Power your Product Experience

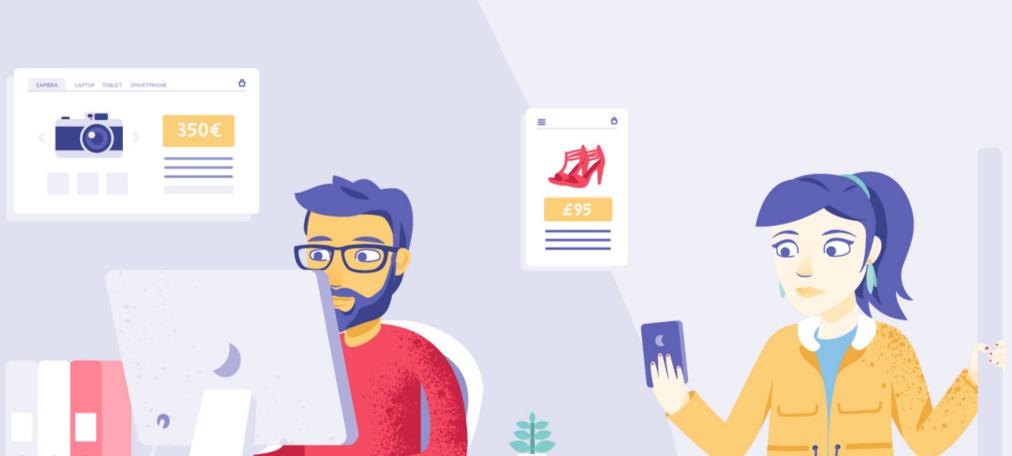
in an experience-driven commerce world

Brands, retailers, and merchants need to deliver a 21st-century customer experience across all touchpoints and address changing buyer profiles and behaviors.



# Buyer profiles are changing across the board

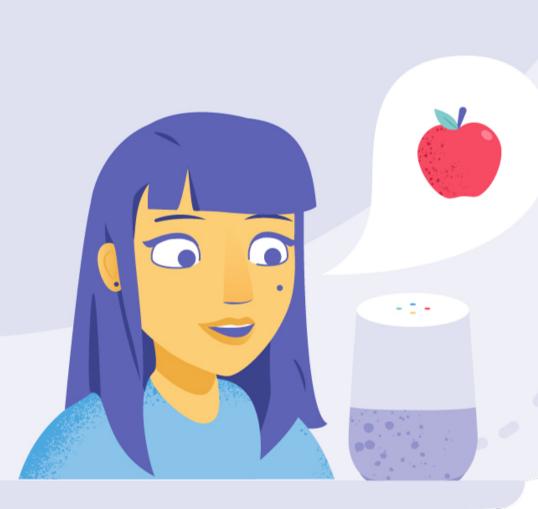
Today's buyers are millennials, who grew up shopping online.





# Buyer behavior is evolving rapidly Marketplaces are now the most popular

online stores — 50% of online sales occur on marketplaces.





# New channels require new experiences 50% of product search will be

voice-conducted by 2021.

products is forcing merchants to evolve from just managing product information to crafting product experiences.

This dramatic change in the way customers find and interact with

### Marketing and eCommerce teams need to access disparate product data sources to create comprehensive, accurate, and enriched product information.

Inform customers with comprehensive product information



# buyers. Images, videos, and compelling descriptions create emotion and help capture customer attention.

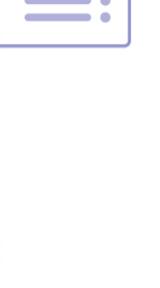
Attract customers with emotional product information

Merchant need to tell a story to make a connection with















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