akeneo
PX insights

Harness Customer Signals to Build Better Customer Experiences

akeneo Product Cloud
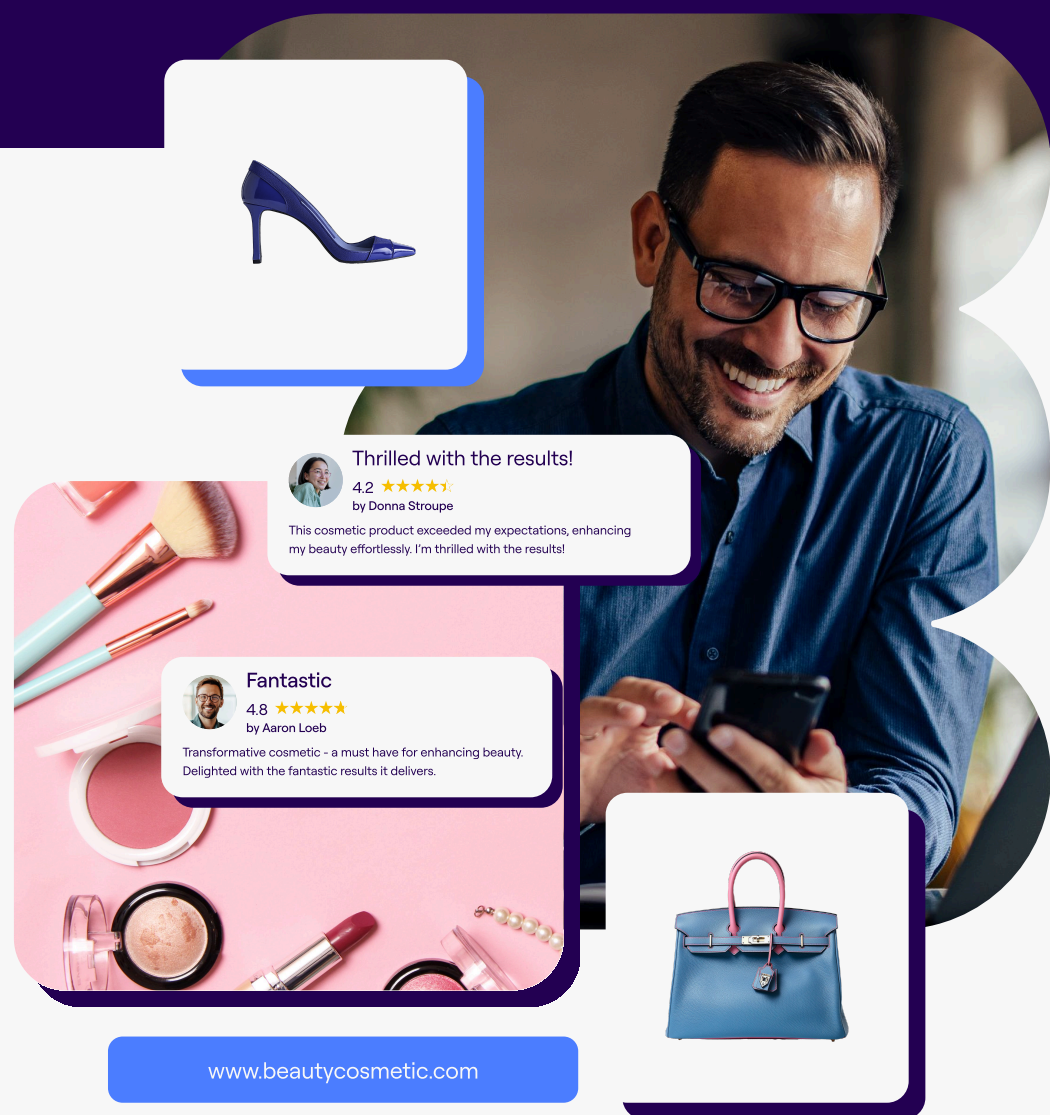
What if you could enrich real product content with real customer feedback?

With Akeneo's PX Insights, you can. Close the customer feedback loop by connecting customer sentiment and user-generated content like reviews with product data in order to optimize product page performance, refine manufacturing processes, and boost product discoverability.

Make customer insights **accessible**.

Today, valuable customer insights are buried in disconnected platforms, ad-hoc reports, or outdated spreadsheets, making it difficult for teams to use them effectively.

PX Insights centralizes these signals from platforms like Google Shopping and Yotpo (eCommerce marketing platform) directly into Akeneo PIM, ensuring that eCommerce, marketing, merchandising, and product teams can easily access the data that matters most.

No more guesswork. No more searching for insights. Just one place to see how customers interact with and perceive your products.

Make customer insights **actionable**.

PX insights can be embedded directly into workflows and decision-making processes, enabling teams to personalize product descriptions or any other content by adapting prompts in GenAI based on customer sentiment.

It also enables teams to identify quality issues early and trigger Collaboration Workflows to alert the right teams, or spot emerging trends in product feedback to refine merchandising strategies proactively.

With PX Insights, teams don't just see the data — they can act on it at the right time.

Make customer insights **impactful**.

By closing the feedback loop, PX Insights directly impacts revenue and customer satisfaction by boosting product discoverability with better keywords and SEO powered by real customer search behavior and enhancing merchandising strategies by aligning products with buying intentions and emerging trends.

Plus, PX Insights enables you to better understand what your customers truly care about so that you can provide the right information to the right customer at the right time, helping to drive informed, data-driven purchases that are less likely to end up being returned.

With smarter, customer-informed product experiences, businesses can drive more sales, mitigate return rates, and boost customer engagement.

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Key Features

Data Enriched with Insights
Access shopping performance signals and customer reviews within Akeneo PIM - no siloed data or manual reports.

Automated Actions
Create automatic rules from customer sentiment, like flagging low-rated products or promoting best-sellers.

Native Generative AI
Enhance any text attributes with Akeneo's GenAI, leveraging customer reviews to refine SEO, product descriptions, and more.

Optimized Product Listings
Track Click-Through Rate, Ad Eligibility, and Pricing from Google Shopping to fine-tune product visibility and ad performance.

Collaboration Workflows
Turn insights into action by triggering workflows based on feedback, ensuring the right teams take action when needed.

The Benefits of PX Insights

Close the feedback loop
Enrich product data with real customer feedback, ensuring your catalog reflects what buyers actually want.

Turn insights into actions
Integrate customer signals directly into workflows, enabling smarter product updates and proactive quality improvements.
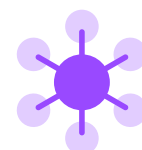
Optimize sales
Leverage real-world customer feedback to enhance discoverability, refine SEO, improve product content, and improve conversions.

Reduce return rates
Ensure customers are receiving relevant information when and where they need it, driving confident purchase decisions.

Integrate seamlessly
PX Insights works natively in Akeneo PIM, ensuring no data silos for eCommerce, marketing, and merchandising teams.

Drive business growth
Bridge the gap between product data and customer sentiment to create better product experiences.

Learn more about PX Insights.

Discover how your team can harness customer signals to enrich product data and build better product experiences that drive life-long customer loyalty.

[Learn more about PX Insights]

www.akeneo.com