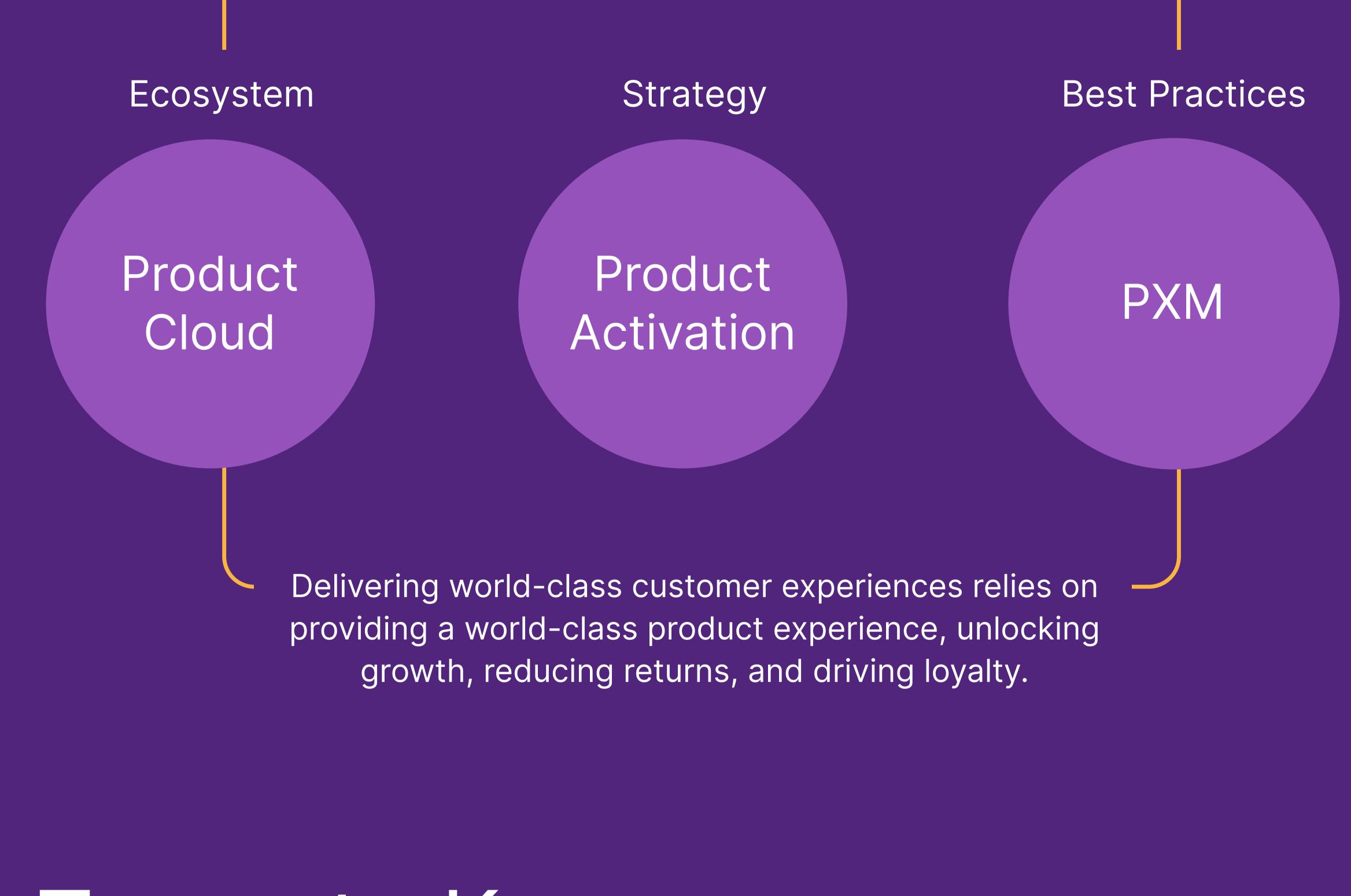
# **Dakeneo**

# Product Cloud 101

Product Experience



### Terms to Know

#### 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.

#### 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.

#### Product Experience Management (PXM)

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SHIRT SIZE: S, M, L, XL, RT, PURPLE ST Q, SALES PRICE \$7.5

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STRIPE, 100% COTTON BLE MEN'S WE 9, SALES

STERN RETRO LONG SU X, 6 REMAININ

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LONG SLEEVE SHIRT, PU KALE STRIPE, STERN RETRIE \$7.91, R. RE PICKUP AVAILABLE M ENS WESTER #####WL, XL, XXL, OTTON POPLIN, MODE RN FIT, SHIRIN'S WESTERICE, IN-

TORE PICKUP AVAILABLE MEN'S WESTER PRICE, IN-STICE \$29.99, SALES

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

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