



WHY INRIVER PRODUCT MARKETING CLOUD

HOW TO MANAGE YOUR MOST VALUABLE MARKETING ASSETS

Product information is one of your most valuable assets. As digital commerce continues to grow each year and more business buyers and retail shoppers seek products online, providing complete and accurate information is critical.

DIGITAL COMMERCE: THREAT OR OPPORTUNITY?

The B2B e-commerce market is expected to exceed \$1 trillion by 2020. Similarly, retail e-commerce has experienced double-digit year-over-year growth for the last several years. Although digital commerce is a business opportunity that can help you grow your revenue and enter new markets, it can also be a threat to your business if you don't approach it in the right way.

To remain competitive and relevant to online buyers and shoppers, you need to provide the information they need to make purchasing decisions.

A VALUABLE MARKETING ASSET

Your product information is one of your most valuable marketing assets—it is the pervasive component throughout the buying journey that informs, converts, and retains customers. However, many companies struggle to maximize its value. In many cases, product information is dispersed across different sources, systems, and silos, inhibiting the process of collating a simple product description for multi-channel use.

When you have a central source of accurate product information for use across channels, assortments, and markets, you have an information goldmine that helps you tell compelling and consistent product stories.

BUILD A WORLD-CLASS CUSTOMER EXPERIENCE WITH INRIVER

Customers are increasingly demanding with respect to their experience with online commerce. They expect vendors to provide excellent product information—complete, accurate, and appealing—in various formats, for any channel, on any device, at any time of day. Providing this information is an essential part of creating the world-class digital experience that your customers expect and is critical for ensuring customer satisfaction and loyalty.

You can begin your process of building that world-class customer experience with inRiver Product Marketing Cloud, a product information management (PIM) solution. Feature-rich and cloud-based, Product Marketing Cloud enables enterprises to create product information that makes products more marketable. inRiver can provide the tools you need for product information creation, enrichment, and syndication, assortment building, marketing planning, and product content publishing.

“We now have an efficient and controlled process where we can handle vast amounts of product information, both for our catalogs and our e-commerce.”

– Lars Einarsson Mansen, Marketing Operations Manager, Consortio Fashion Group

INTRODUCING INRIVER PRODUCT MARKETING CLOUD

inRiver Product Marketing Cloud is a multi-tenant SaaS-based PIM solution that can be accessed from any place, from any device, and at any time. Your organization can leverage robust features and capabilities to create and collaborate for the best possible product marketing. By deploying inRiver Product Marketing Cloud you will gain:

- **Improved “findability”** through SEO, guided navigation, on-site search, and more effective product comparison
- **A richer customer experience** and compelling, consistent product stories across customer touchpoints and sales channels, increasing revenue and customer loyalty
- **Faster time-to-market**, and easier upselling and cross-selling to increase conversion rate and order value
- Efficiency in your marketing and sales efforts, **doing more with fewer resources** in less time
- **Quality product information**, both internally and across your online and offline channels
- **Scalability and flexibility** to grow, as your business expands to more markets and languages
- **A trusted source** for all product information and assets used for sales and marketing

“Everything's better with inRiver. We have a user-friendly product information source for our content team to manage, and it's easier for them to manipulate the data and check consistency across product categories.”

– Victoria Vaughn, E-Commerce Manager, Key



THE BENEFITS OF INRIVER

inRiver Product Marketing Cloud is an enterprise-level platform for the creation and maintenance of rich and relevant product information and content—helping companies sell more, faster.

inRiver provides:

- A SaaS-based solution with a rapid no-code/low-code implementation and continuous release schedule. No upgrades are needed to obtain the latest features to outrun your competition.
- A business-driven solution that is adaptable to changing market requirements. Efficient process support from a best-of-breed vendor and partner ecosystem.
- Easy-to-use, intuitive software that is fast to learn and enables the marketing of products across channels.
- Handling of Digital Asset Management (DAM), supplier onboarding, and planning
- Integration with Adobe Publishing Suite for producing printed marketing materials
- A dynamic marketing data model, that offers customizable and flexible channel management
- A comprehensive integration framework, with powerful open and restful APIs and pre-built connectors to third-party systems, data feeds, and partners, such as Amazon, Google, GDSN, Microsoft, Magento, Sitecore, Insite, Salesforce Commerce Cloud, Episerver, and more.

“inRiver PIM allows us to manage products better and faster. We pull the basic product info from the host ERP system, enrich it, and prepare it to be channel-ready. We are now able to make large-scale changes on a regular basis.”

– Peter Clark, Vice President of Information Systems, Jordan’s Furniture

As a best-of-breed solution with hundreds of customers and more than a decade of PIM development and know-how, inRiver is completely committed to delivering a state-of-the-art, innovative product information management solution. By deploying inRiver Product Marketing Cloud, you, the business user, will be in control and can adapt the software to changing market requirements. Your IT department will love the instant and automatic upgrades, feature enhancements, and efficient software support. In addition, your management team will appreciate the rapid Return on Investment, attractive Total Cost of Ownership, and flexible, scalable subscription options.

MORE THAN 300 CUSTOMERS WITH 900 BRANDS AROUND THE WORLD RELY ON INRIVER inRiver is the market leader in Product Information Management (PIM) for B2C and B2B multi-channel commerce. Our powerful inRiver Product Marketing Cloud facilitates the creation, handling, and distribution of perfect product information to create a world-class customer experience across channels, in multiple languages.

Founded in 2007, inRiver is an award-winning and rapidly growing company with an extensive partner network, and is today a well-recognized, rewarded, and rapidly growing company with an extensive partner network. More than 900 globally recognized brands rely on inRiver’s PIM platform to control the product flow. The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam and Stockholm, and sales offices in Phoenix, and Istanbul. Read more on www.inriver.com

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