



The PIM Revolution: Taking Total Control of Your Product Information





4 out of 5 buyers will not buy an item if the product data is incomplete

68%

of users look for a product on Google before purchasing it

It's the moment to go digital and use quality product content that has a direct impact on:



Traffic



Buyer satisfaction



Conversion

The typical product information management in a company

- Excel spreadsheets
- +80 people
- Google sheets
- Lots of files and repositories



Buyers expectations for content are on the rise

Source: PwC Global Consumer Insights Pulse Survey 2022 / Brightcove survey

Want videos of products



32%

Want visualisation tools



67%

Want buyer ratings and reviews



72%

Want more product information



75%

Want visibility of the item within the store



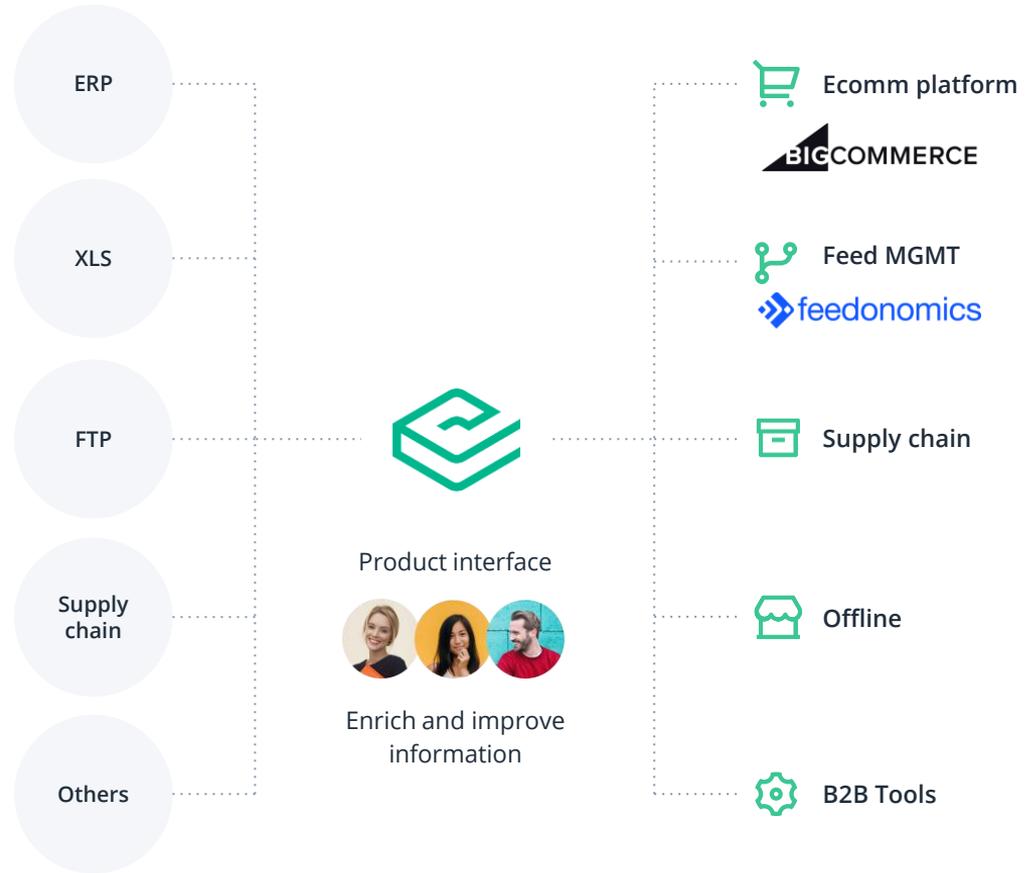
78%

Easily integrate your products with your marketplaces + procurement platforms

- Google
- Amazon Marketplace
- Magento
- Shopify
- WooCommerce
- BigCommerce
- Google Manufacturer center
- Amazon Vendor Centre
- Procurement Platforms

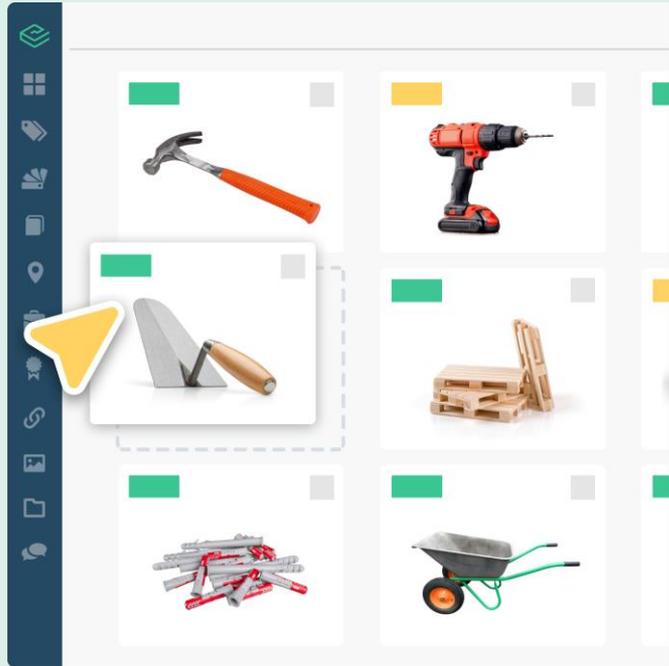


We believe in
**modular
ecosystems**



As a global PIM platform, Sales Layer assists marketing teams with:

- ✓ Stronger Brand Loyalty and increase customer retention
- ✓ Easily integrate your products into your marketplaces and procurement platforms
- ✓ Product data made simple

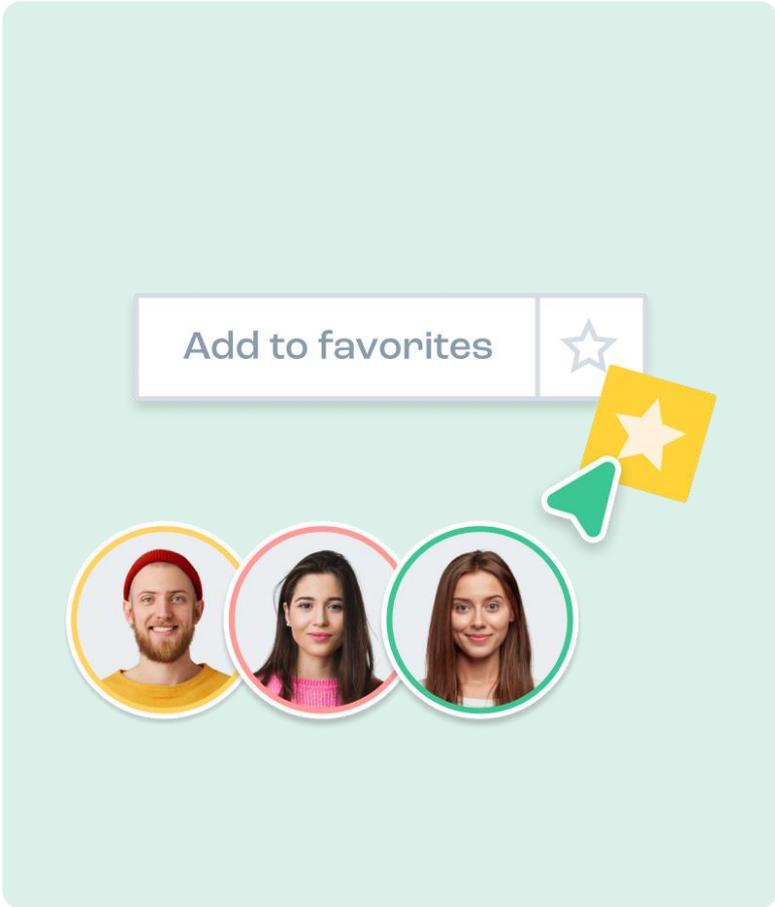


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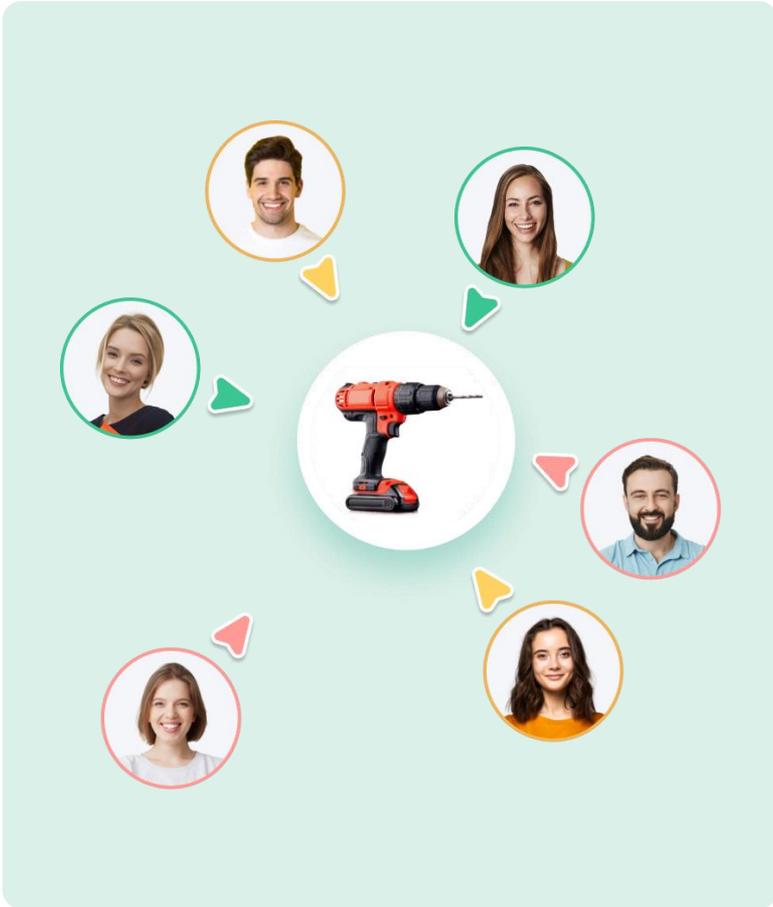
As a global PIM platform, Sales Layer assists marketing teams with:

- ✓ **Stronger Brand Loyalty and increase customer retention**
 - Consistent brand image
 - Better positioning in online marketplaces and search engines
 - Product content enrichment empowering better buying decisions
- ✓ Easily integrate your products into your marketplaces and procurement platforms
- ✓ Product data made simple



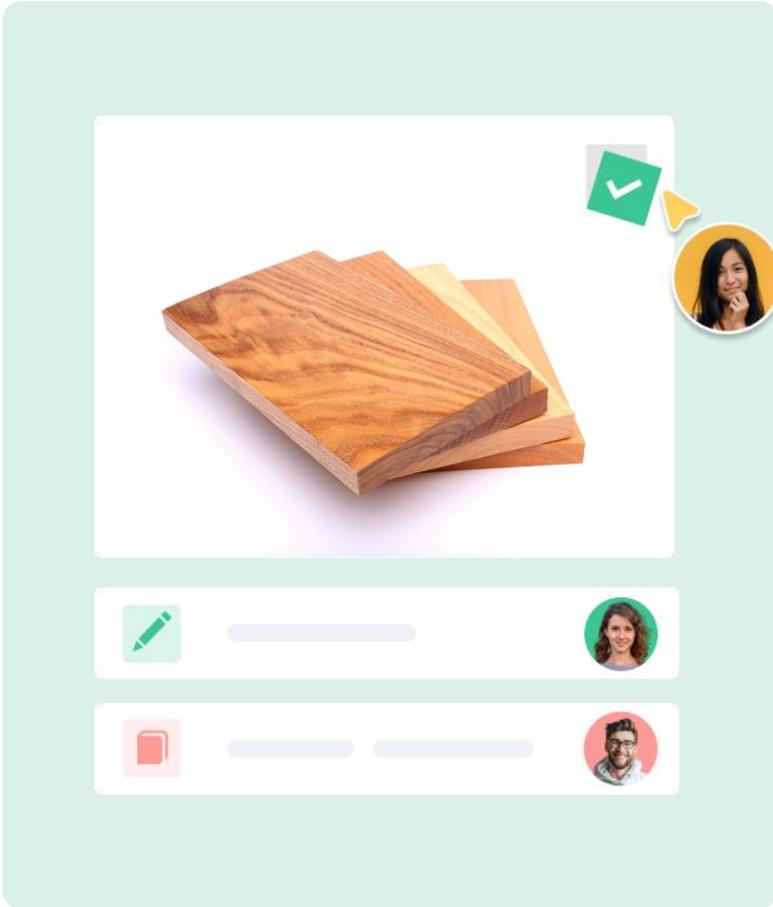
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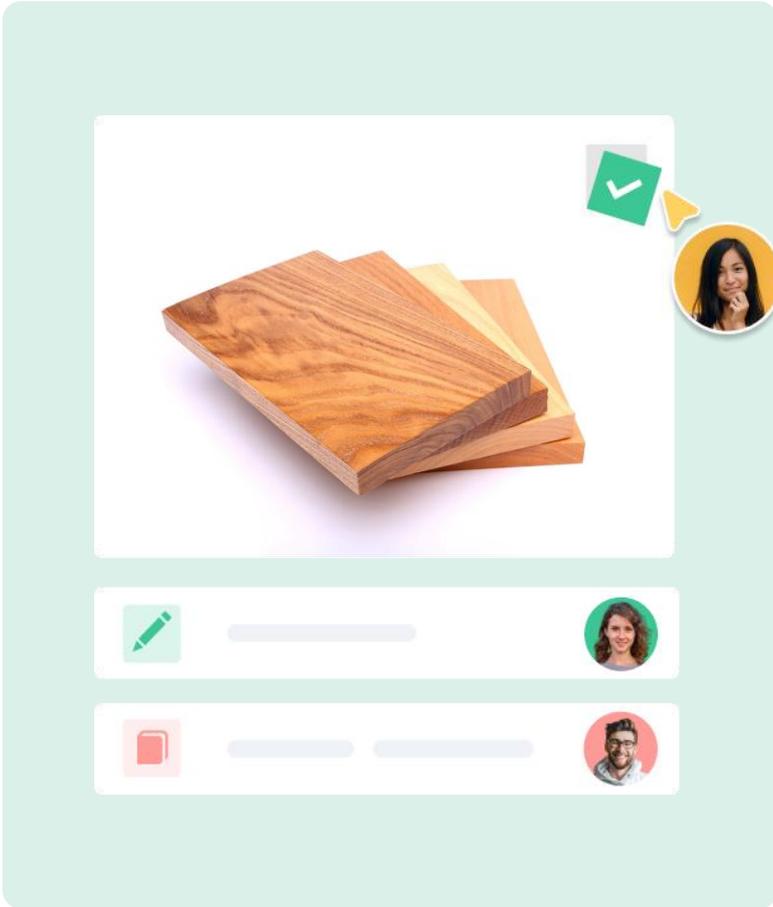
As a global PIM platform, Sales Layer assists marketing teams with:

- ✓ Stronger Brand Loyalty and increase customer retention
- ✓ Easily integrate your products into your marketplaces and procurement platforms
 - Empower your buyers with better informed purchasing decisions
 - Streamline your processes and create a single source of truth for your product data
- ✓ Product data made simple



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- ✓ Easily integrate your products into your marketplaces and procurement platforms
- ✓ Product data made simple



As a global PIM platform, Sales Layer assists marketing teams with:

- ✓ Stronger Brand Loyalty and increase customer retention
- ✓ Easily integrate your products into your marketplaces and procurement platforms
- ✓ **Product data made simple**
 - Product segmentation & customisation
 - A seamless data ecosystem - no more silos

- ✓ Orders processed 70% faster in 24 hours instead of 3 days
- ✓ Catalogs created in days instead of months
- ✓ Sales and incoming order processes unified into one channel
- ✓ Product data updated in real time
- ✓ Catalogs tailored to the needs of each customer



-  Global Distributor of PVC tubes and pipe fittings and other building materials
-  50,000 products and more than 100,000 customers. Needed to manage their catalog daily
-  Frans Bonhomme were using multiple systems to manage product information

"Integration with Sales Layer was spectacular and in record time. In a matter of hours, we managed to create a catalog and connect it to all customers"

Daniel Marín, IT Manager at Frans Bonhomme

Sales Layer unifies your product intelligence

Quickest time to value and Headless PIM



“Sales Layer is a PIM provider built for the ecommerce era, with a dedication to ease of use, scalability and collaboration”.

Source: IDC report “IDC MarketScape: Worldwide Product Information Management Applications for Commerce 2021 Vendor Assessment”

Actions

Company

Welcome to Sales Layer

Start now to import all your products easily and quickly.

Import products Add product

TOTAL CONSUMPTION

SKU's	Database	Files	Downloads
15 <small>Limit of 10K</small>	4,6 MBytes <small>Limit of 20 GBytes</small>	3,6 MBytes <small>Limit of 100 GBytes (in 109 files)</small>	0 Bytes <small>Limit of 300 GBytes</small>

TABLES

Four donut charts are displayed at the bottom of the dashboard, showing various data distributions.

Any questions?

Please contact me at
andre.pons@saleslayer.com



Exclusive to MES attendees, our PIM experts are offering a FREE 30 min audit of your processes and which includes a step-by-step action plan for 2023.