatly reduced. 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 is no need to manage data into multiple different systems, since the 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?

Amplifi is an award-winning data management consultancy that works with organisations to unlock the value of their data.

Not only do we understand the technical aspect of data, we also understand the positive impact good data management has on businesses, especially when it comes to eCommerce.

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

## 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

We partner with leading global PIM providers such as Stibo Systems and inRiver but our approach is technology agnostic meaning we will always identify the best solution for our customers, regardless of technology.

We also provide the full suite of data management services including advisory, delivery and support services for Data Quality, Data Governance, Data Migration and Data Integration.

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

Boden



Musgrave



Have you got product data challenges that are hampering your eCommerce efforts? To find out how Amplifi can help, please contact us:

**+44 (0) 1926 911820**  
**hello@amplifiuk.com**



**www.amplifiuk.com**

