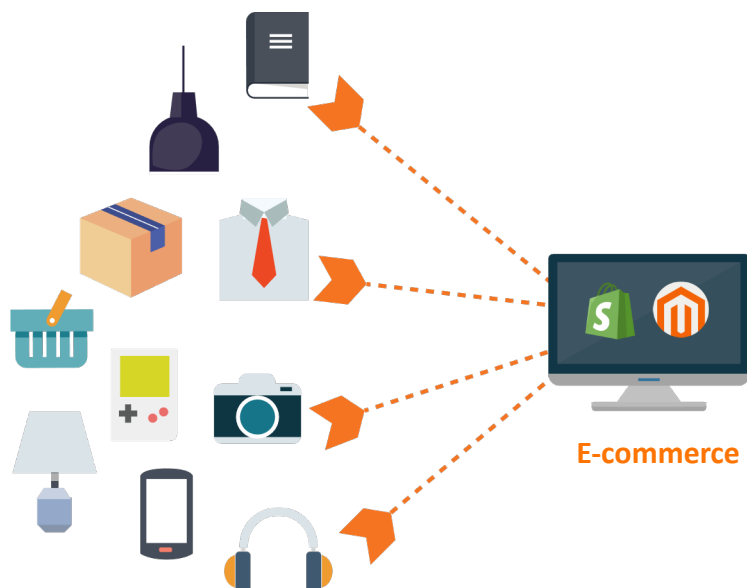




Skyrocket e-Commerce, Marketplace & Channel sales
Content Analytics, AI & Scoring platform

Measure, monitor & monetize

Assortments across all channels



Online brands and retailers struggle with lost revenues by not meeting product content challenges on Marketplaces, Channels, e-Commerce, Retailers, Mobile, Social & Data pool.

 **Boosts** Discoverability and Conversion

 **Increases** Revenue & Margins

 **Reduces** Overhead, Time to Market, Listing Errors/Returns/Lost Sales

 **Builds** Brand Consistency



SKUmagic Content Analytics & AI Platform helps build a quality catalog that is revenue-driven for multi-channels & meets standards:

- eCommerce Best Practices,
- Retailer & Marketplace Listing Guidelines,
- Product & Business rules that meet Omnichannel & Mobile Specs
- Industry standards like GDSN, PIES..
- Target System Requirements, Partner Sites,
- Any Standards, Any Format, & more.

Why right data always?

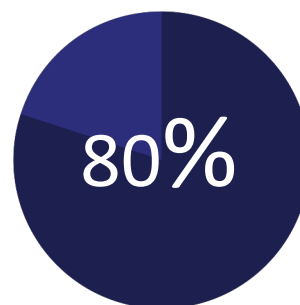
Content is King, but Analytics is the Queen



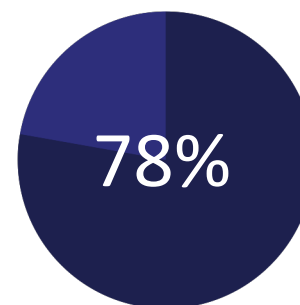
1. Are your sales the best they can be on e-Commerce?

2. Is your content strategy Multi-Channel ready?

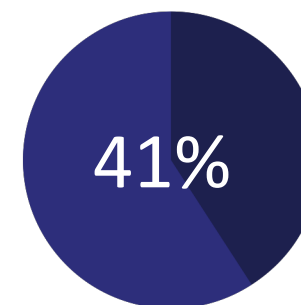
3. Are you leveraging growing multi-channel opportunities?



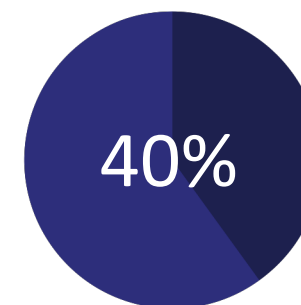
80% have a tremendous gap in aggregating and distributing complete, consistent and trusted product information across all channels, including e-Commerce*, Marketplaces, Channels, mobile, social, and in store. More than 50% don't know what to do or how to.



78% of merchants report their product content system is not ready for multi-channel commerce. Data exists in silos instead of single source cloud repository.



41% report it is more effective to pay penalties for noncompliance than invest in product information management.

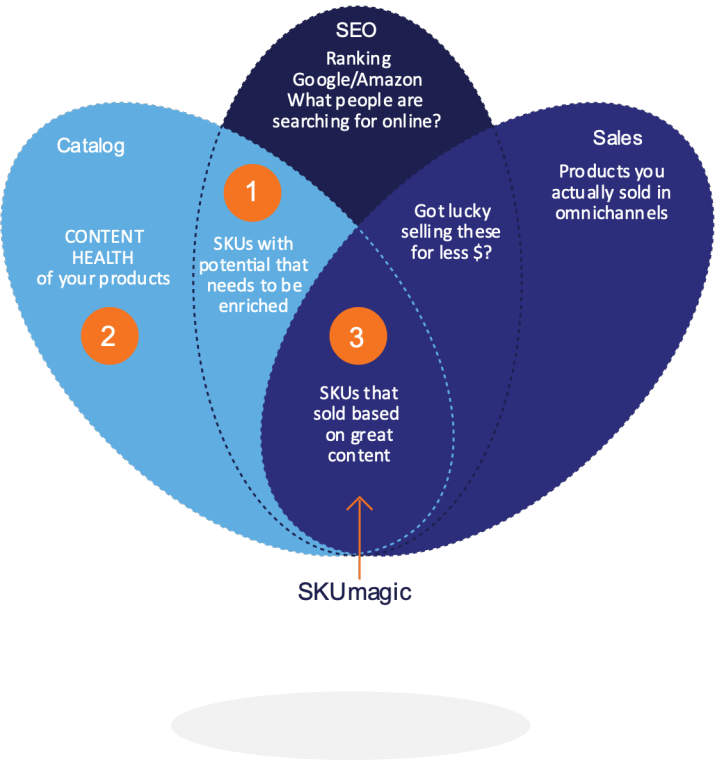
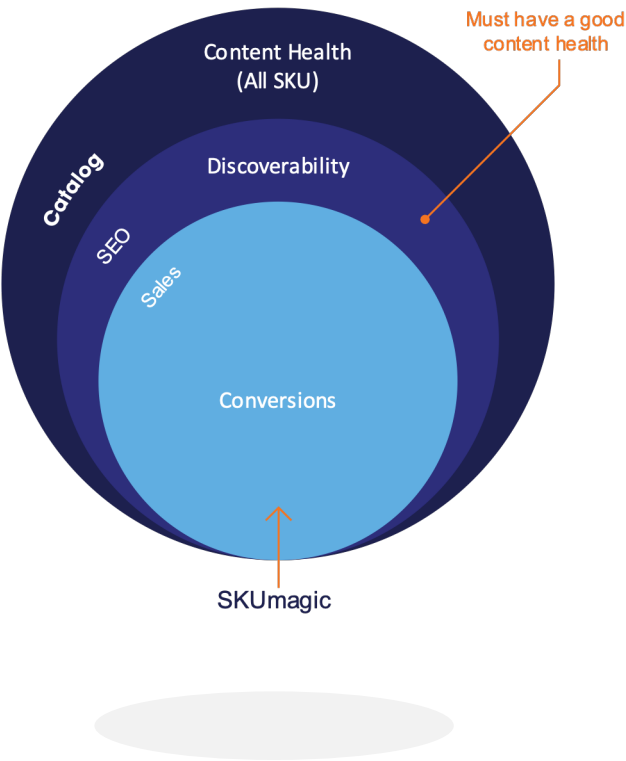
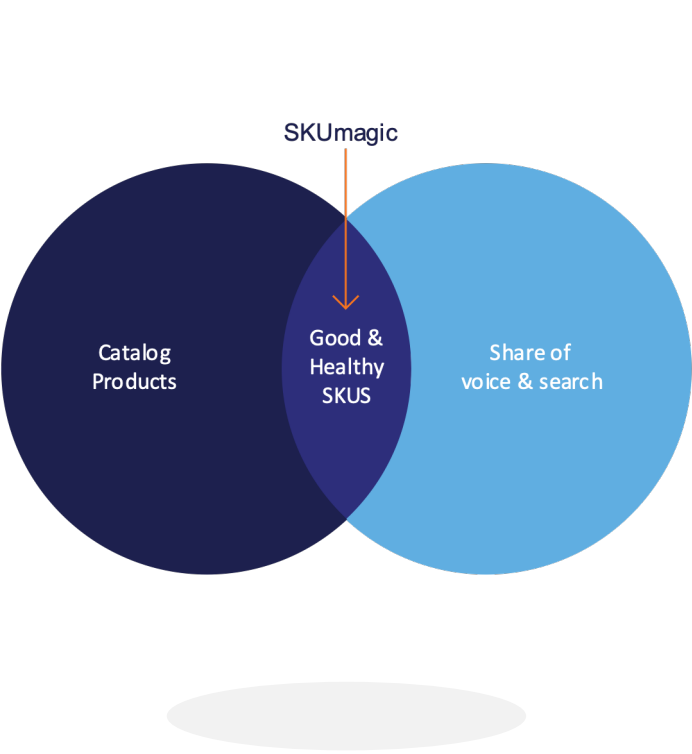
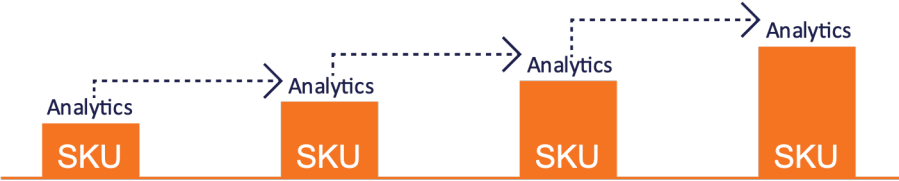


About one-third of online buyers say they have abandoned a purchase due to poor product descriptions, while 40% say they have returned a product due to a problem with product data.

Content is King, but analytics is the Queen.

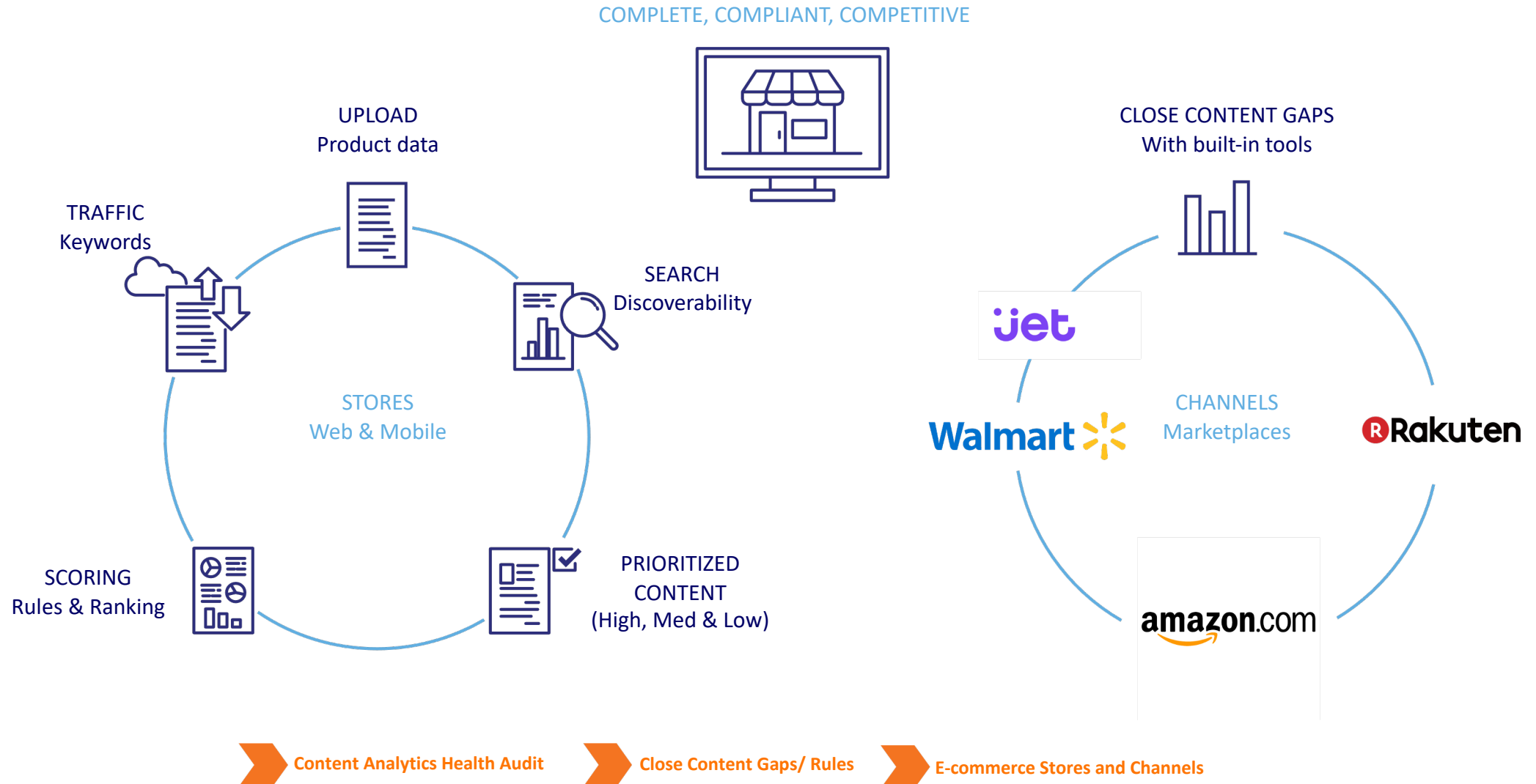
Power of Content Analytics

Content Analytics drives online success
Content + Analytics



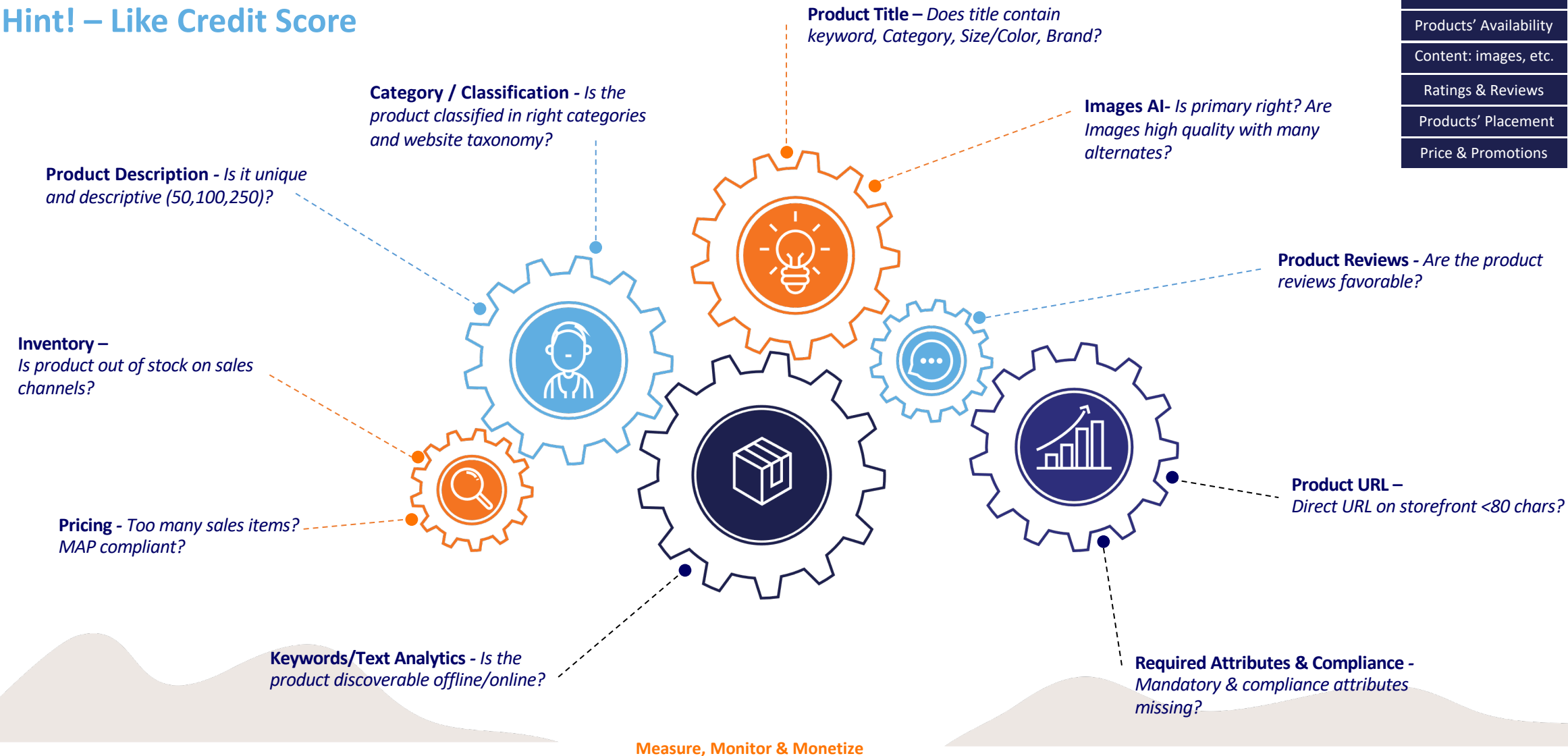
Measure, monitor & monetize

Assortments across all channels



What is Content Health Score?

Hint! – Like Credit Score



Assortment
Products' Availability
Content: images, etc.
Ratings & Reviews
Products' Placement
Price & Promotions

How SKUmagic solves your problems

Measure, Monitor & Monetize



Catalog Grader

Automatically Analyze & Score content gaps in catalogs managed in PIM/Excel/Systems



Data/Image Optimizer

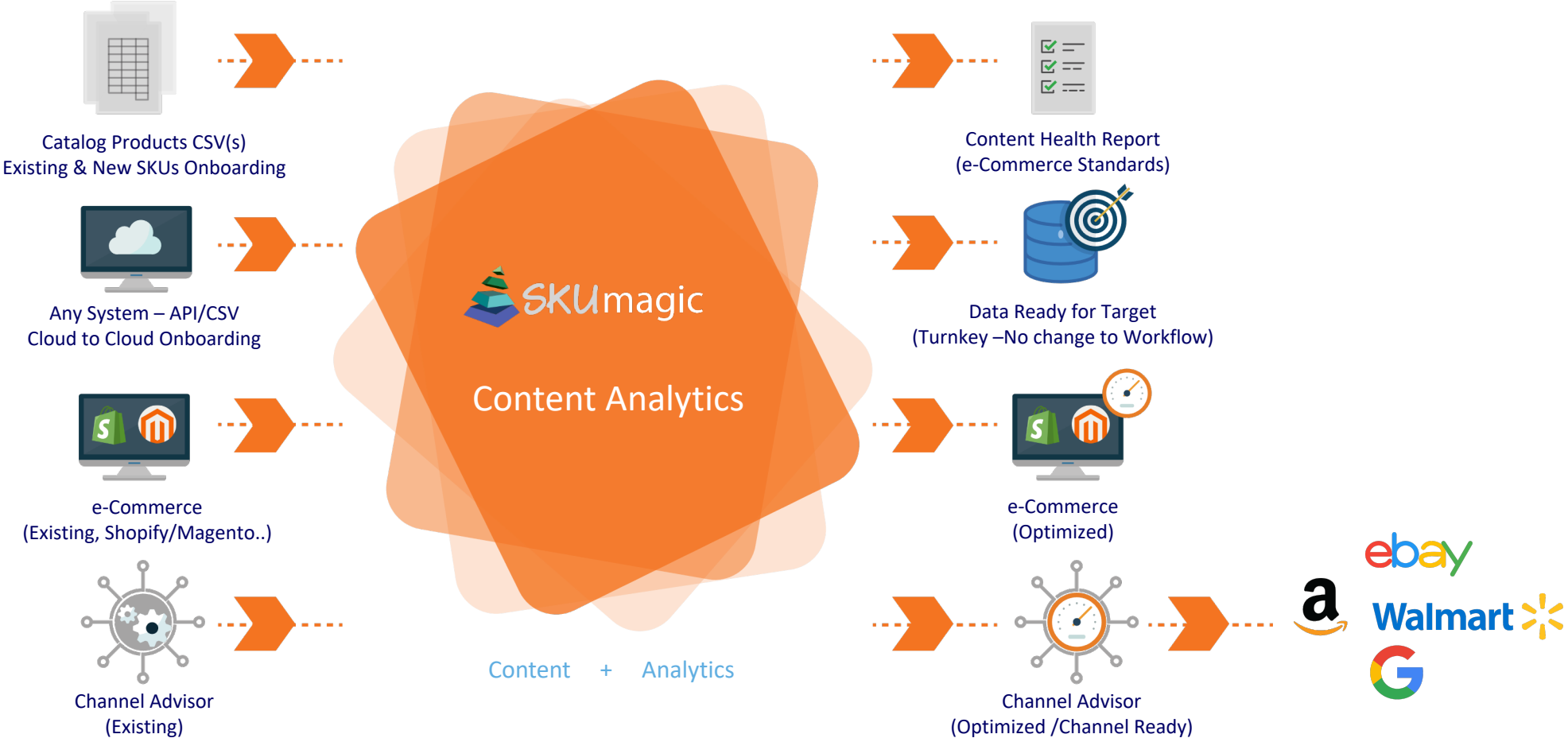
Collaborate & Enrich to meet standards based on Analytics/AI /Sales data



Content Publisher

Push product updates back to stores, channels & marketplace (REST API)

Sample use cases



AIA Use cases

1. Is your revenue & data, driven by AIA (AI & Analytics)?

3. Are you gaining market share in key categories of products?

2. Are your product pages as good as Amazon?



Catalog Product CSV(s)
(API, EXCEL)



Content Analytics



Content Health Report (e-Commerce Standards)
or
Data Ready for Target System

Measure, monitor & monetize

Assortments across all channels

1. Are you happy with conversion rates across all categories?

2. Are your products discoverable on Google and Amazon?

3. Are you addressing Content Gaps with real-time Monitoring?



e-Commerce
(API, Excel)



Content Analytics



e-Commerce
(Optimized)

Measure, monitor & monetize

Assortments across all channels



Example – Medical Device Compliance Problem



1. Data Quality and Completeness unknown

2. Manual and Individual data corrections

3. Duplication of data management efforts

4. Inability to validate FDA rules before sending to registrars

Medical Device Manufacturer

- Source System SKU Creation
- Data Acquisition in Excel /PIM

1WorldSync GDSN or Manual FDA Registration

- FDA Registration Process Management
- Communications (pass/fail) with GUDID
- Global Synchronization Processes/Services

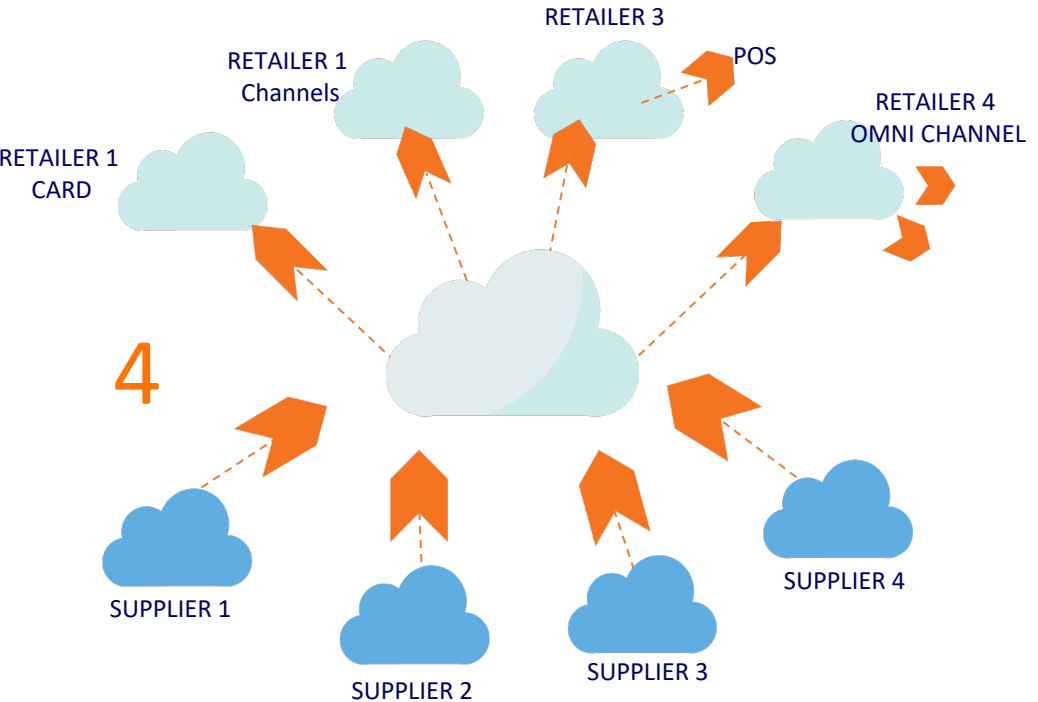
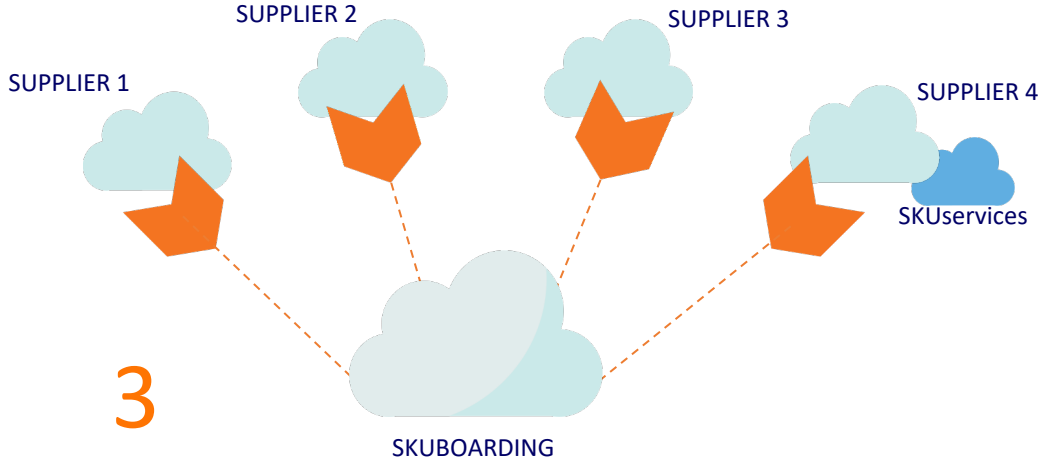
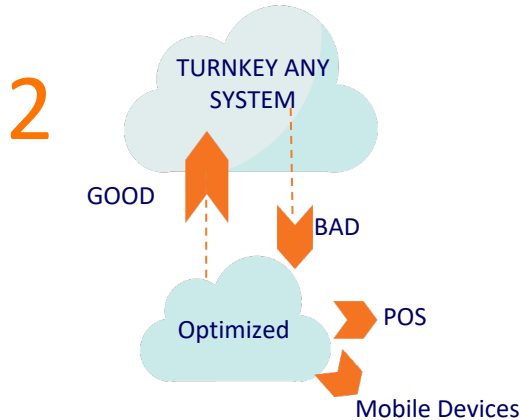
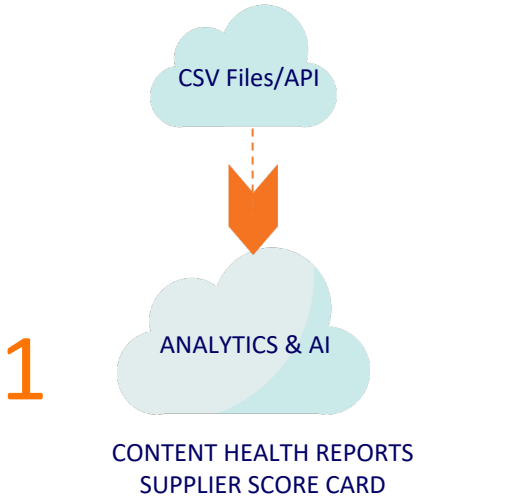
FDA Pass/Fail
Failure mostly due to incomplete or non-compliant data

Example – Medical Device Compliance Solution



SKUmagic, SKUboarding, SKUmobile, SKUcommerce

Next Steps







Thank you

Questions or comments please email us at
hello@skumagic.com