

Akeneo Partners with ChannelEngine to Drive Multichannel eCommerce Growth

*PXM leader and marketplace syndication pioneer
deliver scalable solution for global brands*

Boston, MA | November 18, 2021 // Product experience management (PXM) leader [Akeneo](#), announced a new strategic partnership with marketplace syndication pioneer, ChannelEngine. Together, the two companies will provide a scalable and flexible solution for brands, retailers and distributors to unlock growth opportunities from global marketplaces and 200+ sales channels while ensuring consistently engaging product experiences across all customer touchpoints.

Global marketplace sales surged 29% in 2020 to [\\$2.68 trillion](#), representing almost two-thirds of all eCommerce spending. Direct to consumer (DTC) brands, omnichannel retailers, and distributors are rushing to capitalize on the opportunity, with six out of ten online retailers now selling on marketplaces, up from less than half in 2017. But the marketplace boom also brings new challenges; brands must manage and syndicate product information — including SKUs, product specs, and variant products — across an ever-expanding global ecosystem.

To solve that problem, Akeneo and ChannelEngine are joining forces to create a single centralized source of truth capable of aggregating, standardizing, enriching, localizing, and managing product content for experience-optimized syndication. With support for all the world's most powerful marketplaces — including Amazon, Shopify, eBay and many others — the new partnership empowers brands to deliver consistent but tailored product information wherever they meet their customers.

While giving users native plugins for eCommerce platforms and marketplaces, the partnership enables them to manage all aspects of their multichannel product content with a single connection. The result is a dramatic increase in productivity, enhanced sales conversion rates, and a reduction in product returns due to richer and more accurate product data.

Helping global brands, retailers, and distributors to rapidly bring products to new markets, the Akeneo and ChannelEngine partnership also facilitates more responsive holiday-season sales strategies. Meanwhile, automated localization workflows streamline the process of launching in international markets and enable teams to easily translate and customize product data for use in new markets and regions.

“Product information is the lifeblood of eCommerce, and the key to delivering amazing customer experiences,” said Scott Rogers, Akeneo’s Vice President Global Channels & Alliances. “The marketplace boom represents a huge opportunity for global merchants, but only if they can win customers’ loyalty and trust by delivering brand consistency and product content synchronization across all channels. We’re excited to partner with ChannelEngine to provide our

clients with peace of mind and scalability, so that wherever customers interact with their products, and however many marketplace channels they operate in, they can provide unbeatable product experiences.”

"With the eCommerce market rapidly shifting towards global marketplaces and other third-party sales channels, for brands and retailers, selling on and keeping control of these marketplaces is a huge opportunity as well as a complex challenge," said Niels Floors, Head of Partnerships & Sales at ChannelEngine. "Akeneo and ChannelEngine represent the perfect partnership for helping brands and retailers to control content over all these global sales channels. This results in faster time-to-market, revenue growth and technology alignment."

About Akeneo

Akeneo is a global leader in Product Experience Management (PXM) helping businesses with products to sell 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.

About ChannelEngine:

ChannelEngine makes the rapidly globalizing e-commerce world accessible to all brands, distributors, and retailers. By building a complete solution for companies of all sizes, ChannelEngine enables companies to expand their reach, connect with more consumers and grow their business. Currently, ChannelEngine enables the sale of more than three million products from 1,500 brands in more than 200 marketplaces and other 3rd party sales channels. There is the ability to integrate the store, WMS, ERP, or PIM with major marketplaces, click & ad channels, or product feeds.