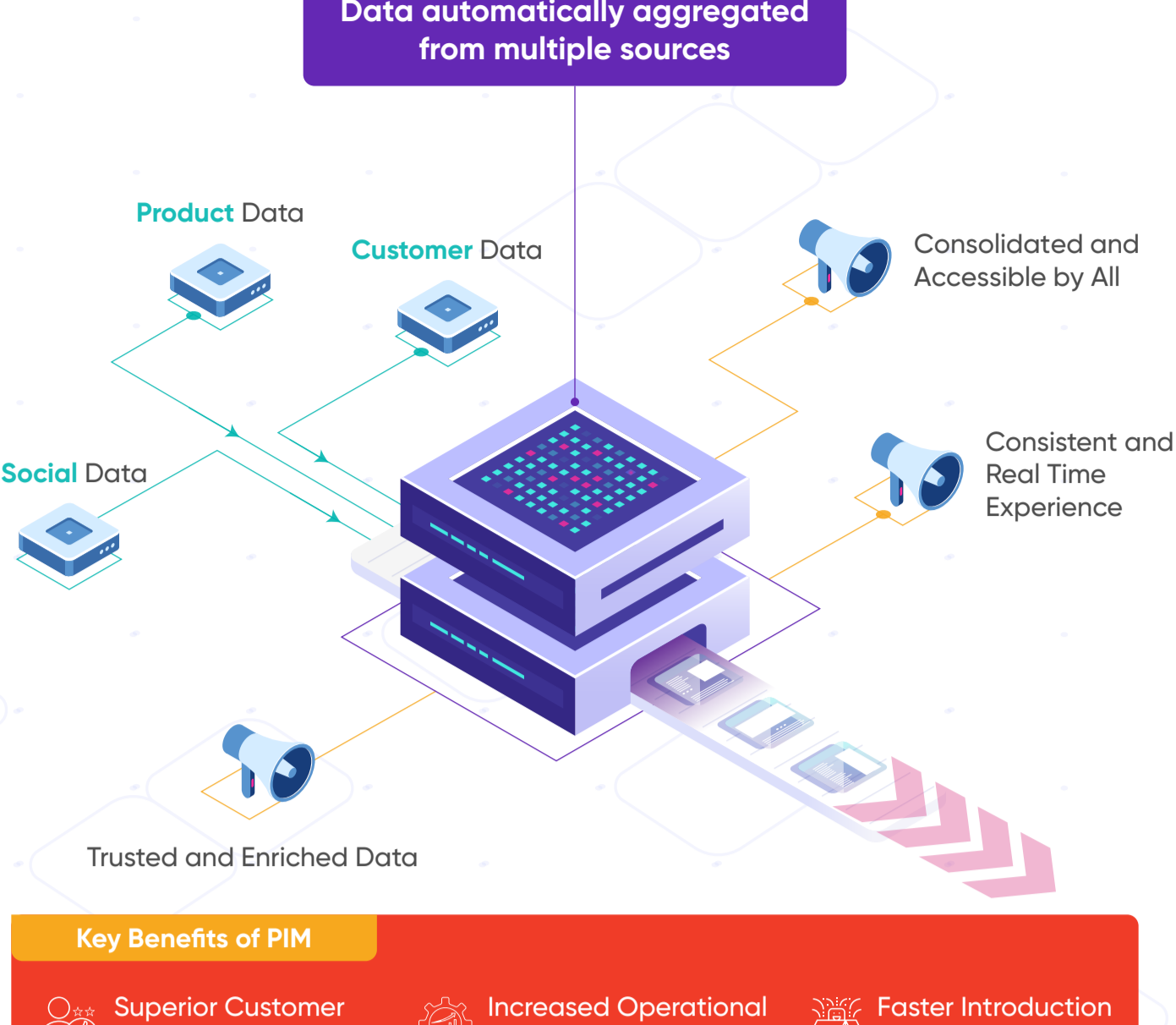




From Information to Experience: Journey of PIM to PXM

DIFFERENT 'DATA SETS' SHAPE DIFFERENT STAGES OF PRODUCT JOURNEY IN THE MARKET

Product Information Management helps centralize and manage these "data sets" ensuring a singular and accurate view of the product data throughout the product lifecycle.



Key Benefits of PIM

- Superior Customer Experience
- Increased Operational Efficiency
- Faster Introduction of New Products
- Centralized Content Repository
- Simplified Expansion of Product Catalog

Consolidated PIM establishes a "Single Source of Truth" across all channels; enabling faster time to market, establishing consistent brand and product image, and creating advanced workflows.

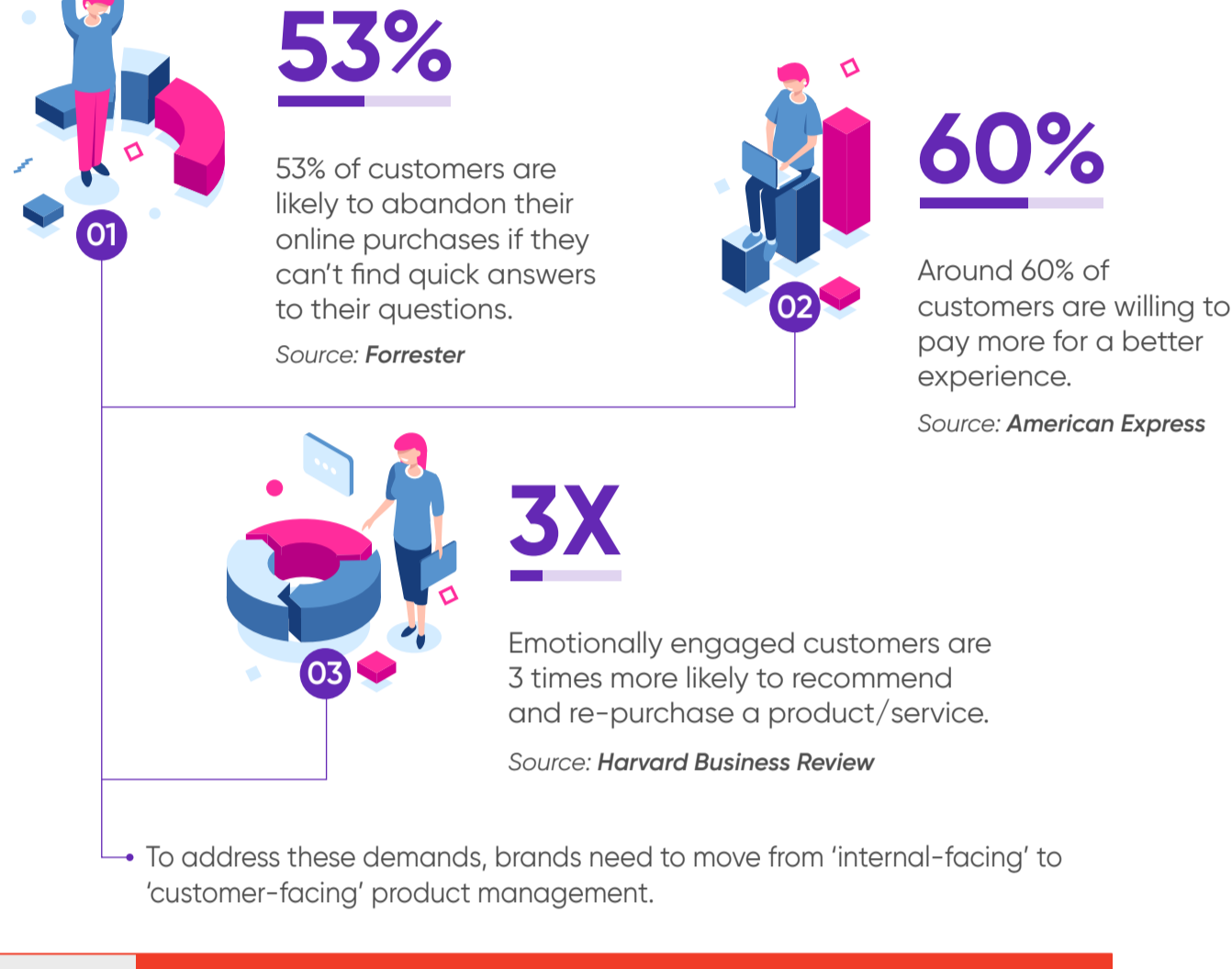
However, is it enough to just centralize and streamline data management?

"The global datasphere is estimated to grow by 175 Zettabyte by 2025." Source: IDC

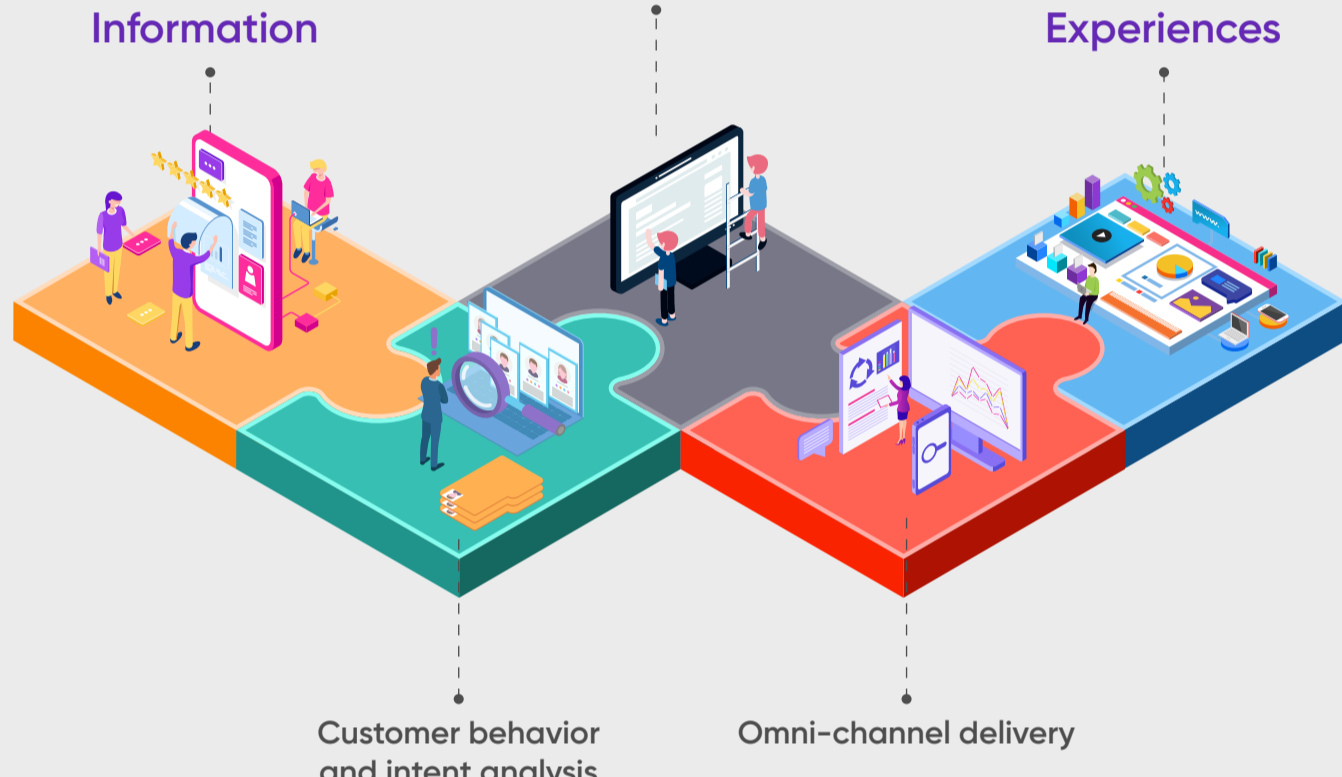
The exponential increase in the volume of data with proliferation of digitization, automation, and smart applications call for appropriate measures!

SO, WHAT IS THE NEED OF THE HOUR?

Today's customers are more empowered and expect more from the brands.

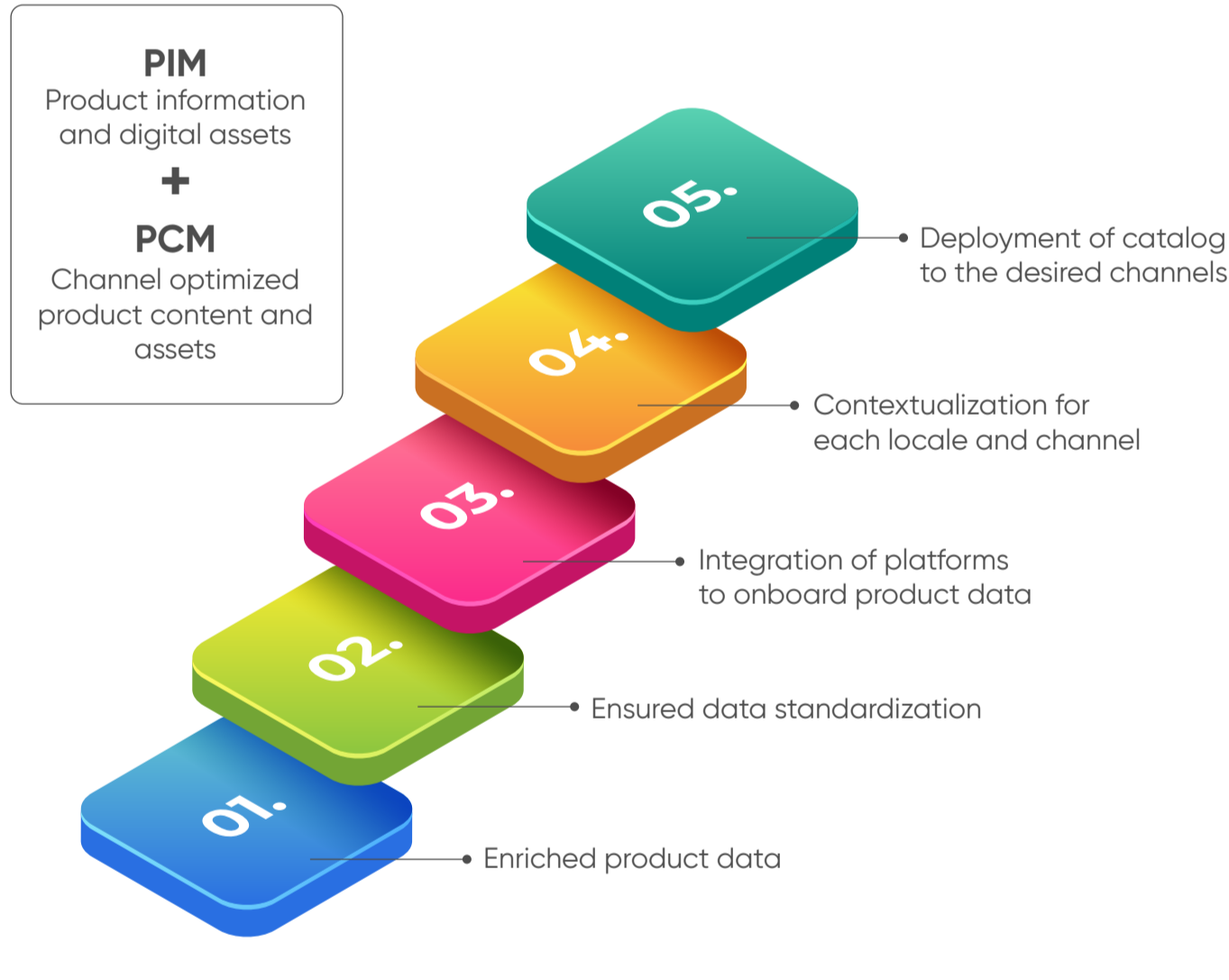


CONNECTING DATA AND CONTENT TO CRAFT UNIQUE EXPERIENCES



TAKE PIM TO THE NEXT LEVEL

Go from product information to engaging experiences to creating moments of recall and conversion



87% of existing marketing leaders consider marketing communication and campaign personalization pivotal for their brand's success. Source: Gartner

HOW PRODUCT EXPERIENCE MANAGEMENT (PXM) MAKES IT POSSIBLE



ADOPT PXM TO DELIVER "SEAMLESS" PRODUCT EXPERIENCES



BEGIN WITH DATA. DIFFERENTIATE WITH EXPERIENCE.

LEAD WITH PIMCORE!

Deliver meaningful, intuitive, and personalized customer experiences with Pimcore PXM.

Try a free Demo now: <https://www.pimcore.com/en/try>