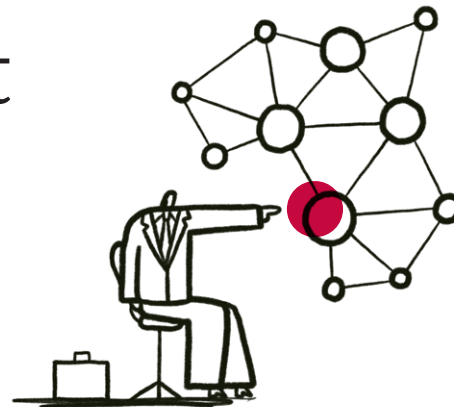**Intershop**®

Rich, reliable product information at every single touchpoint

PRODUCT INFORMATION MANAGEMENT

1

CREATE A SINGLE SOURCE OF TRUTH

Manage your product information from one central place to increase efficiency and reduce errors and oversight costs.

2

MAKE YOUR PRODUCTS POP

Sell more by making sure your products are easy to find in all digital channels and catalogs (even the complex and configurable ones!).

3

OFFER A SEAMLESS EXPERIENCE

Deliver consistent product information across all relevant digital channels, including marketplaces, catalogs, distributors or resellers.

4

BOOST CONVERSION

Reduce cart abandonment and returns by giving your buyers the confidence that they are ordering exactly what they need.

Give your customers the confidence to complete their order with Intershop's Product Information Management. Provide rich multimedia content, tell a consistent story, and ensure that your products are easy to find on all channels.

Manage all your product information from one place

Manufacturers and B2B brands today often have to manage thousands of products across countless different channels. If you are inconsistent you risk appearing disorganized or worse. **Intershop's Product Information Management (PIM) lets you take control of the chaos and manage all important product data from one central place.** Provide rich and relevant information in any format – from descriptions and specs to images and videos—for an unlimited number of products.

Make finding and buying your products easier

Product Information Management increases efficiency, reduces manual effort (and errors!), streamlines internal processes, and **improves the findability of your products** on all your digital sales channels, including marketplaces, catalogs, and sales via distributors/resellers. The faster your (potential) customers can find your products, the more likely they are to buy. Detailed, accurate and consistent product information also gives buyers the confidence that they're buying exactly what they need. This comfort leads to lower cart abandonment rates and fewer returns.

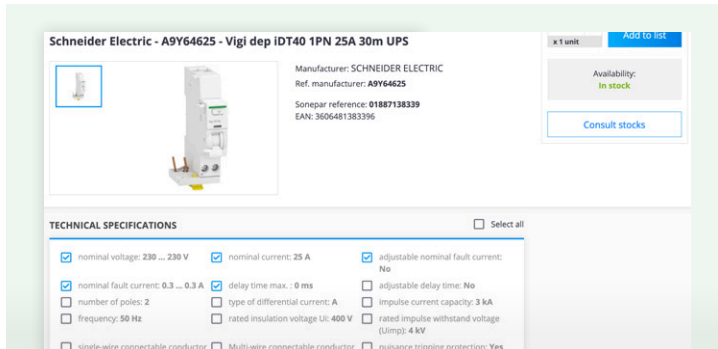## Distribute your product content to all your channels

With Intershop's Product Information Management, you can be sure you're delivering a **consistent product experience** no matter where your products are being sold. Collect, create, and update information for individual products and share your data feeds with all your channels, regions, and marketplaces. You also have the flexibility to localize the master product data by region, channel, and audience to reflect local pricing, currency, available inventory, and more.

Key features

1 Centrally manage data for an **unlimited number of products** and easily localize master product information.

2 Run **automated checks** to quickly identify incomplete product information before publishing.

3 Use **product data feeds** to effortlessly share your product details with other channels and marketplaces.

4 Update product information with just a few clicks using **batch processing** that supports standard import and export formats.

5 Ensure consistent classification and categorization. Optimize search accuracy with user-friendly **catalog management functionality**.

6 Give your customers, call center reps, and sales team real-time insights into product availability with **enterprise-wide inventory visibility**.

How it works

With Intershop's Product Information Management, you can create, collect, and update your **product information in one place** and then easily and accurately send it out to all your channels, catalogs, and marketplaces.

Help potential global buyers discover your products and turn them into repeat customers.

Benefits for your business
Take control of your product information to increase efficiency and deliver accurate, consistent data that improves findability and increases conversion rates.

Benefits for your IT team
Automate manual processes and complex data management with a single system that allows business users to manage and update every aspect of your product information.

intershop®

We're built to **boost your business.**

See what Intershop can do for you at www.intershop.com.

SPEAK DIRECTLY WITH ONE OF OUR EXPERTS

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info@intershop.com