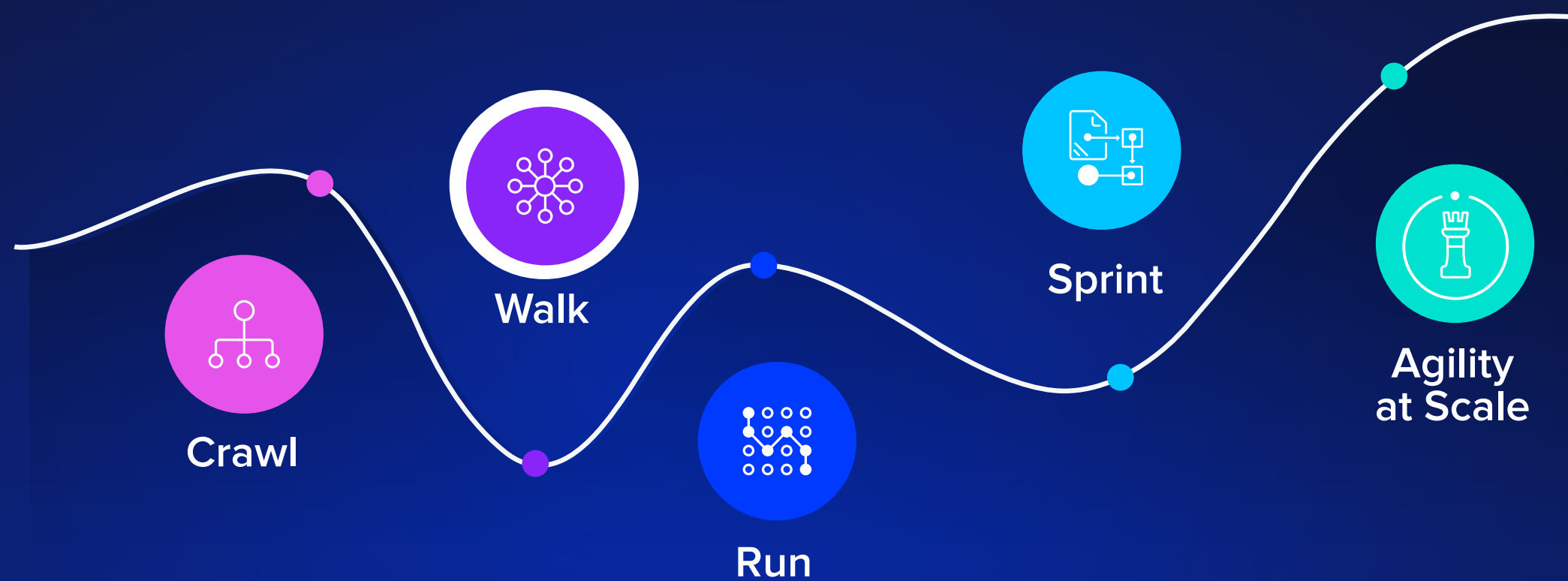


● OMNIASSESSMENT RESULTS

# Your Organization Is in Walk



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

## Current State



Your team likely uses a product experience management (PXM) platform.

Your team is focused on optimizing content performance and workflow efficiency.

Your organization often makes retail media and ecommerce business plans separately.

## Growth Opportunities



**Increase market share** by delivering best-in-class content and optimizing based on other category leaders.

**Be your retailers' best partner** by conducting joint business plans (JBPs) that bring intelligence from digital and in-store results and advertising.

**Improve resource efficiency** by building automated workflows and closing the loop between insights and updates to your digital shelf content.

## Where To Focus



**Technical Shift:** From traditional PXM to integrated artificial intelligence (AI) automation and digital shelf analytics.

**Operational Shift:** From individual negotiations to integrated omnichannel strategies for distribution, ad campaigns, and category management.

**Data Shift:** From content compliance to content completeness by sales channel.

**Organizational Shift:** From a center of excellence to integrating the ecommerce team and experience across each department.

## Related Resources

1. [Joint Business Planning \(JBP\) Between Retailers and Brands: Effective Optimization Strategies for Collaborative Growth](#)
2. [Insider's Guide to Joint Business Planning: Win-Win Strategies for Brands & Retailers](#)
3. [Maximizing Retailer Relationships: How To Win With Joint Business Planning](#)

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](#)