

5 Digital Commerce Facts + How PxM Helps Succeed in the **New Normal**

Selling products and services in the “new normal” with digital as the primary channel requires companies to adopt their business strategies and enable omnichannel commerce success. Product Experience Management (PxM) helps organizations effectively manage and collaborate on product content, automate workflows based on AI/ML and feed sales and marketing channels with trusted, rich and contextual product content.

1.

Companies Need to be Agile and Adapt to **Changing Customer Buying Behavior**

Customer expectations and priorities have changed, influencing the way how we buy things and how we do business.



62%

increase in buy online and pick up at store.

“Our online sales have quadrupled because we have our full product range online.”¹

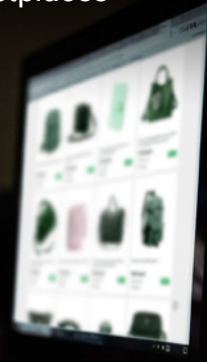
Kmart



2.

“KLINGEL has increased omnichannel sales, helping the company sell its brands on digital marketplaces including Amazon, eBay, and OTTO.”²

KLINGEL



Digital has Become the Primary Channel to **Connect with Customers**

With digital as the primary channel, companies need to connect with consumers and B2B clients online and provide the same level of quality and accessibility.

100%

increase in online grocery sales

209%

increase YOY in eCommerce Sales

3.

Convenience, Relevance and Safety **Drive Customer Loyalty**

Retaining customers in the new digital world will require a focus on stable supply chains, a high-quality, relevant, and personalized product experience, and convenient and touchless shopping options.



81%

of consumers take trust into account when making a purchasing decision³

“By publishing high-quality product information faster and more consistently across multiple channels, we can increase sales, reduce customer call volume and product returns, and improve customer satisfaction.”⁴

NORTH AMERICAN TOOL RETAILER



4.

“Informatica MDM – Product 360 has helped us reduce the amount of returned merchandise because more customers are satisfied the first time.”⁶

KLINGEL



Trusted and Rich Product Content **Drives Informed Purchases**

Omnichannel commerce capabilities are important for an informed and comfortable product experience to drive conversions and sales and reduce returns.



64%

of returned online purchases don't match the descriptions⁵

5.

Workflow Automation **Accelerates Time to Market**

Automated and streamlined digital commerce workflows increase efficiencies in product information management, reduce costs and speed-up time to market.



75%

of companies have begun to automate business processes or plan to do so⁷

DIY retailer Hubo onboards new products and suppliers 10x faster using Product 360 with a supplier self-service portal.⁸

Hubo



[DOWNLOAD THE EBOOK TO LEARN MORE](#)

¹ <https://www.digitalcommerce360.com/2020/04/01/us-e-commerce-sales-rise-25-since-beginning-of-march/>

² <https://www.digitalcommerce360.com/2020/04/01/us-e-commerce-sales-rise-25-since-beginning-of-march/>

³ <https://www.aciworldwide.com/news-and-events/press-releases/2020/may/global-e-commerce-retail-sales-up-209-percent-in-april-aci-worldwide-research-reveals>

⁴ https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/tools-retailer_customer-story_3855.pdf

⁵ <https://www.salecycle.com/blog/featured/e-commerce-returns-2018-stats-trends/>

⁶ https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/klingel_customer-story_3747.pdf

⁷ <https://www.mckinsey.com/business-functions/operations/our-insights/the-automation-imperative>

⁸ https://www.informatica.com/content/dam/informatica-com/en/collateral/customer-success-story/hubo_customer-story_3723.pdf