

● OMNIASSESSMENT RESULTS

Your Organization Is in Sprint



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

Current State



You have a mature product experience management (PXM) solution with digital shelf analytics and clear marketing mix modeling (MMM).

You have a process and team that can optimize based on market trends and consumer feedback.

You perform omnichannel planning across the organization with a shared set of metrics.

Growth Opportunities



Gain recognition as a category leader by leading retailers and consumers with new experiences and ongoing experimentation.

Satisfy a connected consumer by creating responsive workflows to adjust product content and recommendations to individual needs.

Make every product experience matter by establishing a responsive set of metrics and artificial intelligence (AI) workflows to adapt and optimize digital shelf moments.

Where To Focus



Technical Shift: From PXM with analytics to a custom-integrated PXM tech stack.

Operational Shift: From fully integrated campaigns and planning to predictive and integrated campaigns across product detail pages (PDPs), direct-to-consumer (D2C), retail media, and all other channels.

Data Shift: From predictive content to learning content that gathers insights on buyers and influences product development.

Organizational Shift: From an organization built around shared goals to an organization built around your consumer.

Related Resources

1. [eCatman and the Path to Omni-Category Management: The Building Blocks of Ecommerce To Win in Omnichannel](#)

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.

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