

About Akeneo

Akeneo is the product experience (PX) company, enabling organizations to build and deliver world-class product experiences across every customer touchpoint through a comprehensive PX Strategy. Akeneo's intelligent Product Cloud equips global brands, manufacturers, distributors, and retailers to accelerate growth, reduce time-to-market, and deliver engaging customer experiences that convert browsers into buyers.

Thousands of PX experts around the world leverage The Akeneo Product Cloud including its PIM studio, syndication solution, AI powered supplier onboarding product and the app store, to centralise product information and simplify catalog management, accelerate the sharing of product information across channels and locales, and ensure they are complying with regulations and showcasing brand and sustainability values.

- Advanced omnichannel catalog management capabilities
- Actionable product data quality intelligence and insights
- Access to over 200 connectors, apps and integrations
- Improve supplier collaboration with AI powered supplier data onboarding
- Secure sharing of product information with key stakeholders
- Open and scalable platform
- Supports multiple languages and locales

- Founded in 2013
- 400+ employees worldwide
- Offices in US, France, UK, Germany, Australia & Netherlands
- 500+ enterprise customers
- 80,000+ Community Edition downloads
- 200+ partners

Business Benefits



50%

Increase in
Productivity



4X

Increase in
Conversion Rate



40%

Decrease in
Returns

Leading B2C & B2B companies use Akeneo to deliver compelling product experiences.

"Using Akeneo PIM, we now have a single source of truth for all product data and that not only gives great speed and better quality product information, but also affords us the flexibility across category and product type within our portfolio of brands."

Will Clayton
Head of Innovation

boohoo

"Before Akeneo, we enriched content for roughly 200 products a week. Now, it's up to 2,000 products per week."

 **Midland
Scientific**
INC.

PXM Defined

Product experience (PX) consists of every interaction an individual has with your product information throughout the entire customer journey. It is a critical investment area alongside customer experience (CX) and employee experience (EX) to engage stakeholders, and is focused on the relationship a customer has with a company's products and the company itself. From how products or sets of products are represented in an ad space, displayed in marketing channels, turned into compelling product and brand stories in owned or third-party sales destinations, or even in customer service interactions, every touchpoint between a customer and product provides an opportunity to strengthen or damage this relationship. Product experience is the overall customer perception of these product interactions.

- Great product experiences require high-quality and compelling product data
- Expansion across sales channels, product categories, regions, and languages requires adaptable catalog processes
- Speed to market requires agile product information management workflows
- Embracing new technologies such as social shopping, marketplaces, requires robust product catalog management capabilities

PIM at the Core of PXM

Akeneo's Product Cloud platform creates a centralized hub and a unique source of truth for all product information including technical specifications, usage data, and rich media. This ensures businesses are able to improve product data quality and accuracy, while simplifying and accelerating omnichannel product catalog management and activating their product experiences on all relevant channels.

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Customer experiences don't exist without product experiences

The product experience you offer, has the most impact on a brand's overall CX Index score

Forrester

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It provides the scalable infrastructure companies need to cost-effectively expand their product assortments, reach more markets, take advantage of new sales channels, and ultimately deliver incredible product experiences wherever customers shop and with long term results.

Akeneo powers the product experiences for more than 800+ b2b and b2c businesses:

FOSSIL**KURT GEIGER****Rural King**
America's Farm and Home Store**BASF**
We create chemistry**chico's****Insight****Air Liquide**
creative oxygen

For additional information, please visit www.akeneo.com