



5 signs
You need a
PIM Solution

WHITEPAPER



“Do I really need PIM when I already have an ERP system?”

“When should I consider implementing a PIM solution in my company?”

Truth is, not every e-commerce business needs a PIM.

But for the most part, **especially for multi-channel retailers, using a quality PIM software** is the only way to stay competitive in the coming years.

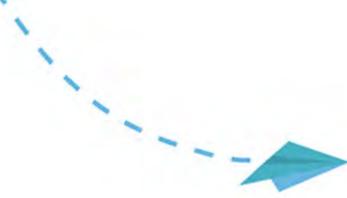
1

You struggle with managing many SKUs

74% of companies claim that having a single PIM software solution allowed them to **eliminate errors and mistakes** in product information

Ventana Research





A product portfolio of under 100 products is relatively easy to manage, so if that's what you have, then you don't need a PIM solution. With the help of spreadsheets, a good product description template, and a little elbow grease, you can update your product information by hand.

However, for a business that sells thousands or hundreds of thousands of products with a large number of associated product attributes and images, it's an entirely different matter. Updating these many products without organising them first in a PIM system is error-prone, tedious, or downright impossible. But what if you are wondering, “Do I still need PIM if I have an ERP/MDM system?”

- ERP systems and Excel spreadsheets **cannot exchange information** on their own; also, data may be saved in different formats by different people or departments, or may only be available in hard copy form.
 - MDM systems concentrate on internal operations,
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whereas a PIM system, with its **external orientation**, is crucial to efficiently managing and improving information quality for **marketing and sales channels**.

Important tip

Before choosing the best PIM system for your business, be sure to ask the PIM provider if the system can handle importing a **growing number of SKUs** or a situation when traffic goes up by 100x for a week.

The secret ingredient in this recipe is **cloud-native SaaS**.

Why? Because using a [cloud-native SaaS](#) PIM means you can easily scale up and down and import a million SKUs from your ERP without any roadblocks or technical difficulties.



Want to learn more about managing a large number of SKUs?

Read: [How do large retailers manage product content?](#)

2

You sell products in many digital channels

73% of customers use multiple channels during their shopping journey.

Harvard's Business Review



If you want to appeal to a broad customer base, you need to let your customers interact with your products in a way that's convenient for them. This can involve selling via [online marketplaces like Amazon](#), comparison websites, or the social media.

But targeting multiple channels at the same time is a complex task. You want to play to each channel's strengths, and that often means **different content for each channel**. Ensuring data quality for multiple channels is harder than for a single e-commerce store. If you need to manage multiple versions of product content without adding extra burden on your resources, then you should consider PIM.

- Updating information for many products becomes even more **time-consuming** when the products are displayed in various sales channels. Without a dedicated solution, **mistakes and loss of data quality** are inevitable.

- Harmonizing product information across all channels is **a stepping stone** to building a strong omnichannel presence.

Important tip

At this point, a PIM solution is **the best investment you can make**. You don't have to manually update every single product in every sales channel.

PIM allows you to centrally manage all your product information through a user-friendly dashboard and send the most relevant product content to the right places.



Want to learn more about centralizing product information?

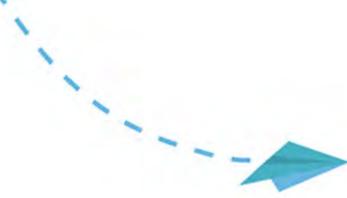
Read: **[Why You Should Centralise Your Product Information](#)**

3

You want to take advantage of omnichannel

87% retailers said that omnichannel is a critical business function.





Today, there is no more distinction between an “online” and an “offline” customer. Customers interact with your brand via **multiple touchpoints**: a physical store, website, email, phone calls or chat messages. They expect digital and in-store experiences to blend together seamlessly.

PIM helps you orchestrate such complete experiences that span over **multiple channels**, so that your customers can interact with your products or brand using their choice of touchpoints.

- Brands like Starbucks already improve customer loyalty with features that straddle the physical and digital divide, like **mobile orders with in-store pickups**. If you are skeptical of running such experiments, be aware that they can help you address very pressing customer needs. If you don't scratch your customer's itch, someone else will.

- Omnichannel is the future of retail. Just look at the numbers – the [report by Multichannel Merchant](#) cites that **87 percent** of retailers consider omnichannel a critical business function.

Important tip

A poorly orchestrated omnichannel approach will create the same experience as no omnichannel approach at all. PIM software enables you to **implement omnichannel** in a smart and structured way.



Want to learn more about omnichannel?

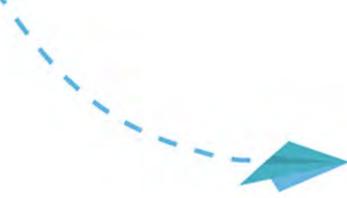
Read: [Ultimate Cheat Sheet on Omnichannel](#)

4

You want to expand to new markets

Manufacturers with #PIM are active in 45 countries, those without - in 17





International sales are becoming increasingly important for online retailers. And when it comes to e-commerce, no location is more important to be present at than China, the world's second largest market.

Interesting facts:

- **40 percent** of the world's e-commerce sales is made in China. New digital trends occur first in China and then spread globally.
- **Other important e-commerce markets** include India, Indonesia, Mexico, the Philippines, Colombia and the United Arab Emirates.

Undoubtedly all of these markets present fresh sales opportunities for e-commerce companies. If they are willing to extend their global reach, they need

to contextualize product-related content - provide language translations, local currency payment, and further adjustments.

Important tip

If you want to attract new international customers, invest in a quality PIM platform. It's a perfect tool for building **seamless cross-border e-commerce**. Life-saving features like multi-language support make it easy to manage the process of translations and localization, and speed up the process of enriching product introduction.



Want to learn how PIM can help a company extend its global reach?

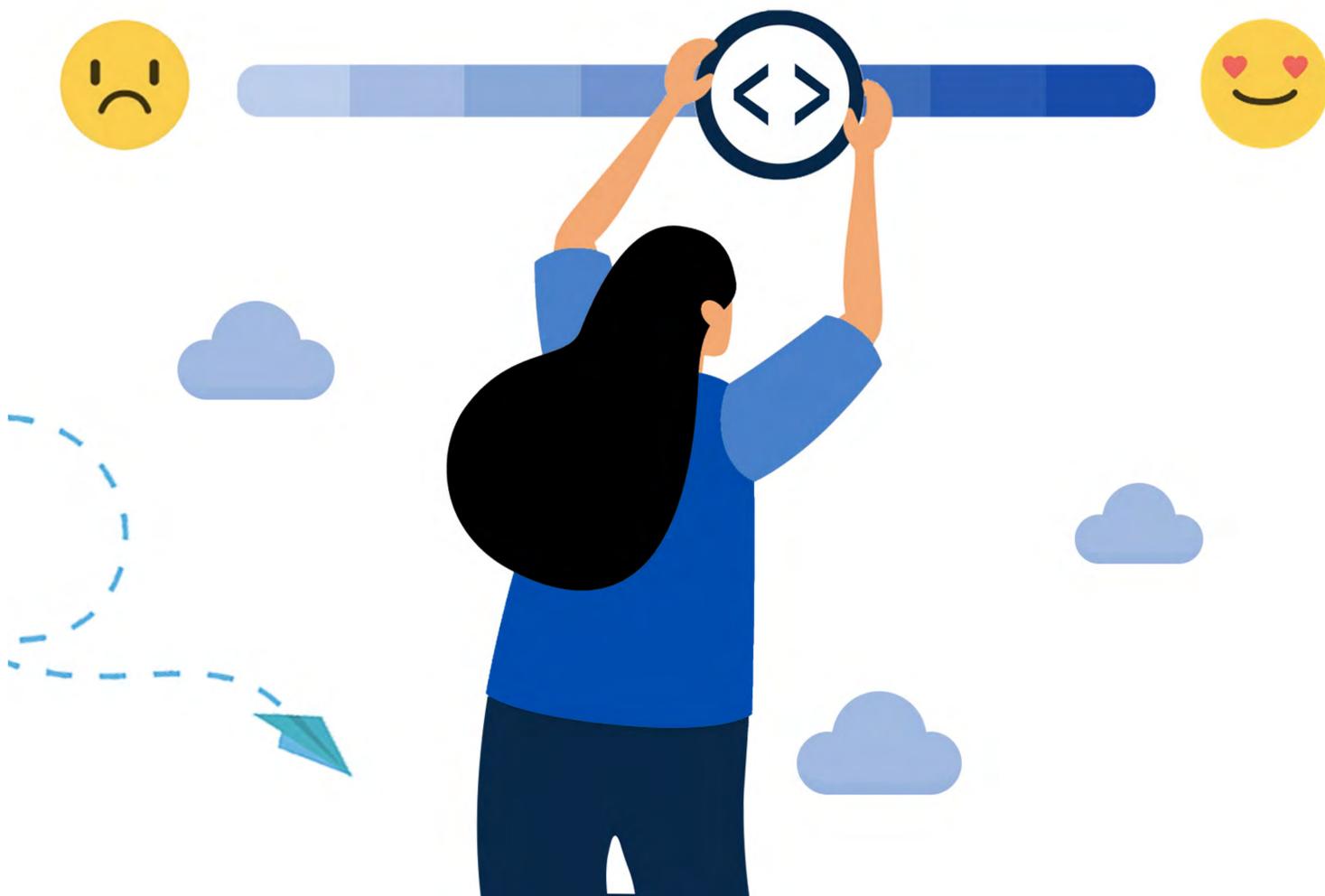
Read the case study: **[PIM for Global Business](#)**

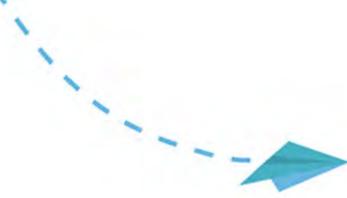
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You want to improve customer experience

96% of respondents said CX would influence whether they purchase from you again

83% would give a referral as a result of a positive experience





Let's start with an important question: how important is the customer experience (CX) for modern-day e-commerce businesses? An [Accenture survey](#) found that **85 percent** of executives said customer experience was important to their companies' strategic priorities. It matters to customers, too.

According to a [B2B Marketing/Earnest survey](#),

- **96 percent** of respondents said CX would influence whether they purchase from you again.
- **83 percent** would give a referral as a result of a positive experience.

The same report shows how badly poor customer experience can hurt your business: **13 percent** of unhappy customers tell at least **15 people** about their frustration.

Looking at these numbers, there are two obvious conclusions:

- Customer experience is the new competitive advantage.
- Word of mouth is a very powerful tool for sales.

In order to earn the trust and precious five-star reviews from your customers, you need to provide them with excellent customer experience.

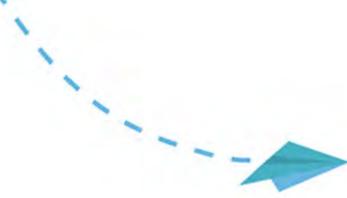
Important tip

A consistent product story can set you apart from your competition. In order to improve customer experience, make sure to **harmonize product information** across all channels, devices and languages.



Want to learn more about improving customer experience?

Read: **[7 Simple Ways to Improve E-commerce Customer Experience](#)**



Is any of this **true** for you?

Then it is time to consider a dedicated PIM system, which can address your current and future needs.

Contact us to discuss centralizing product information, improving product experience, and eliminating product content chaos.

[**Get in touch**](#)



bluestonepim.com