

# Salsify for Social Commerce

Sell where your shoppers spend the most time

*Manage your social inventory and orders directly in your PXM platform*

Consumers turn to social media apps, on average, for over two hours per day to connect with people, businesses, ideas, and increasingly to discover products.<sup>1</sup> Social commerce builds a buyer-brand connection that's more personal and direct than traditional retail.

*Learn what works with a new commerce channel*

Experiment with direct selling on social channels to win buyers where they are spending their time without sacrificing investment in your known channels. Activate product content across each social media platform and unite marketing, ecommerce, and back office teams in a single platform.

<sup>1</sup> <https://www.businessofapps.com/data/app-statistics/#6>

*Thousands of brands*

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

**Cuisinart**

 **KidKraft**

**evenflo**

  
**Buckle-Down**

## *Seize the opportunity to connect with shoppers on social*

### **Act fast. Be first.**

Salsify gives you the tools to test quickly on a broad set of channels. We continuously expand our network of social commerce platforms so that you can leverage the content you already have on new connections as they become available.

### **Send and update product content to a network of social channels.**

Provide shoppers with accurate and compelling images and descriptions from your brand. Set up and refresh the product content to Instagram, Facebook, Pinterest, Houzz, Google, and YouTube.

### **Sell directly on social channels with a single platform.**

Experiment selling on new channels without trading off investment in top volume-driving channels by integrating your back-office systems with a single platform that maintains connections with social channels for you. Ensure product availability on these unpredictable channels with inventory and order synchronization. Enable inventory syndication for each social channel in one click.

### **Integrated inventory and order management for your digital shelf.**

Leverage fully-integrated readiness reports, analytics and workflows to identify new retailer requirements and optimize product performance across the digital shelf.

## *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 can improve business agility, achieve faster time to market, and increase sales and market share.

*Follow us to get the latest insights from our industry experts.*



**Get a demo to see what Salsify for Social Commerce can do for you or learn more about what it takes to win on the digital shelf.**