



# Akeneo Activation

Activate your product experiences at scale. Increase conversions and reduce returns on the leading retailer and marketplace sites with high-quality product information that is optimized to meet the unique requirements of each destination.

Connect to Over 500 Retailers & Marketplaces



## 01 Enrich Your Product Data

Optimize and enhance product content, images, and assets, with native AI capabilities available in Akeneo PIM to ensure you're providing complete and compelling product experiences aligned with your brand.

## 02 Transform Your Product Data

Ensure data meets each channel's requirements, leveraging data transformations at scale to check quality and completeness before syndicating to sales channels.

## 03 Activate Your Product Data

Deliver up-to-date product content with API-connections or automated 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 to power that for Amazon and other key retailers.**"

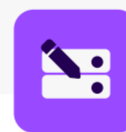
Digital CTO, Havaiana's Intl.  
Francois Silvain

## Benefits of Using Akeneo PIM and Activation



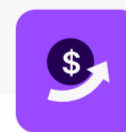
### Improve time-to-market

Capture additional sales by accelerating the launch of new channels or new products on existing channels.



### Meet channel requirements

Synchronize channel requirements and manage changes to ensure your products are always accepted.



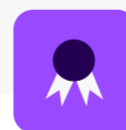
### Increase conversion rates

Drive sales with accurate and complete product data that is optimized for each channel.



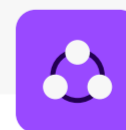
### Expand to new markets

Reduce the time required to launch in new markets with localized content syndicated to retailers or marketplaces.



### Control brand narrative

Communicate and protect brand identity on third-party channels with high-quality, up-to-date content.



### Reduce returns

Accurate data can reduce the rate of returns by providing consumers the right information in the right format.

[Learn more about Akeneo Activation](#)