Product content syndication in the age of **P2C**

A guide for PIM executives in industrial manufacturing

Digital transformation
and the role of product content

Challenges in content delivery

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. D2C marketing is no longer a novel concept. The majority of manufacturing companies are either starting or planning to start D2C online shops or list on D2C marketplaces. Significantly, each new channel comes with its own set of specifications for data quality, product information formatting, and the methods of delivery. These factors are all contributing to an increasingly complex market, **it's commerce anarchy**. Many brands and manufacturers are struggling with commerce anarchy as they are forced to invest time and

resources complying with the myriad specifications and changing regulations that determine how their products appear across all sales channels.

The legacy systems and resources at most manufacturers can no longer deal with these complex developments. They don't have the tech stacks to power the solutions needed to navigate products directly to where they need to be. 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 anarchy and create a solid basis for future growth.

Digital transformation
and the role of product content

P2C - the new approach

Product-to-consumer (P2C) management is the new approach that gives manufacturers a clear overview of their **product information value chains**. A centralized smart platform hands back manufacturers total control over their product data. Enabling quick go-to-market strategies which leverage AI-filtered customer feedback loops from the distribution and retail partners as well as the final product users/consumers.

P2C is a radical shift in commerce that returns the focus to products – along with their digital representations across all sales and marketing channels. Next-generation P2C platforms are now available to PIM executives and go-to-market teams trying to meet increased demand

and overcome commerce anarchy. P2C platforms incorporate a high level of recipient-specific data customizations into one agile, user-centric, and automated system which gives owners total control and transparency at every point on the value chain.

Product content syndication
in the age of P2C

Agile and reliable delivery of consumer-aware data

User-centricity is driving the development of new P2C management solutions. With a P2C platform, PIM executives, data managers, and sales and marketing teams — can quickly generate flawless data exports and present their products in the right way and on the right channels while providing excellent customer experiences every time.

P2C product content syndication means:

⌐ Providing the right tools to teams responsible for exports

⌐ Ensuring fast turnaround with delivery in minutes or hours

⌐ Empowering users to quickly amend and export data in any format

⌐ Enabling businesses to seize opportunities on new markets or channels

⌐ Cost transparency and clear ROI from product content syndication

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The product content syndication landscape

Anyone who is 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 buyer touchpoints that can inform a buyer's buying decision - should they purchase your product your competitor's? Let's take a look at how you can ensure consistent, compelling, and context-aware content for your products at every touchpoint. There are four main categories to group data exports.

Product data export for your largest distributors, wholesalers, and clients

Distributors, wholesalers, and big clients often request custom product data exports with their own specific types of product assortment, price lists, set of product attributes, and maybe even classification types, such as ETIM, ECLASS, or UNSPSC. 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.

The product content syndication landscape

Product data export to industry databases

All product data needs to be formatted according to industry standards, to ensure that other industrial partners can use your data. Whoever is using your products leverages your data to plan their sales activity, but they may not have direct access to your data. Industry databases are the best solution for ensuring common data standards and consistency, as well as supplying data in a way that the professionals looking for these products are accustomed to seeing it. National industry databases for specific industries give you a space to publish product data in specified formats where construction professionals, other manufacturers, and distributors can access it.

POPULAR DATABASES:

2ba	/ARGE Building digital competence	RSK	EFO ELEKTROFORENINGEN	IGH	IG Neue Medien Effizienz mit System
NETHERLANDS	**GERMANY**	**SWEDEN**	**NORWAY**	**SWITZERLAND**	**AUSTRIA**

→ **More info**

The product content syndication landscape

COMMON ONLINE DISTRIBUTORS

GENERAL-PURPOSE MARKETPLACES

3 Product data exports to ecommerce pure players and D2C

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

Whether manufacturers are working with Amazon using their retail model – Amazon Vendor – or 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 to 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 on these channels because consumer behavior is the decisive element informing 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!

DIY RETAILERS ONLINE

The product content syndication landscape

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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.

Google Manufacturer Center

This free service allows manufacturers to provide the 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.

Defining
your software needs

There are several types of solutions that support businesses with their product data needs. PIM and MDM solutions are not ideal for product data exports going to external recipients. Your main focus should be on comprehensive P2C platform solutions which are specifically designed to map, customize, and distribute product data to buyer/consumer touchpoints in a channel-aware and consumer-friendly manner.
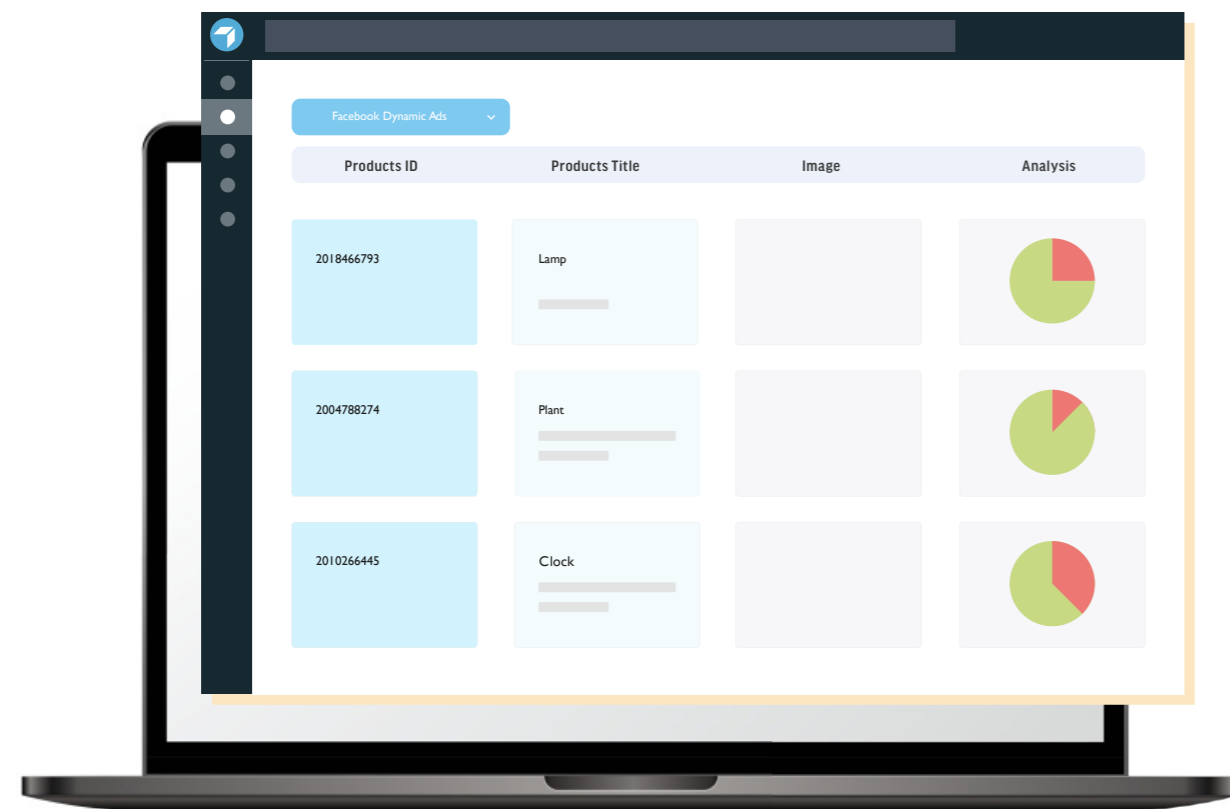
Your solution should offer on-demand product data exports with customizable:

⌐ Assortment

⌐ Price lists

⌐ Attributes

⌐ Attribute naming conventions

⌐ Lists of allowed values (LOVs) per attribute

⌐ Taxonomy or classification (ETIM, ECLASS, UNSPSC, etc.)

⌐ File format (.csv, .xlsx, .xml, .json, BMEcat, FAB-DIS, etc.)

⌐ Delivery method (URL, FTP/SFTP, email, API, etc.)

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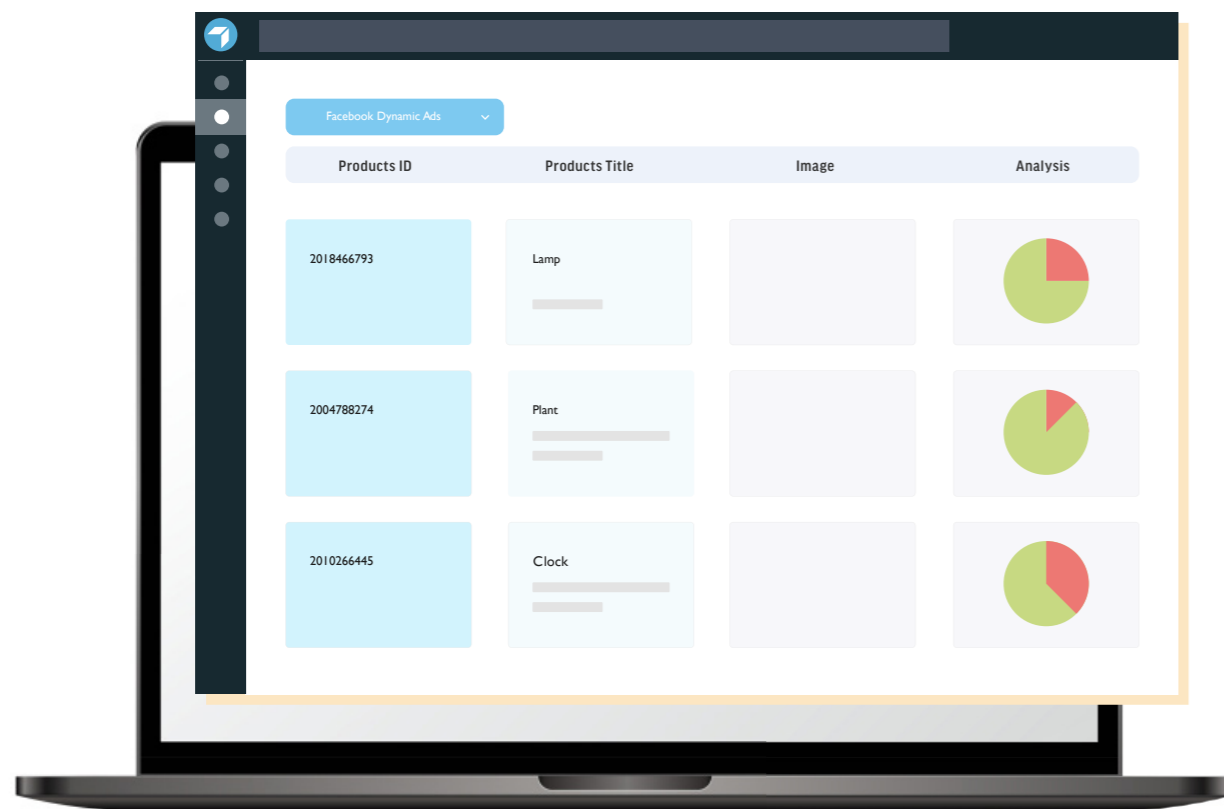
In addition to functional export-side requirements, consider:

⌞ How does the system connect with your PIM and other systems holding core product data?

⌞ How does it import and merge product data coming from multiple systems in multiple formats?

⌞ Is it fit for a self-service business user with little or no coding experience?

⌞ Can it support multiple users across multiple locations?

⌞ Which preconfigured templates does it offer? e.g.Amazon, Rexel etc.

⌞ What are the localization capabilities?

⌞ Can it adapt to new, undefined exports formats? In other words, is it future-proof?

Beyond product content syndication: **It's time for P2C**

P2C management is a category of technology solutions that enable companies to streamline the path their products or services take to reach consumers. It helps companies manage the flow of digital information between a product and buyer, also known as the product information value chain. In today's ultra-competitive global commerce environment, to grow a company's reach, build market share, and enhance brand value, businesses need to implement a product-to-consumer (P2C) strategy that is sound, scalable, and manageable.

Productsup

Productsup is the most comprehensive P2C platform on the market.

Over 900 brands, manufacturers, retailers, and service providers are using the Productsup P2C platform to streamline their workflows from weeks down to minutes. They all benefit from the ability to export to any channel, anywhere, while creating unique consumer experiences that close sales. Product content syndication using the Productsup P2C platform enables manufacturers to realize their global potential by opening up new markets and channels without taxing resources or requiring expensive IT infrastructure.

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