pivotree™

Is Bad Product Data Hurting Your Business?

Adding new products to your commerce website is supposed to drive increased revenue. If the product data is incomplete, inconsistent, or inaccurate, however, it can lead to lost sales opportunities, poor search and findability, and excessive product returns.

9 Clear Signs Your Data Needs Help

Here are some reasons why it may be valuable to your company and your bottom line to take an indepth look at your data.

- [ ] Data comes from multiple sources, is unnormalized, and requires a heavy manual lift to clean it up

- [ ] Onboarding time is slow and unscalable

- [ ] Customers cannot find products or the necessary information about products

- [ ] You are experiencing low site conversion rates

- [ ] Search does not bring back the results the customer is expecting

- [ ] Data is being managed in ERP/spreadsheets/sql tables and it is hard to know what attributes to fill

- [ ] You have experienced a merger/acquisition and need to migrate to one centralized data house

- [ ] You have implemented a PIM and are concerned you made a bad investment

- [ ] Website functionalities like filters, search, product comparison, and product relationships are not working as expected

LEARN MORE

Speak to a client advisor today:
sales@pivotree.com | 1-877-767-5577 | pivotree.com

Assess Your Data Today!

To improve conversions, enhance customer experience, and avoid site abandonment, start with our free data assessment.

STEP 1
ARE YOUR PRODUCTS EASY TO FIND AND UNDERSTAND?

A review of your website and/or a sample of your product data will determine any obvious issues with taxonomy, schema, and data fill to ensure your eCommerce site is not only easy to use but also highly competitive.

STEP 2
DOES IT TAKE TOO LONG TO ONBOARD NEW PRODUCTS?

We'll identify the root causes of prolonged onboarding time, including the exact instances of data gaps, inconsistencies, and complexity in manual enrichment to ensure that your data is in the right format for online and in-store commerce systems.

STEP 3
ARE YOUR DATA MANAGEMENT COSTS TOO HIGH?

We'll provide concrete recommendations and help prioritize key actions you can take to make onboarding product data more scalable to reduce the labor and costs. We can also give you advice on how to maximize your current PIM or MDM system investment, or reduce the risk of implementing a new system.

The complimentary assessment is conducted by our taxonomy team and may include exporting an excel spreadsheet of your product data and/or a website review.