

# Product Experience Maturity Model (PIM, MDM, PXM)



Level	Description	Retailers (PIM Focus)	Manufacturers (MDM Focus)	Brands (PXM Focus)
<b>1 - Initial</b>	Processes are fragmented, poor data quality, isolated systems	Supplier data is chaotic, no central platform	No unified product data management, multiple disconnected systems	Product content is inconsistent across channels
<b>2 - Managed</b>	First attempts at structuring and standardizing, manual processes dominate	Supplier data partly centralized, initial data checks	Early MDM implementation, product hierarchies defined	First centralization of assets, content still inconsistent
<b>3 - Defined</b>	Clear processes and standards, automation begins	Automated data quality checks, standardized templates	Unified data models, localization efforts started	Consistent content creation, initial multi-channel syndication
<b>4 - Quantified</b>	Data quality is measured, KPIs established	Cross-channel publishing automated, supplier onboarding established	Clean market-ready content, aligned cross-functional teams	Data structured for personalization, KPI tracking
<b>5 - Optimized</b>	Product data is a strategic business asset, continuous optimization	Fully automated data pipelines, real-time syndication	Seamless integration across all systems, globally consistent data	Fully personalized experiences, AI-driven optimization