

Product Cloud 101



Terms to Know

- 01

Product Cloud

A complete and composable SaaS-based solution for orchestrating, activating, and optimizing the entire product story in order to drive exceptional omnichannel product experiences across all owned and unowned channels.
- 02


Product Activation

A scalable and reliable strategy that decouples how product information is collected, managed, enriched, and distributed across owned and unowned channels in order to grow revenue and create satisfied and loyal customers wherever they may be.
- 03


Product Experience Management (PXM)

A set of best practices for producing and organizing consistent product information that can be delivered in context wherever, and whomever, your buyers are.

Benefits


- 

Unbeatable time-to-market




Higher conversion rates and sales




Reduced return rates
- 

Increased customer satisfaction and loyalty



Eliminate redundant technology costs



Agility in activating the product record accurately and consistently on new channels

Omnichannel product experience across all owned and unowned channels