Merchandise Optimizer App

The integration of Smart Merchandiser into the Syndigo platform provides a distinctive solution within the Master Data Management space, offering a visual eCommerce merchandise management experience that combines data analytics with retailers' visual product information in a unified graphical interface. This innovative tool empowers eCommerce merchandisers to make data-driven, real-time merchandising decisions while optimizing website layouts through visual cues and actionable insights. By streamlining the online merchandising process, Smart Merchandiser enhances sales and website performance while significantly reducing the time and resources needed by leading brands to design, update, and manage their online storefronts.

Merchandise Optimizer App

Target Audience

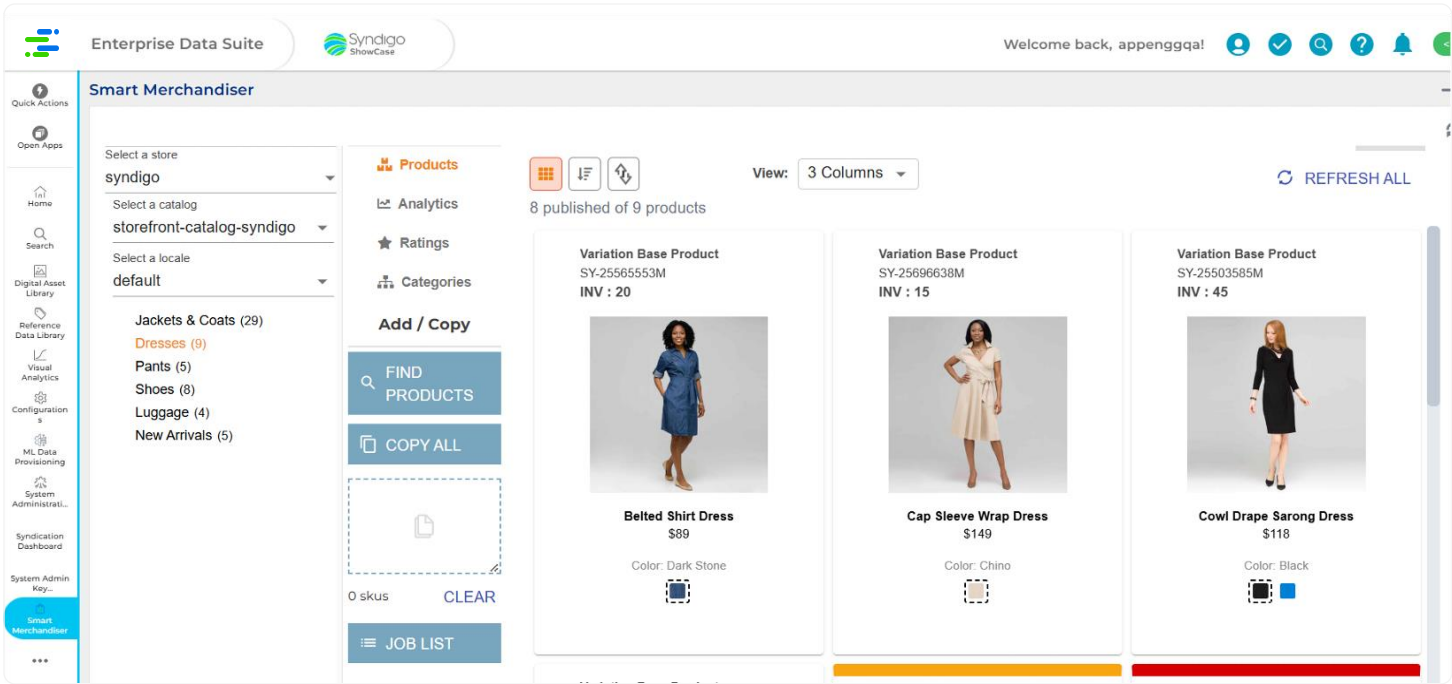- **Merchandisers**

Value Proposition

- **Visual Catalog Management:** See the storefront the way your customers do with product thumbnails, and easily sequence, add, remove or copy items.

- **Analytics Management:** Improved data analytics at your fingertips! Unobtrusive data overlays – right on the product images – provide you with page views, abandonment rates, conversion rates and sales revenue, eliminating the need to switch between layout and the analytics dashboards for deeper analytics insight.

- **Inventory Management:** Better manage and optimize inventory levels, leading to improved online storefront layouts and customer experiences.

- **Out-of-Inventory Alerts:** Set a threshold for visual trigger alerts for each product, warning when inventory is getting low (orange bar) or is completely out (red bar). The result Improved customer shopping experiences.

- **Available Color Inventory:** Smart Merchandiser shows how much inventory is available for each color so you can make adjustments to your online storefront as needed. With the "leading color" feature, you can even showcase a color with ample inventory.

- **Social Media Awareness:** Get insight on social media perceptions surrounding a product without the need to visit each channel. Facebook likes, Twitter mentions, and ratings and reviews are overlaid on each product, with a single click.

Merchandise Optimizer App

Key Features

- **Automated Merchandising with Advanced Business Rules:** Dynamically optimize category pages using scheduled rules based on conversion, sales, and inventory data for precise and efficient online merchandising.

- **Seamless Product Management:** Effortlessly organize layouts with drag- and-drop functionality and add products to multiple categories with a single click.

- **Integrated Analytics Management:** Access key metrics like page views, conversion rates, and sales directly on product images for instant insights without switching dashboards.

- **Inventory Visibility and Alerts:** Get real-time low-stock alerts and color- specific inventory insights to optimize storefront adjustments and enhance the shopping experience.

- **Customizable Color Management:** Easily sequence color swatches with drag- and-drop and set category-specific leading colors for tailored product displays.

- **Visual Attribute Management:** Easily add, edit, and manage product attributes with a visual interface, enabling quick updates, missing attribute alerts, and seamless online filtering and search optimization.

Merchandise Optimizer App

Merchandise
Optimizer App

eCommerce Merchandise
making decisions and
performing actions

Licensing & Contact Information

AppId: smartmerchview

Subscription: Paid

Applicable Product Offering: All

Contact: sales@syndigo.com

Syndigo is the first comprehensive solution to power modern commerce, by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf.

Syndigo serves more than 12,000 manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare.

syndigollc   syndigollc   syndigollc   syndigollc