How Fashion Brands Build Winning D2C Experiences With a PIM System

The best fashion and apparel brands understand the benefits of a direct-to-consumer (D2C) ecommerce platform. Many brands have been shifting towards D2C models, such as Italy's Alive Shoes, Germany's Armed Angels, or the U.K.'s ADAY. Consumers continue to demand engaging content experiences and brands have the ability to move quickly to provide unique and engaging product experiences through a D2C model.

D2C models boast many benefits, including more substantial customer insights, greater brand control, increased speed to market, more revenue channels and opportunities, and expanded market share.

However, it can be a challenge to manage a D2C site successfully without the right systems and processes in place. An enterprise-level product information management (PIM) system can help brands obtain those benefits and drive more revenue on the digital shelf while providing the best product content experiences to their customers.

PIM Grants More Control Over Branding

Informative and engaging product content like product descriptions, features, benefits, specifications and more, is crucial for driving conversions. Moreover, **enhanced product content** can increase conversions by 10% across most categories.

Typically, a single person or team is responsible for managing product data. This may work for small companies with a product or two and only a handful of channels. However, with greater complexity in an ecommerce ecosystem, with more SKUs, inventory, channels, and data to manage, brands can find more hurdles and lags to getting their products to market.

A PIM system grants brands full control over their product content. Your PIM system offers a centralised location to manage content in any form and also enables brands to collaborate across teams while ensuring accuracy and completeness. No more chasing product content or guessing at the most current version — a PIM system creates a single source of truth.

Greater control over the product content enables brands to deliver experiences instead of just buy buttons. Deliver above- and below-the-fold enhanced content that engages users and makes their decisioning easier.

Increase Speed (and Agility) to Market

With a team of people working on your product content, you can quickly create products and get them listed on your site. But typically, each team member develops and manages his or her content using different processes.

A common hurdle to this approach is that there are multiple versions of the content and no easy way to know if a team member is working with the most current version. There's also no concrete process to track if requested changes have been made.

A PIM system helps teams boost speed and agility. Team members can easily upload product content and have it validated against defined schemas. These optimised product launches will speed up time to market and enable scale across your D2C efficiently. With more room for growth, your D2C can scale to multiple regions faster than what would've been if brands opt to manually launch products on their own platform one by one.

Streamline Your Omnichannel Commerce Strategy

A PIM system is just one important cog in the larger commerce experience management (CommerceXM) machine. It provides teams with a centralised platform to manage product information, improving the quality and effectiveness of their D2C efforts.

Getting your product content management under control enables teams to focus on other essential, higher value-added aspects of a D2C experience, such as personalisation and the development of new content types.

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Additionally, a PIM system enables efficiencies as a part of your wider omnichannel revenue. The PIM system, and the entire CommerceXM platform, enables managing the product content accessed everywhere on the digital shelf, not just your D2C channel. Your products exist in dozens of different endpoints — D2C, retailers, distributors, social media, and the whole gambit — and a PIM system and the entire CommerceXM platform play important roles in the overall omnichannel commerce strategy.

Make Data-Driven Merchandising Decisions

Creating product content isn't a set-it-and-forget-it type of activity. Teams must continually review its effectiveness and improve upon it to ensure that published content drives conversion.

To enable this, a PIM system can connect to other systems, including digital asset management (DAM) systems, customer data systems, and inventory systems, to provide insight into how your content is working. Aggregating critical data from all of the above can enable informed decisions that can apply to the entire organisation.

Constantly update and optimise based on the entire fleet of your data, including product content data, to streamline decision making around the organisation. Product content data can showcase what resonates with your customers on the product detail page (PDP). Data points such as product title length, number of bullet points, number of images, and more can be measured and tested to lead to more conversions.

Additionally, machine learning and AI capabilities help teams customise product experiences for different use cases such as languages, currencies, and regions.

SALSIFY

As more brands launch of optimise their D2C sites, understanding the value of a PIM system is essential for teams to find success.

Learn more about Salsify PIM