

The Ultimate PIM Buyer's Guide

How to Select the Right System



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Who should read this ebook?

If you're an ecommerce manager, marketing manager, IT engineer, or anyone responsible for keeping product information accurate and up-to-date, this ebook is for you.

Returns? We get it—they're inevitable. But when [13.2% of all retail sales were returned](#) in 2024 (and [56% of shoppers say it's because the product didn't match its description](#)), it's time to stop pretending your data is fine.

The silver lining? A good PIM can lead to fewer returns and an increase in sales by keeping product information accurate, complete, and up-to-date. That's what we call a win-win.

In this ebook, we'll break down why you need a PIM, what to look for in a PIM system, and how the right solution can save your sanity (and your bottom line).

Whether you go with Plytix or another PIM, we're here to help you find the best fit for your business. Because when product information is accurate, everyone's happy.

What is PIM?

[Product Information Management \(PIM\)](#) is how you get your product data **organized, accurate, and ready to sell**. It's the system that makes sure everyone in your business is on the same page. **All your product details**—descriptions, prices, images, and specs—**live in one place**, so you're not chasing data across spreadsheets or guessing what's correct.

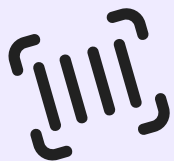
If you've heard of Master Data Management (MDM), Product Lifecycle Management (PLM), or Product Resource Management (PRM), you're close. But while those tools focus on big-picture company data, **PIM zooms in on your product data**. If you don't have a PIM yet, you might be making things harder than they need to be.

Why? American market research company, Forrester, says **digital businesses attach up to 200 attributes to every product these days**. Keeping track of all that without a PIM? Not pretty. It's time to stop guessing and start using a system that actually works.

A good PIM does most of the heavy lifting for you, so you can keep all that info in one place and distribute it where it needs to go. Simple as that.

<input type="checkbox"/>	SKU	LABEL	READY FOR SHOPIFY	CATEGORIES	GALLERY
<input type="checkbox"/>	CH-8921	Wooden Nordic Chair	0.00%	Chair	
<input type="checkbox"/>	FUR-02271	Vintage Entryway Cabinet	44.00%	Cabinet	
<input type="checkbox"/>	SOF-3872	Vintage Yellow Sofa	Completed attributes	11 of 25	
<input type="checkbox"/>	SOF-2039	Warm Nordic Back Armchair	<input checked="" type="checkbox"/> Label		
<input type="checkbox"/>	FUR-3872	Modern Entryway Cabinet	<input checked="" type="checkbox"/> EN Description		
<input type="checkbox"/>	SOF-2432	Nordic Style Armchair	<input checked="" type="checkbox"/> Categories		
<input type="checkbox"/>	SOF-9918	Vintage Style Armchair	<input checked="" type="checkbox"/> Measurements		
<input type="checkbox"/>	TAB-5590	Warm Round Tea Table	<input checked="" type="checkbox"/> Price (\$)		
<input type="checkbox"/>	TAB-2031	Metal Round Tea Table	<input checked="" type="checkbox"/> Price (€)		
<input type="checkbox"/>	TAB-2031	Velvet Green Armchair	<input checked="" type="checkbox"/> Gallery		
<input type="checkbox"/>	TAB-2031	Velvet Green Armchair	<input checked="" type="checkbox"/> ES description		

Why you need a PIM



Let's be real—managing product information manually is a nightmare (especially if you have over 100 products). If your marketing, sales, and ecommerce teams are constantly scrambling to update product details across spreadsheets, emails, and countless platforms, something's gotta give.

And let's not even talk about the "2021_products_Ron's edit_FINAL V3 REALLY THIS IS THE FINAL_Leslie's changes X2" spreadsheet situation. We've all been there.

The reality? Ecommerce isn't slowing down. There are now [2.71 billion digital buyers](#)—that's over a third of the global population, and it's only increasing. More shoppers, more competition, and way higher expectations. If your product data isn't accurate and optimized, you're losing sales.

A PIM isn't just nice to have—it's a must if you:

- Manage complex product data and relationships
- Offer more SKUs than your team can keep up with manually
- Sell or advertise on multiple channels
- Work with multiple suppliers
- Need to provide accurate product info across teams
- Are drowning in manual updates
- Regularly add, change, or expand your product catalog

PIM keeps your product information clean, consistent, and ready to sell—so you can focus on what actually matters.



Ready for a PIM that actually works?

Launch products faster, organize your data, and boost your sales with Plytix—no hidden fees, just a tool that works. [Book a demo](#) with one of our specialists to see if Plytix is the right PIM for you!

Benefits of PIM

Managing product information across multiple channels is tough. A PIM makes it easy by giving you one reliable source of truth for all your product data.

Here are some [PIM benefits](#) that you can expect:

- **Centralized data:** Product names, images, descriptions, and prices in one place.
- **Less manual work:** Automate tedious updates and imports.
- **Consistent content:** Keep listings accurate across every channel.
- **Better collaboration:** Marketing, sales, and support work from the same data set.
- **Faster launches:** Get new products to market sooner.
- **Simplified supplier management:** Import and organize supplier info with ease.
- **Happier customers:** Accurate listings mean fewer returns and better reviews.

Who benefits?

- **Sales teams** get the product info they need to close more deals.
- **Ecommerce managers** can manage listings across platforms without the hassle.
- **Marketing teams** build content faster with reliable, up-to-date data.
- **Customer support teams** can quickly find answers for customers.





AI and PIM

Artificial Intelligence (AI) isn't just a buzzword—it's a must for modern PIM systems. In fact, [98% of CEOs say AI improves productivity and speeds up decision-making](#). But what does that mean for you when choosing a PIM? It means less time spent on manual tasks, fewer errors, and product data that's always in tip-top shape.

Here's what some AI-powered PIM features can help you do:

- **Catch and fix data errors:** AI helps spot mistakes before they cause problems, keeping your product data clean and accurate.
- **Link related products automatically:** No more manual mapping—AI connects the dots for you.
- **Generate product descriptions:** Need engaging, SEO-friendly text? AI can help craft product copy in seconds.

- **Flag missing details:** Whether it's product descriptions, prices, or titles, AI can help figure out which data is missing.
- **Translate product information:** Sell globally? AI can quickly translate product descriptions for different markets.
- **Edit and enhance images:** Resize images, remove backgrounds, or improve quality without extra tools.

AI-powered features take the manual work out of managing product data, so you don't have to waste time fixing errors. The right PIM does it for you, making product management faster, easier, and way less frustrating.

A comprehensive PIM buyer's checklist

Choosing a PIM system is a big decision, and asking the right questions helps you get the right fit for your business needs. Here's a practical checklist to help you evaluate PIM systems and make sure they'll support your goals, scale with your business, and enhance your workflows.

✓ 1. Centralizing product data across all channels

A PIM should serve as the single source of truth for all your product information, making it easier to manage and distribute across multiple channels (like your website, Amazon, and in-store).

- ☐ Can this system store all my product data in one place and keep it consistent everywhere?
- ☐ Does it support custom attributes, categories, and flexible data models to fit my products?
- ☐ How does it handle complex product relationships like variations, bundles, or upsells?

↻ 2. Supporting imports and updates

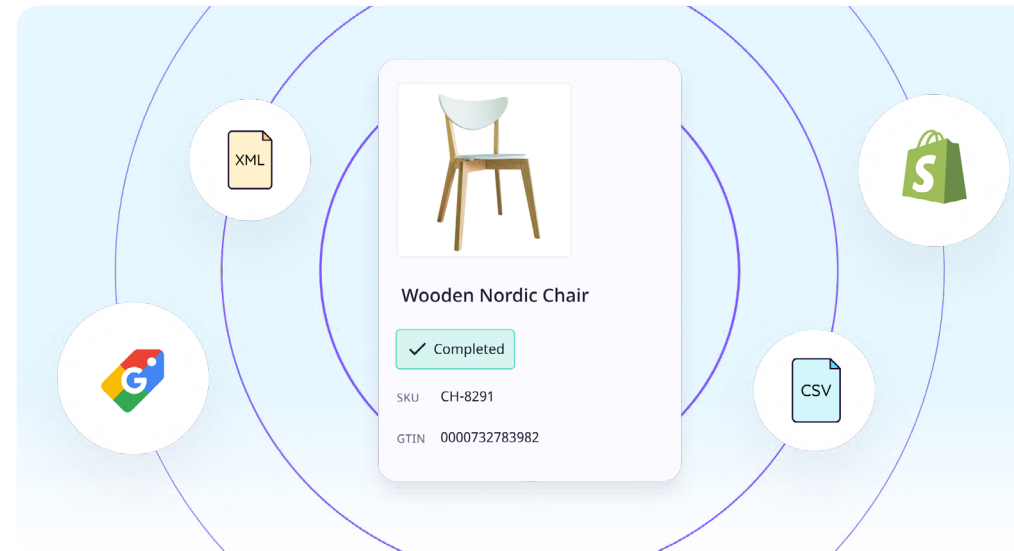
Manual data entry is time-consuming and error-prone. A good PIM system should simplify importing product data from different sources (like supplier feeds and spreadsheets) and support automated updates.

- ☐ Can I import data from different sources like CSVs, XMLs, or supplier feeds?
- ☐ Is there an option to schedule automatic imports to keep product data fresh?
- ☐ How does the PIM handle missing or incorrect data during imports?

☁ 3. Cloud-based vs on-premise

This choice of a [cloud-based vs on-premise PIM](#) affects everything from cost to scalability. Cloud-based PIMs are more accessible and easier to scale, while on-premise systems may offer more control but come with higher IT overhead.

- ☐ Can I import data from different sources like CSVs, XMLs, or supplier feeds?
- ☐ Is there an option to schedule automatic imports to keep product data fresh?
- ☐ How does the PIM handle missing or incorrect data during imports?



4. Digital Asset Management (DAM)

Product images, videos, and other media are essential for conversions. A PIM with built-in DAM lets you link these assets directly to product data, reducing time spent searching for files.

- ☐ Does the PIM allow me to manage various digital assets (like images, videos, and PDFs)?
- ☐ Does the PIM support various media formats (like png, jpeg, and MP4)?
- ☐ Can I link media to specific products and variations for consistency?
- ☐ Does the PIM allow categorization, filtering, and renaming of assets?
- ☐ Can user roles restrict access to digital assets within the PIM?
- ☐ Does the PIM enable the creation of media-rich catalogs or product sheets?

5. Integrations with other business tools

Your PIM shouldn't exist in isolation—it needs to work seamlessly with your existing systems like ERP, ecommerce platforms, and marketing tools.

- ☐ Does the PIM integrate with ERP, ecommerce platforms, and other third-party tools?
- ☐ Can I connect it to my existing systems via API for custom integrations?
- ☐ Does this PIM integrate with my current tech stack (like Shopify, WooCommerce, and ERPs)?

6. Customizable export and channel distribution

Different channels (like Amazon, Shopify, and Walmart) require product data in different formats. A PIM with customizable export options helps make sure data is mapped correctly without extra manual work.

- ☐ Does the PIM offer pre-built exports for major marketplaces and ecommerce platforms?
- ☐ Can I customize exports to match my unique formatting and naming conventions?
- ☐ Can I schedule automatic exports to keep my product data updated across channels?

7. Automation and workflow optimization

Automation reduces repetitive manual work, streamlining tasks like content enrichment and cross-channel publishing. A good PIM should support rule-based automation for consistency and efficiency.

- ☐ Does the PIM have built-in automation for tasks like content enrichment, product updates, or channel distribution?
- ☐ Can triggers be set for specific actions, such as auto-updating product details when inventory changes?
- ☐ Does the PIM provide validation features to check product data accuracy before publishing?



Continued | [A comprehensive PIM buyer's checklist](#)

8. Team collaboration and user permissions

Product information is managed by various teams (like marketing, product, and sales). A PIM should allow easy collaboration while maintaining control over permissions.

- ☐ Does the PIM allow role-based permissions to control access to sensitive data?
- ☐ Can different teams work in the PIM at the same time without overwriting each other's work?
- ☐ How does the PIM track changes and updates made by different team members?
- ☐ Can user permissions be set at the attribute level to restrict specific data edits?

9. Multichannel publishing

You need to make sure product information is distributed consistently across all sales channels (like online stores, marketplaces, and product sheets).

- ☐ Does the PIM allow me to customize content for different channels (like Amazon, Walmart, and Shopify)?
- ☐ Can I automatically format content for each platform or create channel-specific templates?
- ☐ Can I generate product catalogs or data sheets easily?

10. Scalability and future-proofing

As your business grows, so will the amount and complexity of your product data. A scalable PIM makes it possible for the system to grow with you.

- ☐ Can this system support a growing number of products and variations?
- ☐ Does it allow me to manage complex data structures as my catalog expands?

11. Artificial intelligence (AI) features

AI can make managing product information faster, smarter, and more accurate. Some PIMs offer built-in AI features, while others may require additional tools or integrations.

- ☐ Does the PIM use AI for product data editing, categorization, and enrichment?
- ☐ Can images be edited using AI?
- ☐ Does the PIM provide AI features for improving data accuracy and optimizing product content?
- ☐ Are there specific plan limits on AI usage?

12. Ease of use and support availability

A PIM system should be intuitive and easy for all team members to use. Also, support is critical, especially if you're new to PIM tools.

- ☐ How easy is the PIM interface to navigate?
- ☐ What kind of support is available (like a self-service knowledge base or dedicated account managers)?
- ☐ What are the live chat hours and response times for customer support?

13. What type of onboarding is offered?

A smooth onboarding process means quicker adoption and fewer headaches. Knowing the costs and timeline upfront helps set expectations.

- ☐ What is the estimated cost and timeline for implementing the PIM?
- ☐ Is onboarding handled internally or through an external implementation partner?
- ☐ Are there any extra costs for setup and onboarding support?

If you've made it this far, you already know that managing product information without a solid system is a headache. A PIM is what keeps your product data organized, your team aligned, and your sales channels running like clockwork.

The best PIM isn't just one that looks good on paper—it's one that actually makes your life easier. So, ask the right questions, think about what your business really needs, and pick a PIM that will actually help you grow.








**Not sure what you need in a PIM?
Let's figure it out together.**

There's no such thing as the best PIM—only the best one for **you**. Not sure what that looks like? [Let's talk](#). No scripted sales pitch, no pressure—just a real conversation to help you figure out what you need, even if it's not Plytix.

Which are the top PIM providers to consider?

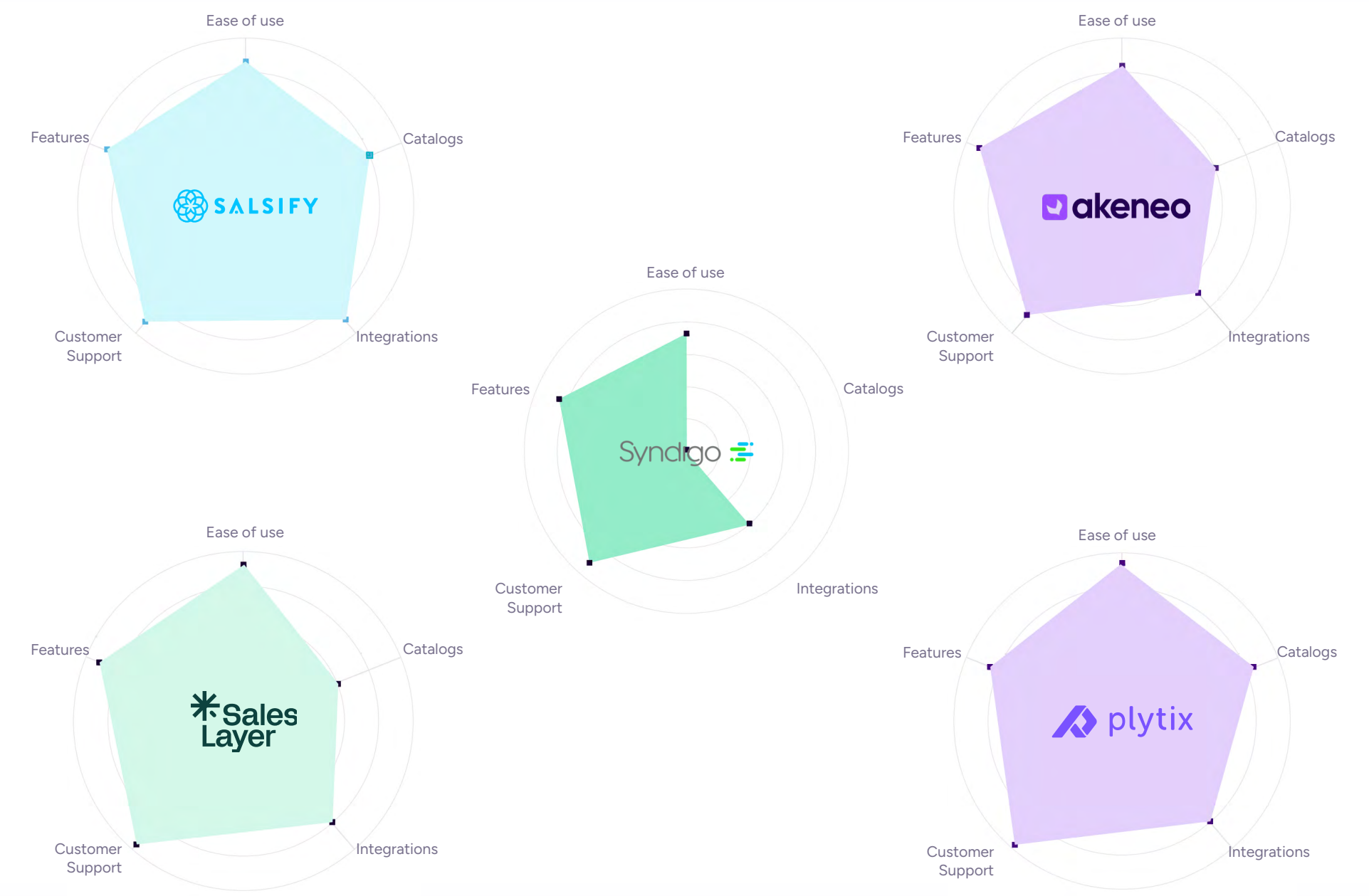
Online retailers come in many shapes and sizes. Unfortunately, most of the top PIM software comes in one shape and size—very large and very expensive. Feature-heavy PIM software with complicated workflows and expensive add-ons is becoming a thing of the past.

You want something that’s flexible and easy to use, easy to learn, and easy to add team members to as your business grows. To help you choose the PIM solution that makes the most sense for your business, we’ve put together a comparison of the five top PIM systems: Salsify, Akeneo, Syndigo, Sales Layer, and Plytix.

					
Description	A feature-saturated, cloud based solution.	A cloud based and open source PIM with add-ons you can buy.	A cloud based hub for managing content.	A cloud based, self-service catalog management tool.	A powerful and easy-to-use cloud based PIM.
Cost	Starts at \$24,000 per year.*	Starts at \$45,000 per year; free trial available.	No pricing details available.	Starts at \$1,000 per month; free trial available.	Free plan plus paid plans from €699 per month.
Ideal customer	Large enterprises with 500+ employees.	Large enterprises with 500+ employees.	Large enterprises with 500+ employees.	All businesses, big or small.	All businesses, big or small.

* This pricing is reported from conversations with customers.

A side-by-side comparison of the top 5 PIM solutions



Choose the right PIM software with confidence

It may seem like there are a million factors to consider when adopting a PIM—or software in general.

Who will it affect? Marketing? Sales? The guy that sits in IT? How long is it going to take you to get started vs actually becoming fully onboarded? What are your competitors doing? Do you really need all those features? Which ones are actually going to solve your problems?

You get the gist. One thing's for sure—it's important to do your research (reading this guide is a great start!). Not saying you won't find the PIM of your dreams on day 1, but make sure you've done your homework and can make that all-important decision with confidence.

Hi, I'm Matthew!



To give you a helping hand, we'd be happy to [jump on a call](#) and help talk you through all your PIM options.

Speak to a real human like me, so we can help you find the best PIM tool for your business (even if it's not us).

Thank you!



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