



# Increase Conversion Rates *with* PIM

WHITEPAPER

# Table of Contents

<a href="#"><u>Introduction</u></a>	1
<a href="#"><u>Is your current product information management hindering or accelerating your growth?</u></a>	2
<a href="#"><u>Why PIM is crucial for improving conversion rates</u></a>	4
<a href="#"><u>Create a better product experience</u></a>	10
<a href="#"><u>Ensure accurate and complete product descriptions</u></a>	12
<a href="#"><u>Localize product data</u></a>	15
<a href="#"><u>Establish a consistent omnichannel presence</u></a>	16
<a href="#"><u>Get to market faster than the competitors</u></a>	19
<a href="#"><u>Improve your SEO</u></a>	23
<a href="#"><u>Create more effective marketing campaigns</u></a>	25
<a href="#"><u>Conclusion</u></a>	27
<a href="#"><u>Next steps</u></a>	28
<a href="#"><u>About Bluestone</u></a>	

# Introduction

E-commerce is an exciting and enormously competitive market. Its growth is unstoppable, and there is much to gain – according to Morgan Stanley Research: "the e-commerce market has plenty of room to grow and could increase from \$3.3 trillion today to \$5.4 trillion in 2026." In addition, the range of technologies available to meet a variety of business needs is growing, making many operations easier and faster than ever before.

But big market opportunities attract competition, and in the case of e-commerce, a lot of it, so the game is tough. What was a competitive advantage yesterday – be it knowledge or tools – often becomes the standard today. In addition, the increasing number of sales and communication channels – platforms, marketplaces, and touchpoints between companies and potential customers – is a challenge that comes with increasing complexity and workloads.

From a marketer's perspective, new sales channels can be very enticing because they offer new sales opportunities - more visitors, more conversions, more revenue – but at the same time, it takes a lot of time and effort from e-commerce and marketing teams to create high-quality product content, distribute it to sales channels, and keep everything up to date and timely.

As if that was not enough, the rapid changes in digital commerce technology keep presenting companies with difficult questions: which solutions do we really need, how do we create a future-proof martech stack and not waste money on inappropriate solutions, or how do we efficiently train our employees to use the new software.

E-commerce managers and marketers may feel overwhelmed and exhausted at times these days, and rightly so. The good news is that with the right software, the goal of growing your business by bringing more happy customers can be achieved with less effort, less manual work, leaner processes and faster results.

Product information management (PIM) software is a key technology for companies seeking to build and maintain a strong digital market presence, and an indispensable tool for managing increasingly complex data collection and distribution. A suitable PIM solution, if used strategically and skillfully, can also have a major impact on your sales.



# Is your current product information management hindering or accelerating your growth?

A modern, sophisticated PIM system can give you a huge competitive advantage over those who still rely on very basic or outdated approaches to managing their product content – such as spreadsheets or a standard catalog management feature in their e-commerce platform.

Some hope that their MDM or ERP system can meet their product information management needs, even though these systems are not designed to create, enrich and manage quality product content to create engaging product experiences, let alone smoothly meet the extensive syndication requirements of today's e-commerce market.

Even a basic PIM solution in a best-of-suite, all-in-one package or an older on-premise system may have covered elementary needs so far, but without a truly modern PIM with Microservices architecture, API-first design, Cloud-based and Headless capabilities (MACH), you will not get the speed, agility and quick integration capabilities you need to meet ever-growing technical demands and fierce competition.

This ebook is intended to equip e-commerce / online retail managers and marketers with knowledge about the possibilities of a MACH-based PIM system, such as Bluestone PIM, to improve conversion rates in digital commerce and help you form decision criteria for choosing the best solution for your business.

The choice may be difficult, but sticking with solutions that do not deliver the results you want or stunt your growth will hurt your business - probably sooner rather than later, given how demanding e-commerce market is.



What potential benefits await you? With a modern PIM system, you can have:

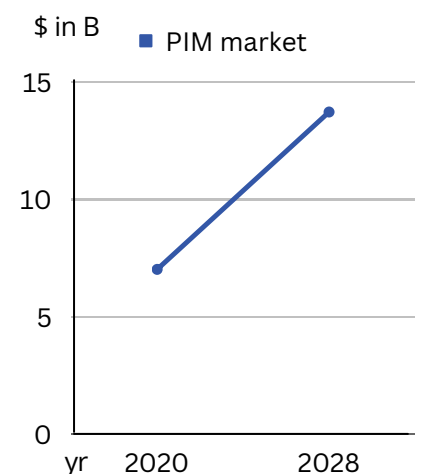
- Accurate, up-to-date and rich product content across all sales channels,
- Improved product experience in your store to drive more sales,
- Better search engine optimization (SEO) to bring more visitors to your store,
- Faster time-to-market to reach your customers with your products ahead of the competition,
- and more.



# Why PIM is crucial for improving conversion rates

Marketers, e-commerce and online retail managers are looking for IT solutions to help them achieve their goals and deliver tangible business results. And in e-commerce, there can hardly be a more tangible result than revenue. For this to happen, visitors to your website must decide to buy and become customers - and that, simply put, is the challenge with conversion rate optimization. So, with this goal in mind, you should evaluate your product information management efforts.

Of course, the higher the conversion rate, the better – you have more customers, more sales, and your business grows. But as many marketers and managers know, increasing conversion rates can be difficult, especially in a highly competitive market. The good news is that there are effective ways to achieve this goal and gain a competitive advantage. PIM software is one of them and is increasingly recognized as a necessary component of a modern e-commerce technology stack – according to Verified Market Research, the PIM market is expected to grow from \$7.02 billion in 2020 to \$13.73 billion in 2028 ("Global Product Information Management Market" report by Verified Market Research). Indeed, demand for PIM solutions is growing significantly.



PIM market growth estimation based on Verified Market Research report

## WHAT EXACTLY IS CONVERSION RATE?

Conversion rate is the percentage of users who perform a desired action. If the desired action in your online store is purchasing a product, then every time a visitor to your store buys a product, you have a conversion. If there are 100 such visitors out of 1000, your conversion rate is 10%.

So the formula is: total number of conversions divided by the total number of visitors, equals conversion rate.

$$\frac{\text{TOTAL NUMBER OF CONVERSIONS}}{\text{TOTAL NUMBER OF VISITORS}} = \text{CONVERSION RATE}$$



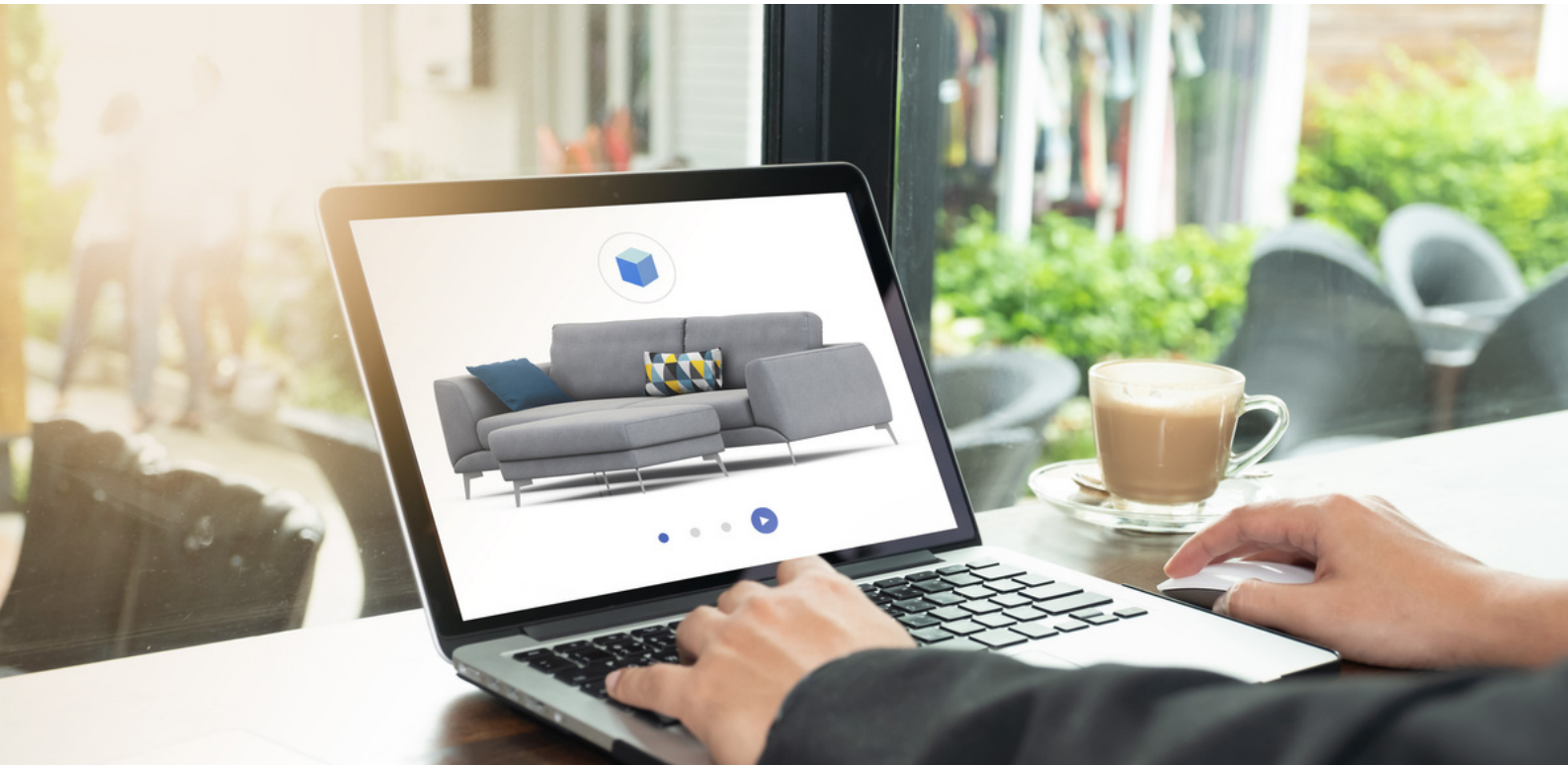
### How to practically use conversion rate

Peter Drucker, one of the most influential thinkers in modern management, is credited with the famous saying, "If you can't measure it you can't improve it." Conversion rate is a key performance indicator (KPI) that gives you an overview of your store's sales performance and allows you to evaluate the effectiveness of different sales channels. If you have multiple stores or one store in multiple channels – such as website, marketplace, and mobile app – then you can track, measure, compare and improve conversion rates in each channel.

## Understanding PIM software compared to other data management solutions.

**Product information management** is the procedure of handling product information in order to successfully market and sell products through various sales and marketing channels. PIM is therefore a management process in the broadest sense and, as such, can be handled using a variety of tools. Whether your company uses a PIM system or not, if you sell products, you are already involved in this process.

**PIM software** is a dedicated IT solution for sales and marketing to centralize product data and then enrich, distribute and synchronize it with maximum effectiveness. PIM systems are oriented towards external business operations and focus on cross-channel consistency of brand and product content.



The fact is that ERP and MDM systems also manage product data, which can lead to confusion about their differences and anxiety about implementing systems whose functions overlap. And it's often a justified fear - Research, a benchmark business technology research firm, found that a majority of 56% of companies surveyed have more than 5 systems that contain product data, and half of them have 11 or more ("[The Next Generation of Product Information Management](#)" by Ventana Research). So many companies are faced with the question of whether to add another system, try to leverage what they already have, or find a solution that replaces multiple systems.

The key to evaluating your current IT stack and the potential benefits of implementing a new solution is to examine the focus and strengths of each system and how effective they will be in achieving desired business outcomes, such as improving conversion rates. Let us take a look at MDM and ERP systems from this perspective.

**Master Data Management (MDM)** systems focus on the organizational data, analytical and operational needs of a business and their greatest strength is therefore internal business operations. These systems cover a wide range of management needs and are able to ensure data consistency across departments.

However, since an MDM is not a tool specialized in sales and marketing, on the one hand it provides a lot of data and functions that are not related to product marketing, and on the other hand it lacks specialized PIM functions that allow you to be much more effective in the market.

**Enterprise Resource Planning (ERP)** systems focus on optimizing processes and collecting product information from a variety of sources, such as suppliers or third-party vendors, but the data is usually raw, often not suitable for publishing in sales channels, and contains internal company data related to manufacturing, procurement, accounting, or research and development.

From a sales and marketing perspective, ERPs tend to have low efficiency and reliability in enriching product information for digital commerce and creating consistent, competitive product experience.



In summary, while ERPs, MDMs, and PIMs are all related to product data, each has its focus and strengths. If your goal is to grow your digital commerce and improve customer engagement, a PIM system, with its external and sales orientation, is a specialized solution for that and should be given a serious consideration.

	<b>PIM</b>	<b>MDM</b>	<b>ERP</b>
<b>STRENGTH &amp; FOCUS</b>	External orientation towards customer facing channel, sales and marketing data and operations	Internal data of an organization, data governance	Internal data and processes
<b>GOAL</b>	Brand and rich product content consistency across sales channels	Central data repository for operational and analytical needs of an organization	Enabling and optimizing internal Processes
<b>USERS</b>	Sales and marketing	Entire organization, all departments	Entire organization, all departments
<b>EXAMPLE USES</b>	<ul style="list-style-type: none"> <li>• Product data syndication</li> <li>• Managing SKUs</li> <li>• Omnichannel sales</li> <li>• Data enrichment</li> <li>• Industry database sync</li> </ul>	<ul style="list-style-type: none"> <li>• HR</li> <li>• Employee payroll</li> <li>• Customer details</li> <li>• Invoicing</li> <li>• Customer segments</li> </ul>	<ul style="list-style-type: none"> <li>• Inventory</li> <li>• Raw product data</li> <li>• Accounting</li> <li>• Supply chain</li> <li>• Procurement</li> </ul>

## Choose a modern, future-proof PIM system to grow your digital commerce

When choosing a PIM solution, it's also important to consider the changing technology landscape and prepare for the future. Your product data is one of your most valuable assets, and choosing a flexible solution that you can adapt to your needs and strategy is of fundamental importance. After all, the last thing you want is corrupted product information due to constant system and data migrations, a lot of duplicated work and confusion.

If you choose a modern MACH-based PIM, you can have a central repository for product data not only now or in the next few years, but also in the years to come. For example, with the MACH-certified Bluestone PIM you get a proven solution that allows you to create a composable, scalable, open and future-proof commerce technology stack for ever-changing requirements.

Take into account whether the PIM vendors you are interested in offer easy ways to extend the standard PIM features. Bluestone PIM, for example, offers the App Marketplace, where you can extend your PIM functionality with a range of ready to implement apps and integrations

---

**"Bluestone has proven to be a solid partner and enabled us to increase our digital business volume dramatically."**

Joakim Solem  
E-commerce manager at Neumann

---



But how exactly can you leverage a MACH-based PIM system to impact your conversion rates? Here are a few practical examples.



# Create a better product experience

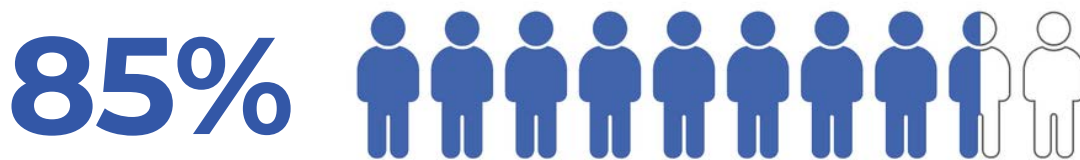
We live in a visual culture these days, as [Forbes reports](#): "On average, people are exposed to between 6,000 and 10,000 advertisements a day" and we can add to this other visual content viewed for entertainment or educational purposes, and more. Even when we look at video content consumption, the numbers are overwhelming. Here are some revealing [statistics from WordStream](#):

- "People watch an average of 16 hours of online video per week..."
- "86% of people would like to see more video from brands."
- "Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text."

This means that customers are used to media-rich communication, so product experiences that take this into account have a better chance of persuading consumers to buy. A simple, generic description with a single product image is often not enough. Your online sales success therefore depends on how well you are able to present your product, ideally as close to real-life experience as possible, and how well you can convey its benefits. With a quality PIM you are well equipped to do this because you can:

- Create a good category structure in your online store so that your customers can get to the product they are interested in with as few clicks as possible.
- Create content rich product pages with images, videos, 360-degree views, audio files, etc.

- Optimize product pages with:
    - High quality and meaningful product titles – not just a standard name from your ERP system, as these are often not meaningful to customers, such as "PT -21243X" or abbreviations
    - Better product descriptions
    - Better defined specifications and attributes
  - Offer variants, bundles, up-sales, and cross-sales – to maximize sales opportunities
  - Provide documentation – brochures, manuals, assembly instructions, certificates, etc.
- 



**Google reports that "85% of shoppers surveyed say product information and pictures are important to them when deciding which brand or retailer to buy from."**  
(Google/Ipsos, Global, Global Retail Study)

---

By making a MACH-based PIM solution the hub of product content for your digital commerce activities, you can smoothly distribute your rich product information to multiple sales and marketing channels such as databases, online stores, marketplaces, and social media, and deliver a product experience that turns visitors into customers.

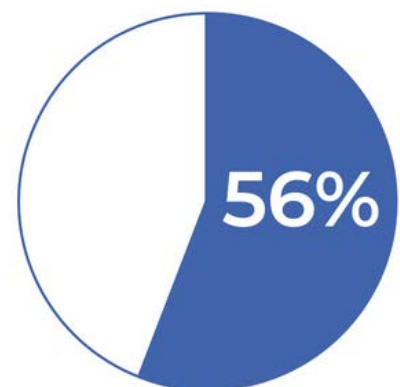
Unlike other IT architecture solutions, with MACH you get maximum data syndication capabilities. For example, in Bluestone PIM with over 500 APIs, you can integrate with other systems and platforms that offer APIs and then distribute, update and synchronize your rich product content with them. These days you no longer have to struggle to get a handle on your product data across non-integrated systems and platforms, or use time and energy on processes that can actually be semi- or fully automated.



# Ensure accurate and complete product descriptions

A 2020 McKinsey survey found that [56% of U.S. consumers value complete product descriptions and accurate imagery](#) when shopping online.

According to AT Kearney, providing more accurate, complete and consistent product information can increase conversion rates from 17% to 56%. That's an increase of over 229%.



56% of U.S. consumers value complete product descriptions and accurate imagery when shopping online

## How can high-quality product content be so effective?

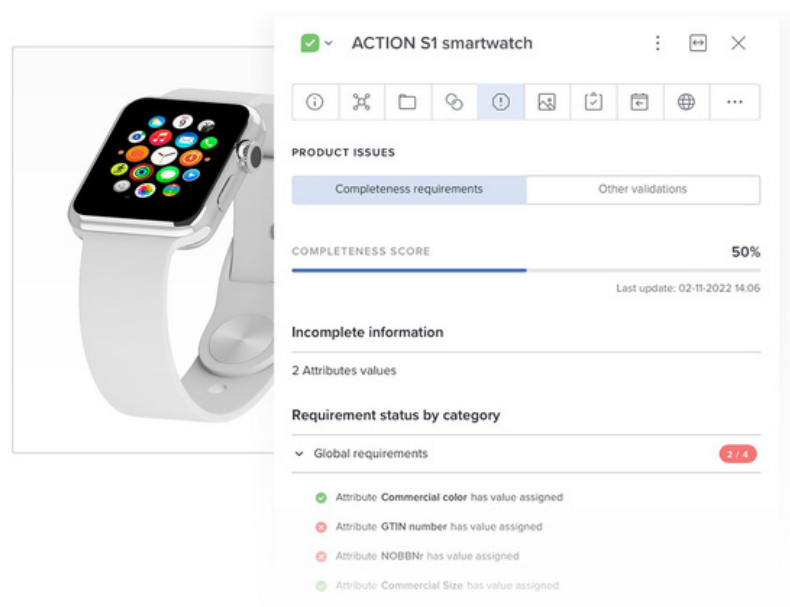
Before customers buy your product, they want to be fully informed and have their questions answered about the products they are interested in. What they are looking for are detailed product descriptions, images of the product showing it from different angles, videos, presentations and more. Customers need this information to decide if the product meets their needs and expectations.

Even if you are a retailer with an online presence, but the majority of your sales are made in a brick-and-mortar store, it is usually the case that customers research your products online and then come into your brick-and-mortar store to complete the purchase process. This consumer behavior is referred to as ROPO – research online, purchase offline.

That's why the more accurate and error-free your product descriptions are, and the more relevant content you provide for different customer groups, the higher the chance that your clicks and sales will increase. A PIM system makes achieving this goal easier and faster by enabling you to:

- Centralize all your product information and create a single source of truth instead of relying on scattered data,
- Connect your sales channels to a single source data,
- Use automatic updates and syncs to keep your content up to date across channels,
- Conveniently import and sync large volumes of reliable product data from manufacturers or suppliers via industry databases or business partners.

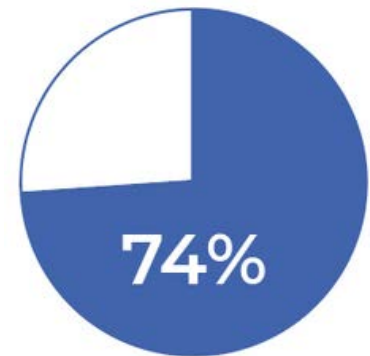
Bluestone PIM further facilitates data quality management by providing you with the Product Completeness feature, which allows users to track the progress of data collection and check the status of each product, so you can publish products only when they are complete and ready to go.



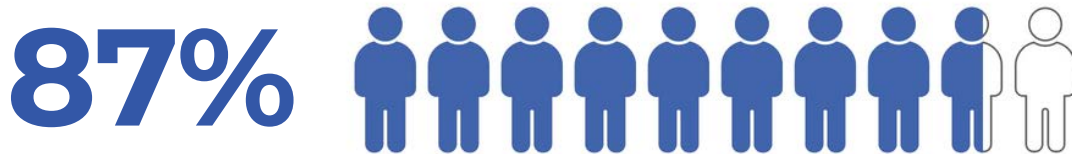
Product Completeness feature in Bluestone PIM

**"74% companies claim that having a single PIM software solution allowed them to eliminate errors and mistakes in product information"**

Mark Smith, CEO and Chief Research Officer at Ventana Research



In contrast, if you rely on spreadsheets and product data scattered across multiple systems and communication channels, you maximize the likelihood of errors, inconsistencies, or incomplete product descriptions. That means you are missing out on sales opportunities, and your store visitors are taking their questions elsewhere to get answers.



**A study by Forrester Research found that 87% of buyers have left a B2B site to find out about a product elsewhere, usually because the product description or information did not meet their needs.**

Source: [Forrester Research](#)

What is more, with PIM, you can not only achieve more conversions thanks to relevant and error-free data but also reduce the return rate as customers receive products that exactly match their description – “Better product information not only leads to more sales, it also leads to fewer product returns (up to 23% according to Heiler)” (“Product Information Management: Theory and Practice” by Jorij Abraham).



# Localize product data

Localizing product information, i.e., tailoring it to the specific needs of different locations, can be an effective way to improve conversion rates, increase sales, and capture a larger share of the global e-commerce market. [CSA Research reports](#) that "76% of consumers prefer products with information in their own language", "65% prefer content in their language, even if it's poor quality" and "40% will not buy from websites in other languages" ("Can't Read, Won't Buy – B2C" report by CSA Research).

If you are already operating in new markets or planning to expand into new markets, choose a PIM solution that offers translation and localization capabilities. Bluestone PIM, for example, offers features to help you:

- Make product information multilingual with the help of the translation feature.
- Create versions of product descriptions that are adapted not only to the local language, but also to the local culture, trends and an appropriate tone of voice.
- Create product variants for different markets, locations.
- Manage an unlimited number of versions of the content in different languages.
- Localize data such as: attributes, category-level attributes, attribute groups, relations, labels, catalog names, and descriptions.
- Localize units of measure, currency, delivery options, shipping or return policy, etc.

PIM can also help you improve SEO for more organic traffic – by providing information in local language, your product pages will be better optimized for local search engines. This way you can build a seamless cross-border e-commerce presence.



# Establish a consistent omnichannel presence

Consistent, rich and engaging product content across channels is a necessary element for e-commerce success. The challenge is that the customer journey today involves multiple touchpoints as they use different devices, platforms and services. According to Research Live, 87% of retailers recognize the importance of omnichannel, but only 8% report achieving their goal.

Therein lies a huge business opportunity, as PIM offers tools that not only help you with basic data management, but also automate processes, simplify work, relieve your team of repetitive tasks, and prepare you to efficiently integrate new sales channels in the future. This way, you can always serve your customers well at their preferred touchpoint, which increases convenience, creates an even more engaging shopping experience, and leads to more sales.

## Connect with customers through new sales channels

Do you see new sales channels and new ways to reach your customers, but worry that it's too difficult or time-consuming? With an MACH-based PIM, your integration options are virtually endless and you can use your centralized, enriched product content to reach customers with products in online stores, mobile apps, marketplaces, social media and more.

For example, with Bluestone PIM you can:

- Get unlimited syndication capabilities with over 500 APIs,
- Exchange product data smoothly between systems and platforms,
- Quickly distribute your product information to new sales channels,
- Tap into hundreds of sales channels with ready-to-use integrations and partner solutions, such as Channable, Productsup, or WakeupData.

A PIM system with strong connectivity and integration features can help you drive more conversions from more places, resulting in revenue growth and satisfied customers.



## Be consistent across all sales channels

Managing many sales channels can be a tiresome and confusing task, but with PIM you can centralize your product information and use powerful syndication capabilities to integrate and automate data exchange. Not only can you manage your product information consistently across all sales channels, but you can also free up your sales and marketing team to work more efficiently. This means you can spend more time and money promoting your products that you would otherwise spend on tedious data entry, logging into different platforms and systems, and transferring the same data multiple times.



Product information management with a PIM system – integration and syndication capabilities example

You may still be wondering if consistency is really that important, or you may think that your basic needs are covered right now – you provide basic product descriptions, specifications and images available online, but the truth is that consistency is also about the richness, scope, and depth of product information. According to McKinsey, an international consulting firm, consistency in retail is an "exceptionally powerful" factor in satisfying customers. They formulated the idea of the three Cs of customer satisfaction – consistency, consistency, consistency, by which they mean:

- Customer-journey consistency
- Emotional consistency
- Communication consistency

With PIM, you are equipped to improve these three areas of customer engagement by creating content that is tailored to the needs of each communication channel and the preferences of your customers.

You can also look at this issue from the opposite perspective. An inconsistent, incomplete customer experience is simply a bad or even very bad customer experience. It impacts your brand image, customer loyalty, online reviews, and word of mouth about your company. In a competitive digital commerce space, it pays to maintain a consistent presence, and PIM makes it easier and faster to do that.



# Get to market faster than the competitors

You have new products that meet a market need, you know they will bring profit, and you are eager to get them into all your sales channels. At the same time, you realize that it will take time to gather all data, upload it, and publish it to all your distribution channels – stores, marketplaces, industry databases, and so on. This could take weeks or even months.

What if you could cut that time in half and get your new product to your customers faster? That would mean more clicks and sales faster, as well as more satisfied and loyal customers.

---

**"Without Bluestone PIM, we would need to have a few more people on staff in customer support and data management."**

Hege Voll Midtgaard  
Brand and Sustainability Manager at Bergene Holm

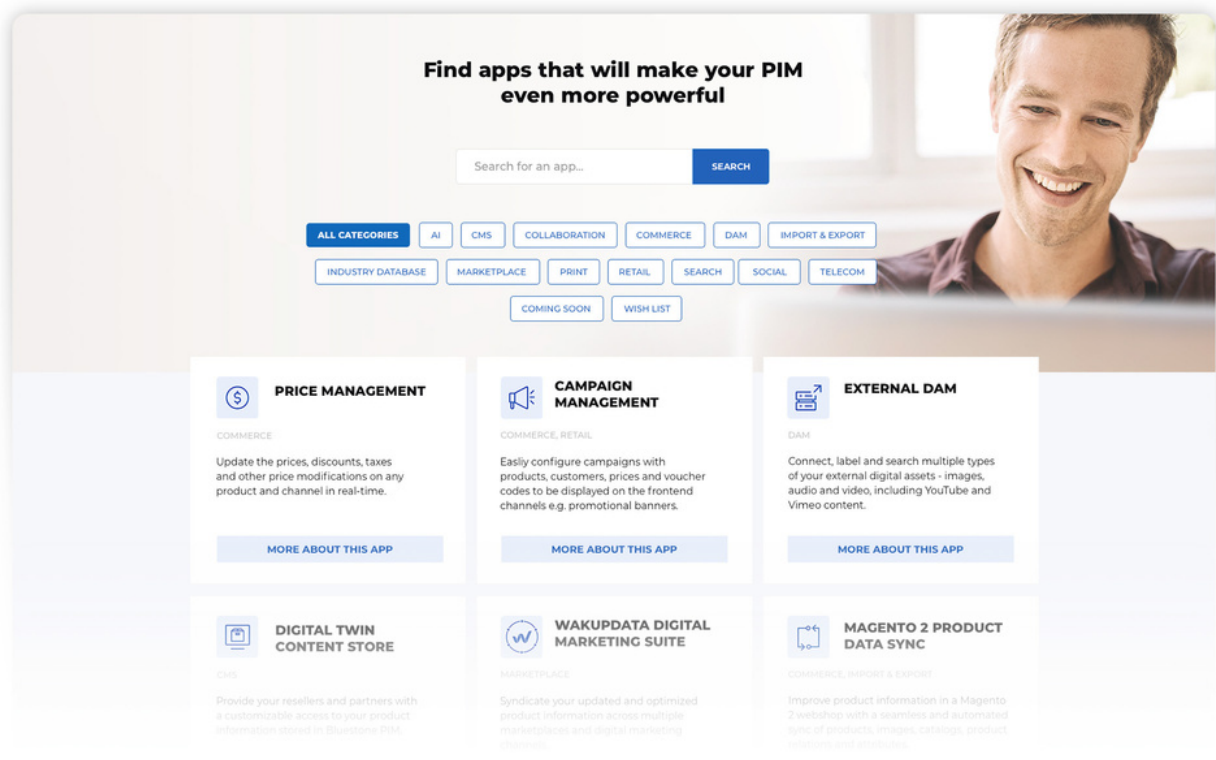
---



58% of companies surveyed by Ventana Research, a benchmark business technology market research firm, cited the competitive advantage of faster time to market as a benefit of using dedicated PIM software. Moreover, participants in the line of business (than those of IT) cited faster time to market 70% ("The Next Generation of Product Information Management" by Ventana Research).

For instance, with the Bluestone PIM 's standard features and additional apps from the App Marketplace, users can take advantage of a number of features and capabilities to accelerate your time to market:

- Reduce manual workload with intelligent import and data mapping capabilities,
- Import and publish data faster via APIs and specialized integrations,
- Enable automated and continuous data feeds,
- Publish and update content in multiple places with synchronization capabilities,
- Use database integrations for synchronization and let your distributors get product information faster,
- Use ready to implement partner integrations, such as Channable, to quickly access hundreds of connections with various platforms and systems to publish product content.



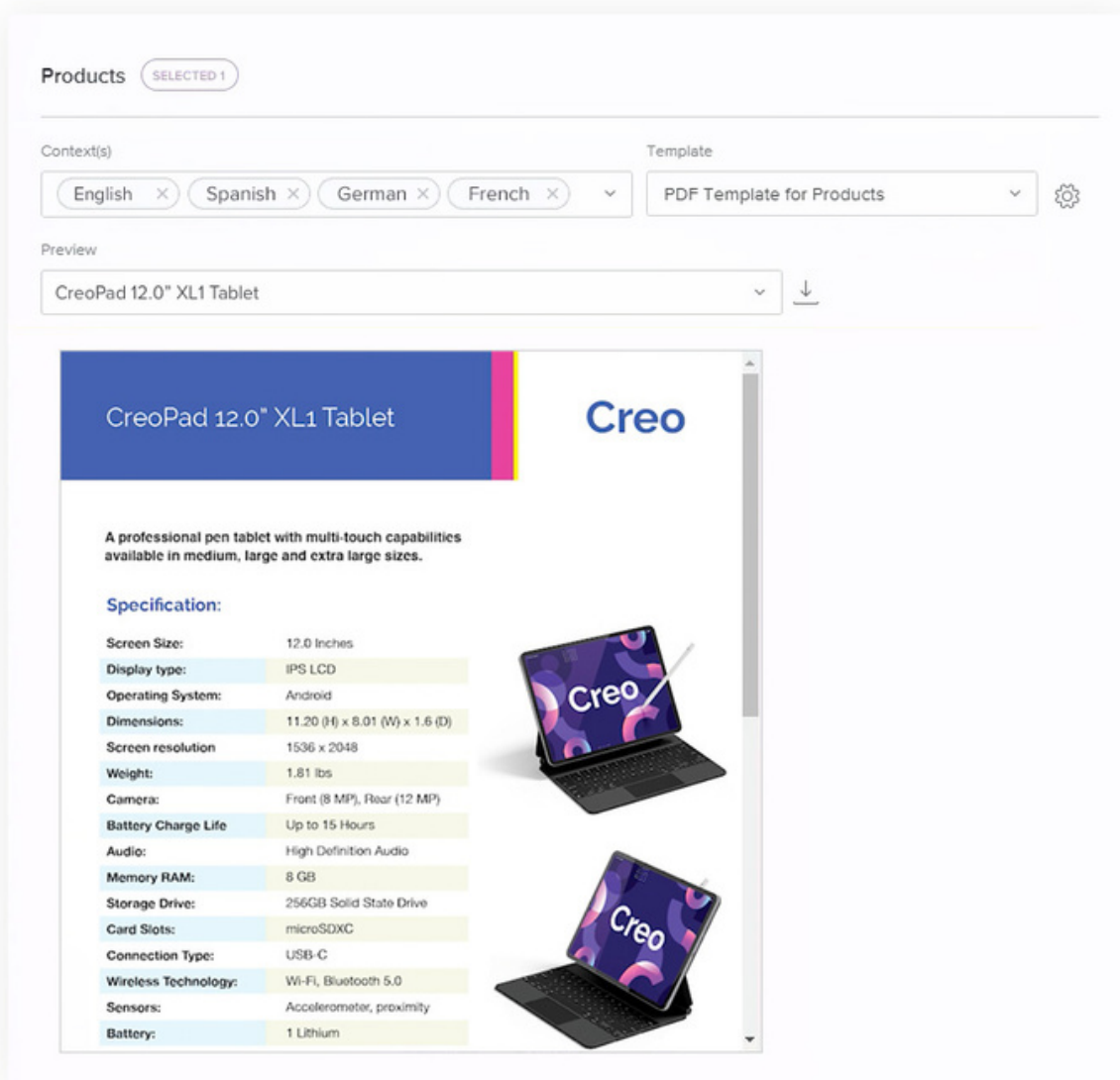
Bluestone PIM – App Marketplace

## Generate product sheets and catalogs in a matter of a few clicks

Creating catalogs, documents, specification PDFs does not have to take a lot of time. With specialized PIM features you can quickly create single or multiple documents for distribution to your business partners and your sales channels, like online store, databases or marketplaces.

Here are some examples of relevant features in Bluestone PIM:

- Generate custom product sheets in bulk.
- Design your own PDF templates in line with your corporate identity.
- Create catalogs and other printed materials by using the Indesign integration to import product data.



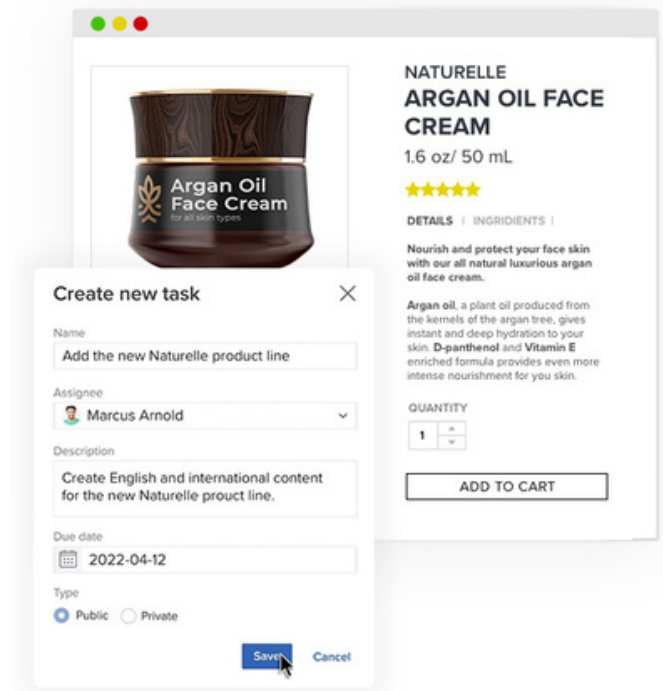
A PDF template in Bluestone PIM

## Work together to create high-quality product content faster

If you want to maximize productivity and the data enrichment process, consider PIMs that offer collaboration features so you can get more people in your organization, as well as external partners and content providers, to work together to add and improve product information. That way, you can get high-quality content to market faster.

Bluestone PIM lets you:

- Engage all team members and streamline work with collaboration and task management features
- Involve your business partners in product content creation through the Supplier Portal
- Use access control and the Personalized Product Editor to set up separate configurations for various users and limit access to some data.



"Create new task" window in Bluestone PIM and product page screenshot

## IT architecture matters

If you have a large product catalog that needs to be synchronized across many channels or international locations, you should also pay attention to the technical aspects of the PIM solution of your choice. A modern, AWS and MACH- based PIM, such as Bluestone PIM, can speed up the process of product data delivery and synchronization many times over compared to other solutions. With other PIM systems that do not offer such speed a major product information update can take days instead of hours.

In today's extremely competitive e-commerce marketplace, getting to market faster can give you a strong advantage over your competitors.



# Improve your SEO

## Get more organic traffic and sales

PIM is a key to a successful search engine presence. If you want to rank high on Google, unique content is more easily found by search engines. This should come as no surprise because search engines promote content-rich pages that offer unique content relevant to the search terms. Pages with duplicate, standard data provided by the manufacturer or supplier and low-quality content are unlikely to appear on the first page.

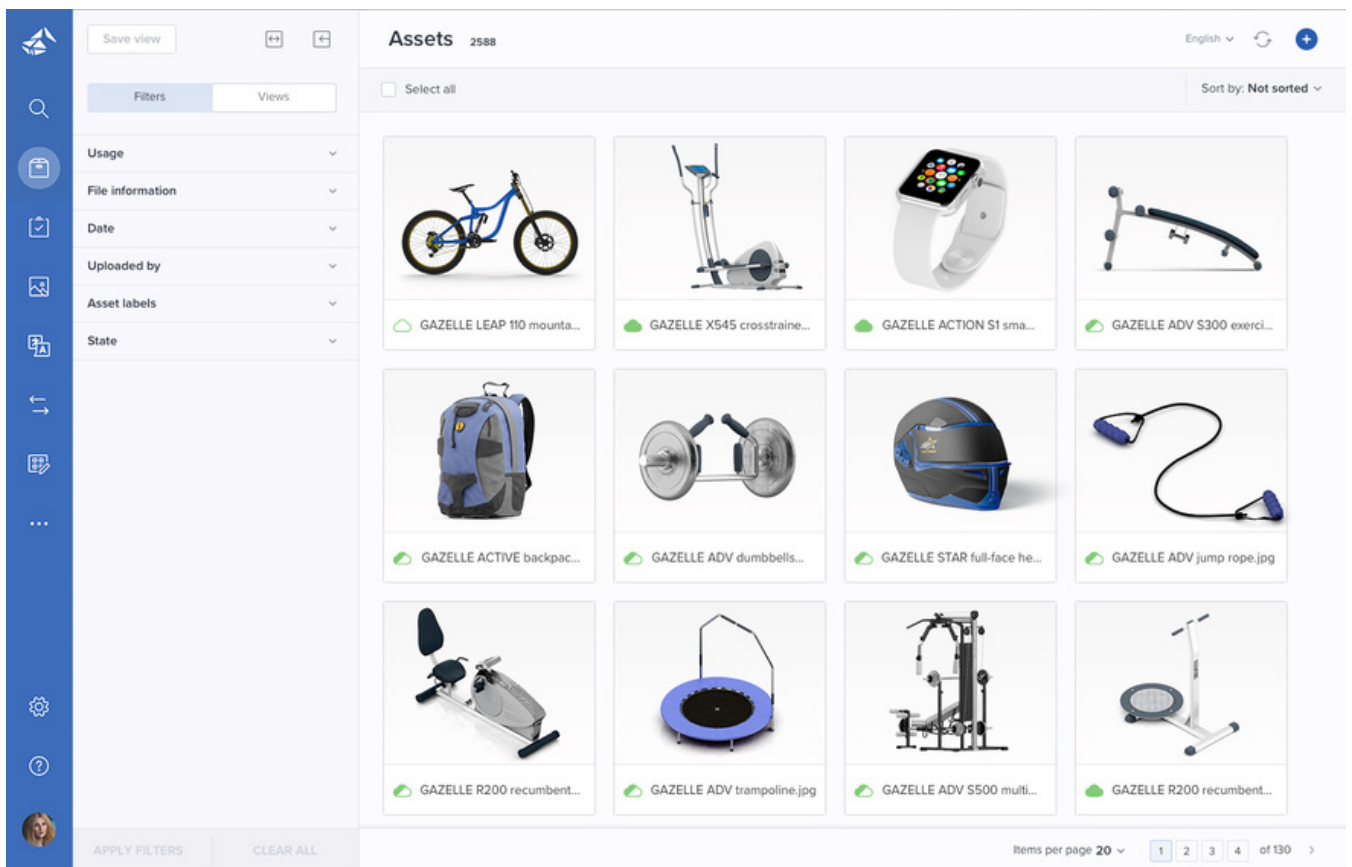
The challenge is that managing a large product catalog with many products to update, and then tailoring content for different sales channels can be enormously time-consuming, confusing and error-prone.

PIM helps you create rich content, with customized product descriptions, that organically attract visitors looking for products like yours. To make this happen try to:

- Use keyword-rich descriptions and search terms that are relevant to potential buyers.
- Use language, words and tone of voice that is convincing to your audience.
- Highlight product's features and benefits in the product description.
- Create content-rich, SEO-optimized pages with the right keywords, images, videos, tags, etc.

Bluestone PIM offers additional features and apps that can help you improve search engine optimization:

- The integrated DAM (Digital Asset Management) to create media-rich pages that are preferred by search engines over content-poor pages.
- The optimization features of the DAM to create images that are resized and quality adjusted so your product pages load faster, which can impact page rankings.
- The collaboration features to involve other team members such as marketers, SEO specialists, etc. in content creation.
- The SEO Service app from the App Marketplace that lets you create, store, and provide SEO-friendly URLs and other related meta information with content management systems and API gateways.



Digital Asset Management in Bluestone PIM

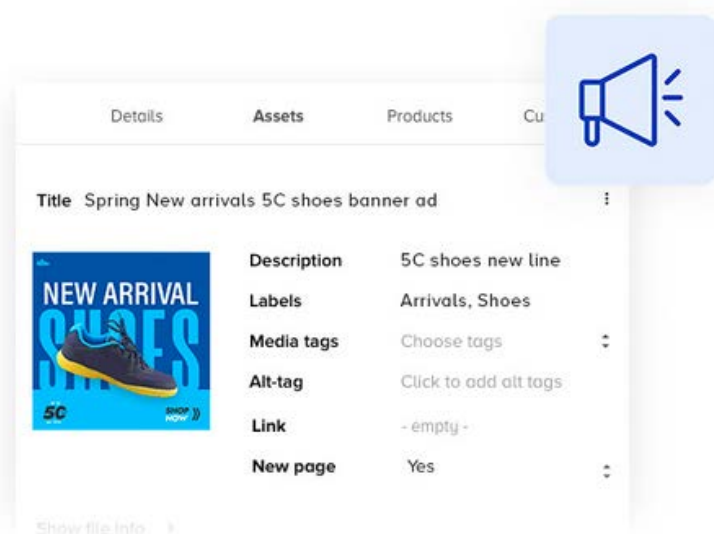
# Create more effective marketing campaigns

With a sophisticated PIM you should be able to leverage your product content to make marketing campaigns efforts more effective and attract new customers. By delivering relevant promotional messages to your target audience, showing them competitively priced products, and additionally incentivizing them with coupon codes, you maximize sales opportunities and improve the performance of your campaigns

When evaluating a PIM system, pay attention to how and to what extent it can help you with your marketing campaigns, as this depends on the features, integrations and apps offered by different solutions. Bluestone PIM, for instance, provides multiple apps to support sales and marketing campaigns:

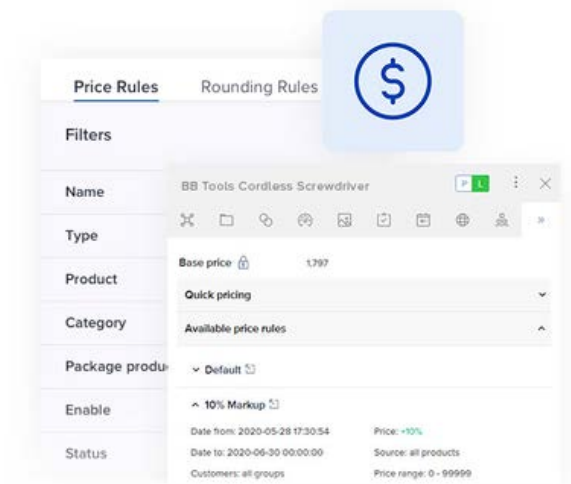
## Campaign Management

Easily set up campaigns with products, customers, prices and coupon codes and display the right content on front-end channels. With this app, you can also retrieve and update campaign details.



## Price Management

Update base prices, percentage markups, discounts, taxes, and other price changes for each product and channel.



## Competitor Price Monitoring

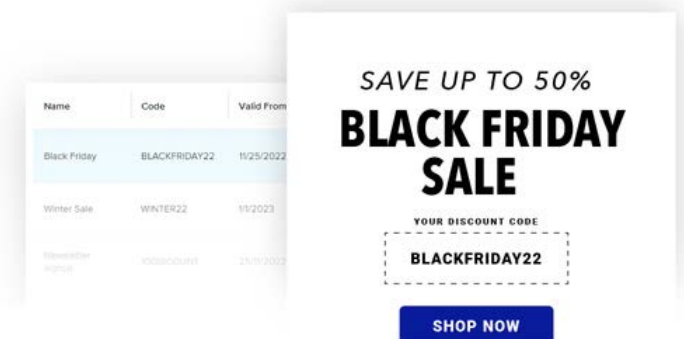
Use competitor data to make real-time pricing decisions. With this Quicklizard integration, you can perform dynamic price analysis and scan the websites of selected competitors for similar products and their prices.

## Google Shopping feed

Generate a valid Google Shopping xml file that can be automatically imported directly into Google Merchant Center. Save time and deliver accurate, up-to-date product data.

## Voucher

Incentivize your customers with vouchers / coupon codes at every stage of the customer journey and have everything under control. With this app you can use Bluestone PIM to create, manage, filter, validate, link and clean up voucher codes. Link voucher codes to users, products or entire product categories. Through the management panel, create single or bulk vouchers, which can later be filtered by specific criteria.



# Conclusion

With a high-quality PIM solution, you have numerous opportunities to increase conversion rates and generate more revenue for your business. It all starts with creating the heart for your e-commerce activities by centralizing product information. Then you have the foundation for further sales and marketing activities – like creating content-rich and engaging product pages, building a strong and consistent omnichannel presence that reaches your customers with relevant products at every touchpoint.

Building a great product experience is also much easier with PIM as you can control, automate and simplify a lot of work. And if you operate in more than one location or have a global presence, PIM can be a game changer for your e-commerce development when it comes to scaling the business, localization, time to market (TTM), and more.

However, to take full advantage of your product content, consider a modern PIM designed on the principles of MACH to build a future-proof solution and maximize your integration and syndication capabilities. Relying on monolithic and 1st generation PIMs or trying to underpin product information management with MDM or ERP software can seriously stunt your e-commerce growth and leave you behind the competition. Companies are quickly realizing the benefits of the MACH architecture. A [DJS Research survey](#) on the adoption of MACH architectures found that "79% of businesses polled in the U.K., U.S., and Germany are intending to increase MACH elements 'over the next 12 months and beyond". Bluestone PIM is the first MACH-certified PIM from MACH Alliance and offers all the benefits that come with this approach.

---

**"As the first PIM to join the MACH Alliance, Bluestone exemplifies the technical principles and values of the alliance. The team at Bluestone PIM is consistently out in front of the market, defining what a modern PIM looks like."**

Kelly Goetsch,  
Chairperson of the MACH Alliance

---

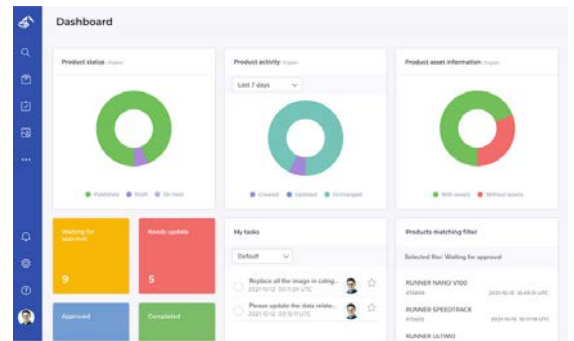


# Next steps

## Request a demo meeting

- Learn how PIM software can benefit your business
- Discuss your product information needs and challenges
- Receive a live Bluestone PIM overview with one of our experts

[BOOK A DEMO](#)



## Recommended reading

[How Early Adopters of MACH-based PIM Outperform Competitors](#)

[Tech E-commerce Trends in 2022 : PIM and MDM](#)

[6 Tips for Choosing a New \(and Better\) PIM Software](#)

[Product Taxonomy Best Practices that Increase Sales](#)

[How to Create Product Attributes That Sell](#)

### EBOOKS & WHITEPAPERS

#### [The First MACH-Based PIM](#)

Discover how MACH-based PIM works in practice, how it differs from other types of PIM solutions, and how it helps you step into a composable approach.

#### [Product Information Management in the Retail Space](#)

We work with global retail companies and our teams saw that implementing PIM solutions help retailers manage huge amounts of data and build omnichannel strategy. In this ebook, we share crucial features and benefits of PIM that perfectly fit modern retail and eCommerce needs.

#### [Bluestone PIM Tech Overview: A Guide for IT Executives](#)

This resource is an overview of the technology behind Bluestone PIM, the capabilities of the platform, and the available APIs for integrating with other systems.



## Contact us

[hello@bluestonepim.com](mailto:hello@bluestonepim.com)

[www.bluestonepim.com](http://www.bluestonepim.com)

## About Bluestone

Bluestone is a global software company with active users in 70 countries on 5 continents.

Bluestone PIM is the first MACH certified SaaS PIM platform. It is a highly flexible system that allows you to connect and share your product information with other software, marketplaces or platforms.

With Bluestone PIM you can:

- Create a single source of truth for product information,
- Get products to market faster, across all channels, geographies and languages,
- Maximize your productivity with collaboration features to enrich product data faster,
- Manage digital assets (DAM),
- Delight your customers with a consistent product experience across all your communication channels,
- Expand your capabilities with App Marketplace that provides additional applications.

Recognition and certification:

- The first PIM platform to become a member of the MACH Alliance.
- One of the first PIM platform to become a verified AWS Technology Partner.
- Recognized as "Major Player" by IDC.
- Recognized as a "Vendor of Assurance" by Ventana Research.
- Listed in Gartner's "Market Guide for PIM Solutions".