

CUSTOMER SUCCESS

Streamline Your Channel Syndication Strategy with Salsify

How Perma Products established a Single Source of truth with RG.Experience and Salsify





PROFILE

SUB-BRAND

PRODUCT

Child Safety
Pet Accessories
Home DIY Hardware

CHANNEL

REVENUE

About 11.8M USD

REGION

US / Australia & New Zealand

Introduction

Perma Products was established in 1969 in Melbourne, Australia, and is dedicated to creating the ultimate in child safety, pet access, removable hooks and grip tapes, selling over 1000 different products under 5 leading brands. Rising in demand, they established a presence in the US to expand into a new market via key marketplace channels.

Challenge

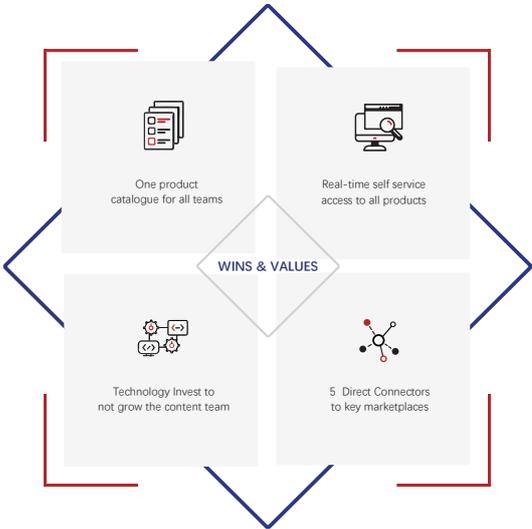
Perma Products needed to secure a more streamlined digital shelf process, as they had a fast-growing assortment of over 1000 products across several marketplace channels like Amazon and Walmart and a total revenue of **\$11.8M**. Previously, they relied on highly manual and Microsoft Excel-based communication, which presented difficulties in channel growth for the marketing & channel teams. This was putting them on the back foot when it came to fulfilling the strict product content requirements of Amazon and Walmart.

Solution

Perma Products partnered with RG.Experience and Salsify to optimise their new product onboarding process and to syndicate content to major channels in the US. By streamlining their onboarding process, they achieved a significant **30%** reduction in onboarding time. With Salsify's syndication capabilities and a restructured product onboarding process in the ANZ and US markets, the team was able to scale into new products and channels without significantly increasing the content-management team.

Conclusion

Through their partnership with RG.Experience and the implementation of Salsify, Perma Products transformed their product onboarding process, resulting in more effectively syndicating content to their major channels. The streamlined onboarding process resulted in a substantial reduction in onboarding time, enabling efficient scaling of products and channels. The successful collaboration between Perma Products, RG.Experience, and Salsify has allowed Perma Products to establish a stronger presence in the ANZ and US markets while delivering their leading home improvement solutions to customers.



Benefits & Approach



Streamlined Product Onboarding

Perma Products faced the challenge of managing a growing product catalogue across multiple markets and brands while ensuring accurate and up-to-date information across all channels. With the implementation of Salsify's intuitive and quick-to-launch PXM platform, combined with RG.Experience's process and industry expertise, it led to a 41% reduction in overall onboarding time, enabling the scaling of products and channels without significantly increasing the content management team.



Increase & Streamline Syndication Reach

One of the primary goals for Perma Products was to expand their presence by syndicating their product content to leading online marketplaces in the US and ANZ. Salsify provided them with access to an extensive network of channels. Products successfully amplified their online presence, reaching a wider audience than ever before without having to scale the channel team.



Self Service & Single Source of Truth

Switching from a manual Excel process to an automated platform like Salsify, the team experienced a significant reduction in time spent on product onboarding, which enabled their team to focus on potential new personalised and channel content. Furthermore, Perma Products achieved a substantial improvement in data accuracy, reporting a 24% decrease in customer complaints related to inaccurate or incomplete product data.



Implementation

The Perma team looked into a lean project with an IT solution that they can self-manage after the GoLive. With RG.Experience, they found a partner who could guide the team on key design decisions, ensuring a successful setup while enabling the team to become more self-sufficient. The initial workshop phase allowed a good understanding of how to improve the onboarding process and set up an efficient data onboarding support model, going beyond channel specific requirements automating the mapping to specific channel data.



We could either invest into technology to make our processes more efficient or hire more people to manage our growth.



Jeremy Pesch
Marketing Manager



About RG. Experience

RG.Experience is a Leading Digital Transformation Agency based in Shanghai, Hong Kong & Melbourne with a strong focus in a holistic Product Experience Approach.

We are empowering Industrial Leaders to balance European best practices with the efficiency and speed needed to compete with local competition in the Asian market.

Contact us

<https://rg-experience.com/>



About SALSIFY

Salsify was created to empower brands and retailers to win on the digital shelf. Salsify's PXM platform enables brands to centralise, connect, and automate all the product content needed to efficiently deliver superior product experiences and achieve digital shelf leadership in their category.

Salsify acquired SKUvantage in 2021 - expanding its global reach and taking advantage of SKUvantage's strong network of retailers and brands in the ANZ market.

Contact us

<https://www.salsify.com/en-au/pxm-skuvantage>