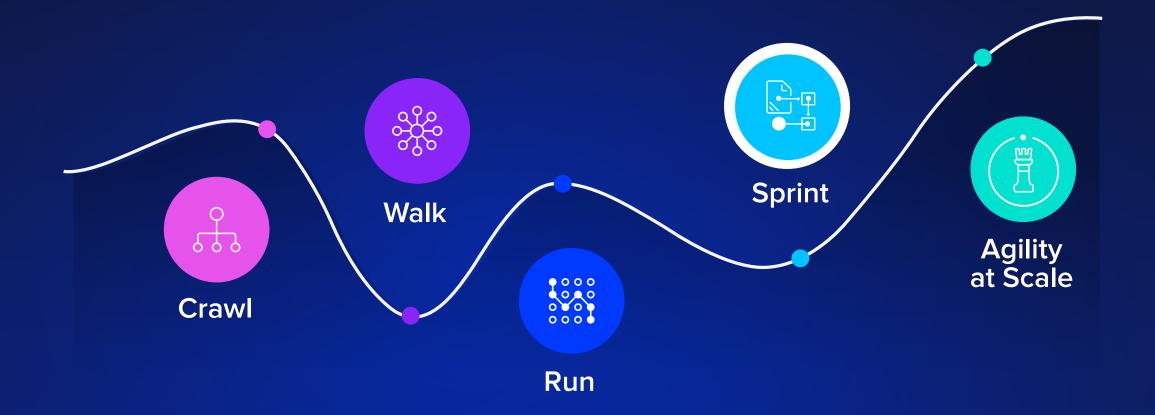


OMNIASSESSMENT RESULTS

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.

Schedule a Call

