PXM Readiness Check

Product Experience Readiness Check

Welcome to your PXM Reality Check! Use this quick self-assessment to find out where you stand on your journey toward excellent product experiences. Answer each question by choosing the statement that best reflects your current situation. Add up your points to discover your PXM type. Check the option that fits your situation best and add up the points to your total score at the end.

1. How do you currently manage product information?

- ☐ We use a centralised PIM with defined processes and governance. **(3)**
- ☐ With a PIM system in place, but usage varies across departments. **(2)**
- ☐ In spreadsheets, manually maintained across teams. **(1)**

2. How consistent is your product data across channels?

- ☐ Key data is aligned, but enrichment depends on the team. **(2)**
- ☐ We deliver channel-optimised, brand-compliant data everywhere. **(3)**
- ☐ It differs widely between platforms and partners. **(1)**

3. How fast can you launch or update product content?

- ☐ Product launches and updates are agile and data-driven. **(3)**
- ☐ We manage decent speed, though not yet fully automated. **(2)**
- ☐ It takes weeks due to manual workflows. **(1)**

4. What role does analytics play in your product content strategy?

- ☐ We use insights to optimise performance and conversions. **(3)**
- ☐ We track some KPIs like completeness or errors. **(2)**
- ☐ We rely on gut feeling rather than structured data. **(1)**

5. How well is product content connected to customer experience?

- ☐ Content is part of a seamless, customer-centric strategy. **(3)**
- ☐ We consider its impact on CX but don't measure it systematically. **(2)**
- ☐ We see it mostly as a backend task. **(1)**

6. How do you handle data syndication to retail and marketplace partners?

☐ Content is part of a seamless, customer-centric strategy. **(3)**

☐ We consider its impact on CX but don't measure it systematically. **(2)**

☐ We see it mostly as a backend task. **(1)**

7. How enriched is your product content beyond basic specs?

☐ Rich media, marketing texts, and contextual assets are standard. **(3)**

☐ Some categories have enriched content, but it varies. **(3)**

☐ We provide only the essentials (title, SKU, dimensions). **(1)**

8. How scalable are your PXM processes across regions or brands?

☐ There are templates, but local variations create friction. **(2)**

☐ We struggle to align multiple markets or brands. **(1)**

☐ Our approach is modular, flexible, and globally scalable. **(3)**

9. How integrated is your PIM/PXM setup with other systems (e.g. ERP, CMS, DAM)?

☐ Some systems are linked, but integrations are fragile. **(2)**

☐ We use APIs and data flows to ensure seamless integration. **(3)**

☐ We operate isolated tools with limited exchange. **(1)**

10. How clear is the ownership and accountability for product data in your organisation?

☐ Clear roles and governance ensure data quality and speed. **(3)**

☐ Responsibility is distributed but sometimes overlaps. **(2)**

☐ It's unclear who is responsible for what. **(1)**

Your Score: _____ / 30

Use the total to identify your Product Experience Maturity:

Explorer (10–15 points): "You don't need a map, you need a compass."

Welcome to your PXM Reality Check! Use this quick self-assessment to find out where you stand on your journey toward excellent product experiences. Answer each question by choosing the statement that best reflects your current situation. Add up your points to discover your PXM type. Check the option that fits your situation best and add up the points to your total score at the end.

Pathfinder (16–23 points): "You're on track – now aim for full experience."

You've already laid down some strong PIM structures. Now it's time to expand your focus to the full product experience – including content syndication, enrichment, and cross-channel alignment. Next step: Evaluate your current content workflows and identify gaps. Explore how Syndigo can support you in automating syndication and enhancing content quality.

Accelerator (24–30 points): "Product experience is within reach."

You're close to unlocking the full power of PXM. The next step is about scale: syndicating content automatically, enriching it with context, and analysing performance to fine-tune every touchpoint. Next step: Dive deeper into analytics, personalisation, and channel-specific optimisation. Speak with Syndigo about advanced capabilities like real-time validation, dynamic content delivery, and PXM performance dashboards.

Ready to go further?

Talk to a Syndigo expert – visit:
www.syndigo.com