

## Akeneo Has Been Named a Gold Medalist Within SoftwareReviews 2022 Product Information Management Market Report

**BOSTON - July 6, 2022** - [Akeneo](#), the global leader in product experience management (PXM) and product information management (PIM), today announced that it has been recognized as a gold medallist and leader in the [2022 Product Information Management Data Quadrant](#) report from [SoftwareReviews](#), a division of research and consulting firm [Info-Tech Research Group](#). The award is based on the collective knowledge of real users and placement is based on satisfaction with product features, vendor experience, capabilities, and emotional sentiment.

SoftwareReviews named Akeneo a gold medalist as it received an 8.4 composite score, which represents the complete and aggregated satisfaction score from end users. Usability and intuitiveness, quality of features and ease of data integration were amongst the strongest capabilities associated with Akeneo, resulting in a 100% Plan to Renew reported by their users. Akeneo also secured among the highest satisfaction scores in a variety of areas representing product features including:

- **Advanced search and filtering**, allowing users to quickly find information based on filtering multiple attributes and conditions and save filters for future use.
- **Omni-channel information delivery**, the ability to deliver product information in a differentiated manner, that is specific for channel requirements.
- **Data export**, providing users multiple export options into CSV, XLSX, XML, JSON, or PDF.

Akeneo also received a high Emotional Footprint score of +84, receiving high scores around innovation, inspiration and improvement. Additional Emotional Footprint Metrics in which Akeneo ranked very highly include service experience efficiency, product experience reliability, and product impact trustworthiness.

The Emotional Footprint makes the SoftwareReviews Data Quadrant unique as it is the inclusion of aggregated emotional response ratings in the areas of service, negotiation, product impact, conflict resolution, and strategy and innovation. This creates a powerful indicator of overall user feeling toward the vendor and its product from the software users' point of view.

"We're incredibly happy that customers are having such a positive experience with us and our product," said Ali Hanyaloglu, Senior Director of Product Marketing at Akeneo. "We're constantly working towards raising the bar for a seamless and unique experience for users."

### About SoftwareReviews Data Quadrant Awards and Software Reports

SoftwareReviews Data Quadrant Awards recognize outstanding vendors in the technology marketplace as evaluated by their users annually. Top vendors in a software category are eligible to receive Data Quadrant Gold Medals, provided their net-promoter scores meet the threshold for sufficiently high user satisfaction across four areas of evaluation: vendor capabilities, product features, likeliness to

recommend, and vendor experience. In-depth product evaluation reports are available at <http://www.softwarereviews.com>.

### **About SoftwareReviews**

SoftwareReviews is a division of [Info-Tech Research Group](#), a world-class research and consulting firm established in 1997. Backed by two decades of research and advisory experience, SoftwareReviews is a leading source of expertise and insight into the enterprise software landscape and client-vendor relationships. By collecting real data from business professionals, the SoftwareReviews methodology produces the most detailed and authentic insights into the experience of evaluating and purchasing enterprise software.

### **About Akeneo**

Akeneo is a global leader in Product Experience Management (PXM) helping businesses with products 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 Thras.io, Staples Canada, boohoo.com, and Air Liquide trust Akeneo to scale and customize their omnichannel commerce initiatives. Using Akeneo, brands and retailers can activate product experiences in any channel, therefore driving improved customer experiences, increased sales, reduced time to market, accelerated global expansion, and increased team productivity. For more information: <https://www.akeneo.com>.