PIM for B2B **Ecommerce**

6 Best Practices

1

Centralize Product Information

Eliminate inaccuracies and disconnected product information resources

2

Set and Align Goals

Define objectives, communicate intentions, and set metrics for measuring progress

3

Assign Roles & Responsibilities

Develop a focused team to ensure accountability on delivery of results and functionality

4

Develop a Product Information Strategy

Consider how to optimize information, then set metrics for measuring success

5

Standardize and Develop Categories

With standards in place, you can ensure your data is error-free and consistent

6

Create Requirements and Implementation Standards

A PIM is a long-term investment that requires processes to ensure maximum benefit

Read more about PIM Best Practices for B2B Ecommerce Success

Get details