

**SALSIFY**

DATASHEET

Salsify PXM Advance Enhanced Content

Transform product pages into conversion-driving product experiences by leveraging unlimited enhanced content layouts to stand out on the digital shelf.

Salsify Enhanced Content enables you to provide more engaging content to your shoppers to boost SEO, increase discoverability, and ultimately drive more conversions. As part of the industry's only unified PXM platform, it's easy to create rich media layouts that dynamically pull from your source of truth and connect those layouts to the digital shelf. Publish unlimited standard and premium layouts—supporting everything from interactive hotspots and video carousels to the advanced modules required by top-tier retailers—across our global network.

- ✔ **Boost conversion rates**
- ✔ **Optimize content strategy**
- ✔ **Tell your full brand story**
- ✔ **Publish at scale without limits**
- ✔ **Create engaging product experiences that convert**

15%+

Higher Conversion on PDPs
With Enhanced Content

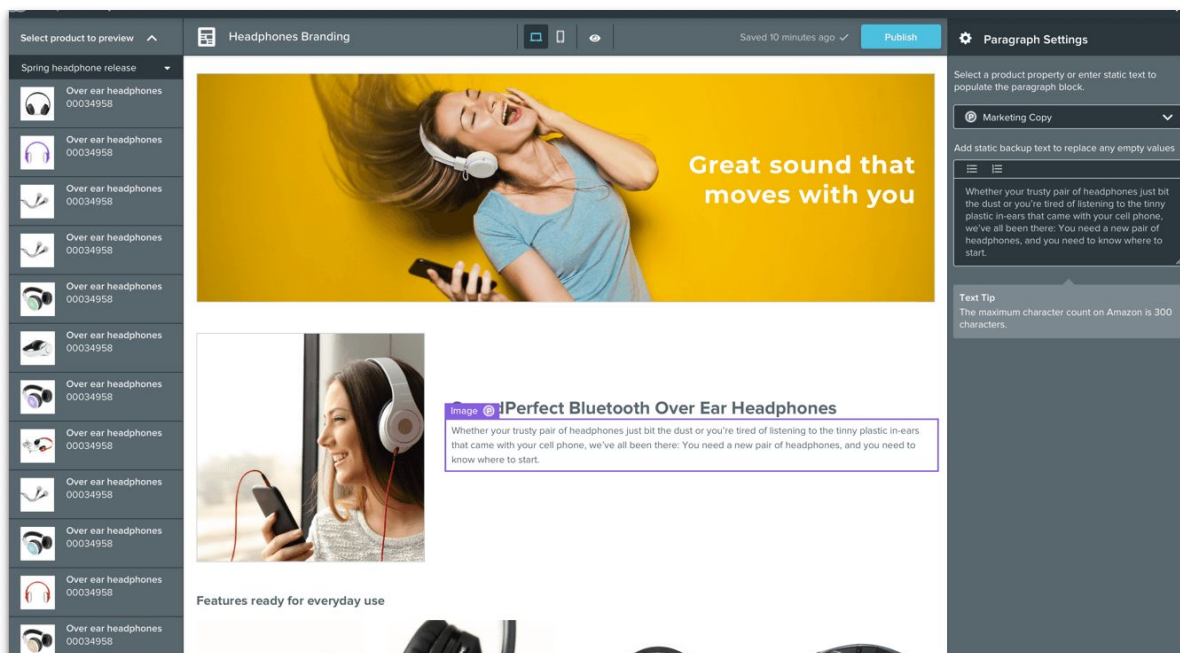
Source: Salsify Internal Data

1.9+ million

Unique Products Published

2.4+ billion

Product Page Impressions



With the Salsify Enhanced Content Layout Experience Builder, brands can execute omnichannel sales strategies by building and syndicating unlimited custom rich media layouts at scale that lift conversion by 15%.

Improve Efficiency, Drive Growth, Win on the Digital Shelf

Convert More Shoppers

Turn standard product pages into immersive brand experiences. Salsify supports the basic and premium modules used by key retailers like Amazon, to help you drive higher conversion rates.

Publish Without Limits

Publish in bulk to every destination in our ever-expanding Enhanced Content Network without being constrained by impression or SKU limits. Create the engaging product experiences your shoppers want across your entire product catalog.

Easy-to-Build Page Layouts

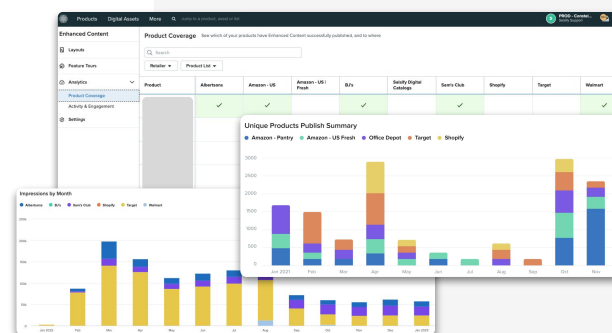
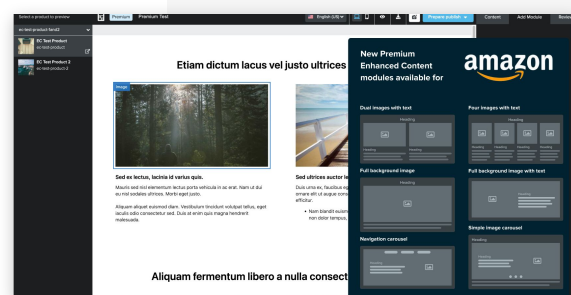
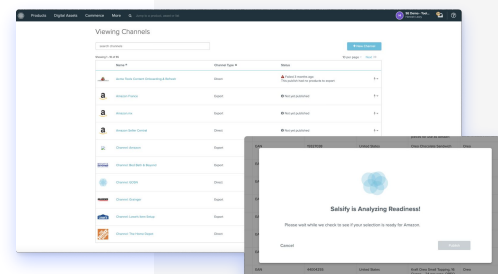
Use our intuitive drag-and-drop editor to build and scale premium layouts in bulk for all your products and destinations. You can quickly drop in engaging modules like interactive hotspots, videos, and comparison charts to create a standout shopping experience.

Pull Always Up-to-Date Content

Salsify Enhanced Content is natively unified with the Salsify Product Information Management (PIM), so you can pull content directly from your source of truth to create rich, accurate content. With direct API connections, you can quickly publish both basic and premium content to major retailers.

Identify Optimization Opportunities Fast

Visualize your rich media layout coverage easily in real-time, and quickly identify retailer or product gaps. Inform your future content strategy by determining what content needs to be developed and destinations where you should expand.



Details matter for premium quality tools, and our investment in Enhanced Content for our product pages pushed us to another level on Amazon. Salsify's connector helped us scale Amazon A+ content over 400%.

— Jeffrey Kemnitz

Ecommerce and Digital Marketing Manager, Wiha Tools USA

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Salsify PXM unifies the ability to centralize, connect, and automate product information to help you build winning product experiences more efficiently so you can drive more sales and achieve digital shelf leadership in your category.

Learn more: www.salsify.com