

Akeneo Named PIM Provider for Thrasio's 125+ Brands

Consumer goods giant trusts PXM pioneer to accelerate growth for its brands

BOSTON, MA / August 19, 2021 / Product experience management (PXM) leader Akeneo today announced its selection by [Thrasio](#), the world's largest acquirer of Amazon sellers, to help manage product information across its brands. Akeneo's best-in-class product information management (PIM) solution will ensure accurate, consistent, and relevant product information across millions of SKUs and sales channels, including Amazon, DTC websites, social shopping channels, and other marketplaces, helping Thrasio build a next-generation eCommerce stack capable of driving omnichannel success for its fast-growing portfolio.

Akeneo will support Thrasio as it manages a growing portfolio of more than 125 high-value companies with more than 16,000 SKUs. With the ability to seamlessly coordinate information and content for thousands of Thrasio products across hundreds of brands, in multiple languages and across dozens of channels worldwide, Akeneo will enable Thrasio to sell faster, better, and everywhere.

Supporting Thrasio's evolution into a major, next-generation CPG company, the right PIM partner is a key component to managing its multichannel growth. Akeneo prides itself on its flexibility, which provides the capability to manage catalogs for a wide variety of products; its openness, which ensures ease of integration across evolving eCommerce stacks; and its scalability, offering a future-proof solution capable of keeping pace with growth. Akeneo will integrate with other critical components of Thrasio's eCommerce infrastructure, including its best-in-class Enterprise Resource Planning (ERP) and Digital Asset Management (DAM) tools, to support the company's ongoing growth.

"As we've built out the eCommerce infrastructure for our successful Amazon sellers, we quickly realized that product information management is an essential component to success at scale," said Carlos Cashman, Thrasio co-CEO and co-founder. "Providing a consistently excellent omnichannel experience requires accurate and standardized product information that empowers customers to make smart, informed choices. Failing to do so will cause customers to abandon their purchase and grow frustrated with the brand. Akeneo is simple to use yet powerfully customizable, which means it integrates easily with our existing platforms and streamlines our operations as we expand channels and move to new markets."

"Product information is the lifeblood of commerce and the driving force behind digital transformation," said Fred de Gombert, CEO and co-founder of Akeneo. "As Thrasio finds more ways to bring beloved products to consumers whenever and wherever they are, they recognize that a powerful and effective PXM solution is a must-have to accelerate growth and drive

scalable productivity gains across their fast-growing portfolio. We're obsessed with delivering best-in-class PXM for market-leading companies, and we're delighted to be joining Thrasio on their continuing mission to revolutionize eCommerce."

About Akeneo

Akeneo is a global leader in Product Experience Management (PXM), helping businesses to unlock growth opportunities by delivering a consistent and compelling product experience across all channels, including eCommerce, mobile, print, points of sale, and beyond. With its open platform, leading PIM, add-ons, connectors, and marketplace, Akeneo PXM Studio dramatically improves product data quality and accuracy, simplifies catalog management, and accelerates the sharing of product information across channels and locales.

Leading global brands, manufacturers, distributors, and retailers, including Staples Canada, Fossil, Air Liquide, and Myer, trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo, brands and retailers can improve customer experience, increase sales, reduce time to market, go global, and boost team productivity. More information at <https://www.akeneo.com>.

About Thrasio

[Thrasio](https://www.thrasio.com) is the consumer goods company reimagining omnichannel commerce and consumer products, and boasts an innovation engine that brings high-quality products to market across digital marketplaces, channels, and retailers globally. With the experience of evaluating 6,000 Amazon companies, data on consumer preferences from more than 125 brands, and the operational scale of more than 16,000 SKUs, Thrasio is the largest acquirer of Amazon FBA brands. Thrasio builds these brands to compete with top household names, offering consumers more choice and exceptional value. For more information, visit <https://thrasio.com>.