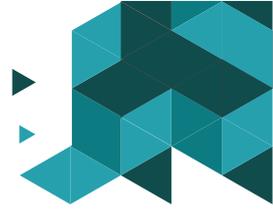# eCommerce Catalog Management

eCommerce Catalog Management is the foundation to business growth, regardless of the kind of product you sell.

Today's customers demand rich, consistent product information from all distributors and retailers. eCommerce merchants must meet these expectations if they want a foothold among fierce competition.

What Is eCommerce Catalog Management?

The manner in which, you organize, standardize, and publish your product data to every touch point, internally and externally is called eCommerce Catalog Management. It doesn't matter if your product data is your own or from others, like suppliers. You need to manage it in a way that ensures accuracy across all of your products.

Challenges of eCommerce Catalog Management

Quality. Consistency, Standardization.

Merchants usually invest in large teams to manage data across many channels. The touchpoints for these data may be internal or external. To manage and update data across these channels is a messy affair and a huge chunk of in vestment goes into manpower too. Product information gets updated in a regular basis and to keep this updated at all your touch points is very difficult.

Managing a Product Catalog in Excel

Many merchants often turn to the mighty power of Excel to organize and edit their product data. This is usually an affordable solution to manage product data from different sources. This usually works well for smaller retailers without cumbersome SKUs. But, larger merchants will also quickly realize that Excel doesn't result in the quality product data you actually need. Excel's main purpose is not to be an eCommerce catalog management system.

Using a Product Information Management (PIM) System

Larger merchants dealing with large SKU counts who sell on different channels, and also maybe work with suppliers, should consider investing in a Product Information Management (PIM) system.

A PIM system is a designated application built to centralize and manage all of your product data, no matter where it's coming from and where it needs to go to.

Ideally, a PIM streamlines the process it takes to upload, standardize, and publish your data to your sales channels. You'll have robust tools that allow you to format data properly and ensure that you always have rich, consistent product information that your customers are searching for.

Knowing how important catalog management is to your business, a PIM system is more than worth the investment.

Create Rich, Consistent Product Information

A properly managed eCommerce product catalog should result in quality data. You want to makesure you have customer-ready product information that is consistent and fully-attributed.

Build an Omnichannel Experience

eCommerce catalog management builds the foundation for your omnichannel strategy.

Customers move seamlessly among channels.

Consistent product data across channels makes an omnichannel shopping experience easier. Customers can easily search and find the same product by means of any touchpoint.

eCommerce catalog management ensures your product data allows for this type of experience.

Improve Customer Experience

Rich, detailed product information all ties back into a better customer experience overall. 30% of US online adults site that they would consider buying from an online retailer they had never previously purchased from, if the retailer offered detailed product information.

Detailed product information ensures your products are searchable, easy to find, and makes customers confident that they're buying the exact item they want.

When you provide this type of customer experience, customers choose you over competitors – and return for repeat purchases.