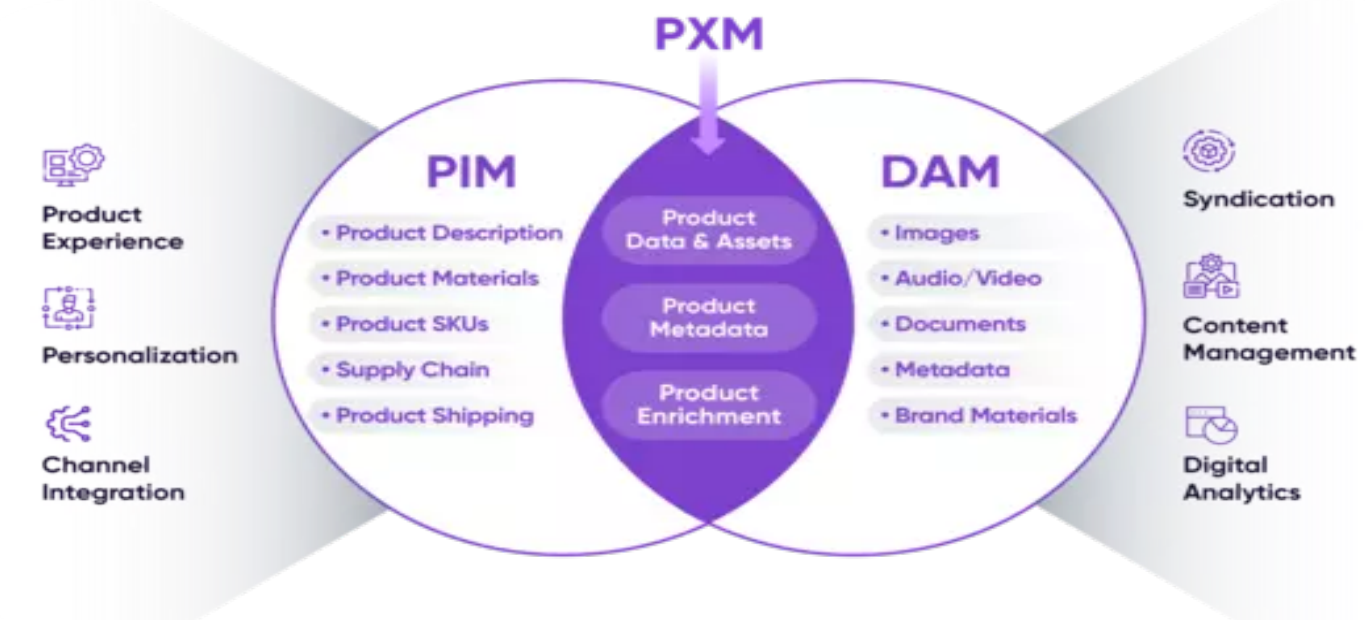




Quick Guide

Is your company ready to adopt a Product Experience strategy?



Product Experience Management - Quick Guide to Your Company's PXM Maturity

Introduction

The evolution from a simple **Product Information Management (PIM)** system to a full **Product Experience Management (PXM)** platform is not a single step, but a *strategic journey toward maximum competitiveness* in the digital economy.

PXM is intrinsically built on PIM: **PXM maturity** measures how effectively a company can leverage the data accuracy ensured by PIM to deliver **personalized, engaging, and continuously optimized customer experiences** – the true purpose of PXM.

Here's a **Quick Guide to PXM Maturity**, outlining the key stages, technological requirements, and strategic benefits that transform product management into a genuine **competitive advantage**.

Quick Guide to PXM Maturity

PHASE 1: FOUNDATIONAL (PIM Core) – Operational Efficiency

This stage focuses on **eliminating data chaos** and establishing a **single source of truth**. The goal is to enhance **internal efficiency** and **reduce risks**.

Primary Objective	Key Technological Capabilities	Measurable Benefits (ROI)
Data Centralization & Quality	Hybrid PIM/DAM: Consolidation of data from disparate sources (ERP, suppliers).	Operational Cost Reduction: Product update time decreases by up to 30%.
Initial Compliance	Attribute Governance for Regulation: Centralization of essential compliance-level data (e.g. material composition, certifications, preliminary DPP data).	Risk Reduction: Mitigation of non-compliance costs (fines, recalls).
Time-to-Market Acceleration	Automated Workflows: Automation of data validation and standardization processes to support product launch.	Faster Time-to-Market: TTM reduced from weeks to 24 hours in the fashion industry (up to 14× faster).
Foundational Consistency	Multichannel Publishing: Distribution of core data (descriptions, images) across key channels (e-commerce, catalogs).	Conversion Rate Improvement: E-commerce conversion rates can increase by up to 17%.

PHASE 2: EVOLUTION (PXM Transition) – Engagement and Personalization

In this phase, the company begins to strategically leverage the clean data from the PIM to engage customers and **create relevant experiences**. Early **AI capabilities are introduced**, and **CX becomes an explicit objective**.

Executive Summary

Product Experience Management (PXM) represents the strategic evolution of PIM — transforming accurate data into personalized, consistent, and measurable product experiences. The journey toward **PXM maturity** unfolds through three key stages — operational efficiency, omnichannel engagement, and continuous optimization — delivering tangible benefits in productivity, conversion, and customer loyalty. Through **AI, automation, and Digital Shelf Analytics**, fashion and retail companies can reduce management time and costs, improve data quality, and create unique experiences that strengthen brand equity. Ultimately, **PXM is not just a technology**, but a competitive imperative — turning data management into real business value and measurable **Return on Experience (ROX)**.



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Primary Objective	Key Technological Capabilities	Measurable Benefits (ROX)
Omnichannel Consistency	Contextualization: Creation and management of multiple content versions optimized for each channel (marketplaces, social media).	Loyalty and Reach: Guaranteed consistency, as 87% of customers expect a unified experience across all channels.
Intelligent Enrichment	AI for Content Creation: Use of Artificial Intelligence (AI) to automatically write product descriptions, generate tags, and classify products.	Improved Data Quality: Reduction of manual errors and data management time (saving up to 2 hours per employee per week searching for information).
Basic Personalization	Segment-Based Targeting: Use of PIM data to deliver tailored messages and visuals (e.g., offering sustainable products to environmentally conscious customers).	Increased AOV: AI-driven recommendations can boost Average Order Value (AOV) by up to 14%.
Return Rate Reduction	Detailed and Engaging Data: Delivery of rich descriptions, HD images, and emotional storytelling – essential in industries such as fashion.	Reduced Returns: Lower return rates caused by inconsistent information (22% of returns).

PHASE 3: MATURITY (ROX Star) – Continuous Optimization and Hyper-Personalization

This is the stage of **full PXM maturity**, where the company leverages **real-time analytics** to **dynamically optimize customer experiences** and measure **long-term impact (ROX)**.

Primary Objective	Key Technological Capabilities	Measurable Benefits (ROX)
Hyper-Personalization	AI/Machine Learning (ML): Analysis of transactional behavior to deliver dynamic, predictive experiences that anticipate customer preferences.	Maximum Conversion: E-commerce conversion rates increase by up to 56% thanks to enhanced product information.
Dynamic Optimization	Digital Shelf Analytics (DSA): Real-time monitoring of product performance across marketplaces.	Agility and Competitiveness: Ability to quickly adapt content to outperform competitors.
Closed-Loop Feedback	PXM/Analytics Integration: Ingestion of data and insights from DSA to trigger automatic adjustments or initiate content improvement workflows.	Continuous Improvement: Ensures that content remains relevant, engaging, and market-aligned.
Long-Term Value	ROX Measurement: Focus on the impact of customer experience on lifetime customer value and long-term financial performance.	Loyalty and Higher Value: Loyal customers driven by superior CX show 4× higher purchase intent and 6× greater motivation to recommend the brand.



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In Conclusion

PXM solutions, powered by **Artificial Intelligence** and integrated with **advanced Digital Shelf Analytics capabilities**, have become a strategic investment capable of revolutionizing the way companies **manage, enrich, and enhance their product data**. What was once considered an operational cost is now **a true growth engine** — an enabler of **personalized, consistent, and successful shopping experiences** that generate **measurable value not only in terms of ROI but also ROX (Return on Experience)**.

For brands seeking to stand out and compete in the platform economy, achieving full PXM maturity is no longer an option but a strategic imperative to strengthen trust, performance, and digital identity.

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

