

# The Evolving Face of eCommerce

Recently we had the pleasure of surveying several of our clients who shared some valuable insights around eCommerce trends affecting their personal and business decisions in this fast-changing environment.



## The Modern PIM



57%

said their biggest obstacle in increasing the value from their PIM is attributed to the effort involved in managing content.



74%

said syndication is the most important feature in a modern PIM for their business.

## Challenges of Syndication



71%

said their biggest challenge when syndicating content is keeping track of multiple, evolving recipient requirements.

## Creating Engaging Shopping Experiences



74%

said they are trying to recreate in-store shopping experiences online with enhanced content.



63%

said ratings & reviews are the most valuable online shopping experiences.

## Driving Sales with eCommerce Analytics



75%

said the impact of content changes on sales lift is the most critical analytic to measure for the future.



58%

said they assess their product's eCommerce strengths and weaknesses with retailer scorecards and digital shelf analytics reports.

It remains to be seen how long-term behaviors will change for shoppers. One constant, is that shoppers continue to need the most accurate and complete content available, and the suppliers and recipients who make this a priority will have the best opportunity to build longer-term engagement with the shoppers they serve. With Syndigo's data quality engine and global syndication network, you can be confident that the right data is delivered to the right place at the right time.

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