

Almost 77% of shoppers rely on product content for purchases and consider them as an important element of the ecommerce experience.¹ Yet, online retailers are constantly firefighting more fundamental challenges relating to fragmented and siloed product data, complicated manual processes and changing sales channel requirements. Unbxd PIM is a centralized, single source of truth that enables easier consolidation, streamlined management and rapid distribution of online product content at scale.

WHY UNBXD FOR PRODUCT CONTENT?

Single source of truth

Say goodbye to multiple spreadsheets, prone to errors and version control problems, and centralize product data in one repository.

Automate repetitive processes

Data imports, standardization, and enrichment can happen without manual intervention.

Scales alongside your product catalog

Fully cloud-based solution with no on-premise dependencies enables simple and quick changes to product listings.

Intuitive user experience

Easy-to-use interface offers an easy learning curve and a perfect balance for both novice and advanced users.

Rapid onboarding and data migration

Choose between free or assisted onboarding during signup and begin optimizing product content in hours rather than days or weeks.

THE UNBXD IMPACT ON YOUR BUSINESS



Increase product content quality



Improve team collaboration



Create higher conversions



Reduce workloads



Shorten time for getting products to market

WHY PRODUCT INFORMATION MANAGEMENT?

77%

of shoppers rely on product content for purchases and consider them a critical element of the ecommerce experience¹

64%

of shoppers are more likely to buy a product online after watching a video about it²

82%

of shoppers use product attributes to refine their search¹

FEATURES OF UNBXD PIM

Multi-Format Support

Compatibility with the most commonly used file formats including .CSV, .XLS, .JSON, .XML and .ZIP through manual or automated uploads.

Import Automation

Unbxid PIM helps reduce repetition and improve efficiency of product teams using a combination of Scheduled Imports and Import Adapters. Users can predefine and map the complex relationships between source file and internal schemas which are saved as adapters and can be set to run at user defined frequencies.

Transformation Engine

Simple scripts power splits, joins, and large scale manipulation of product data columns in real time, enabling standardization and molding of product data even before importing into Unbxid PIM.

Product and Property Management

Add and remove products individually, create variants of existing products, edit attributes and associations, and group products manually or through automated filter conditions for easier management.

Bulk Actions

Using advanced filters, identify the products that require updation and using the built-in bulk actions capabilities, perform changes to the selected products' attributes rapidly and efficiently.

Digital Asset Management

Perform associations between images and listed products and image manipulation such as resizing, rotating and filters to enhance product images from within the PIM itself.

Property and System Level Permissions

Restrict access to sensitive and confidential product information and Unbxid PIM features using Property and System Level Permissions. Assign Manage, Read Only and Hide levels of access at properties and system feature levels for individual members or groups.

Workflows

Workflow engine allows teams to daisy chain the individual activities of their content preparation and management process and create fully automated, sequentially run tasks. Smart nodes help design the most efficient workflow paths by analyzing preceding individual nodes and highlighting the most suited next best action sequences. Unbxid PIM's Time and Event based triggers allow the complete automation of manual workflows end to end—from importing, to management and publishing.

Tasks

Predefined templates of frequently run tasks reduce repetitive actions and speed up the overall product content management process.

Members and Roles

Invite, add, delete and manage the properties of individual members assigned to use Unbxid PIM. Group individual members performing similar tasks into Roles and further simplify task delegation and access controls.

System and Custom Export Adapters

Prebuilt templates map data between Unbxid PIM's columnar data and the columns required by your marketplace partners for popular channels such as Amazon, Walmart, and other sales channels. Custom adapters platform allows teams to build their own connectors to connect to and export data to any system or channel in the format that they require. Create templates once and run adapters multiple times to save time and effort when exporting product data.

Export Automation

Product teams can set the time, frequency, locations and file formats to send finished product data to channel partners.

¹ *Online Consumer Behavior*, Namagoo, 2018.

² *Video in Business Benchmark Report*, Vidyad, 2018.