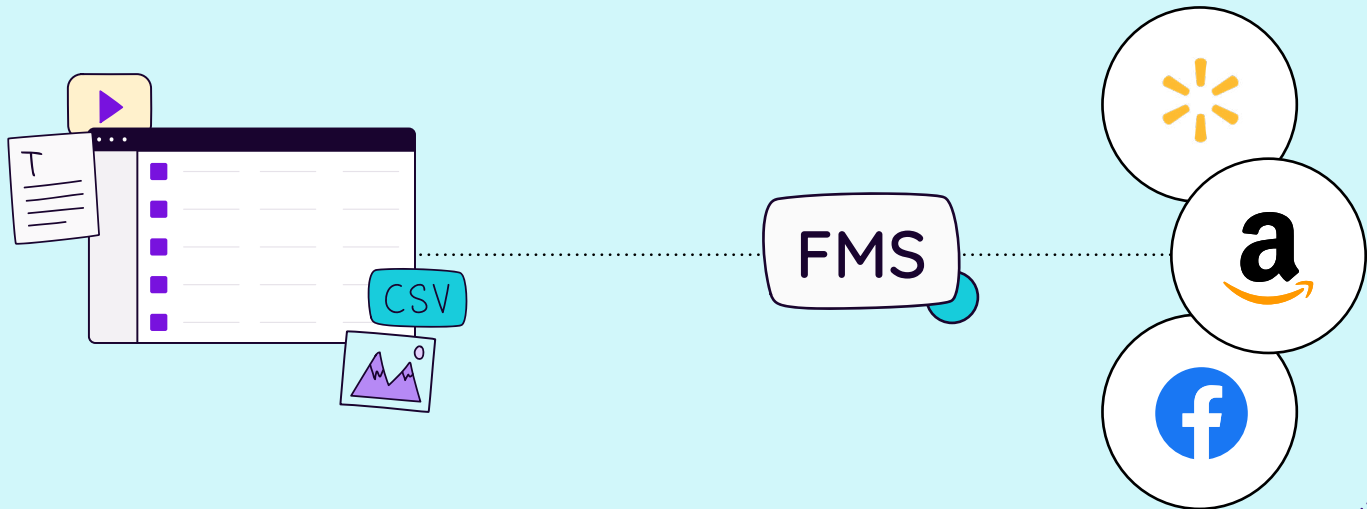


PIM and Feed Management

Why brands need both to win at multichannel commerce



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A multichannel approach to ecommerce

You've heard it before—ecommerce is a trillion-dollar industry. In fact, it's **projected to reach \$58.74 trillion by 2028**. While it's taken decades to fully penetrate the market, but now that it has, its growth is undeniable. It's clear that this growth will be sustained as people worldwide continue to turn to online shops for their purchasing needs.

This doesn't mean to say it will completely dominate the retail landscape. But one thing's certain: ecommerce selling doesn't make sense without a multichannel sales strategy.

Multichannel commerce is not a luxury, nor is it only for conglomerate giants. Every business—small or big—relies on how customers find its products. And with an estimated 12 million to 24 million e-tailers trying to make it happen, **now is the time to sell more, everywhere.**

What is multichannel commerce?

Selling on a variety of channels to reach more customers and offer more sales avenues.

Product photo editing requirements for online marketplaces

Marketplace	Max. product photo file size	Product photo type size	Product photo image size
	10 Mb	.jpg preferred; .tif and .gif also accepted	500px min. 1000px recommended
	7 Mb with photo uploader; 12Mb website upload	.jpg .png .tif .bmp and .gif	500px min. 1600px recommended
	20 Mb	.jpg .png and .gif	At least 1000px square
	16 Mb	.jpg .png .tif not animated .gif	At least 250px squared for apparel
	20 Mb	.jpg is recommended	2048px squared recommended
	5 Mb	.jpg and .png	1100px squared max.
	not specified	.jpg .png and .gif	1200px squared recommended
	not specified	.jpg .png	800px squared recommended
	not specified	.jpg .png and .gif	1024px squared or higher recommended
	30 Mb	.jpg and .png	1100px squared max.

Source

Same same but different

On average, companies use 5 to 10 channels to sell their products.

These channels range from retail operations to unique web stores, marketplaces, social media platforms, and comparison shopping engines. (CSEs).

However, each channel requires very specific product information. Your listing/s need to be carefully formatted to meet a certain criterion.

For example, images and sizing. If we look at Amazon, you're allowed a maximum of seven images, with the largest size being 10 MB. These images may not include text, logos, borders, watermarks, or other graphics. It must be on a white background. However, with Shopify, sellers can upload up to 250 photos per product in a variety of different formats. The biggest size is 20 MB, and the platform will automatically resize wrong images.

What is a product feed?

A feed is an overview of all the product information you would like to market on a particular channel.

For example, images, sizing requirements, product descriptions, etc. This information comes in a CSV, TXT, or XML format.

There's a lot of work that goes into multichannel selling

Before ecommerce took a complex turn, all this information would be sent from one central source of truth (your webshop). **If we use Shopify as an example, it paints the following picture:**

Years ago, exporting feeds from Shopify involved downloading your CSV files and uploading them to Amazon. (Or using a unique URL created in Shopify for a particular sales channel.) You would share the **exact same information** you have available in your web store with a preferred channel, and every interaction or sale would link back to your web store. You wouldn't have to monitor Amazon as data would record directly in Shopify as your main dashboard.

This model still works today, but the problem comes in with content requirements. Each sales channel you sell on, for example, Walmart, eBay, Google Shopping, TikTok, and the list goes on, requires separately formatted information. **So, now, your web shop, which once was the central location for all your data, just becomes one of the many channels you need to manage.**

When do you need a feed management solution?

When you decide to go multichannel.

Selling on multiple channels becomes impossible to manage manually. (Not to mention the spreadsheet chaos you'll endure storing these variations.) With an FM tool, you can easily share your catalogs with channels, without losing important product information in the process.

It truly is a dream when dealing with large catalogs that need constant updating. It streamlines the syndication process, speeds up time-to-market, and allows you to sell on dozens of channels at the same time. Essentially, it's the connection between your main centralized location and CSEs or marketplaces.

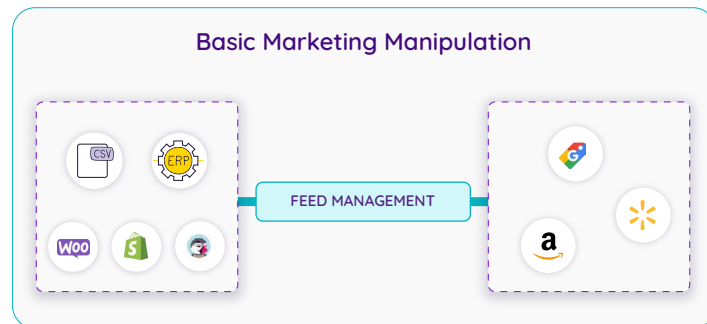
But with every good comes a few limitations. Feed management tools tend to:

1. Leave room for error. It's a garbage in, garbage out approach to content. Whatever you send through the system will be shared with external channels no matter the condition.

2. Restrict collaboration. It is seen as a staging ground where very little manipulation takes place, but the requirements per channel. Everything is automated, and therefore they rely on sources to fill the blanks in areas where data is incomplete or inaccurate.

3. Lack the creativity for product content. When multiple sources send information to a feed management system, it leads to duplicate content. There is no sieving through content to ensure that feeds get sent out in a clean, concise, and optimized format.

As you can see in this illustration, FM is a linear workflow. It's a collection point; not a place to prepare beautifully rich product information that is rankworthy and optimized for conversions.



Thriving brands see PIM as the missing piece

Those that don't, make excuses.

It's either "I don't need a PIM—my web store does the trick," or it's "ERP is my single source of truth." But the reality is that neither of these were designed to manage large amounts of marketing content—PIM was. And without PIM, you're missing out on a huge opportunity to drive more sales through rich, accurate product information and assets.

Here, we've compared the type of data stored in each tool.

****It is important to note that feed managers do not modify the raw product information; they simply take your existing data and optimize it for the channel you're selling on.***

FEED MANAGEMENT

- Title
- Images
- Description
- Price
- Product category
- Product rating
- Availability
- Features selling points
- IDs for tracking
- Other key attributes

PRODUCT INFORMATION MANAGEMENT

- Product identifier codes
- Taxonomy and relationships
- Technical specifications
- Digital assets (images/videos)
- Design specifications
- Product descriptions optimized for SEO
- Channel-specific requirements or versions
- Space to store translated product information
- Supplier and manufacturer data

What is Feed Management?

A tool that enables you to move product feeds from one source to a new destination.

How Plytix PIM can power your feed management

There are areas that feed management tools lack, which could jeopardize performance. Our Product Information Management tool fills in the gaps. It's designed (and priced!) for small businesses, allowing you to centralize, optimize, distribute and analyze content at an affordable price.

1. Digital Asset Management (DAM) capabilities for all file types

Feed managers don't consider media, which is an element that holds massive weight in ecommerce. They'll use a source to fill in the gaps on images, which still leads to broken links, unaccepted URLs from marketplaces, wrong sizing, and the list goes on. Plytix is a

PIM with DAM capabilities, allowing you to store unlimited assets that will enhance your product feeds. You can work on far more than just copy, and ensure multimedia is carefully optimized for every channel.

2. Single source of truth for all departments

In a digital environment, quality data is key. It's not just about feeds but rather the need for access to reliable data without jumping hoops to get it. There are so many areas in a business that share data, for example, marketing, external suppliers, sales, and more. PIM solves the single source of truth for all data, and feed management just handles feeds.

3. Everyone can collaborate on product information

Plytix is a collaboration tool designed to break down silos and minimize the challenges involved in creating product information that is market-ready. With more eyes on your content dashboard, you guarantee data accuracy and avoid a loss in revenue due to error.

4. Extract catalog data for sales enablement

In terms of business-to-business (B2B) sales, you'll be able to extract catalog content and insert information into Brand Portal templates for further use. All information will be enriched, allowing you to drag and drop content for any purpose.

5. Less processing required or back and forth

PIM's completeness attribute ensures all product information meets specific channel requirements before going out. FMs won't have to worry about errors. When content is sent to FMs, it will be in the correct format, reducing processing time and speeding up time to market.

What is Product Information Management?

A central source of truth used to manage, organize, and enrich your product information.

Happy companions, not competitors

Plytix is not a feed management tool, but we complement each other well. While we do have the capabilities and workarounds to syndicate with ecommerce platforms that allow URL feeds, we rely on feed management tools to be the delivery mechanism for all other integrations built on API and EDI. Our core focus is to be the best-in-class PIM for small to medium-sized businesses: a collaborative solution to managing your product information and digital assets.

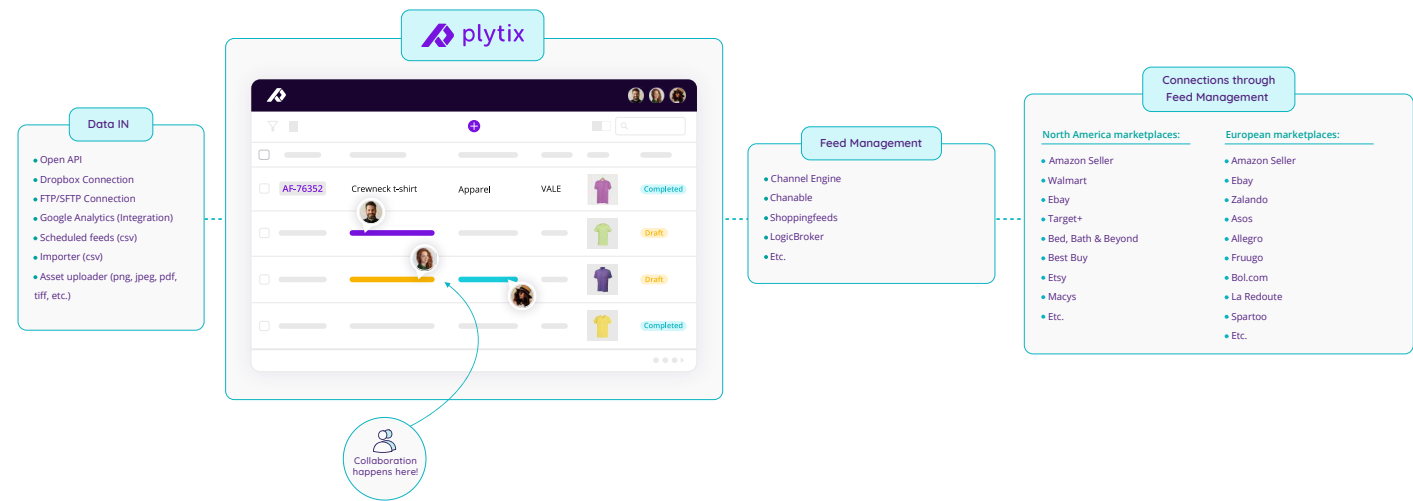
At Plytix, we're big believers in honing what we do really well and leveraging partners in areas that we lack. **By partnering with tech geniuses that do what we can't, we can provide the ultimate multichannel commerce experience without reinventing the wheel.**

Hi, I'm Trever!



To find out more about PIM and our approach to feed management, [click here to speak to me](#), Trever, a real human! **I'd love to help you thrive in multichannel commerce using G2's best-rated PIM.**

Multichannel Commerce Plytix Experience





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