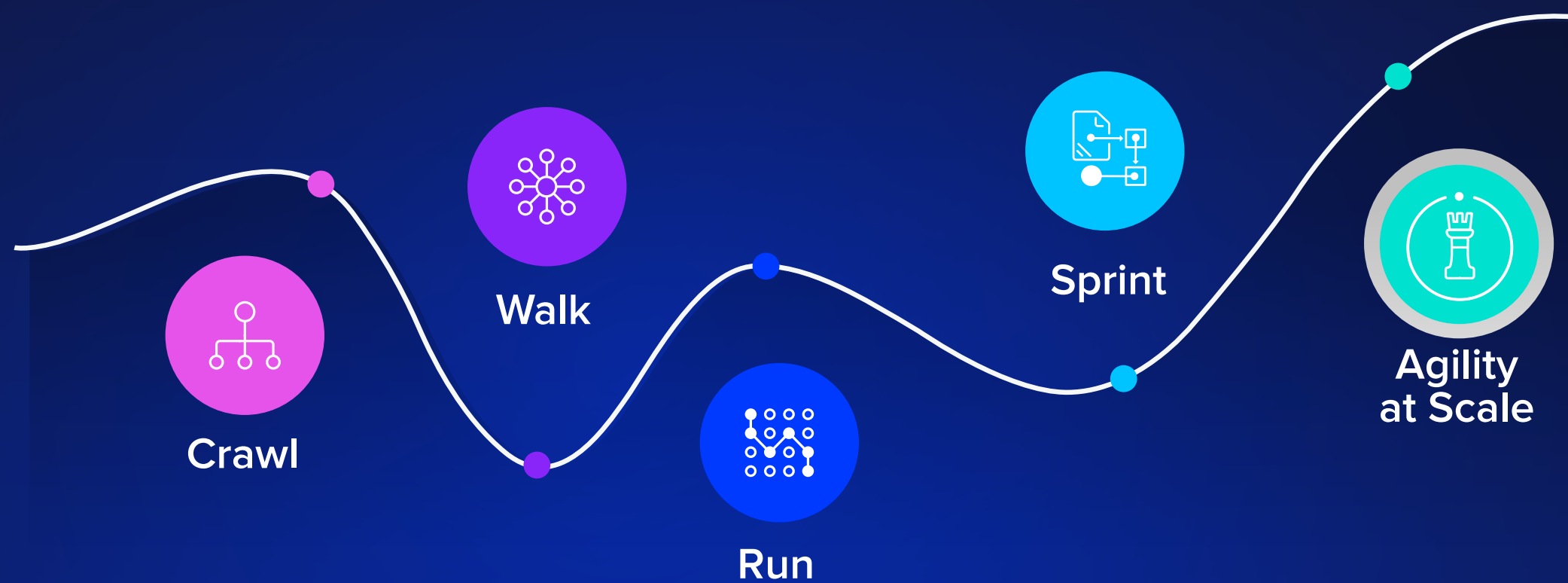


● OMNIASSESSMENT RESULTS

Your Organization Is in Agility at Scale



This result is based on outcomes across industries and thousands of brands.

Current State



You have a custom-integrated product experience management (PXM) tech stack.

You manage predictive and integrated campaigns across product detail pages (PDPs), direct-to-consumer (D2C), and retail media.

Your organization is built around your consumer.

Growth Opportunities



Gain recognition as a market leader by leading ongoing, nimble campaigns centered around your customer.

Maintain strong ties with a connected consumer by tailoring campaigns and content to individual needs.

Adjust company key performance indicators (KPIs) continuously based on responsive metrics.

Continue to partner with your retailer on special activations and test and learns.

Where To Focus



Technical Shift: Adapt your custom-integrated PXM tech stack to test emerging tech opportunities.

Operational Shift: Optimize predictive and integrated campaigns across PDPs, D2C, retail media, and all other channels.

Data Shift: Adjust content and product development based on buyer insights, and experiment with location-based and personalized content.

Organizational Shift: Maintain an organization built around your consumer by sharing intelligence throughout the company.

Related Resources

1. Org of the Future Report (Coming soon!)

Salsify helps hundreds of brands grow sales on the digital shelf. Let's discuss how your performance compares to others in your industry and how you can grow your business.

[Schedule a Call](#)