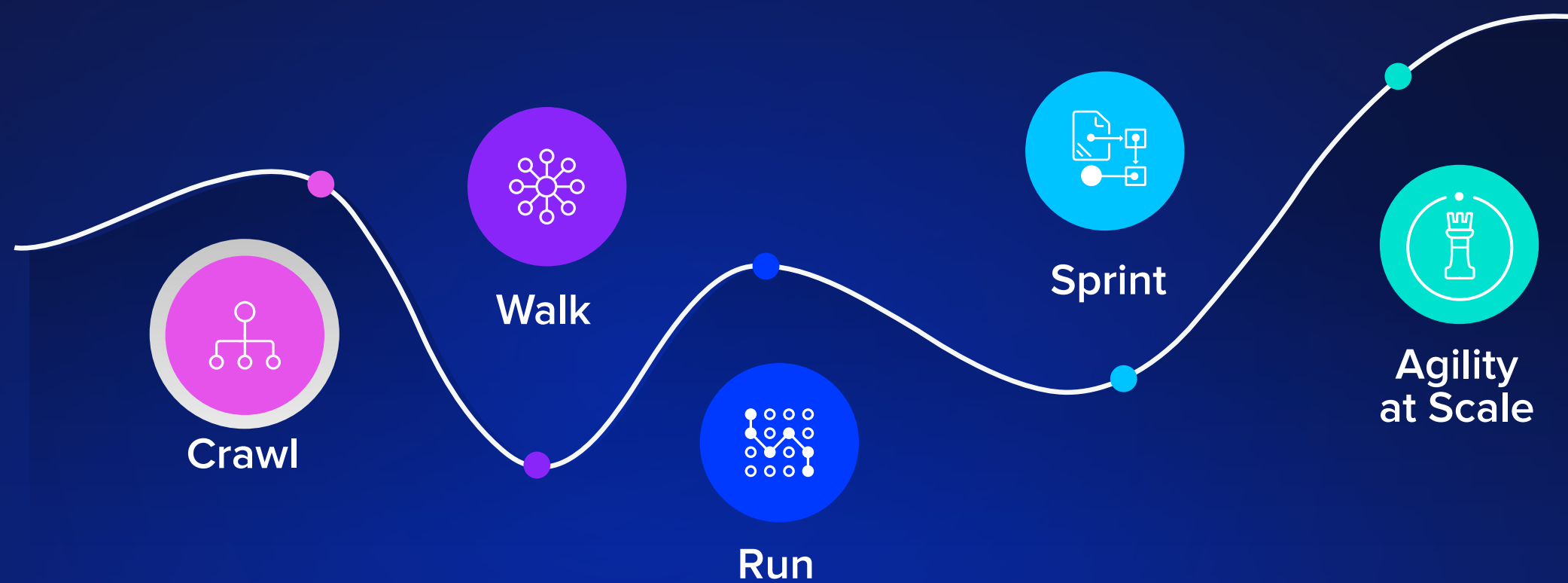


● OMNIASSESSMENT RESULTS

# Your Organization Is in Crawl



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

## Current State



Your enterprise resource planning (ERP), digital asset management (DAM), product information management (PIM), and product lifecycle management (PLM) solutions aren't fully integrated.

Your team is focused on product information and data compliance with each retailer and endpoint.

Your sales, advertising, and supply chains aren't fully aligned on one omnichannel strategy.

## Growth Opportunities



**Boost your sales** by improving content compliance and streamlining product information management (PIM).

**Increase product detail page (PDP) conversions** by improving the delivery of relevant product images and optimized and accurate content to retail partners.

**Sell on more retailers** by adopting technology that will improve your efficiency in getting content to market.

## Where To Focus



**Technical Shift:** From an ERP/DAM to a product experience management (PXM) solution with automated workflows.

**Operational Shift:** From channel experimentation to joint business planning (JBP) and a dedicated product strategy for each retailer.

**Data Shift:** From delivering complete content records to delivering best-in-class content.

**Organizational Shift:** From a few team members tasked with ecommerce to a digital center of excellence that collaborates across sales, supply chain, and ad planning.

## Related Resources

1. [Digital Shelf Decoded: How To Drive Omnichannel Growth by Understanding Each Commerce Touch Point](#)

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](#)