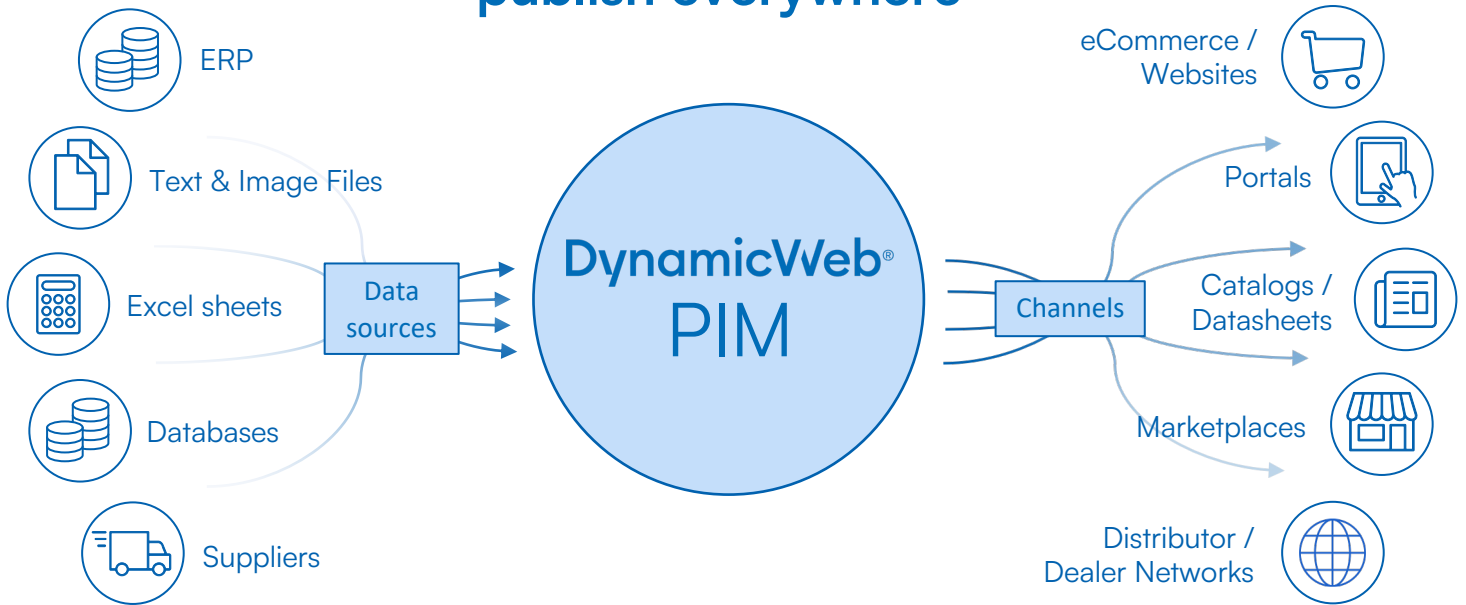


Product Information Management (PIM)



Manage all product info in one place, publish everywhere



Today's sellers manage products across more channels than ever — like eCommerce, websites, marketplaces, catalogs, datasheets, and more. As product information requirements increase, so do the challenges of keeping user experiences cohesive across channels. PIM enables companies to manage all products in one place and publish it everywhere, improving efficiency and user experiences across online and offline channels.



Centralize and enrich product information

Centralize all product information and related digital assets in one place so that every team member and channel is operating from valid, high quality data. Enrich products with SEO-friendly details and specifications.



Omnichannel selling made easy

Connect products to marketplaces like Amazon, Walmart, PriceRunner, Google Shopping and more to simplify omnichannel selling.



Automate catalogs and datasheets

Connect product data to design templates to instantly update product catalogs and datasheets in real-time, in bulk, and in virtually any format.

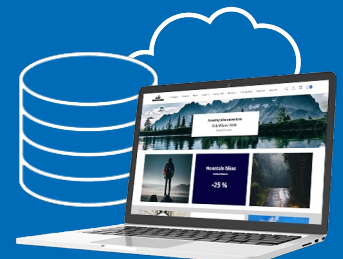


US-based implementation and support team

DynamicWeb customers and partners enjoy working with our US-based implementation and support team, with direct access to the resources involved with their project.

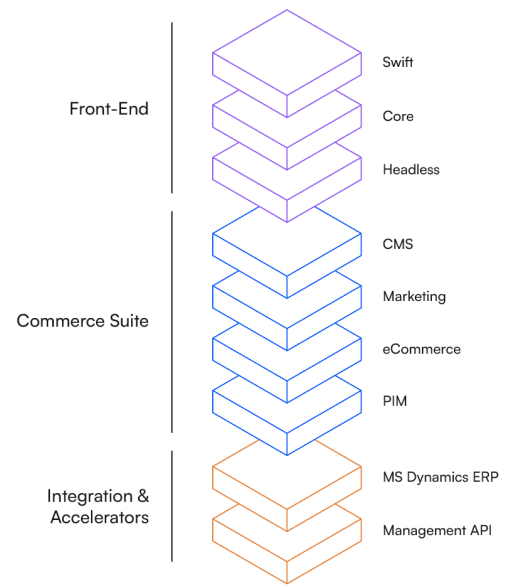
Fully-integrated with Microsoft Dynamics

DynamicWeb PIM integrates with your products in Microsoft Dynamics 365, Business Central, NAV and AX to maintain a single source of truth for core product data, while enriching your products with unlimited details, specs, digital assets, and more.



One platform to fuel your entire digital strategy

DynamicWeb unlocks new digital sales channels, but your capabilities will go well beyond eCommerce. We're a complete suite of tools that grow your digital presence, including eCommerce, Product Information Management (PIM), Content Management (CMS), and Digital Marketing Automation. We integrate seamlessly with your ERP and CRM to improve operational efficiencies and connect data for better decision-making.



Product Information Management (PIM)

- Centralize product information
- Publish product information to your websites, marketplaces, catalogs, etc.
- Product data workflows
- Import & export in multiple formats
- Search and bulk edit across product structures and languages
- Automate product catalogs
- Product completeness scoring
- Unlimited products
- Digital asset management (images, videos, pdf's, URLs, etc.)
- Integration to online data pools
- Integration to marketplaces

eCommerce and self-service portals

- Integration with virtually any ERP and CRM data point
- Multi-storefront management
- Product recommendations
- Abandoned cart campaigns
- Order history and reordering
- Unlimited product SKUs
- Secure login and user-based rules
- Configure-price-quote (CPQ) integration
- Customer-specific pricing
- Online invoice payment
- Shipping fee calculation
- Multilingual, multi-currency
- Loyalty programs and tailored promotions
- Real-time order status and shipment tracking

Content Management System (CMS)

- 100% website customizability
- Web content personalization
- Drag-and-drop design features
- Content authoring
- Multi-website management
- Mobile-responsive
- Webpage versioning and workflows
- Edit and resize images in real-time
- Rich content like blogs, press releases, events, poll, forums, etc.
- Empower customers and partners to download their own product lists and spec sheets

Digital Marketing

- Segment customers by purchase history, website behavior, and more
- Personalize customer experiences and communications at scale
- Automate email marketing
- A/B testing
- Built-in SEO recommendation
- Create webforms and landing pages to generate leads and engage visitors
- Track website visitor behaviors
- ERP & CRM integration
- Build cross-sell and upsell features into your experiences, like product recommendations and incentives