### From Information to Experience: Journey of PIM to PXM

**DIFFERENT TAKES BUT SAME DIFFERENT STAGES OF PRODUCT JOURNEY IN THE MARKET**

However, is it enough to just centralize and streamline data management?

Product Information Management helps centralize and manage these "data sets" ensuring a singular and accurate view of the product data throughout the product lifecycle.

**SO, WHAT IS THE NEED OF THE HOUR?**

Consolidated PIM establishes a "Single Source of Truth" across all channels; enabling faster time to market, establishing consistent brand and product image, and creating advanced workflows.

"The global datasphere is estimated to grow by 175 Zettabyte by 2025."

Source: IDC

The exponential increase in the volume of data with proliferation of digitization, automation, and smart applications call for appropriate measures!

87% of existing marketing leaders consider marketing communication and campaign personalization pivotal for their brand's success.

Source: Gartner

Today's customers are more empowered and expect more from the brands.

53% of customers are likely to abandon their online purchases if they can't find quick answers to their questions.

Source: Forrester

53% of customers are willing to pay more for a better experience.

Source: American Express

60% emotionally engaged customers are 3 times more likely to recommend and repurchase a product/service.

Source: Harvard Business Review

To address these demands, brands need to move from 'internal-facing' to 'customer-facing' product management.

**Key Benefits of PIM**

- **Simplified Expansion of Product Catalog**
- **Centralized Content Repository**
- **Increased Operational Efficiency**
- **Faster Introduction of New Products**
- **Superior Customer Experience**
- **Simplified Expansion of Product Catalog**

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Take PIM to the next level: Go from product information to engaging experiences to creating moments of recall and conversion.

HOW PRODUCT EXPERIENCE MANAGEMENT (PXM) MAKES IT POSSIBLE

BEGIN WITH DATA. DIFFERENTIATE WITH EXPERIENCE.

LEAD WITH PIMCORE!