



TRANSFORMERS SUMMIT

Winning on Experience





amazon



One thing I love about customers is that they are **divinely discontent**.

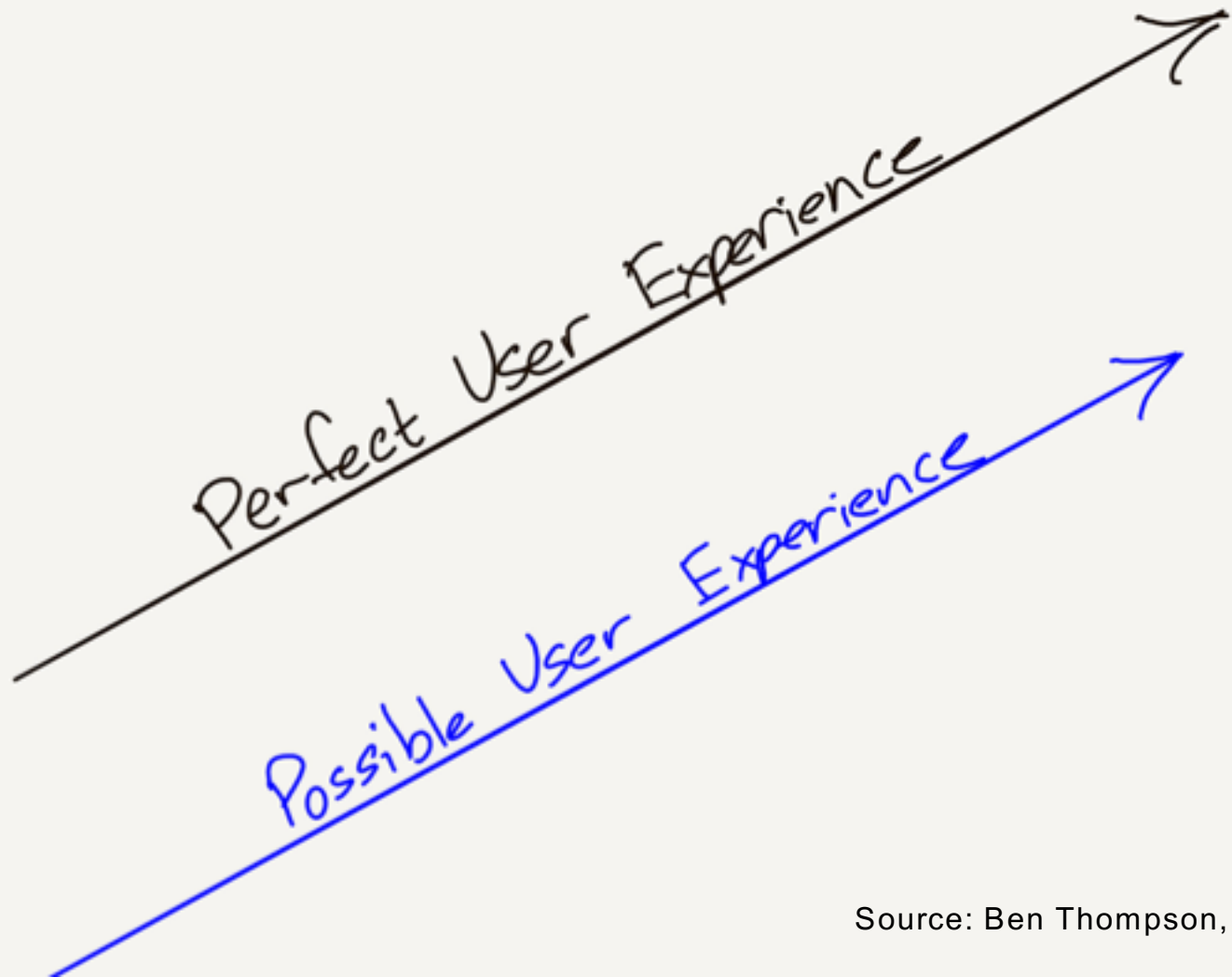
Their expectations are never static — they go up.... People have a voracious appetite for a better way, and yesterday's 'wow' quickly becomes today's 'ordinary'.

- Jeff Bezos

Perfect User Experience

Possible User Experience





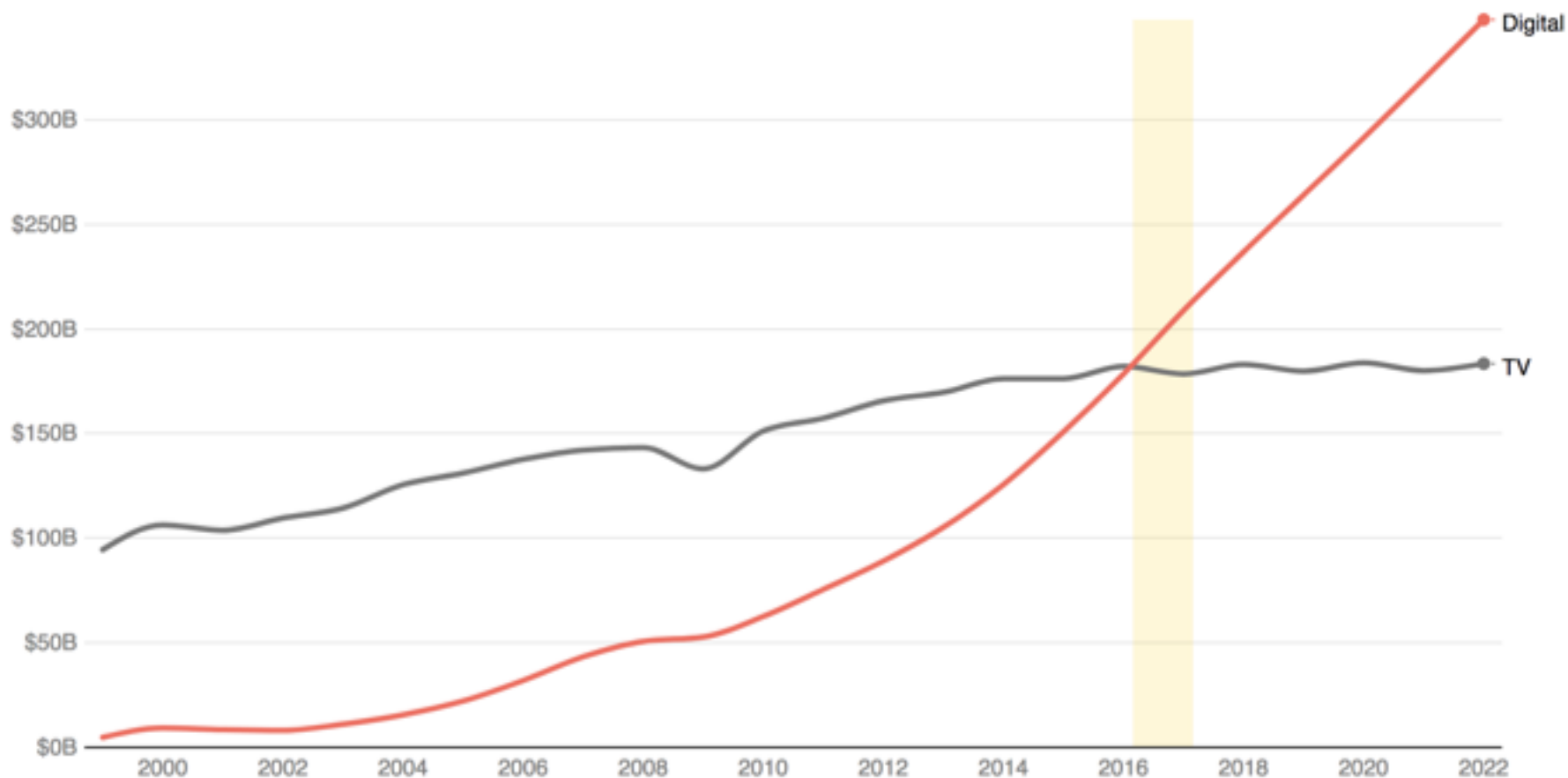
Source: Ben Thompson, *Stratechery*

Make me a haircut appointment on Tuesday
morning anytime between 10 and 12.

No problem. I'll make you an appointment and
update you soon.



Global digital ad spending beat TV for the first time in 2017





Shop for Tide pods... on Google Sponsored ©

Pods Spring Meadows...	Tide Pods Spring Meadow Scent...	Tide Pods Liquid Detergent Pacs...
\$19.97	\$11.97	\$11.97
Home Depot	Walmart	Jet.com
★★★★★ (5k+)	★★★★★ (5k+)	★★★★★ (5k+)

→ More on Google



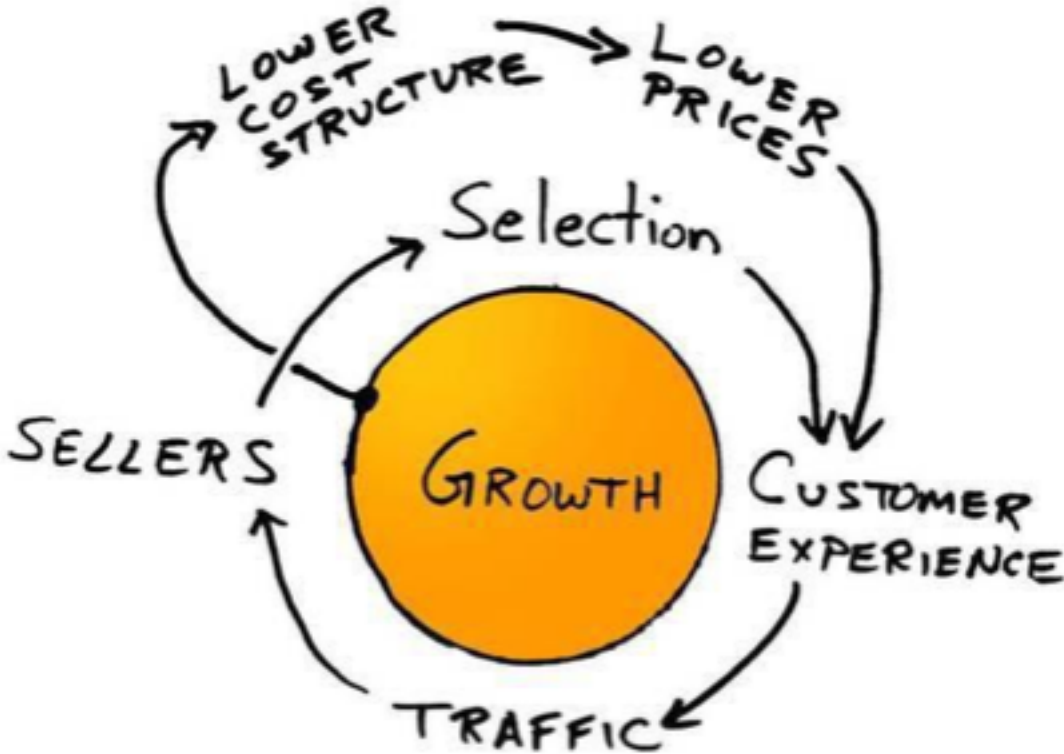
EMILY EATS TIDE PODS CHALLENGE

Market Basket

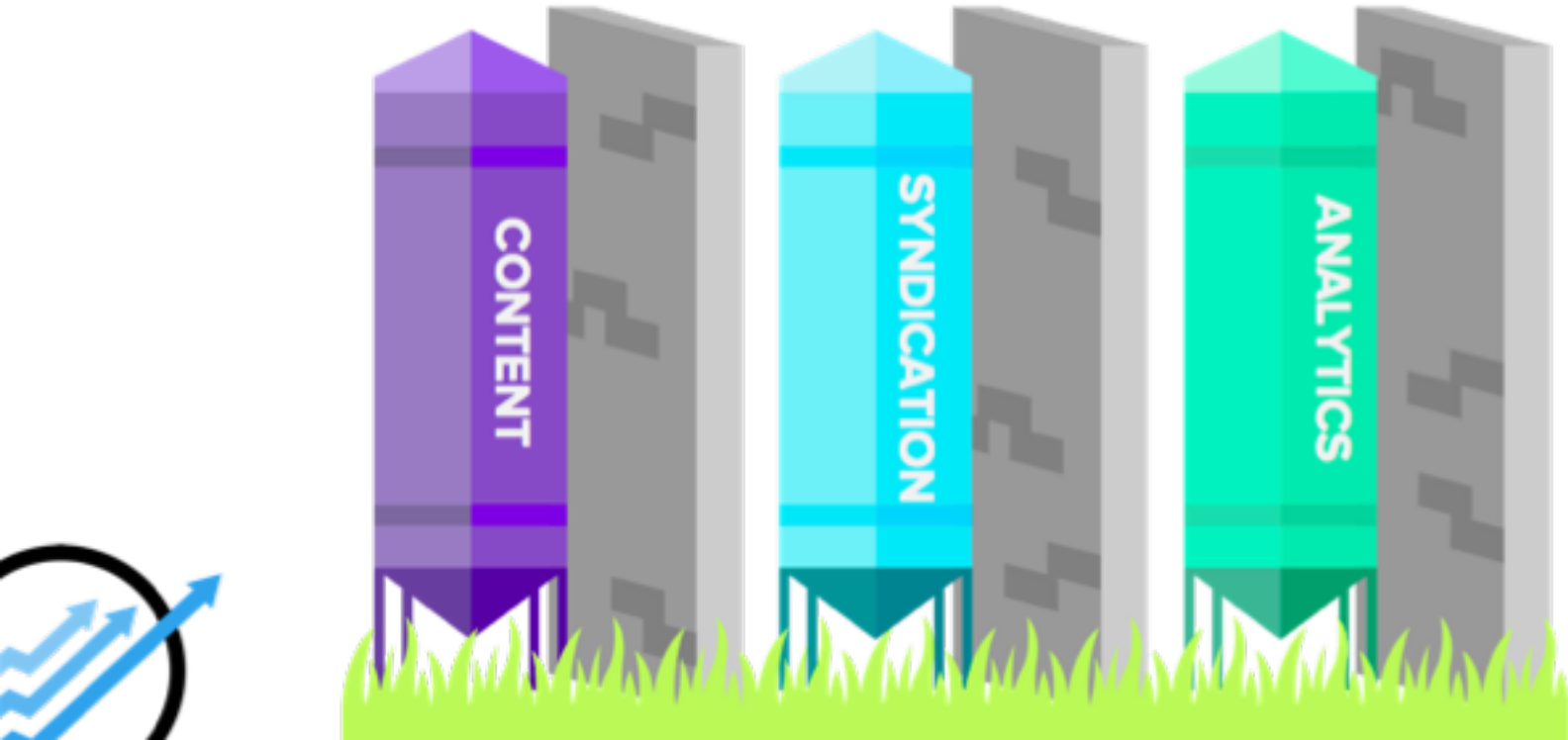
Tide PODS Original Scent HE Turbo Laundry Detergent Pacs 66-load Tub Laundry

FREE delivery on your first order*

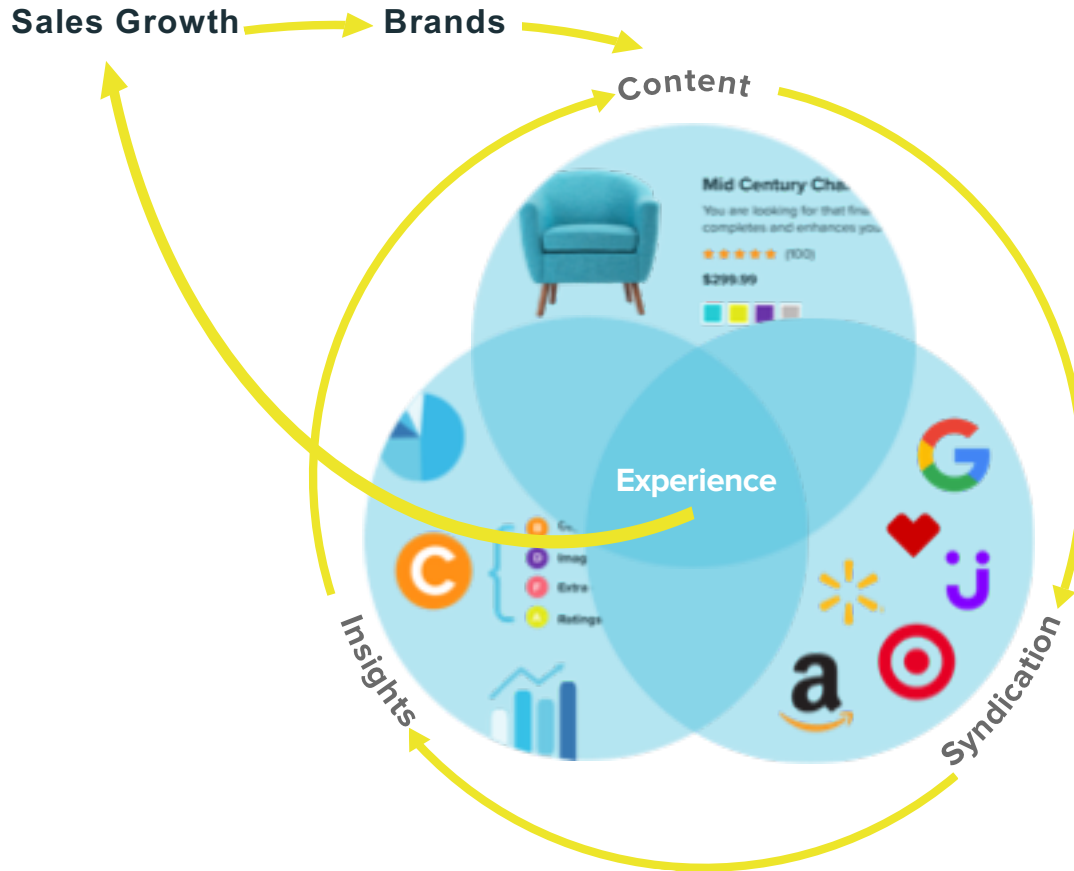
AMZ's Model Raises the Bar for Brands



Brands Aren't Architected for Experience



Modern Brands Demand A Flywheel



How Are Brands Adapting?


- Organizing teams and content for the digital shelf
- Bringing more of their SKUs online
- Expanding to more ecommerce channels
- Exploring 1p vs 3p or hybrid selling
- Improving logistics capabilities
- Continually adding content and new formats to drive discoverability & conversion





Zico natural coconut water
 11.2 fluid ounce carton 12 pack

\$20⁹⁹ ✓prime

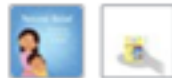
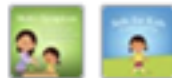



Hyland's 4 Kids Cold 'n Cough Day and Night Value Pack, Natural Relief of Common Cold Symptoms, 8

Ounces [Hyland's Homeopathic](#)



172 customer reviews | 9 answered questions



Multi-Symptom

formula helps with
cough, congestion, sore
throat and sneezing.



360 Spins



Drag to Spin

Premium A+ Content



KEURIG
Brew the love.

K-Elite
COFFEE MAKER

Bold style meets
bold flavor.

16.5" (418mm)
13.7" (348mm)
9.9" (251mm)

Simple Button Controls
Just insert a pod, select your desired cup size, and brew your perfect cup.

ADD WATER DESCALE
STRONG HOT WATER
ICE

8:15

The advertisement features a top section with a play button icon and a background image of the coffee maker dispensing coffee into a blue cup. The bottom section shows a side view of the machine with dimensions and a close-up of the control panel with various buttons and a digital display.



Rich Media on Walmart

Pets / Dogs / Dog Fo

0:22 / 0:30

Rachael Ray Nutrish Natural Dry Dog Food, Real Chicken & Veggies Recipe, 14 lbs Video

\$2.70

2-day shipping
Shop now

Tell us if something's incorrect

Has your item sold?





VIDEO



Kingston Brass

Kingston Brass KS4461BX Metropolitan Widespread Lavatory Faucet with Metal Cross Handle, Polished Chrome

★★★★★ 72 customer reviews | 17 answered questions

Amazon's Choice for "8 inch bathroom faucet"

Price: \$144.99 & FREE Shipping. Details

In Stock.

Want it tomorrow, April 24? Order within 19 hrs 17 mins and choose One-Day Shipping at checkout. Details

Ships from and sold by Amazon.com. Gift-wrap available.

Color: Polished Chrome

\$192.05

\$192.05

\$144.99

\$170.06

From the manufacturer



Metropolitan Widespread Lavatory Faucet with Metal Cross Handle

Metropolitan Widespread Lavatory Faucet with Metal Cross Handle is a classic, timeless design that adds a touch of elegance to any bathroom. The faucet features a wide spread spout and a metal cross handle for easy operation. The polished chrome finish is durable and resistant to corrosion, ensuring a long-lasting, beautiful appearance. The faucet is easy to install and is compatible with standard 1/2 inch compression fittings. The wide spread spout provides a large, clear water stream, making it ideal for washing dishes and rinsing. The metal cross handle is a classic design that is both functional and decorative. The faucet is a great choice for anyone looking for a high-quality, stylish bathroom fixture.

View Image

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Handles, Faucets and Accessories for the Metropolitan Collection



View Image

Handles, Faucets and Accessories for the Metropolitan Collection. This collection includes a variety of handles, faucets, and accessories that are designed to complement the Metropolitan Widespread Lavatory Faucet. The handles are available in a variety of finishes, including polished chrome, brushed nickel, and oil-rubbed bronze. The faucets are available in a variety of finishes, including polished chrome, brushed nickel, and oil-rubbed bronze. The accessories include a variety of items, including aerator, aerator, and aerator. The handles, faucets, and accessories are all made of high-quality materials and are designed to last. They are a great choice for anyone looking to complete their Metropolitan bathroom fixture.



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	Metropolitan Widespread Lavatory Faucet with Metal Cross Handle	Metropolitan Widespread Lavatory Faucet with Metal Cross Handle	Metropolitan Widespread Lavatory Faucet with Metal Cross Handle	Metropolitan Widespread Lavatory Faucet with Metal Cross Handle	Metropolitan Widespread Lavatory Faucet with Metal Cross Handle	Metropolitan Widespread Lavatory Faucet with Metal Cross Handle
Item #	KS4461BX	KS4461BX	KS4461BX	KS4461BX	KS4461BX	KS4461BX
Color	Polished Chrome	Polished Chrome	Polished Chrome	Polished Chrome	Polished Chrome	Polished Chrome
Spout	8" to 10"	8" to 10"	8" to 10"	8" to 10"	8" to 10"	8" to 10"
Spout Height	5.12"	5.12"	5.12"	5.12"	5.12"	5.12"
Installation	1/2"	1/2"	1/2"	1/2"	1/2"	1/2"
Installation	1/2"	1/2"	1/2"	1/2"	1/2"	1/2"
Installation	1/2"	1/2"	1/2"	1/2"	1/2"	1/2"
Weight (lb)	1.2	1.2	1.2	1.2	1.2	1.2
Weight (kg)	0.54	0.54	0.54	0.54	0.54	0.54
Item #	KS4461BX	KS4461BX	KS4461BX	KS4461BX	KS4461BX	KS4461BX
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Installation	1/2"	1/2"	1/2"	1/2"	1/2"	1/2"
Weight (lb)	1.2	1.2	1.2	1.2	1.2	1.2
Weight (kg)	0.54	0.54	0.54	0.54	0.54	0.54

LOWE'S

Home Depot

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Optimizing for Mobile

Two
Lozenge
Design



Four
Lozenge
Design



Common KPIs

Primary

- **Total Sales**
 - *Shipments* - Manufacturer to Retailer (or D2C, distributor)
 - *Consumption* - Retailer to Consumer
- **Profit**
- **Market Share**
- **Household Penetration**

Secondary

- **Retail Channel Count**
- **SKU Assortment / Retailer**
- **Dollars per Distribution Point**
- **Conversion Rates**
- **Share of Search**
- **Share of merchandising**
- **Chargebacks**
- **Availability rate**
- **Time to market**
- **Order Fill Rate**
- **Vendor Lead Time**
- **Pricing Corridors**



You're In Good Company

31, 322, 533

customer products in Salsify ready
to be published. Anywhere.



Tracking Success over Time

Among a tracked set of customer ASINs

50% Improved Sales Rank from 2017

73% Average Sales Rank Improvement

Those in the Top
100K in Sales
Rank in 2018



What drove these improvements?

More Content and Activity

64% Higher Average Image Count

139% Greater Likelihood of Having **Increased** Image Count Since 2017

116% Greater Likelihood of Having **Increased** Bullet Count Since 2017

The Top 100K in Sales Rank in 2018 Compared to All Others Sampled



Content Improvements Pay Off

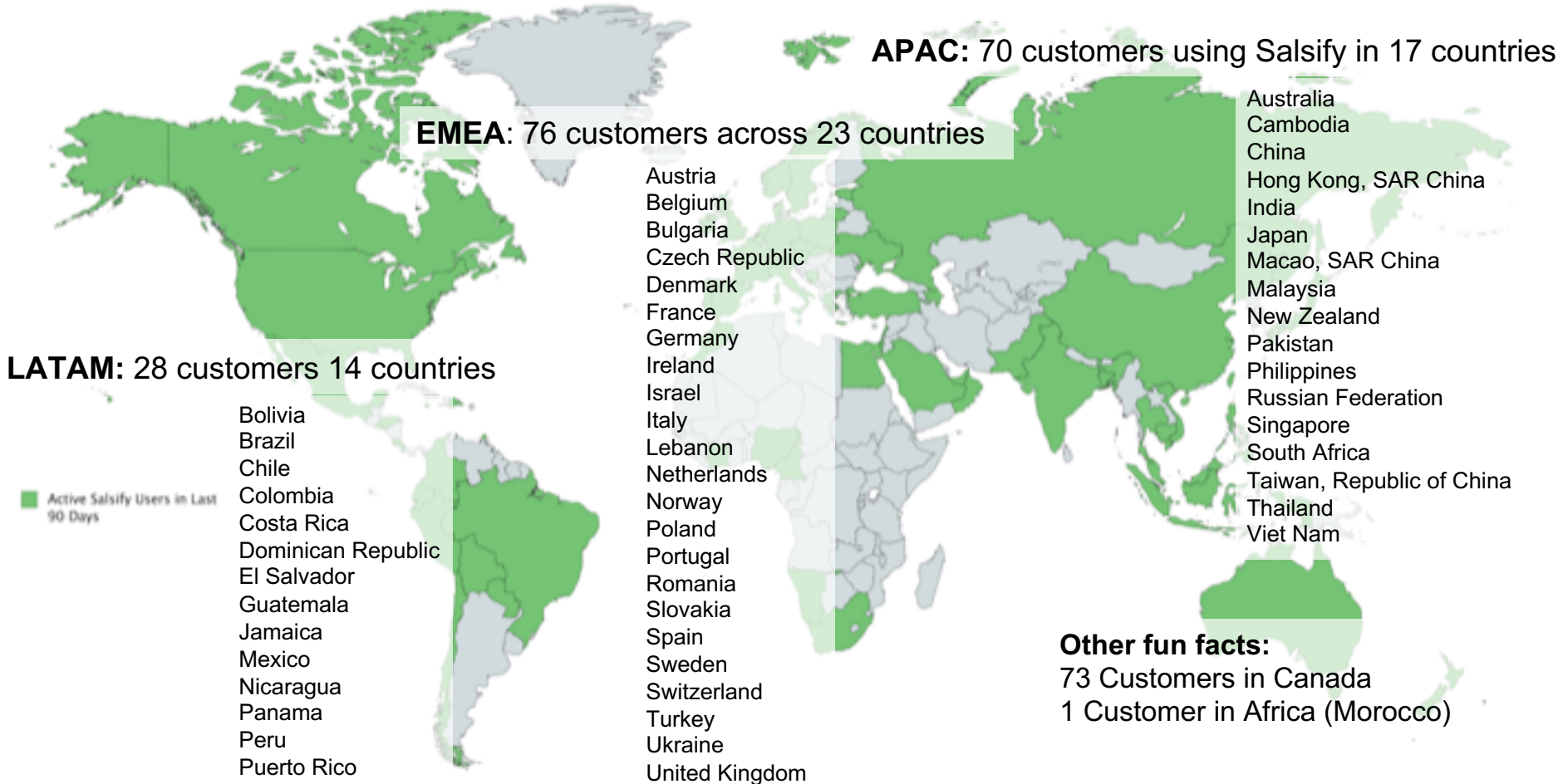


ShurTech[®]
Brands

+15%
Sales
Rank



Global Movement - 166 customers outside the US across 57 countries



Open Experience Alliance: 75 Brands



The OXA Challenge to Retailers

- Empower brands to be effective merchandising partners in providing the best online consumer experience possible
- Support rich content management
- Automate as many steps across the product life-cycle as possible
- Provide rapid feedback on content acceptance and performance



Progress to date

- 75+ members
- 12 letters to leading retailers
- 250+ signatures
- Progress underway at 10 retailers



Analyst Feedback

“PXM is “the proverbial workbench for product managers and merchandisers to enrich content and create product experiences.”

“PIM Graduates From Product Data Management To Product Experience Management”

-Forrester PIM Analysts



Revolution follows Enlightenment

