



Syndigo 

# Optimizing Your Product Content Life Cycle with PXM

How a Product Experience Management (PXM)  
Solution helps you win on the digital shelf



## The Reason Your Retail Business Needs a PXM Solution Now

We are all aware of the digital commerce revolution. Businesses see it every day—and, as shoppers, we live it every day. Our path to purchase has changed. We are living in a real-time economy where B2C and B2B customers demand more information, richer experiences, and faster commerce. This shift requires brands and retailers to leverage dynamic data for optimal product experiences and actionable insights.

Yet many businesses struggle to keep pace. Fragmented data and disconnected technology often hold them back. This guide explores how companies can overcome these obstacles by integrating a connected Product Experience Management (PXM) approach. By transforming the end-to-end product content lifecycle into an ongoing loop of growth and optimization, organizations can accelerate success in digital commerce.





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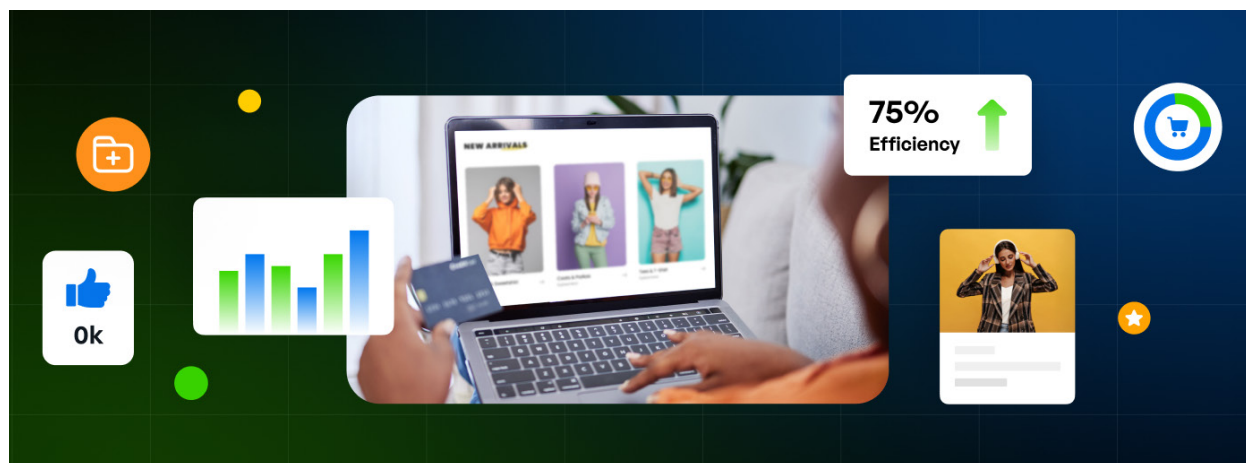
## Understanding the Product Content Life Cycle

Recent industry analysis on Product Content Life Cycle Optimization highlighted that organizations have multiple options for managing product data requirements, such as PIM and ERP systems. However, many businesses struggle to choose between them or establish a unified approach across the organization.

This lack of alignment often slows digital commerce initiatives and creates challenges such as unreliable reporting, ineffective recommendations, limited personalization, and compromised product search.

Syndigo research highlights similar sentiments. Our study with Forrester Consulting, *Product Data Fuels The Customer Experience* showed that 94% of professionals would prefer a comprehensive solution to create, manage, syndicate, enrich, and optimize all their product content. A significant majority highlighted improved customer experience, increased profitability, and higher customer retention as benefits of a connected solution.

Previously, implementing at least a basic Product Information Management (PIM) solution could help complete the need for detailed product content. But to win today at every shelf, businesses need to harness the growth in content beyond just brand or item data. This means embracing Product Experience Management (PXM), which offers an integrated solution that:



1. Manages content internally while maintaining high data quality for distribution.
2. Smoothly incorporates and shares data from key platforms and sources.
3. Maintains accurate taxonomies across all your data recipients to deliver the content to their standard.
4. Continually improves and optimizes the information by integrating analytics feedback throughout the lifecycle.

The more items, locations, and customers you work with, the more you need a solution that is comprehensive and connected. Product information quality is critical, but there's so much more to consider—and taking a piecemeal approach doesn't always cover the gaps. PXM is the answer, providing a holistic approach to managing and enhancing the entire product experience, ensuring consistency, accuracy, and engagement across all channels.

# The Five Essential Steps for Product Content Excellence

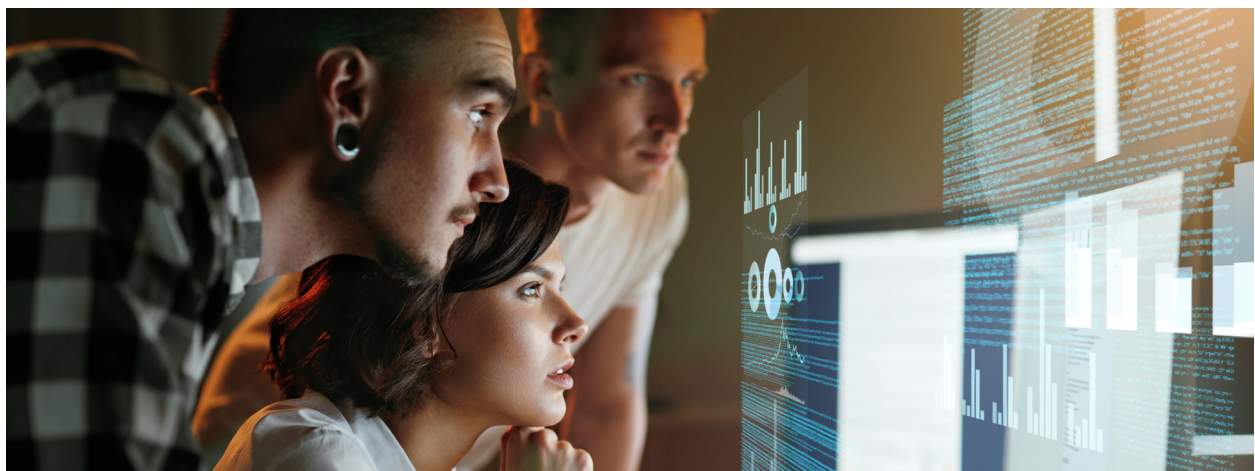
## Step 1: Data Collection & Enrichment

The foundation of a strong PXM strategy starts with gathering accurate product data from various sources, including suppliers, manufacturers, and internal systems. This raw data must be enriched with high-quality images, rich descriptions, and compliance information to make it consumer-ready.

Industry experts also emphasize that retailers and distributors rely on brands and manufacturers to provide detailed, consistent product information for digital channels. However, many organizations face difficulties in efficiently collecting, distributing, and optimizing this data to meet customer needs.

In other words, the online product experience is critical — and you can't deliver all this content without getting the product data into a platform first. That makes data collection & enrichment an essential first step.

Once you've collected and enriched your data, it needs to be prepared for digital commerce success. The data should not simply live in a database, static and ungoverned. To support customer trust and product experiences, you need to ensure the data is high-quality and trustworthy.



***Organizations face difficulties in efficiently collecting, distributing, and optimizing data to meet customer needs.***

## Step 2: Content Syndication & Optimization

Once product content is enriched, it must be distributed across multiple retail channels, e-commerce platforms, and marketplaces. However, each retailer and platform may have different content requirements, making syndication complex.

People often misunderstand content syndication as a universal ‘easy’ button — just one click and all your data publishes perfectly to various retailers. But the truth is that syndication is not the same as simple distribution. There is a significant difference between what one provider calls syndication compared to another. Having your data sent, and hoping it is accepted—versus having it delivered to large retail network with workflows that highlight content completeness by partner—is significant.

Effective syndication requires you to answer critical questions like:

- What type of content is accepted by your endpoint?
- How will the content get there?
- When can you send your data?

***Syndication is not the same as simple distribution of content.***

The Syndicate step isn’t as always as simple as some would hope. However, there are ways to make the process as fast, efficient, and seamless as possible by working with a solution provider with close client relationships with the retail community.

A strong PXM helps businesses master syndication and ensure content is accepted based on industry and recipient-required formats. With pre-built integrations across thousands of direct retailer connections including APIs, GDSN data pool updates, and custom exports in a variety of formats, you are equipped to get your data anywhere it needs to go—in the right recipient format.

Effective content syndication and optimization are crucial for maintaining a competitive edge in digital commerce. By streamlining these processes, brands and retailers can enhance product visibility, improve customer experiences, and drive higher sales conversions.



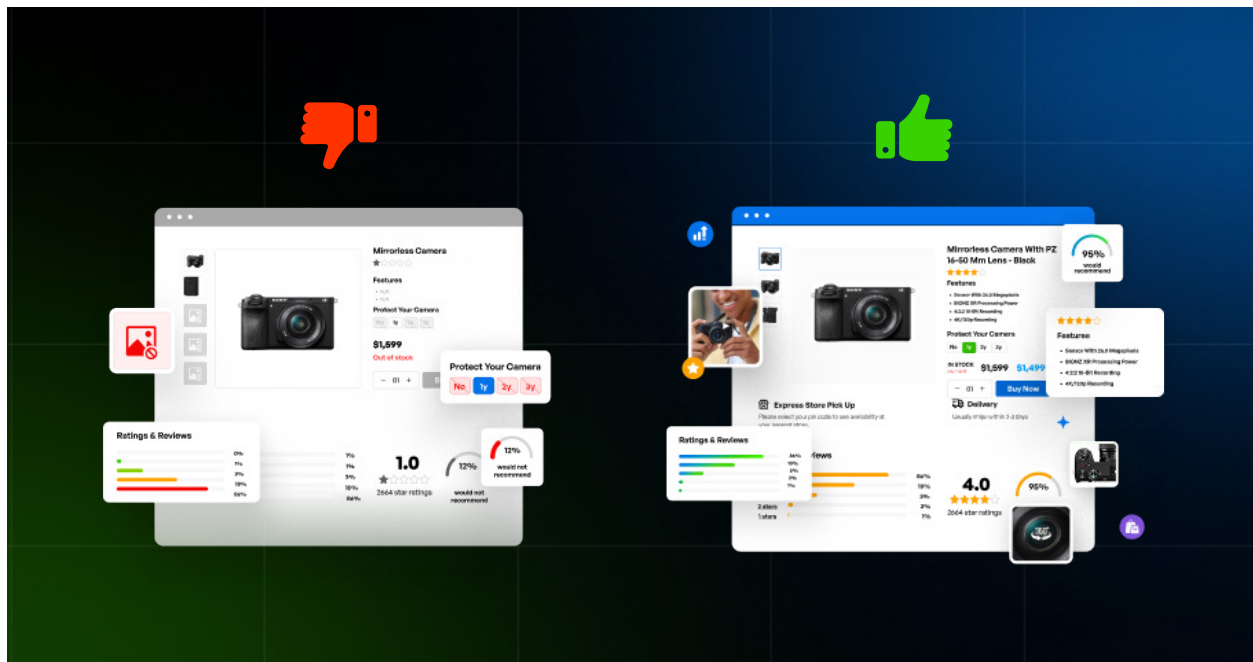
## Step 3: Real-Time Validation & Compliance

Regulatory compliance and brand consistency are critical in the retail space. Any inconsistencies in product content can lead to consumer distrust, lost sales, or regulatory issues. [Half of shoppers have abandoned a purchase when](#) they cannot find sufficient product information on your site.

Ensuring that your product data is complete, accurate, and compliant is essential for maintaining consumer trust and driving sales.

[Syndigo's Compare with Live](#) empowers brands to match their product content in the Syndigo platform with what is displayed live on retailer websites. This powerful real-time validation engine ensures that the product detail pages (PDPs) are consistent with the PIM data, helping brands quickly identify and correct discrepancies. This side-by-side proactive comparison approach ensures that consumers always access accurate information, which is vital for maintaining brand integrity and customer trust.

By leveraging Syndigo's Compare with Live for real-time validation and real-time content validation, such as Syndigo VendorSCOR, retailers can ensure their product data is always accurate, compliant, and optimized for digital commerce success. This integrated approach to Product Experience Management (PXM) helps them maintain a competitive edge, improve customer experiences, and drive higher sales conversions.



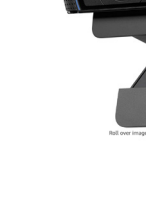
## Step 4: Engagement & Performance Analytics

Engagement & Performance analytics ensure you are maximizing your conversions once your product is published, your next goal is to ensure it is compelling and engaging.

Syndigo research shows that product pages with Enhanced Content drive 39% more conversion lift on average than pages without. Enhanced Content includes 360-degree product photos, lifestyle images, demonstration videos, comparison charts, nutrition information, and user-generated content like influencer reviews and testimonials. This type of content helps you tell the product story and make an emotional connection with buyers.

Syndigo's solution integrates comprehensive analytics and insights, providing reports on product page performance to help you see, in real-time, what content works best by product or category. The [Content Engagement Report](#) offers actionable consumer insights to optimize product detail pages (PDPs), improve add-to-cart rates, and increase total cart value. This allows you to continuously refine your content for future improvement.

By leveraging Syndigo's Engagement & Performance Analytics, you can do more than just track your product content - you can continuously refine and optimize it to drive real results. By gaining deeper insights into what resonates with shoppers, you can enhance engagement, improve the customer experience, and ultimately boost sales. A strong PXM strategy powered by data ensures your brand stays ahead in the competitive e-commerce landscape.



Still over image to zoom in







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18 degrees	Field of view	18 degrees
No	Replace Background	No
Standard	Lens	Class
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Better	Light Correction	Good
2 dimensional	Built-in Mic	2 dimensional

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## Choose where you charge

Mount the vacuum on the wall or in a closet to maximize space

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Turbo Brush

High Capacity Dust Bin

## A thorough clean for your home

Great for carpets, as well as other surfaces.

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### Jet Comparison

	<b>Jet 75 Pet</b>	<b>Bespoke Jet</b>	<b>Jet 75 Complete</b>
<b>Battery Life</b>	60 min	120 min (60 min per battery)	120 min (60 min per battery)
<b>Performance (Air Watts)</b>	200	210	200
<b>Accessories</b>	3	6	5
<b>Docking &amp; Charging</b>	Wall Mounted or Table Top	Wall Mounted or Table Top	Wall Mounted or Table Top
<b>Pipe Type</b>	Telescopic	Telescopic	Telescopic
<b>Brushes</b>	Turbo Brush	Jet Dual Brush	Turbo Brush
<b>Color</b>	Gold	Misty White	Titan ChroMetal



## Step 5: Continuous Improvement & AI-Powered Insight

A complete PXM solution isn't just about content distribution—it's about ongoing optimization. With AI-powered recommendations, machine learning-driven automation, and real-time insights, retailers can continuously refine their product content based on performance data.

Syndigo's PXM enables you to create a closed-loop system where content is not just managed but constantly improved for better engagement and sales. Leveraging advanced AI capabilities, such as Syndigo's SmartPrompts, you can accelerate content creation and optimization, bringing better copy online faster and leading to more sales<sup>1</sup>.

[The integration of generative AI within Syndigo's platform](#) allows for more efficient development of descriptive and marketing copy, ensuring that product listings are not only accurate but also engaging and relatable. This AI-driven approach helps retailers stay ahead of the competition by continuously enhancing the quality and relevance of their product content.



# The Syndigo PXM Difference

Not all PXM solutions are created equal. Syndigo's Product Experience Cloud stands out by offering:

- Seamless Content Management – A single platform to manage, enrich, and syndicate content across all channels.
- AI-Powered Insights – Real-time data-driven recommendations to improve engagement and conversions.
- Retailer & Marketplace Compliance – Automated validation ensures content meets the latest retailer and regulatory requirements.
- End-to-End Optimization – From initial data ingestion to performance analysis, Syndigo's Product Experience Cloud drives measurable results.

Retailers that adopt [Syndigo's Product Experience Cloud](#) gain a competitive edge by delivering the product experiences today's consumers demand.







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