



Executive Brief

The Value of Product Experience Management (PXM) in Retail

Product Experience Management – An Urgency for Every Retailer

The New Landscape of Digital Retail

In the retail world, **channel and information complexity is growing exponentially**. Customers now expect **consistent, personalized, and instant experiences** – whether they shop online, in-store, or through marketplaces. For both **B2C and B2B retailers**, this means managing thousands of SKUs, updating prices and content in real time, and maintaining a **cohesive brand message** across every touchpoint. **Product Experience Management (PXM)** emerges as the natural evolution of PIM. It doesn't just organize data – it **transforms it into meaningful product experiences**, enhancing every interaction along the customer journey. The result is a **tangible competitive advantage**: brands that deliver outstanding product experiences can increase **average customer spending by up to 140%**.

From Consistent Data to Omnichannel Experiences

PXM centralizes product sheets, images, prices, variants, certifications, and narrative descriptions within a single platform, ensuring that every update automatically propagates across all channels.

- **Brand Consistency:** every customer sees the same information, everywhere.
- **Trust & Reputation:** fewer errors and inconsistencies in communication.
- **True Omnichannel Presence:** adaptive content for e-commerce, marketplaces, and in-store environments.

Operational Efficiency and Speed to Market

PXM platforms enable the shift from fragmented processes to an integrated flow, **reducing both time and operational costs for updates**.

- **Up to 30% reduction** in time-to-market for new product launches.
- **Elimination of data chaos:** one single source of truth for all teams.
- **Higher productivity:** teams focus on content and strategy, not file management.

Content Experience as a Sales Driver

An integrated **PXM system combined with DAM** enables the creation of dynamic, content-rich product pages – complete with images, storytelling, videos, and localized reviews – while **reducing time-to-market for new products by up to 30%**.

- **+17% increase in e-commerce conversion rates** through consistent and complete content.
- **-22% reduction in returns** thanks to more accurate information and realistic visuals.
- **+14% higher Average Order Value (AOV)** driven by AI-powered recommendations and personalized descriptions.

Digital Shelf: The New Competitive Advantage

In modern retail, **visibility on the digital shelf is as crucial as it is in-store**.

Digital Shelf Analytics (DSA) features integrated into **PXM** provide a comprehensive view of online product performance, tracking:

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- **Placement and visibility** across marketplaces and search engines.
- **Content completeness** and consistency.
- **Competitor benchmarking** on pricing and reviews.
- **Real-time alerts** on stockouts and drops in visibility.

Why It's Strategic

- **Enables rapid optimization** of content and pricing strategies.
- Transforms sales data into **continuous improvement actions**.
- **Empowers data-driven decisions** for promotions, assortment, and dynamic pricing.

In summary: DSA integrates digital shelf monitoring directly within PXM, providing real-time insights and automating corrective actions – from content to channel, seamlessly.

ROI and ROX: From Return on Investment to Return on Experience

Leading brands today measure **ROX (Return on Experience)** – the impact of product experience on customer loyalty and lifetime value.

Adopting PXM delivers measurable results:

- **+56% increase in digital conversions**
- **-22% reduction in returns**
- **+40% gain in operational efficiency**
- **+30% boost in customer engagement**

PXM nel Retail B2C e B2B: un'unica strategia

B2C – Omnichannel Experiences for End Consumers

Deliver greater consistency between physical and digital stores, driving **higher conversion rates** and **stronger customer loyalty**:

- Centralized management of SKUs and promotions
- Automated publication of collections and campaigns
- Personalized experiences tailored to customer segments

B2B – Smarter Catalogs and Stronger Relationships

Enhance commercial efficiency, **reduce order errors**, and ensure **transparent communication across the value chain**:

- Always up-to-date catalogs and price lists for distributors and partners
- Self-service portals with marketing assets and documentation
- Localized and personalized data by market or client

Conclusions – From Data to Experience - ROI to ROX

Product Experience Management is the strategic lever driving digital retail growth. By centralizing data and content and connecting every channel, it **reduces launch times, improves information quality, and increases sales.** Together with **Digital Shelf Analytics**, it enables **real-time optimization of each SKU's performance**, turning **every product interaction into an opportunity for growth.** The future of retail lies in the **ability to unify information, experience, and insight within a single digital ecosystem.** PXM is the enabling platform behind this transformation.

Practical Experience

We have the most experienced team in Italy, with **over 20 successful PIM projects delivered across multiple industries** – starting from some of the country's leading fashion and luxury brands.

Certified Team

Our team is made up of highly qualified experts, including **certified business consultants and developers** who design and deliver **PIM and Product Experience Management projects** every day.

Proven Methodology

Mature methodologies and well-established processes are the foundation of our expertise. We follow **international best practices and industry standards**, continuously updating and expanding the skills and capabilities of our team.

Beyond Integration

We guide your company through the **digital transformation of its business**, providing **strategic consulting, system configuration, and integration**, while ensuring **end-to-end support** – even after go-live.



Strategy & Consulting

The PXM Hub's approach blends **technology** and **change management** to fully leverage the potential of **PXM/PIM, DAM, and DSA** solutions. We guide our clients through the **innovation of product information management processes**, with a strong focus on **Customer Experience** and measurable business impact.

Technology

We have deep, recognized expertise working with major industry players, acknowledged by **leading international vendors**.

Market Standards

Our team's skills include mastery of international classification standards such as **ETIM, ECLASS, and GS1**, ensuring data consistency and interoperability across systems and markets.

Vendors

