



PIM

Launch and Manage Product Information across sales-channels effortlessly



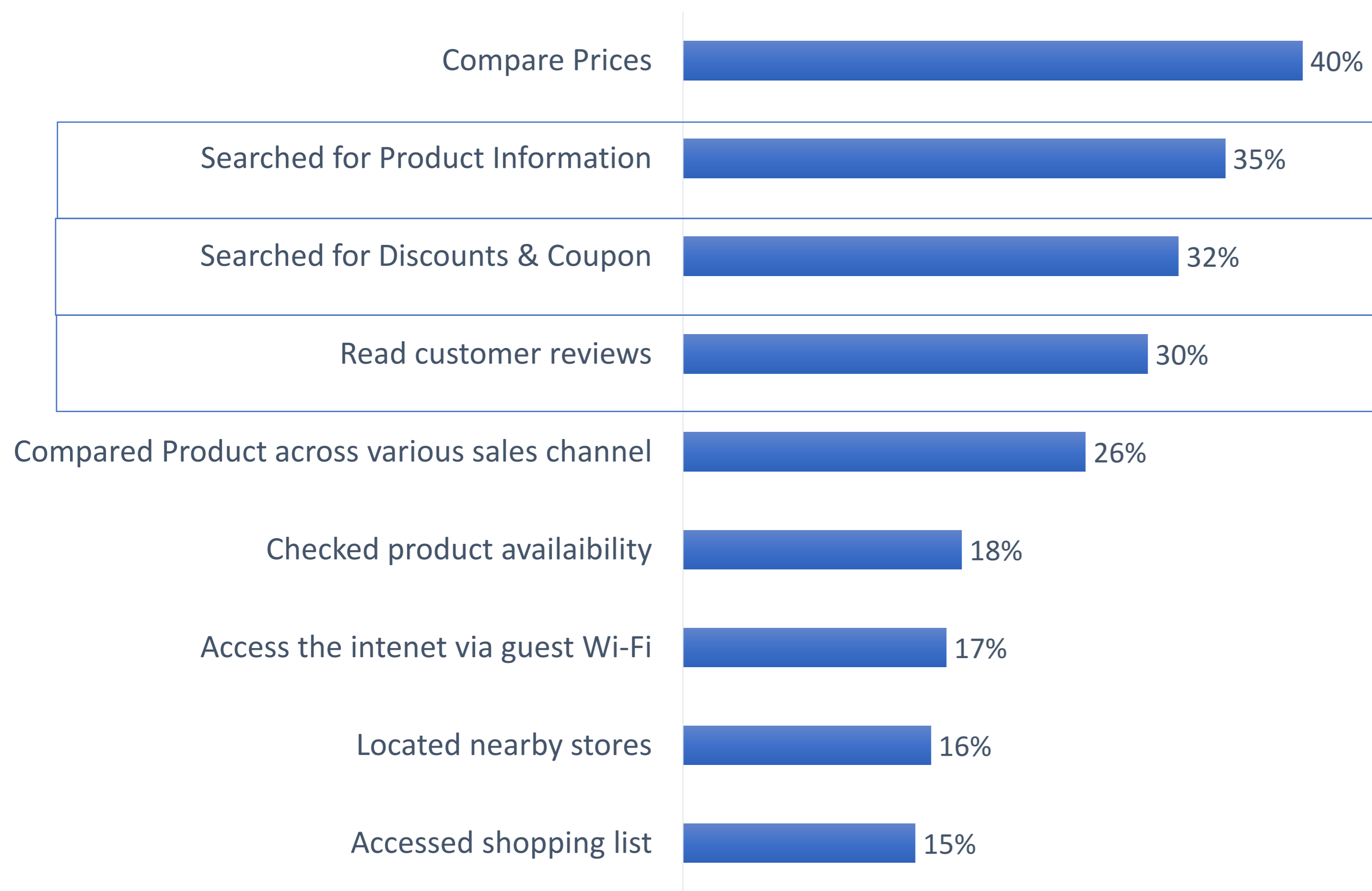
BetterCommerce

How Content Drives Consumer Purchase Behaviour?



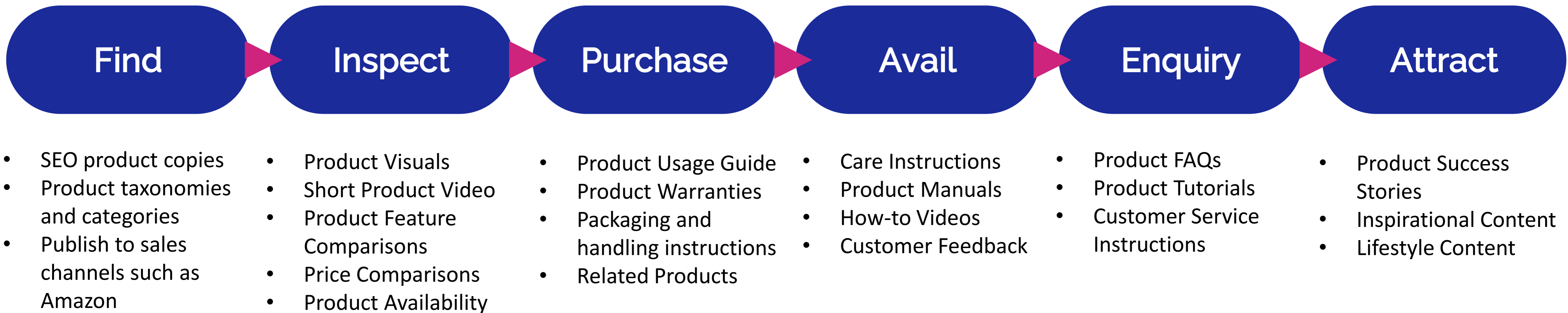


“In the past three months, what did consumers do when they researched products/services on their cell phones while shopping?”



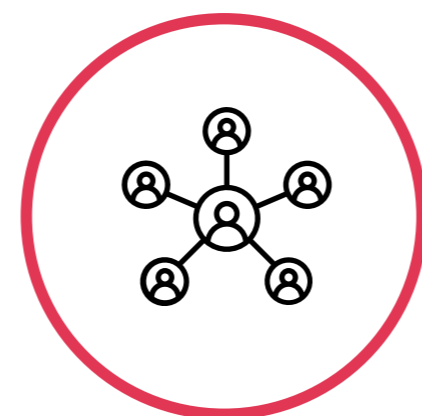
97% of the time consumers search for product information, FAQs, discounts, coupons, and reviews across sales touchpoints before they choose to buy a product or service to buy.

Product Content Lifecycle





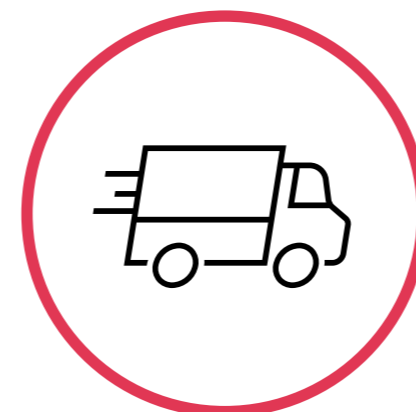
Product Information Management Challenges



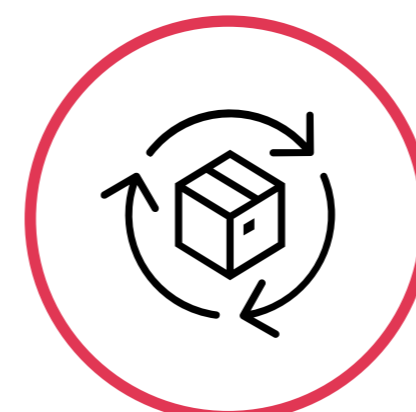
Difficult to manage cluttered digital assets such as video, photos, manuals, guides, etc



Difficult in managing multiple sales channel requirements for product information resulting in disorganized product catalogs



Inaccuracy and inconsistency in product information due to multiple processes and spreadsheets



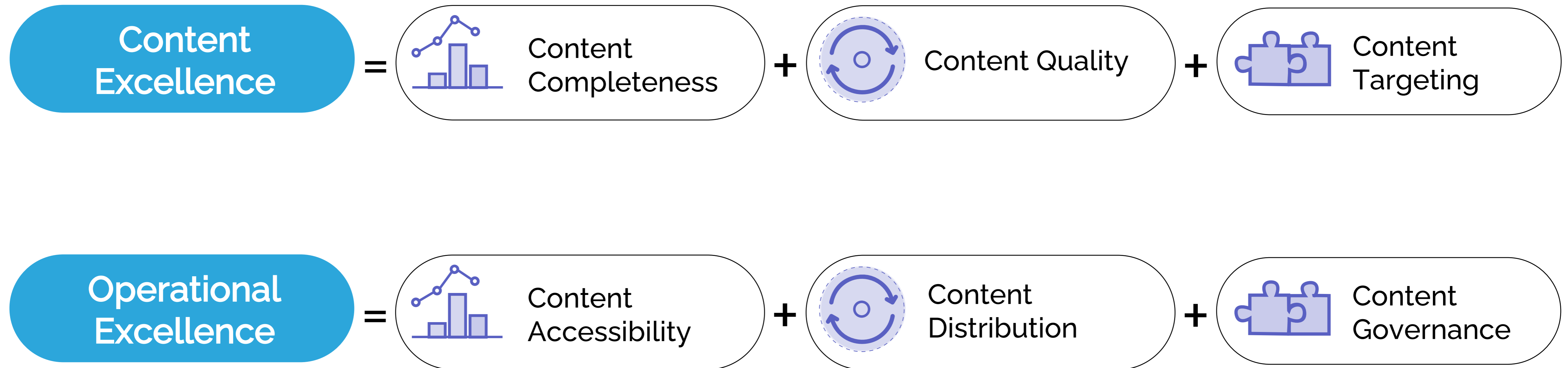
Delays in product launches and syncing various sales channels

Building state of the art product content strategy

Winning the content arms race with
Better content in more places



Achieving Content & Operational Excellence

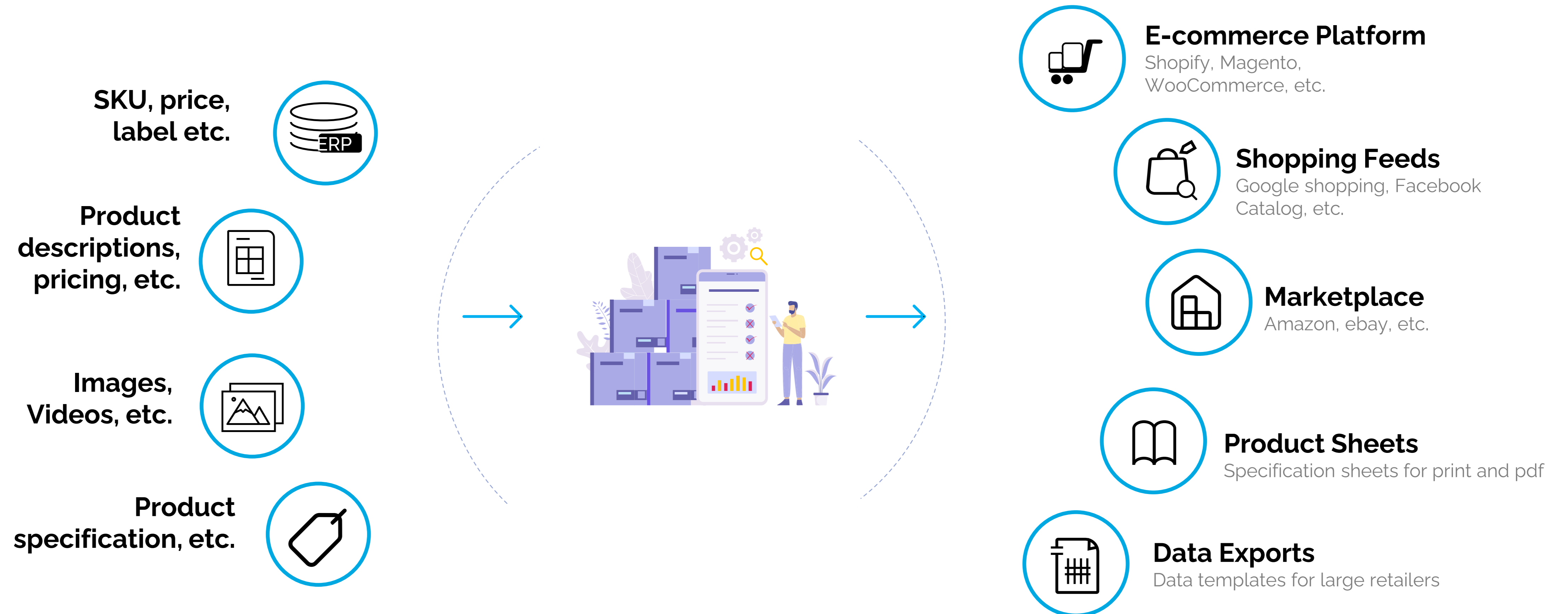




Our Solution



What is PIM



PIM Overview

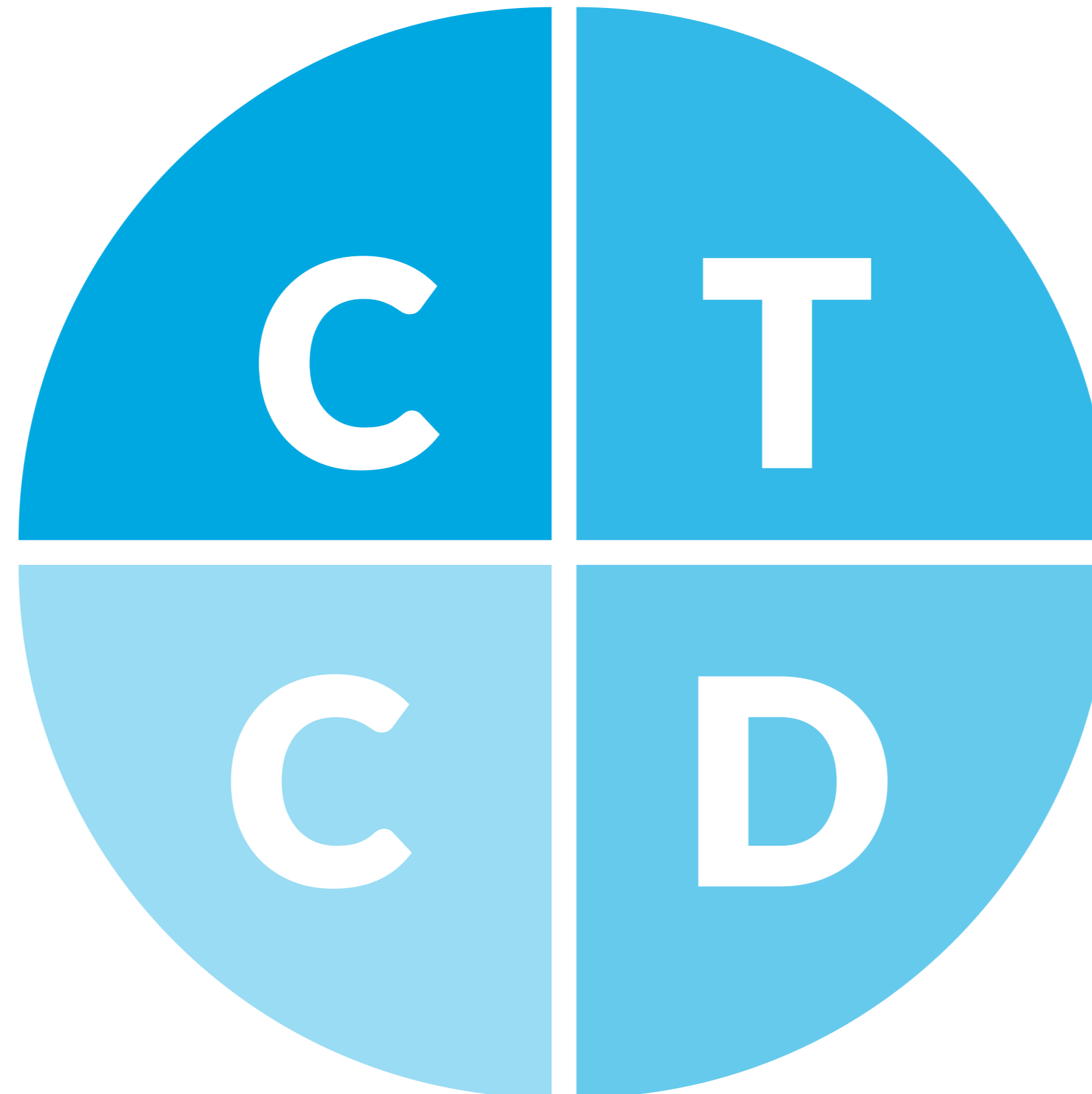


Create & Enrich

Product description, attributes, reviews, facets, rich media and lot more.

Centralized

Centralized product data repository accessible throughout the business – marketing team, buyers, merchandisers.



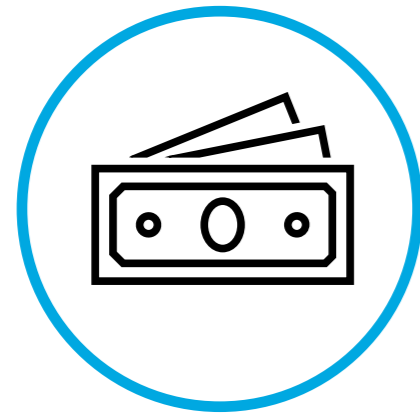
Targeting

Target & customize the content for different channels – web, store, marketplaces.

Distribution

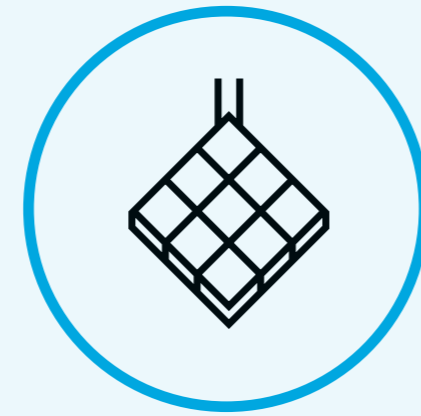
Generate & distribute product data through Dynamic Feeds on-demand.

Salient Features



PRICELIST MANAGEMENT

Setup region and currency-based pricelists, manage COGS & clear visibility of margins



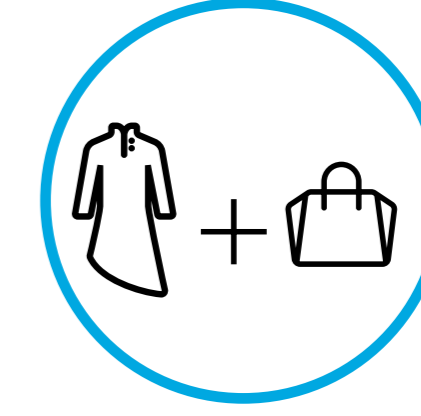
CUSTOM ATTRIBUTES

Flexibility to extend the product data using custom attributes without any limits.



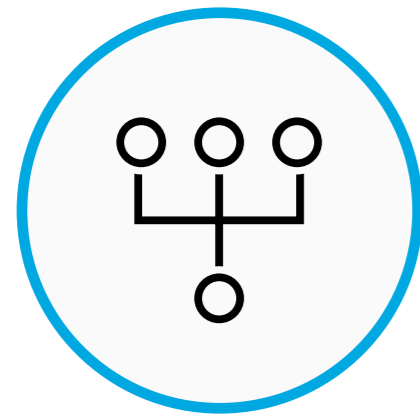
VISUAL MERCHANDISING

Merchandise the products in product collections based on rules and also manually based on business KPIs



BUNDLES

Setup bundles of frequently bought together items to improve the AOV



MULTI-BRAND RETAILING

Enables Independent multi-brand retailers to sell products from different brands and also merchandise the brands as per brand guidelines



DIGITAL ASSET LIBRARY

Built-in digital asset library to manage the product assets – images, spec sheets, youtube videos.



MARKETPLACE / STORE INTEGRATIONS

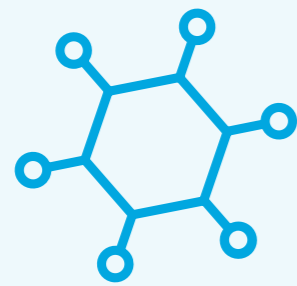
Connect the product data to the popular marketplaces (amazon, etsy, etc.), online stores (shopify, woo, magento)



COSTING & TAXES

Manage costing & tax configuration at the product level for scenarios when different products have different tax rules

Listing Management



Manage Listings across Marketplaces

Manage all your listings across multiple marketplaces from within the PIM itself.



Category Mapping

Map your categories with the marketplace specific categories from within the system



Inventory sync across all channels

Monitor the channel activities in near-real time, keep the inventory updated across all channels at any time.

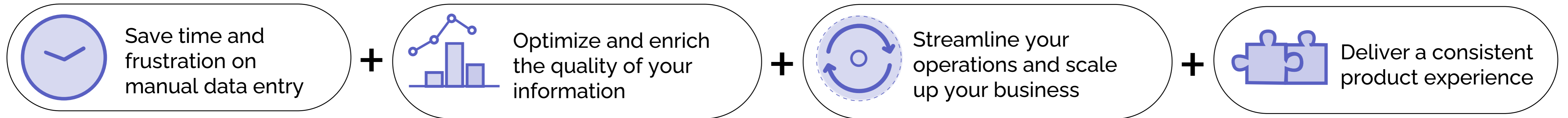


Digital Asset Management

Manage all your assets in one place and publish across all channels



PIM Benefits



Consistent high quality product data

1

Effortless opportunities to upsell your products

3

Foreign language translations

5

Get your products to market faster and smarter

2

All Product categories and requirements are covered

4



Success Stories



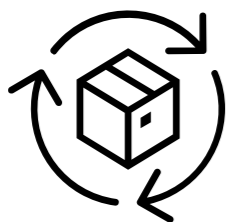
A man and a woman are sitting at a wooden desk in an office, high-fiving each other. The man is on the left, wearing a light blue shirt and a striped tie, and the woman is on the right, wearing a dark blazer over a white shirt. They are both smiling broadly. On the desk in front of them is a laptop, a glass of water, and some papers. The background shows a brick wall and a window with a plant. The entire image has a blue tint.

The results speak for themselves

Forever Unique



Mobile-first website boosting the mobile conversion rate by 53% and mobile revenue by 14%.



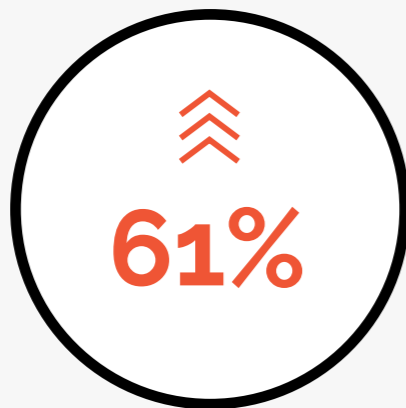
Automated process of product z to purchasing to content enrichment, launching on website and visual merchandising.



Paperless warehouse with mobile scanner for product barcodes and pick-pack-ship process including label generation & return process.



Conversion (yoy)



Orders (yoy)



Pageviews (yoy)



Site Speed





Client Partners

What do our clients have to say about us?

We are more than happy to introduce you to our client-partners so that you can get a first-hand account of our performance.

“The BetterCommerce platform is the technology that enables our business to put the customer experience at the heart of everything we do - mobile, web and in-store.”

Julian Holt
COO, The Fragrance Shop



Our Process





On-boarding

So, what next?



BetterCommerce is **100% committed** to the success of customers, which is why the Founder, Management Team and Support Team will be right there with you every step of the way.

Our Support



- Single point of contact throughout the entire process
- Requirement scoping & analysis
- Implementation
- Testing & support
- Go-live
- Post go-live hyper care support for 90 days
- Online Training of 10 hours



Key Contacts



Vikram Saxena
CEO & Founder

Vikram is a techie by passion and entrepreneur by profession having more than 23 years' experience working in Retail & Distribution businesses across the Globe. Vikram splits his time between his offices in New Delhi and London and will be at your side every step of the way.



Vipul Aggarwal
CRO

Vipul has 13 years of experience in marketing, sales, product.. He is passionate about commerce and has been key member of two successful startups. Vipul also handles client relationship for successful long-term partnership.



Finlay Mure
VP, Sales & Marketing - UK

Finlay has 15 years of commercial leadership experience in the retail and tech industry. He is passionate about advising clients at the intersection of scaling and business restraints. Finlay is also our resident BBQ master. So, if you like burgers, you're in for a treat.



Sanjay Kumar
Product Manager

Sanjay is a dynamic and self-motivated individual with significant e-commerce product management experience. Sanjay is skilled in Product Management, Software as a Service (SaaS) and Project Coordination.



Get in Touch

Are you ready for BetterCommerce?

We believe that your success is our success, so we look forward to working our socks off!



BetterCommerce
12 Hammersmith Grove , London
W6 7AP



+44 203 129 2722



letstalk@bettercommerce.io



bettercommerce.io