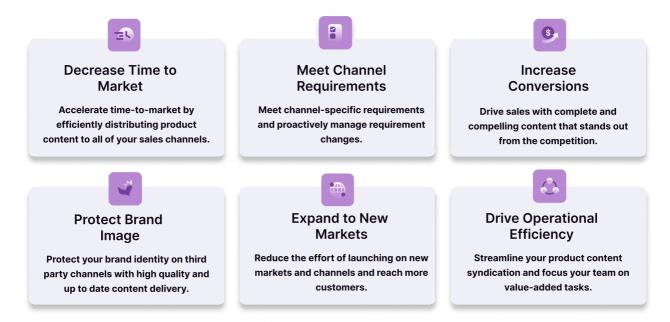# Akeneo Activation for Retail

Activate all of your sales channels with product experiences that deliver a competitive edge. Each retail and marketplace partner has specific requirements to meet and they are often changing. With Akeneo Activation for Retail, you can increase efficiency, speed time to market and drive sales by streamlining the distribution of your product content to each of you channels.

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Drive Results On All Of Your Sales Channels

Decrease Time to Market

Accelerate time-to-market by efficiently distributing product content to all of your sales channels.

Meet Channel Requirements

Meet channel-specific requirements and proactively manage requirement changes.

Increase Conversions

Drive sales with complete and compelling content that stands out from the competition.

Protect Brand Image

Protect your brand identity on third party channels with high quality and up to date content delivery.

Expand to New Markets

Reduce the effort of launching on new markets and channels and reach more customers.

Drive Operational Efficiency

Streamline your product content syndication and focus your team on value-added tasks.

Seamless Product Activation

01 Enrich

Optimize product content, images and assets, including enhanced content to ensure you're providing complete and compelling product experiences aligned with your brand.

02 Govern

Ensure data meets each channel's requirements. Perform powerful data transformations at scale and check quality and completeness before syndicating product content to retailer and marketplaces.

03 Automate

Deliver up-to-date product content to channel partners with API-connections and automatic flat files that improve time-to-market and increase operational efficiencies.

> We need to ensure our products are discoverable and once found, the listing must be perfect with all the information that a consumer needs in order to convert. We need to have up-to-date, high-quality product information automatically feeding our Amazon listings. Having a product experience strategy that is mapped to this end goal is a fundamental must-have step and we have Akeneo Activation for Retail to power that for Amazon as well as our other key retailers.

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Francois Silvain

Digital CTO, Havianas International

Learn how Akeneo can power your sales destinations at akeneo.com/1p-activation-ecommerce