SALSIFY

PIM for the #DigitalShelf

Purpose-built to help brands win online

Access and transform product content without sacrificing your data quality.

Today's world of commerce has drastically changed the requirements for traditional PIM solutions. To win on the digital shelf, brand manufacturers need to create and adapt their content quickly to respond to changes in retailer requirements, consumer behaviour, and new technologies. This need for "fast data" has put intense demands on IT teams, who must balance the need for speed and access with the ability to govern and control core data schemas and product info.

Unlike traditional PIM solutions, Salsify provides a tightly integrated platform that combines core PIM functionality with non-traditional capabilities, like syndication, consumer analytics, and content management, enabling brands to centralise, syndicate, and govern their product content via a closed-loop management system.

This combination of speed and control enables brands to bring products to market faster, create more engaging product experiences, and transform their operations to win on the digital shelf.

Thousands of brands

have deployed Salsify's PIM globally to activate, engage, optimise, and manage their product content experiences.

Coca-Cola

MARS

L'ORÉAL

LAVAZZA

Welch's
FAMILY FARMER OWNED

A centralised, flexible, and easy-to-use platform so business users can:

Accelerate New Item Setup & Time to Market:
Load product content into Salsify immediately without months of schema planning, complex data migrations and downtime, enabling brands to get their product content to retailers faster.

Update Content Faster:
Add attributes, update content and create new products through an easy-to-use interface without any hard-coded updates.

Increase Market Share:
Map attributes and dynamically transform content to create channel-specific and optimised versions of your underlying data and win the digital shelf.

Optimise for New Requirements:
Leverage fully integrated readiness reports, analytics and workflows to identify new retailer requirements and optimise product performance across the digital shelf.

Improve Cross-Functional Collaboration:
Access shared product information and collaborate across departments on product updates, launches, and content optimisation.

An integrated, extendable, and highly secure platform so IT users can:

Increase Visibility and Governance:
Gain a complete view of all your product content as it's transformed and syndicated to ensure data quality and accuracy is maintained downstream.

Improve Data Quality:
Reduce data duplication and identify key gaps to improve your overall data model and better enable your various business teams.

Streamline Processes:
Enable business teams to collaborate and operate more efficiently through a centralised, governed, and easy-to-use platform.

Transform Digital Operations:
Modernise your tech stack and enable business transformation with an integrated, extensible, and highly secure cloud-based platform.

About Us

Founded in Boston in 2012, Salsify empowers brands to win on the digital shelf by delivering consistent and engaging product experiences— wherever customers shop.

Salsify combines product information management (PIM), digital asset management (DAM), syndication, analytics, Global Data Synchronisation Network (GDSN) data pool, enhanced content, and chat into a single unified platform.

These tools help brands improve business agility, achieve faster time to market, and increase sales and market share.

YouTube

Learn more about what Salsify can do for your brand by requesting a guided platform demo, or learn more about what it takes to win on the digital shelf.