

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.

Inform customers with comprehensive product information

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

Attract customers with emotional product information

Merchant need to tell a story to make a connection with buyers. Images, videos, and compelling descriptions create emotion and help capture customer attention.

Delight customers with information delivered in context

Successful merchants create product data in context to deliver channel-specific and market-appropriate product experiences.

Learn more



For additional information, please visit www.akeneo.com

