Syndigo

Too many channels, too much complexity

A 5-part guide for agentically managing product experience at scale

Executive summary

For brands and retailers alike, the way products show up across every channel—what we think of as product experience—is getting harder to manage.

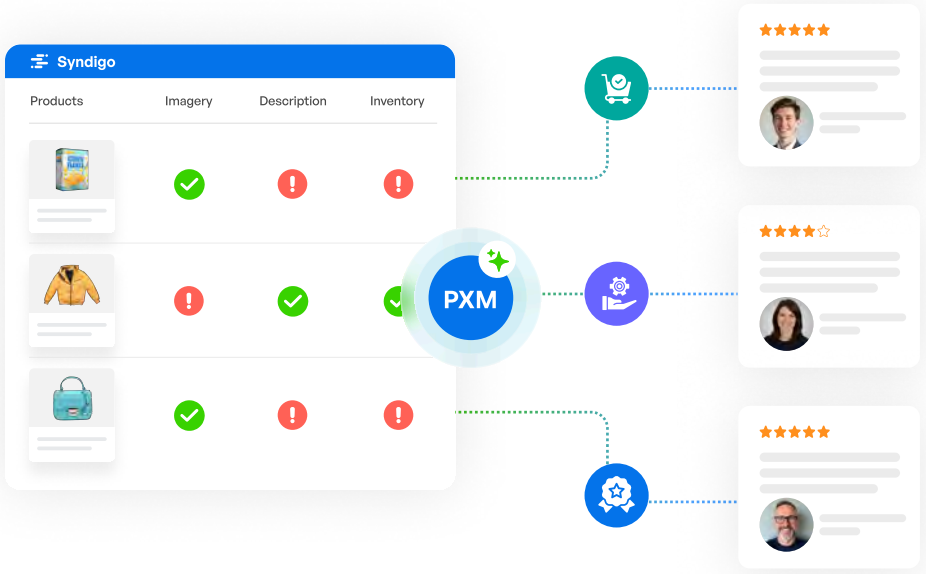
The goals for brands and retailers haven't changed. Teams still strive to deliver accurate, compelling, compliant product experiences wherever their customers shop. But the environment those teams operate in is now always-on and algorithm-mediated, fragmenting into an exploding proliferation of touchpoints along the supply chain and customer journey.

That fragmentation increases the time, attention, and resources required to operate at a standard of excellence. The result is a widening gap between intent and execution.

Agentic Product Experience Management (PXM) is one way innovative enterprises are approaching this challenge of exponential complexity and rapid change. Rather than relying exclusively on human driven cycles of review, execution, and optimization, Agentic PXM introduces AI agents that autonomously detect what's happening, decide what matters, and act within defined guardrails.

This guide is designed as a practical introduction to this emerging discipline that is actively transforming the commerce landscape. It aims to establish common ground on:

- What PXM really is, and why it has become so operationally burdensome
- Where traditional approaches start to strain
- What "agentic" means in a PXM context (and what it does not)
- How to get started thoughtfully to ensure successful adoption



5 ways to think about Agentic PXM

01 What is Product Experience Management?

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Conclusion: moving forward deliberately

1. What is Product Experience Management?

Product experience is the sum of how a product is represented wherever someone encounters, evaluates, buys, receives, or uses it.

In practical terms, that includes finding an item in search results, comparing it on a retailer site, checking whether it is available for pickup or delivery, seeing advertisements or promotions on a social network or app, reviewing the details on a product page, evaluating packaging on an in-store shelf, or receiving the item and finding that it matches what was expected.

Product Experience Management (PXM) is the discipline concerned with how product information and content are prepared, governed, delivered, and improved so that they are relevant, accurate, and usable in any such context where a product appears.

This includes far more than populating product descriptions on a product page. PXM spans the full lifecycle of product experience work:

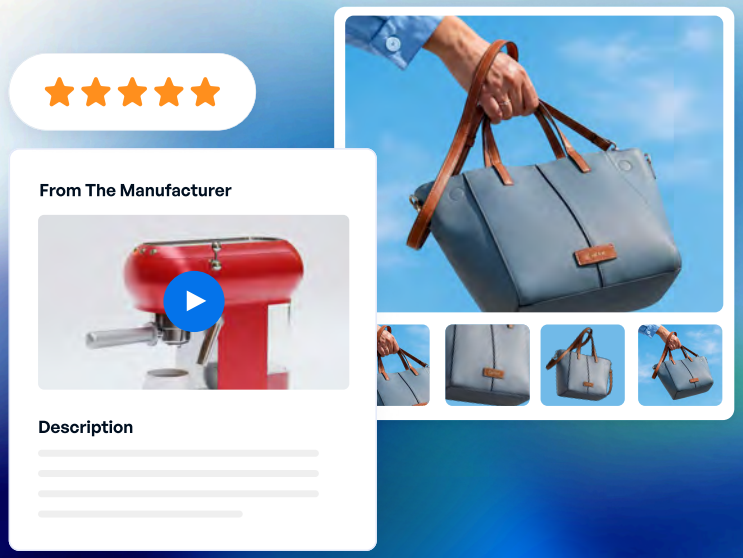
- Building a reliable supply chain flow from manufacturer to consumer
- Adapting information to meet channel, retailer, and region specific expectations
- Ensuring consistency, compliance, and brand alignment at scale
- Continuously improving based on feedback, rules, and performance signals

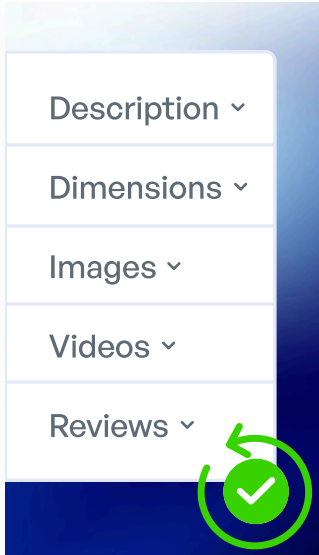
Product experience isn't a "nice to have." It's a commercial lever that directly affects conversion, brand trust, and repeat purchase. That's why PXM can't be treated as a one-off content project; it requires a disciplined, ongoing operating model.

The importance of PXM to your bottom line

85%

Shoppers continue to report that they value high quality product content more than brand recognition.





75%

Are more likely to return to a brand and/or store first for similar purchases in the future if they can quickly find all the information they want about a product when shopping.

44%

Recently abandoned a purchase when they couldn't find sufficient information about it online.

Source - *The State of Product Experience, Syndigo & Omnichannel Shopping Benchmarks Report, Syndigo*

Structuring PXM

The work, processes, and technologies of Product Experience Management can broadly be considered under 4 categories.

Creation

The work of generating, sourcing, and curating the building blocks of a great product experience. This can range from measuring accurate dimensions or nutrition facts to producing channel ready copy and imagery to acquiring user-generated content like ratings and reviews.

Management

The discipline of organizing, governing, and maintaining product data and digital assets so they stay clean, current, and usable. Some teams still do this in spreadsheets or shared databases, but at scale it typically requires purpose built systems like Product Information Management and/or Digital Asset Management systems.

Delivery

The reliable distribution of product content and data to every place it's needed: internal systems (like ERP), supply chain and trading partners, and retail channels. This may happen through vendor portals, APIs, syndication networks, or data pools such as the Global Data Synchronization Network (GDSN).

Optimization

The ongoing measurement and improvement of product experience performance in the market. This includes monitoring for errors and inconsistencies across channels, testing what converts (e.g., A/B testing content), and using competitive and behavioral signals to keep experiences aligned to what customers and retailers expect.

What the analysts say

Gartner®

“

PXM is a framework of applications and capabilities that optimize the creation, enhancement, delivery, activation and analysis of product information and content on first-party or third-party channels. PXM does not replace product information management (PIM) solutions or digital asset management (DAM) platforms. Rather, PIM solutions and DAM platforms are fundamental components of PXM.

Gartner, *Scale Digital Commerce With Product Experience Management*

IDC

“

Product experience strategy is not owned by a single team or system — it is a cross-functional, multidomain, omni-channel endeavor that spans product development, merchandising, fulfillment, and customer engagement. Businesses that treat PX as a marketing or ecommerce function risk missing critical operational and post-purchase touch points.

IDC, *Tech Buyer Analysis of PXM, PIM, PLM, MDM, and DAM: Product Experience Strategy for Commerce*

ISG

“

ISG Research defines product experience management as the methods and processes for managing customer experiences using systems that support product-related processes to meet the satisfaction and needs of any consumer, customer, partner or supplier. PXM is integral across the front office; the customer and revenue areas of marketing, sales, commerce, customer and field service; and the manufacturing and distribution supply chain.

ISG Research, *Product Experience Management Buyers Guide 2025*

What PXM is not

PXM often gets misunderstood as a tooling category rather than an operating discipline. Well run PXM programs coordinate work across brand, ecommerce, supply chain, regulatory, and retail partner teams. They are systems of process and technology and decision making working together, not just repositories or syndication engines.

Clarifying boundaries matters, especially as new AI terminology enters the conversation:

- PXM is not simply product data management, though data quality is foundational
- PXM is not limited to syndication or ecommerce enrichment
- PXM is not a one time publishing exercise

Understanding PXM as ongoing work, rather than static output, sets the stage for why execution models must evolve.

Under strain: the state of product experience

Many organizations sense that product experience work feels more fragile and reactive than it did a few years ago, even after significant investment in systems and processes. This is not failure of effort or intent, but rather a result of the environment changing faster than operating models can keep up.

New channels are constantly emerging. Consumer preferences are mercurial and fickle. Regulatory, supply chain, and economic factors change the rules with little notice.

Retail and brand teams are now managing product experiences across environments that are highly dynamic by design. Retailers update validation rules, templates, and requirements on an ongoing basis. Physical stores are becoming more digitally mediated, with technology like digital shelf labels tightening the coupling between in store and digital information. Product discovery is increasingly influenced by algorithms, social networks, and AI systems rather than static pages.

Obstacles to PXM excellence

- SKU proliferation
- Audience fragmentation
- Global supply chain disruption
- Headcount/budget restraints
- Regulatory changes
- Poor data infrastructure
- Shifting retailer requirements
- Disconnected systems
- New channels
- Manual workflows
- AI-driven shopping experiences

The practical effect is that product experience is no longer something you periodically “get right.” Rather, it’s something that must be continuously monitored and adjusted; a diverse garden requiring constant care adapted to changes in the environment.

Yet in many organizations, product experience workflows still assume stability. Teams, often structured and staffed for the product environment of years or decades past, review content in batches via email and spreadsheet. Issues surface after suppression, poor discoverability, or partner feedback. Where automation exists, it is often brittle; designed around known, controlled scenarios rather than constant change.

The limits of traditional PXM today

Conventional approaches have delivered real value to brands and retailers, but they have begun to strain under mounting and recurring pressures.

Teams often experience a growing lag between when something changes and when it gets addressed. Validation errors, schema shifts, and retailer rejections show up downstream, requiring manual triage and rework. Exception queues grow faster than teams can clear them. Rules based automation helps, but only within known bounds.

Over time, this creates a subtle but important shift in how teams spend their energy: less time improving experiences, more time responding to breakage. The system becomes reactive by default. Meaningful gains tend to appear only when workflows themselves are rethought.

In order to meet the rising complexity and scale of modern PXM, new tools and approaches are needed.

2. The evolution of PXM: from managed to agentic

One useful way to think about Agentic PXM is as a natural progression in how PXM work is executed.

Early PXM efforts focused on establishing systems of record, governance, and communication. As scale increased, teams layered on optimization through audits, dashboards, rules and even new business roles and functions.

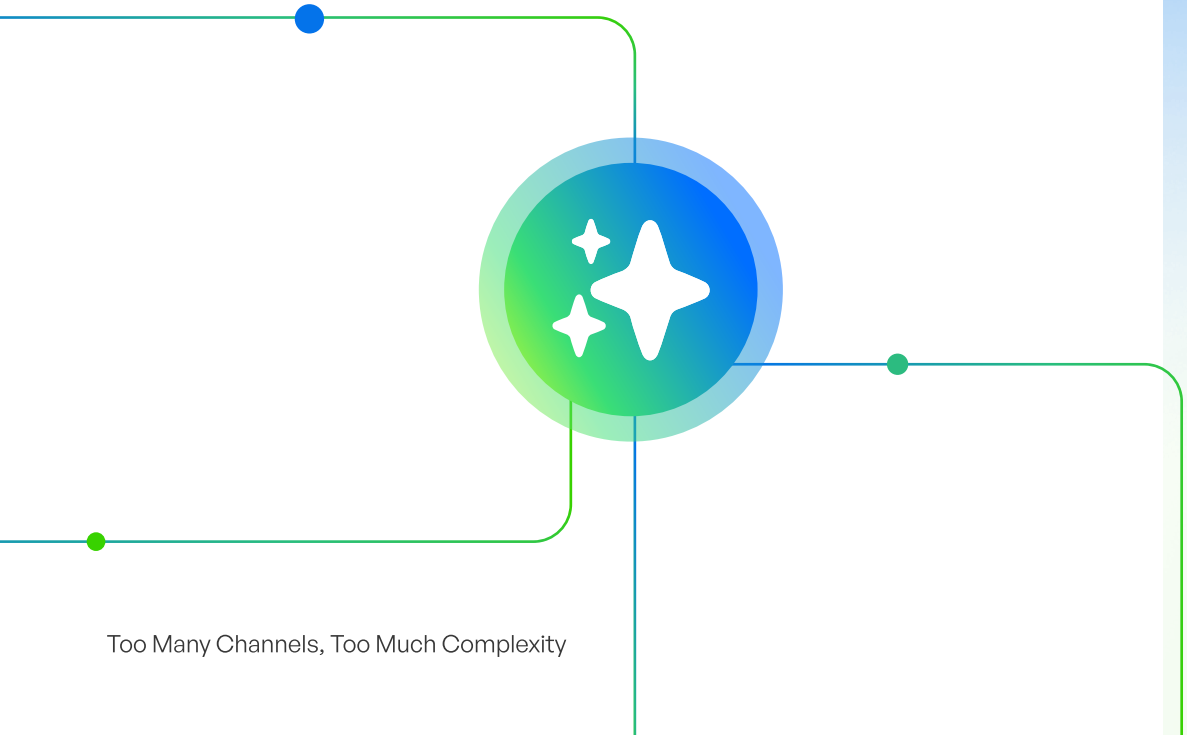
Agentic PXM represents a further step: introducing semiautonomous AI-powered agents that continuously observe product experience signals, take predefined actions, and escalate when human judgement is required. Rather than replacing teams, agents shift how routine execution happens.

This evolution mirrors broader enterprise trends, where task specific agents are increasingly embedded directly into applications and workflows.

What makes Agentic PXM...“agentic?”

When most people say “AI,” they’re usually referring to models that generate content or responses on request. They’re helpful for performing discrete tactical tasks, but typically passively without ability to take initiative or operate across domains.

Agents make AI operational by turning AI activity into repeatable, governed, semiautonomous execution. In an enterprise software context, agents are AI-powered systems empowered not just to answer questions but actually take action. They observe signals, apply policies, and execute defined tasks across tools and workflows on their own.



An Agentic PXM approach typically involves agents that:

- ✓ Monitor product experience signals continuously, rather than periodically
- ✓ Evaluate those signals against policies, thresholds, and goals
- ✓ Autonomously collaborate with other AI to complete various functions
- ✓ Take predefined actions where confidence is high
- ✓ Surface exceptions and context when confidence is low

Agentic PXM, implemented properly, does not mean unrestricted autonomy, but bounded automation in service of defined outcomes.

Crucially, agentic behavior must be explainable and auditable. Think of it as governed automation: actions happen faster and closer to the moment of change, with a clear record of what happened and why.

What Agentic PXM is not

It is not a generic chatbot, not a one size fits all “AI brain,” and not a replacement for governance. Purpose built agents, designed for specific PXM tasks, are fundamentally different from generalized assistants.

It is also not Agentic Commerce; the discovery, comparison, and purchasing of products through AI channels and agents.

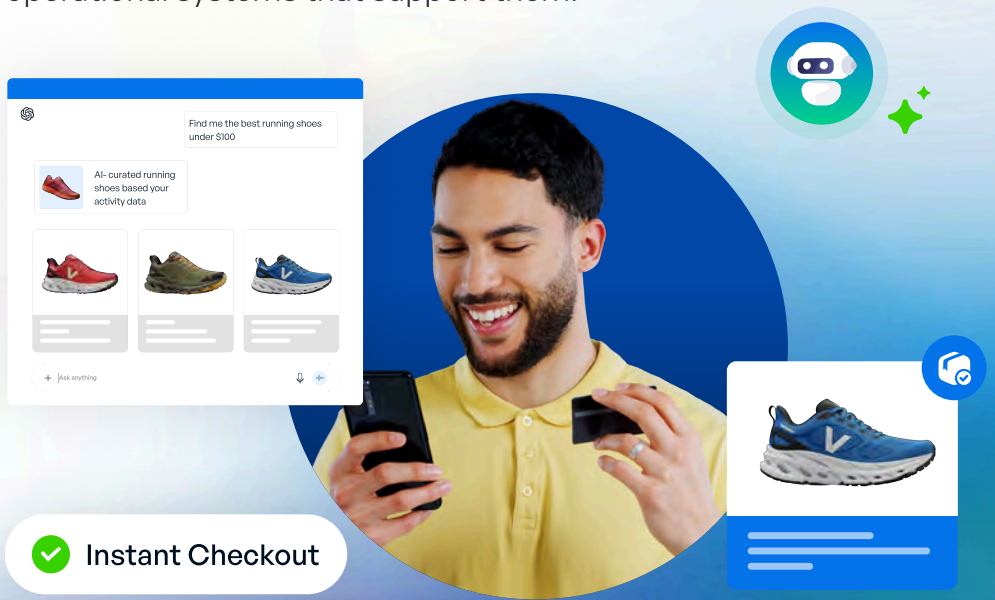
The two are connected. As more discovery and decision making becomes agent mediated, the quality, structure, and consistency of product experience data matters even more. But conflating them can create confusion.

The relationship of Agentic Commerce and Agentic PXM

As the term agentic becomes more common, two related—but distinct—conversations are emerging: Agentic Commerce and Agentic PXM.

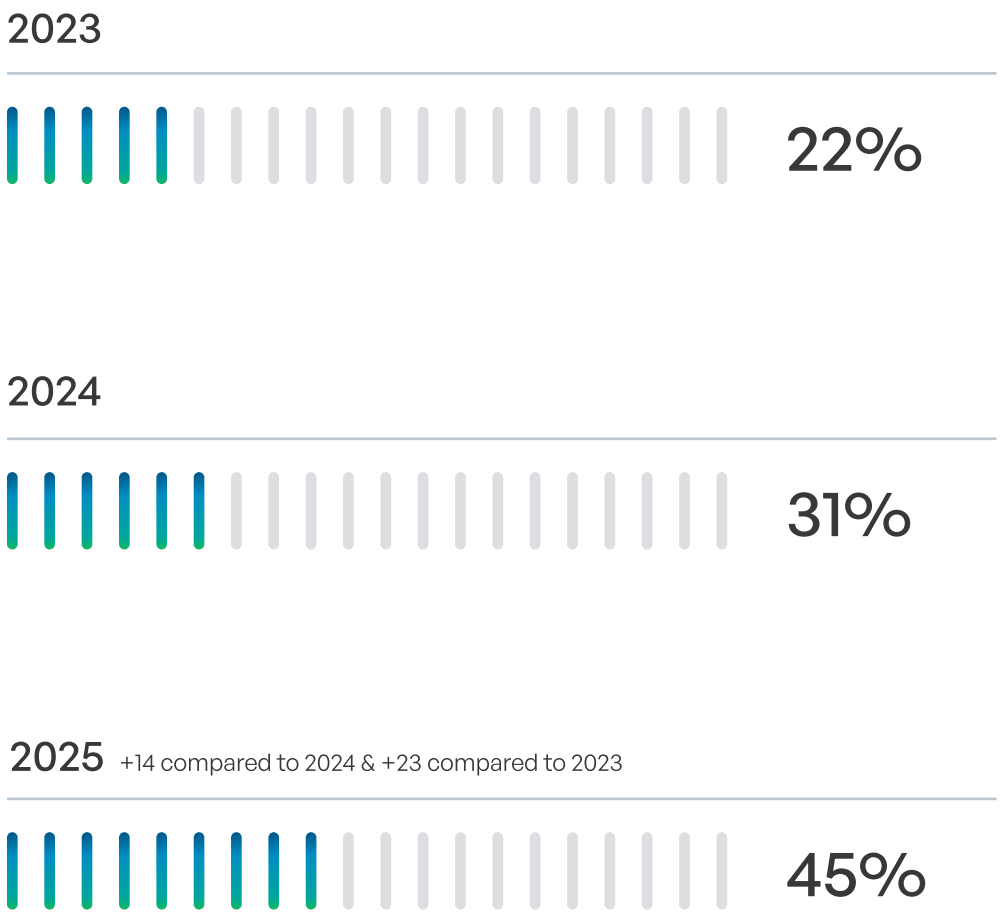
Agentic Commerce refers to scenarios where AI agents participate directly in commerce activity, whether on the customer-facing side or behind the scenes across commerce operations. On the front end, that can mean agents acting on behalf of consumers or business buyers to search, compare, evaluate options, or even execute purchases in collaboration with their users. It can include general consumer AI like ChatGPT or Claude being used to ask questions about products and compare options, as well as platform-specific agents like Walmart’s Sparky or Amazon’s Rufus.

But Agentic Commerce should also be understood more broadly to include agents operating along the commerce chain itself: informing fulfillment, logistics, inventory, assortment, routing, and other decisions that shape how products are sourced, moved, promised, and delivered. In that sense, it is not just a new discovery channel, but a broader shift toward AI-mediated commerce across both buying experiences and the operational systems that support them.



45%

of shoppers have used AI services, like ChatGPT or Google Gemini, to search for and learn about products before making a purchasing decision.



Omnichannel Shopping Benchmarks Report, Syndigo

Use of AI tools to assist consumers through various stages of the shopping journey is growing rapidly, and agent activity is also expanding deeper into the operational fabric of commerce itself.

Together, these shifts make it increasingly important for brands and retailers to ensure their product data, content, and downstream processes can be understood and acted on effectively by AI.

Agentic PXM is inward-facing for a business. It concerns how the organization prepares and manages product experiences so data remains, compliant, and effective within increasingly automated ecosystems. It may inform or feed into Agentic Commerce, but is a separate practice.

Though they are distinct disciplines, the relationship between the two is tangible. Notably, the rapid rise of Agentic Commerce activity has dramatically increased the importance of Agentic PXM.

Success for brands and retailers in Agentic Commerce depends on having an abundance of high-quality, consistent, trusted, contextual and machine-readable content readily available to the LLMs (Large Language Models) that feed and power the AI being used to answer those product queries. Products that check all the boxes are much more likely to be featured, recommended and purchased, while those that don't are functionally invisible on the new digital shelf of AI interfaces.

But keeping up with the volume, frequency and scale of those content demands is nearly impossible for most teams. That's where Agentic PXM comes in. Agents across PXM workflows are valuable for increasing the scale and unpredictability of Agentic Commerce, equipping businesses to generate, organize, and deliver data where LLMs will find it and adapt to their shifting expectations over time.

Agentic Commerce vs. Agentic PXM

AGENTIC COMMERCE	AGENTIC PXM
• Buyer- and commerce-facing	• Business-facing
• AI helps discover, compare, and decide	• AI helps prepare product data
• Can recommend, purchase, or inform execution	• Can enrich, validate, and route
• Spans channels and operational workflows	• An operating model for PXM
• Optimized for agent visibility and actionability	• Optimized for speed and control
• Pulls from LLMs and connected systems	• Feeds trusted data into LLMs

3. Uses and benefits of Agentic PXM

Understanding Agentic PXM in theory is one thing, but what does this actually change for the teams responsible for product data, content, and channel execution?

Broadly, Agentic PXM is less about adding a new AI feature and more about changing the operating rhythm of product experience work. It's an evolution from manual, task-based cycles to continuous execution that can detect issues, route decisions, and take approved actions with governance and human oversight.

Creation

- Generating first-draft content within approved templates
- Extracting attributes from images and files
- Classifying and tagging images
- Localizing and translating information
- Flagging missing inputs and routing questions to the right owner

Management

- Normalizing values (units, formats, naming conventions)
- Mapping to internal and external schemas
- Detecting duplicates and conflicts across sources
- Enforcing governance rules
- Maintaining a clear change log and ownership trail

Delivery

- Pre-validating against channel requirements
- Preparing channel-specific exports
- Monitoring feeds/APIs for failures
- Exchanging data between PIM, MDM and ERP
- Triaging rejection reasons
- Triggering updates when rules or source

Optimization

- Continuously monitoring content quality signals
- Prioritizing issues based on impact and severity
- Recommending tests and improvements
- Closing the loop by learning from performance, shopper feedback
- Dynamically personalizing content to individual shoppers

Core benefits teams tend to see from integrating agents into PXM workflows:

Faster time to shelf (and fewer delays)

Agents can accelerate onboarding, enrichment, and preparation for publication by running repeatable steps continuously instead of waiting for batch cycles.

Fewer retailer rejections and less rework

When validation and requirement checks are embedded into workflows, teams catch issues earlier and reduce downstream firefighting.

Higher content quality at scale

Agents can monitor completeness, consistency, and compliance signals across channels, resolving clear-cut issues automatically and escalating edge cases with context.

Coverage across the entire catalog

Due to resource restraints, many brands focus their attention on a small portion of high performing or flagship items. Agents can scale that support to the entire catalog, including niche or seasonal products.

More consistent execution across teams and systems

Instead of relying on tribal knowledge and handoffs, agentic workflows apply the same policies and standards every time.

Governance without bottlenecks

Human checkpoints remain in place for brand-sensitive or high-risk decisions, while low-risk execution happens quickly with traceability and audit readiness.

Humans move up the value stack

Teams spend less time on repetitive work and more time on prioritization, policy-setting, exception handling, and performance improvement.

Not every workflow may be automated to the same degree. The most successful programs treat agentic capability as a spectrum: start with well-bounded actions where confidence can be measured, approvals are clear, and rollback is straightforward, then expand as governance, data quality, and organizational trust mature.

4. The essential role of humans

The most meaningful shift introduced by Agentic PXM is organizational rather than structural.

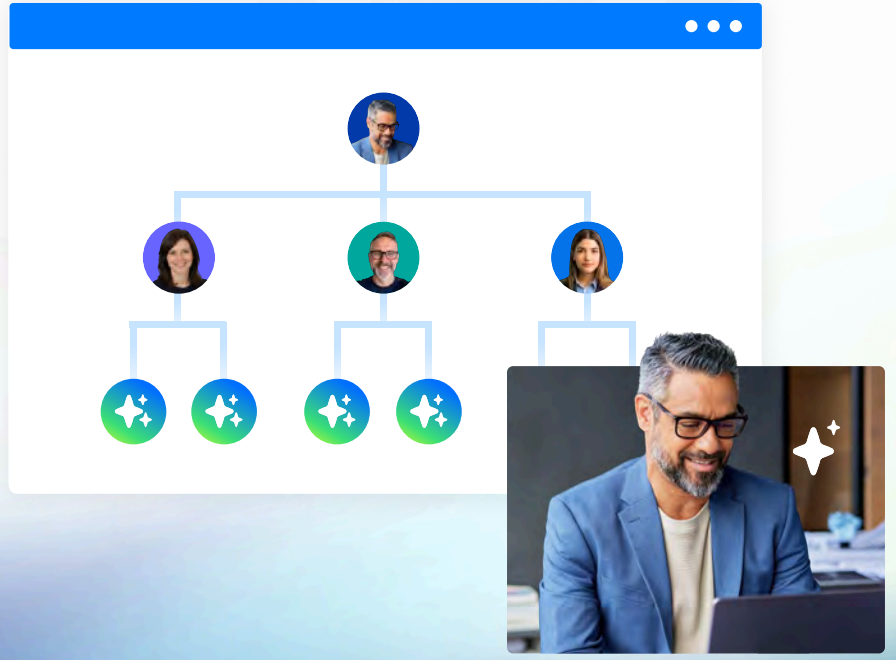
Instead of teams spending time constantly looking for issues, agents bring issues (and in some cases fixes) to teams. Humans move up the value stack: defining goals, setting policies, handling exceptions, and improving the system itself.

In this model, people remain accountable for outcomes, but they are no longer required to execute every step manually. Over time, this tends to reduce burnout, shorten response times, and improve consistency, freeing people to focus their attention toward being more creative, strategic, and innovative.

Instead of eliminating the importance of human judgement, Agentic PXM actually increases it.

Humans will remain central to:

- ✓ Strategic prioritization (where to focus first)
- ✓ Brand and regulatory stewardship
- ✓ Governance, approvals, and risk management
- ✓ Handling novel or ambiguous situations



5. Getting started: practical next steps

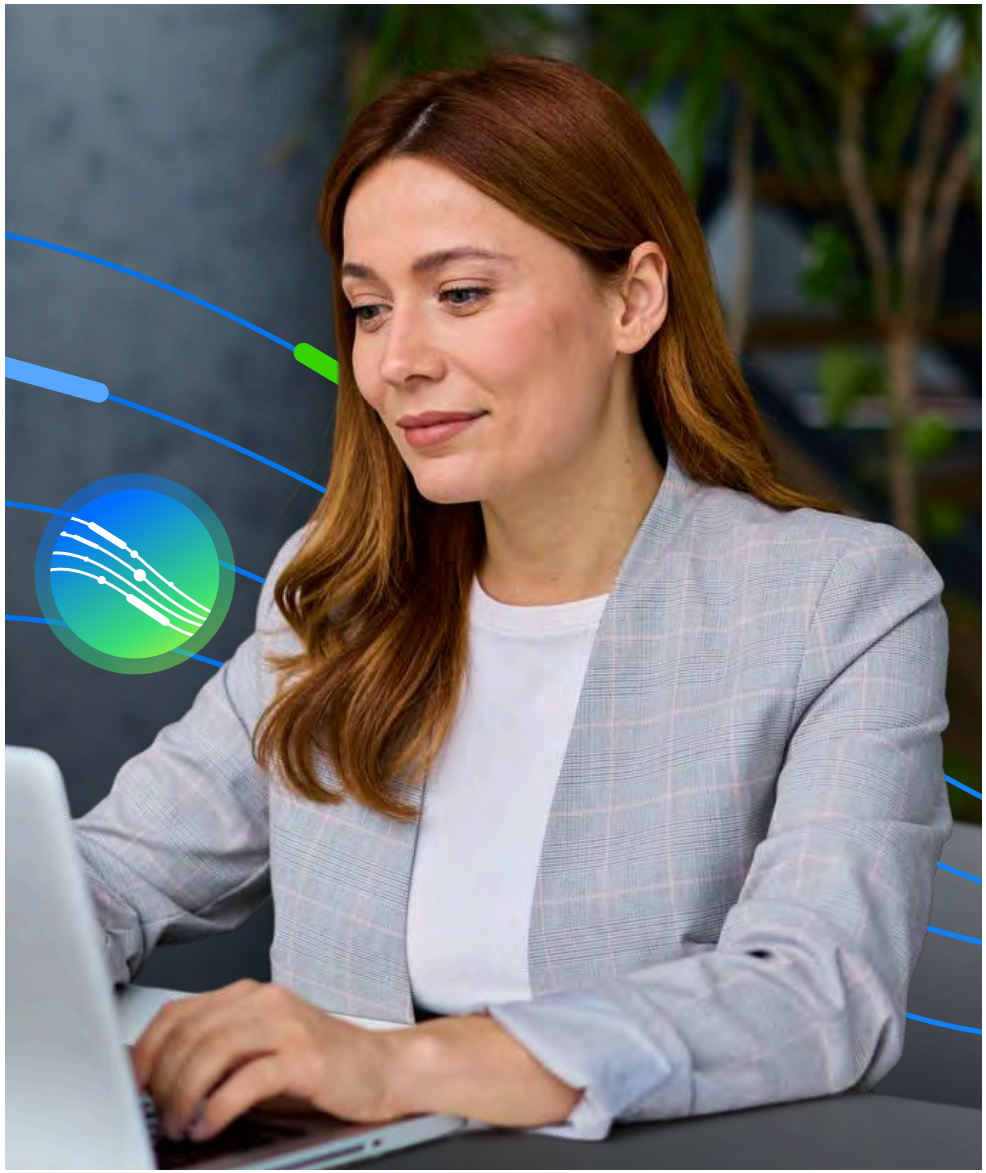
Organizations that make meaningful progress with Agentic PXM tend to move deliberately.

First, they **ensure their product data foundation is strong.** Agentic systems amplify whatever they are given; poor data quality simply creates faster mistakes.

Second, they favor **purpose-built agents** over generalized systems. Agents designed for specific PXM workflows are easier to govern, test, and trust.

Third, they **start small.** You don't need to commit to complete agentic automation overnight. A single self-sustaining successful use case is often enough to build confidence and internal alignment toward expansion and further investment at a manageable pace.

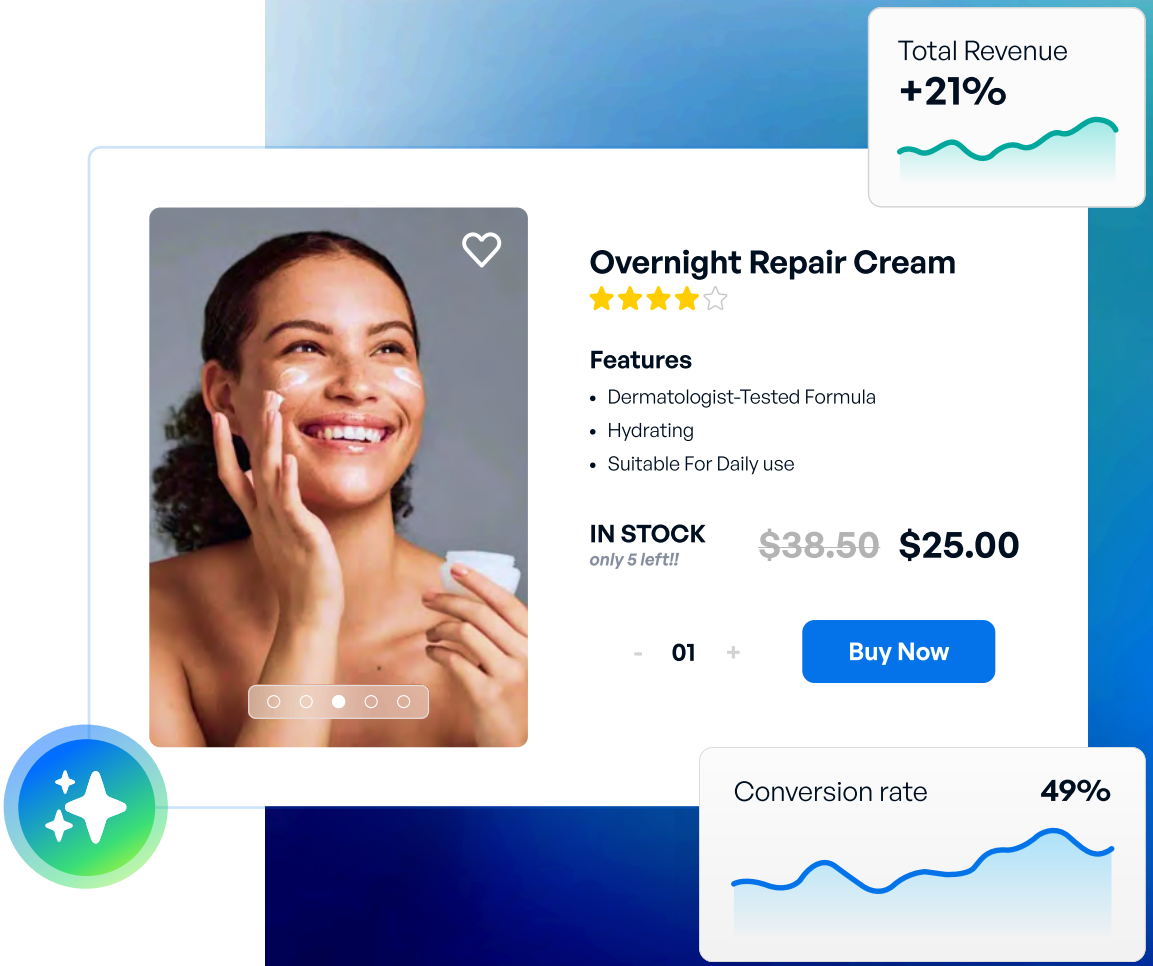
Finally, they **measure outcomes rather than activity.** Faster resolution, improved accuracy, and reduced exception volumes matter more than the number of automated actions.



Conclusion: moving forward quickly but deliberately

Agentic PXM may best be viewed not as a sudden lurch forward, but simply the next logical step in scaling product experience operations. As environments become more dynamic and automated, execution models must adapt.

The organizations that succeed will be those that combine strong data foundations, thoughtful governance, and gradual adoption; using agents where they make sense while keeping humans firmly in control where it matters most.



Syndigo helps brands, retailers, and distributors drive growth and loyalty through exceptional product experiences. Connecting over 15,000 brands and 3,500 retailers on the leading commerce data pool and network, Syndigo offers the most complete and composable Product Experience Management (PXM) and product MDM solutions.

Companies rely on Syndigo to organize and enrich their product data, publish it every place they sell, and optimize it through AI-powered insights. J.M. Smucker Company, Dole International, Stanley Black & Decker, Colgate-Palmolive, L'Occitane, Unilever, and Weber are among the companies driving growth with Syndigo. Learn more at **syndigo.com.**

Start your agentic journey with the leader in product experience management

Syndigo Synapse™ orchestrates intelligent agents across product data, automating complex workflows while keeping humans in control as needed.

Get Started

Give agents a complete view of product data

Syndigo Synapse unites product, supplier, location, compliance, and performance data into a single, connected foundation. This unified data access ensures agents operate with full context, understanding not just what a product is, but the whole ecosystem it's in.

Coordinate agents across complex workflows

Agentic workflows often involve multiple agents collaborating together across complex tasks. Syndigo Synapse coordinates how agents interact, sequence actions, and hand off work.

Execute workflows automatically

Syndigo Synapse supports both sequential and parallel workflows, allowing agent-driven tasks to adapt to the complexity of real-world product operations. Whether actions need to happen step-by-step or simultaneously, execution remains structured, predictable, and scalable.

Keep humans in control

Enterprise-grade governance is embedded directly into the platform. Syndigo Synapse controls how agents access data, what actions they can take, and when human oversight is required.

Protect sensitive product and partner data

Agents operate within Syndigo's secure, permissioned environment. Sensitive product, supplier, and performance data remains protected, with access governed by enterprise-grade security standards.

Understand every agent decision

Every agent action is observable and traceable. Monitoring and audit trails provide visibility into what agents are doing, when actions occur, and why decisions are made.

Extend agentic workflows across commerce

Syndigo Synapse integrates seamlessly with retailer platforms, marketplaces, and enterprise systems, allowing agentic workflows to extend beyond Syndigo into the broader commerce ecosystem.