

● OMNIASSESSMENT RESULTS

Your Organization Is in Run



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

Current State



You have a product experience management (PXM) solution with integrated digital shelf analytics.

Your team measures content based on effectiveness and frequently optimizes.

Your ecommerce strategy and insights are integrated into your supply chain operations, omnichannel campaigns, and category management.

Growth Opportunities



Increase lifetime value by supporting consumer satisfaction with omnichannel strategies attuned to your customers.

Lower acquisition costs by maintaining category leadership and supporting customer referrals.

Improve ad spend efficiency by incorporating digital shelf analytics into your omnichannel operations and retailer negotiations.

Where To Focus



Technical Shift: From PXM with digital shelf analytics to establishing and operating marketing mix modeling (MMM) within your PXM.

Operational Shift: From integrated omnichannel planning to artificial intelligence (AI)-augmented insights for timely retail media buying and category management.

Data Shift: From optimized content to predictive content that reacts to market trends.

Organizational Shift: From an integrated ecommerce team to an organization structured around the company's shared digital goals.

Related Resources

1. [eCatman and the Path to Omni-Category Management: The Building Blocks of Ecommerce To Win in Omnichannel](#)
2. [The DSI Member's Framework for Digital Shelf Performance](#)

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