

SALSIFY | Ebook

Why a PIM System Is Essential for a Successful D2C Launch



Table of **contents**

D2C Commerce: A Growing Opportunity.....3

D2C Requires a PIM System Built for Modern Commerce.....4

PIM System Benefits for a Successful D2C Launch.....4-5

1. Increased Speed and Agility.....4

2. Better Control Over Brand Identity and Product Content.....5

3. Deliver Engaging Product Experiences.....5

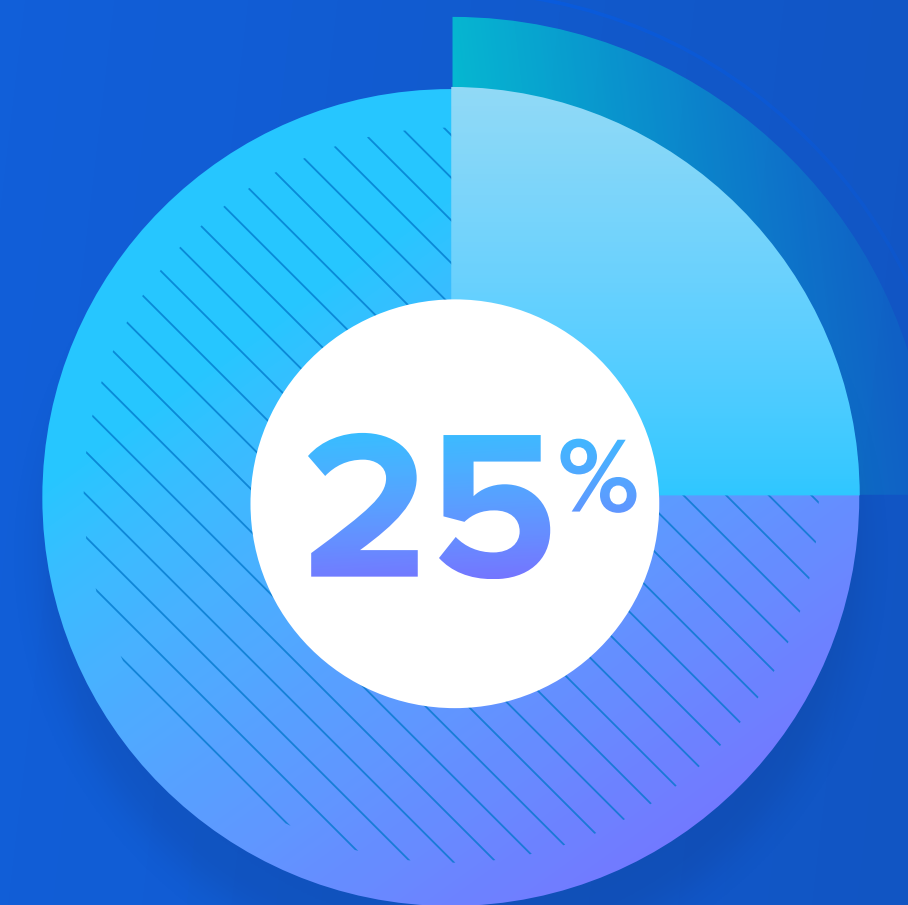


D2C Commerce: A Growing Opportunity

Direct-to-consumer (D2C) commerce has grown significantly over the last several years. According to eMarketer forecasts, **D2C sales are expected to grow by almost 25% in 2020**, highlighting a continued upward trend for the model.

While the media has paid much attention to the success of digitally native vertical brands (DNVBs) like Dollar Shave Club and Kylie Cosmetics, **many legacy brands like PepsiCo have recently introduced D2C sites** to capitalize on this growth.

Between shifting buying behaviors and market trends, successful brand manufacturers have always needed to prioritize evolution to stay ahead. But the rise of the digital shelf has accelerated the need to evolve at unprecedented rates, pushing commerce teams to implement new channels and tools that help them win in this changing environment.



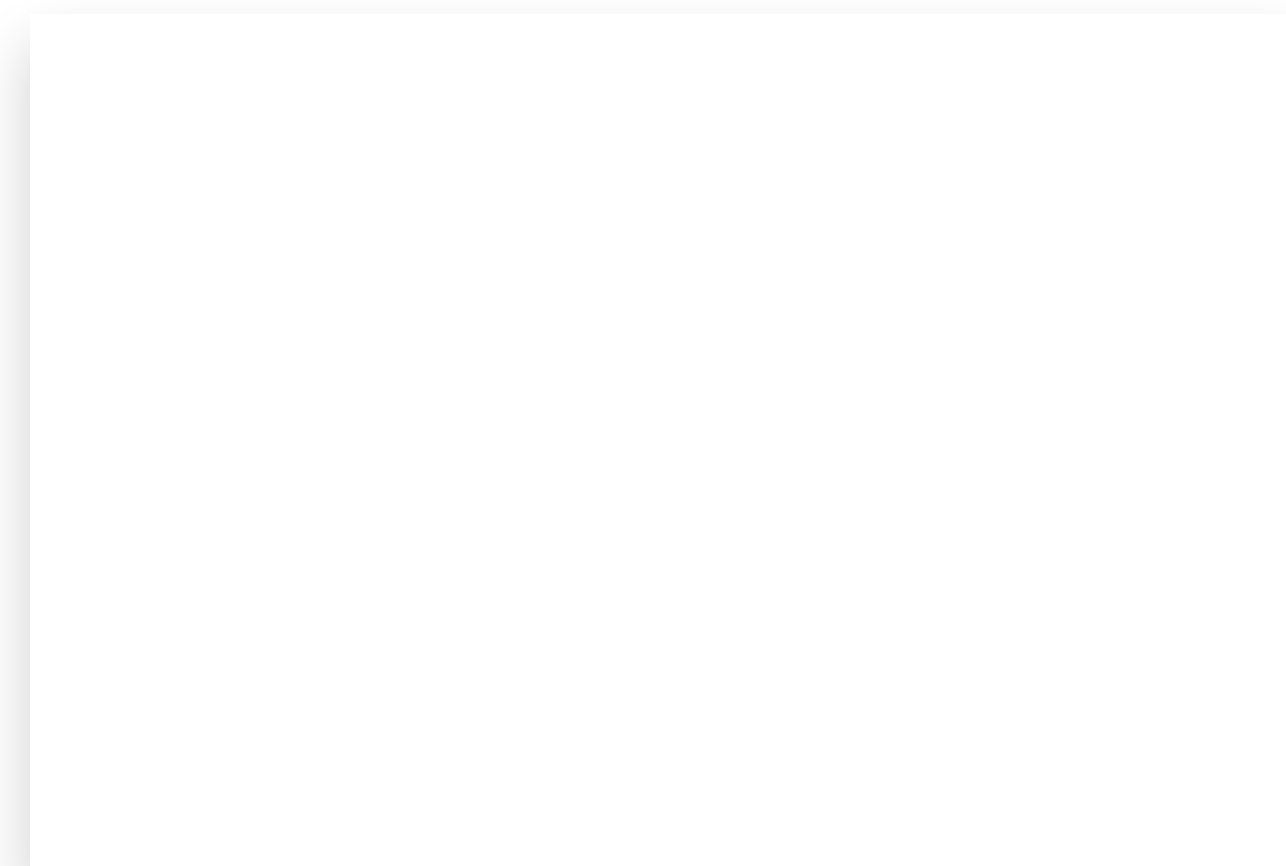
*D2C sales are expected to **grow by almost 25%** in 2020*

D2C Requires a PIM System Built for Modern Commerce

The digital shelf has created a new set of expectations for brand manufacturers. You must now have the ability to engage shoppers across a continually expanding number of sales channels, including a D2C site, social media sites, online marketplaces, and many others.

You must also have the ability to manage, update, activate, and optimize product content across these channels quickly to keep up with changing demands.

Launching a D2C site can provide many benefits, including stronger customer insights, greater overall brand control, increased speed to market, and expanded market share. As D2C commerce continues to grow, these new expectations require you to implement a PIM system built for modern commerce.



Canada Goose highlights essential product information, artisanship, and product dimensions and allows customers to buy directly on the site.

PIM System Benefits for a Successful D2C Launch

1. Increased Speed and Agility

One of the most compelling benefits of launching a D2C site is gaining a direct, retailer-free connection to your customers. Through this connection, you can better understand the customer journey, buying behaviors, and new market demands. You can then adjust your commerce strategy to align with these insights and capitalize on this data.

A modern PIM system will give your brand a centralized hub for product content that's easily accessible to teams across your organization. Without a PIM system, managing product content for hundreds — or even thousands — of product SKUs takes a significant amount of time.

A PIM system will help your team eliminate time-consuming processes and give everyone fast access to the most relevant and up-to-date product information without unnecessary back-and-forth.

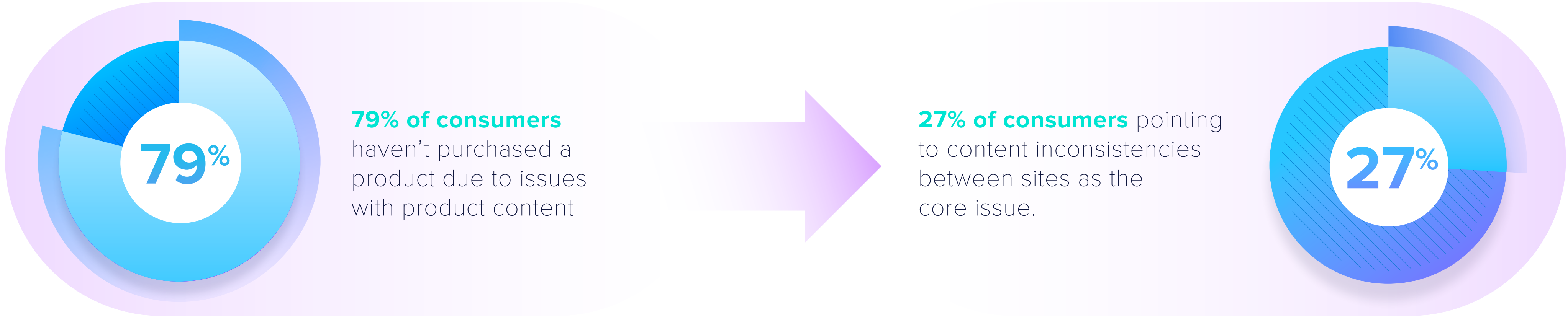
“**A modern PIM system** will give your brand a centralized hub for product content that's easily accessible to teams across your organization.”

2. Better Control Over Brand Identity and Product Content

For [legacy brands launching a new D2C site](#), this channel is just one part of their entire commerce ecosystem. A modern PIM system will allow you to maintain multiple versions of product content for every channel, helping you meet channel-specific retailer requirements and manage core D2C product information from a single platform.

According to the [Salsify 2020 consumer research report](#), 79% of consumers haven't purchased a product due to issues with product content — with 27% pointing to content inconsistencies between sites as the core issue. For brands, creating a consistent content experience across channels is [vital for building trust with shoppers](#).

Having a centralized view of product content will help you ensure product content is complete, accurate, and relevant to your customers. This consistency will, in turn, help your brand establish trust with shoppers.



3. Deliver Engaging Product Experiences

Shoppers are no longer satisfied with a few product photos and bullet points. Product display pages (PDPs) must engage customers with a wide range of product content to compel them to buy online. Your D2C site must provide these experiences, which helps drive conversion and expand critical market share.

But to deliver engaging product experiences, you need more than a PIM system. You need an integrated product experience management (PXM) platform that gives you the power to manage, update, activate, and optimize enhanced product content across channels.

By taking control of your entire commerce lifecycle, you can test and assess new online experiences to evolve your online strategy. You can then scale what works and act on analytics insights.

About Salsify

Thousands of brands worldwide use Salsify to activate, engage, optimize, and manage their product content experiences.

