Your PXM Journey

What did we just hear?

How do we bring world class product experiences to consumers in reality?

Your recipe for PXM success

Assess your current and future progress

Share with your table

Share with us all

Your ~~RECIPE~~ CEPRI for PXM Success with Salsify

Content

Ecosystem

Platform

Rollout

Insights

Content

Do you have….

- **Visibility?** You've defined an Internal Readiness Report and use it to assess content completeness around your company's content standards.
- **Automation?** Content from other source systems flows into Salsify on a regular schedule.
- **Workflows?** Content mastered in Salsify is kept up-to-date with workflows assigned to functional content owners.
- **Assets?** Product and brand images and other assets are available in Salsify and linked to associated products.
- **Catalogs and lightboxes?** Speak to targeted internal and external audiences in a tailored voice with up-to-date content.

Ecosystem

Have you connected with…

- **Retail channels?** Your top retailer channels are fully mapped and you publish these channels for new item setup and content refresh.
- **D2C / brand sites?** Content in Salsify flows to your D2C or brand web sites.
- **Partners?** Salsify is your system of record for your ratings & reviews, data pools, translation, and other 3rd-party ecosystem partners.
- **Smaller customers?** You make digital catalogs available to smaller distribution channels for self-service access to content.
- **Automation?** Updated content is published to select channels automatically. You're alerted to unpublished and stale products for key channels.

Platform

Have you setup….

- **Users, groups, and permissions?** Your users are assigned to functional groups with permissions tailored to their responsibilities; if appropriate, you've configured Salsify to work with your single sign-on solution.
- **Product & property organization?** You've configured property groups, property permissions, help text, searchable properties, and default lists to provide a streamlined and approachable experience for your users.
- **Welcome dashboard?** Provide at-a-glance visibility to your Salsify admin team and executives into key PXM engagement metrics.
- **Salsify Labs?** You've explored available Labs to augment your experience with additional Salsify capabilities.

Rollout

Have you involved your…

- **IT team?** Leverage Salsify APIs, webhooks, channel feeds, and custom workflow tasks to develop customized solutions and tie Salsify in with other IT investments
- **New product introduction process?** Engage teams across your organization to distribute the effort of and speed up bringing new products to market
- **Sales teams?** Your sales / trade teams are publishing and sharing content with buyers, downloading sell sheets, downloading price lists, and optimizing conversion.
- **Marketing teams and agencies?** Ensure marketing content is readily available in Salsify and leverage consistent content & assets from Salsify for cross-media campaigns
- **Executives?** Your executives have visibility on your company's progress towards PXM goals via the welcome dashboard and insights reports.

Insights

Do you leverage…

- **Product Page Reports?** Evaluate the performance of your product pages by benchmarking them against best practices.
- **SEO Reports?** Boost search ranking by identifying unused keyword recommendations.
- **Availability & Buy Box Reports?** Monitor your products' online availability, pricing, and performance against 3P sellers.
- **Compliance Reports?** Validate what's on your digital shelf against your Salsify source of truth.
- **Insights Actionability?** Create workflow tasks for colleagues to act on areas of improvement identified through insights reports.
- **Task Creation Chrome Extension?** Allow anyone to identify opportunities or issues with your online content and immediately create a Salsify task in response.

Not Everyone's PXM Journey is Alike!

1. Complete your PXM journey worksheet

2. Share with your peers
   - Accomplishments in common?
   - What areas has no one touched?
   - How do coming priorities compare?

3. Summarize themes for us all

Beyond Today with Salsify Customer Success

PXM Consultation

Customer Solutions

Product Support & Training