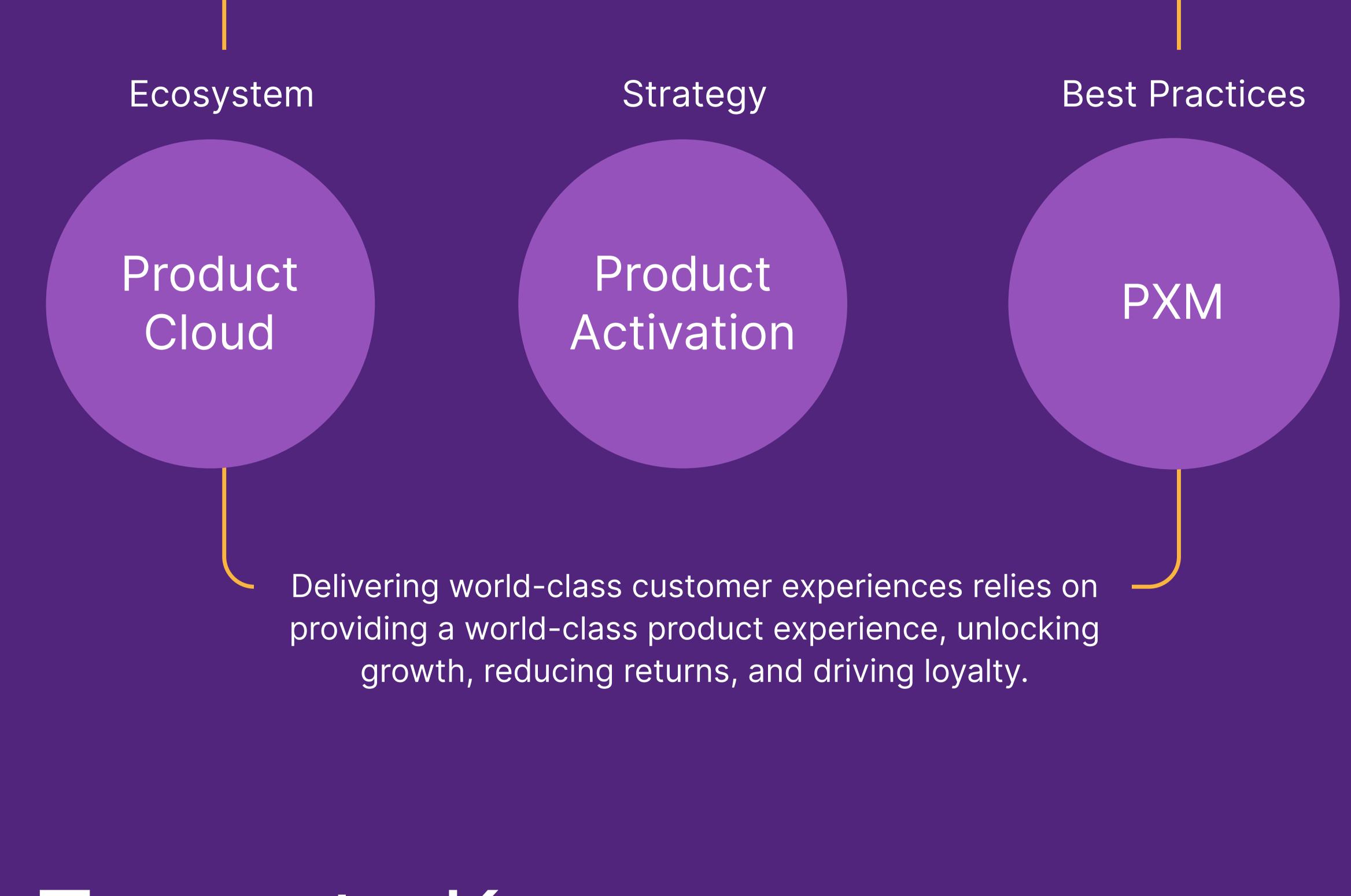
Dakeneo

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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HIRT S COTTON POPL S PRICE

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

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I, REVIEW: ★★★★★ GLE MENS TOUS STRIKE STRIKE STRIKE AND STRIKE S

EMAINING, IN-STORE PICKUP AVAILABLE MEN'S WESTERN FIT, SHIR ONG SLEEVE INING, IN-STORE PICKUP AVAILABLE MEN'S WESTE 2PLE STRIPE, 100% COTTON POPLIN, MODERN FIT, SHIR ONG SLEEVE INING, IN-STORE PICKUP AVAILABLE MEN'S WESTERN RETRO LONG: PICKUP AVA 2PLE STRIPE, 100% COTTON POPLIN, MODERN FIT, SHIR ONG SLEEVE INING, IN-STORE PICKUP AVAILABLE MEN'S WESTERN 2PLE STRIPE, 100% COTTON POPLIN, MODERN FIT, SHIR ONG SLEEVE INING, IN-STORE PICKUP AVAILABLE MEN'S WESTERN 2PLE STRIPE, 100% COTTON POPLIN, MODERN FIT, SHIR ONG SLEEVE INING, IN-STORE PICKUP AVAILABLE MEN'S WESTERN 2PLE STRIPE, 100% COTTON POPLIN, MODERN FIT, SHIR ONG SLEEVE INING, IN-STORE PICKUP AVAILABLE MEN'S WESTERN RETRO LONG: PICKUP AVAILABLE MEN'S WESTERN RETRO LONG PICKUP AVAILABLE MEN'S WESTERN RETRO LONG PICKUP AVAILABLE MEN'S WESTERN RETRO LONG PICKUP AVAILABLE MEN

STERN I E PIL AVAL

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

STERN RETRO LONG SU X, 6 REMAININ

0% COTTON SLEEVE SHIRT, PURPLE STRIPE, 100% COTTON BLE MEN'S WE PICKUP AVAILABLE MEN'S WE THE NOW COTTON BLE MEN'S WE PICKUP AVAILABLE MEN'S WE THEN RETRO LONG SLEEVE SHIRT, PURPLE STRIPE, 100% COTTON POPLIN, PURPLE MAILABLE ME ORTH THE PRICE, IN-STOCK, 6 RE SALIN, MODERN FIT, SHIRT, STRIPE, 100% COTTON POPLIN, MODERN FIT, M. L, XL, XY, MAILABLE MEN'S WE STRIPE, 100% COTTON POPLIN, MODERN FIT, M. L, XL, XY, MAILABLE MEN'S WE STRIPE, 100% COTTON POPLIN, MODERN FIT, M. L, XL, YY, MAILABLE MEN'S WE SHIRT, PURPLE STRIPE, 100% COTTON FREVIEW, # SLEEVE SHIRT, M, L, XL, YY, MAILABLE MEN'S WE SHIRT, PURPLE STRIPE, 100% COTTON FREVIEW, # SLEEVE SHIRT, M, L, XL, YY, MAILABLE MEN'S WE SHIRT, PURPLE STRIPE, 100% COTTON FREVIEW, # SLEEVE SHIRT, M, L, XL, YY, MODERN FIT, BEEVE SHIRT, PURPLE STRIPE, 100% COTTON FREVIEW, # SLEEVE SHIRT, M, L, XL, XY, MODERN FIT, PURPLE STRIPE, 100% COTTON FREVIEW, # SLEEVE SHIRT, M, L, XL, XY, MODERN FIT, PURPLE STRIPE, 100% COTTON POPLIN, MCCER, SLEEVE SHIRT, M, L, XL, XXL, REGULAR PRIVE, STRIPE, 100% COTTON POPLIN, MCL, XL, XL, REGULAR, SPRICE S SLEEVE SHIRT, PURPLE STRIPE, 100% COTTON POPLIN, MC, L, XL, XL, REGULAR, SPRICE S SLEEVE SHIRT, PURPLE STRIPE, 100% COTTON POPLIN, MC, K, STORE PICKUP A'L, XXL, REGULAR PRIVE, STRIPE, 100% COTTON POPLIN, MC, YL, XXL, REGULAR PRIVE, STRIPE, 100% COTTON POPLIN, MC, YL, XXL, REGULAR PRIVE, STRIPE, 100% COTTON POPLIN, MC, YL, XXL, REGULAR PRIVE, STRIPE, 100% COT BLE MEN'S WESTERN RETRO LONG SLEEVE SHIRT, PUR MODENNETT, S, M, L, YL, PURPLE STRIPE, AREA PRICE S2..., STORE PICKUP AVAILABLE STRIPE, REGULAR PRIOD COT, BLE MEN'S WESTERN PRICE S2..., STORE PICKUP AVAILABLE MEN'S WESTERN PRICE S2..., STORE PICKUP AVAIL

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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