Product content syndication in industrial manufacturing
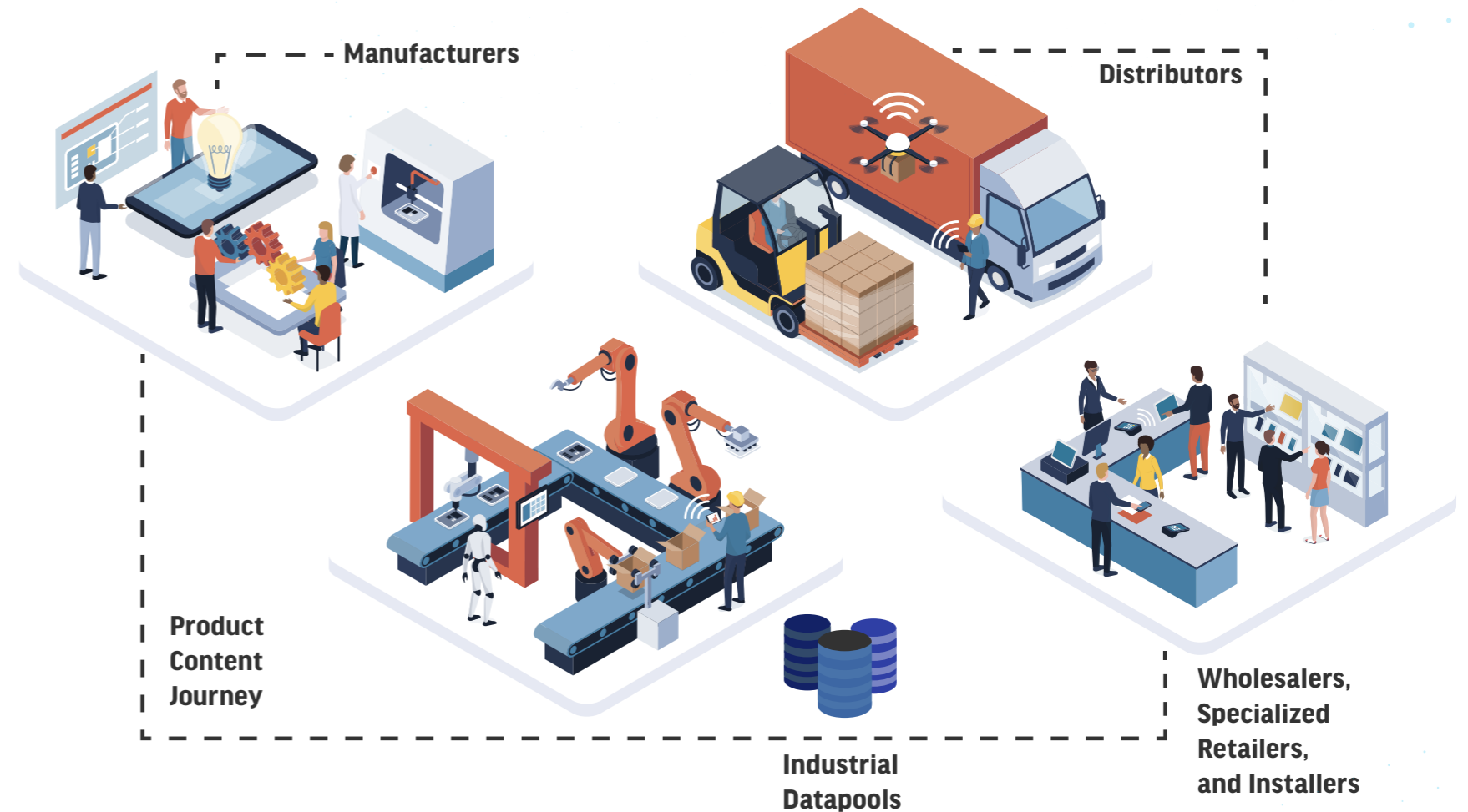
A guide for PIM executives

∟ FREE GUIDE

Industrial product content is in higher demand than ever before. The number of channels and routes open to manufacturers to market their products has exploded in recent years – from just a handful a few years back, there are now hundreds. This diversification presents unique challenges and opportunities for manufacturers. Enhancing relationships with B2B business partners, experimenting with or developing D2C and marketplace strategies, and adopting an omnichannel approach are critical steps forward. Significantly, each new channel comes with its own set of specifications for data quality, product information formatting, and methods of delivery. B2B buyers increasingly expect a B2C experience, adding another layer of complexity.

These factors contribute to commerce complexity. Many brands and manufacturers are struggling with commerce complexity as they are forced to invest time and resources in complying with the myriad specifications and changing regulations that determine how their products appear across all sales channels. Ultimately, the goal is to navigate these multiple routes to market, formats, and the synergies between B2B and B2C, direct and indirect sales.

Most manufacturers' legacy systems and resources can no longer handle these complex developments. They lack the tech stacks to power the solutions needed to handle product data efficiently. Go-to-market teams require the kind of agility that PIM specialists, informaticians, IT teams, and designers can no longer provide. An entirely new approach is needed if manufacturers are to overcome commerce complexity and create a solid basis for future growth.

Manufacturers

Distributors

Product Content Journey

Industrial Datapools

Wholesalers, Specialized Retailers, and Installers

Syndicating product data to large distributors, wholesalers, and clients

Anyone selling, advertising, or using your products needs access to product data. It's important to remember that the data you provide is what your buyers will see in data portals, databases, online shops, and marketplaces. There are thousands of touchpoints that can inform a buying decision—should they purchase your product or your competitor's? Implementing a Product Information Management (PIM) system ensures cost efficiency and maintains a single source of truth. It acts as a central data hub, always up to date, and supports the global efficiency of product data management. However, a PIM won't fix everything, so read on.

Adopting global classifications such as ETIM, ECLASS, and UNSPSC is essential. These standards help in categorizing products consistently across different platforms and markets, ensuring that your product data is understood and correctly interpreted worldwide. Quick delivery of this information without errors or multiple meetings, strengthens business relationships and creates an entry barrier for competitors using traditional methods. It can even create higher margins if administrative costs on both sides are lowered. Faster time-to-market and improved data quality should lead to higher conversion rates for your products which will have a positive effect on revenue and profitability for all parties.

Syndicating product data to industry database

All product data needs to be formatted according to industry standards to reach the largest possible network of business partners efficiently. Industrial hubs act as enablers for better sales relationships by ensuring common data standards and consistency, and by supplying data in a way that professionals are accustomed to seeing it. National industry databases for specific industries provide a platform to publish product data in specified formats, allowing construction professionals, other manufacturers, and distributors to access it.

POPULAR DATABASES:

2ba	**/ARGE** Building digital competence	**RSK**
NETHERLANDS	GERMANY	SWEDEN
EFO ELEKTROFORENINGEN	**IGH**	**IG Neue Medien** Effizienz mit System
NORWAY	SWITZERLAND	AUSTRIA
DDS	**idea**	**ezbase**
NORTH AMERICA	NORTH AMERICA	UNITED KINGDOM
EDA ELECTRICAL DISTRIBUTORS' ASSOCIATION	**BMF** Excellence in building materials supply	
UNITED KINGDOM	UNITED KINGDOM	

D2C and syndicating product data to ecommerce pure players

COMMON ONLINE DISTRIBUTORS

DIY RETAILERS ONLINE

MARKETPLACES

ADVERTISING CHANNELS

Rapid digitization and the growth in D2C commerce have opened up new routes to market. Although this represents a small contributor to industrial manufacturer revenue, this space is growing rapidly.

Whether manufacturers are working with Amazon using their retail model—Amazon Vendor—listing on D2C marketplaces—Amazon Seller, eBay, ManoMano—or offering an ungated online store, they are facing increasing demands for product data and content different from what they typically export.

The data exports for these platforms should not purely focus on accuracy, completeness, or adherence to standards. Descriptive product data, images, and rich media are essential to these channels because consumer behavior is the decisive element in buying decisions on ecommerce platforms. These data exports have to ensure that the product looks attractive and exciting – even if it's just a simple screw!

Product data export for touchpoints beyond your direct control

Even if you are providing excellent data to your distributors, clients, and industry databases, businesses and consumers searching for your products online may still encounter inconsistencies or contradictory data on other touchpoints. Your products are listed online by multiple sellers and resellers, and some may have used poor data for your products or didn't prioritize quality.

To avoid this, you can list your products directly and displace the resellers, but there are also services that help protect your listings and ensure you maintain control over your product information:

Google Manufacturer Center
This free service allows manufacturers to provide authoritative versions of their product data, which are used to overwrite the data provided by other parties on every Google service where the product appears. Only price and stock values come from the selling party.

Amazon
Amazon allows manufacturers to provide authoritative versions of their product data even if the manufacturer is not an Amazon seller or vendor.

These tools are becoming increasingly important, especially in industries where consumer preferences impact demand. Beyond ensuring excellent and consistent product data quality, they can also have a direct impact on revenue as they help increase conversions for products online.

Syndicating product data anywhere and anytime with **Productsup**

With the Productsup P2C platform, PIM executives, data managers, and sales and marketing teams can quickly generate flawless data exports and present their products correctly on the right channels. This efficiency not only enhances customer experiences but also streamlines operations, reducing costs and driving revenue growth.

With a presence in over 50 countries, Productsup has proven itself as the leading content syndication solution for industrial manufacturers. We enable you to efficiently collect, optimize, and distribute product data, ensuring your products are consistently well-described, no matter the sales channel or location. Strengthen your business relationships and drive higher conversions through high-quality product data.

Elevate your product content journey, achieve transformative growth, and unlock the true potential of your industrial manufacturing business with Productsup.

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> **Thanks to the Productsup P2C platform, we can now automatically deliver product data to our stakeholders in the right format at any time, guaranteeing excellent data quality along our product content journeys.**
> "

Maria Väth
Lead Content Management
Hansgrohe

hansgrohe

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Prysmian Group

Schneider Electric

BOSCH

Henkel

CORNING

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hello@productsup.com

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