

The Most Powerful Product Information Management Platform on the Planet

\$3.5

Trillion worldwide
revenue in 2019

\$6.5

Trillion worldwide
revenue by 2022

\$4

Billion invested in
eCommerce tech

2.14

Billion digital buyers
worldwide

PIMportance



Product DNA

Products exist only if they have product information.
It's their DNA!



No Sales

If you don't have any product data, customers can't
find or buy your products



Time-Poor Buyers

demand accurate, well-structured data so they
can find what they need first time round



Create Loyal Customers

Curate rich product experiences to enhance your
customers' journey

Achieve eCommerce Success with Pimberly

- Speed to market for new products
- Ranging decisions
- Average Order Value
- Ability to add and control new markets/channels
- Right first time
- Reduce returns
- Omnichannel customer experience
- Ability to manage more product SKUs

Engage

- Product stories
- Inspirational or lifestyle content

Discover

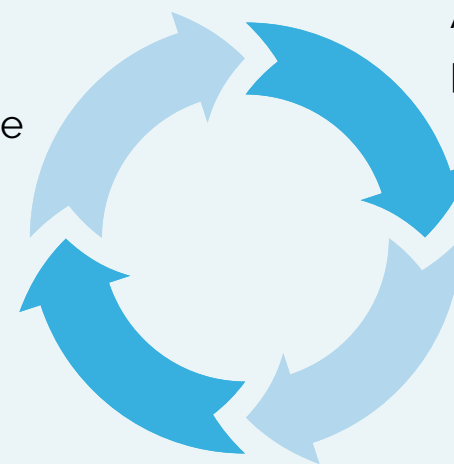
- SEO product copy
- SEO taxonomies & hierarchies
- Publishing products out to Amazon & Social Media platforms etc.

Ask

- Product search for better customer service
- Product FAQ's
- Product tutorials

Use

- Product manuals
- How-to videos
- Care instructions
- Customer feedback

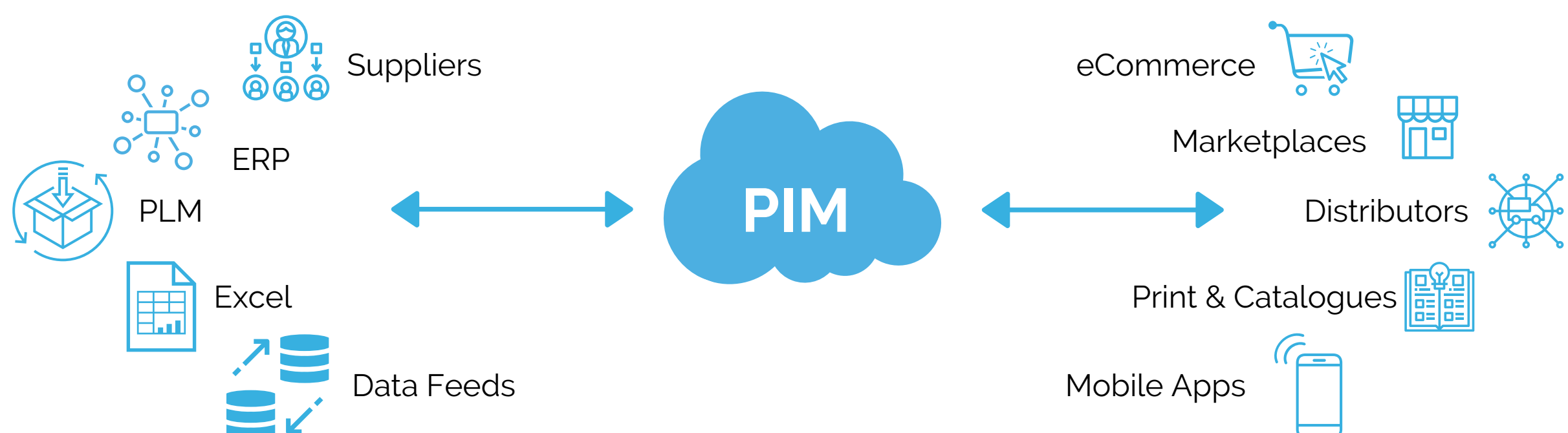


Explore

- Product visualisations and videos
- Product bundles & kits
- Short-form videos
- Product comparisons

Buy

- Product specifications
- Enriched product copy
- Packaging & shipping details
- Related products



Pimberly - A Cloud PIM Platform Trusted by Leading Global Brands & Retailers



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