

Five Steps to Ensure Your Content Is Competitive

You want to compete in the age of Amazon, in the era of digital commerce where customers expect to browse and consume exceptional content before making a purchase, whether in-store or via your website or mobile app. You want to provide information about products and services and to connect suppliers directly to consumers through your sales channels, which provide direct purchase paths for people to peruse your items as well as those of your partners.

To compete in the modern age, it is important to recognize that content drives commerce. Brands must become the best source of product data because customers demand it. You must provide high-quality data

for new SKUs, whether the data is from you or a supplier. But are you offering customers the right online content that competitively differentiates and stands out in the market? How do you leverage product data syndication to add value to suppliers when they onboard?

Master data management (MDM) provides a scalable solution that meets the needs of retailers, manufacturers and suppliers looking to create high-quality content that meets the demands of online shoppers perusing the digital shelf.

The below five steps give businesses a repeatable framework to build superior product data and deliver seamless, exceptional experiences.



1 Know your audience

Creating the right product data requires that you first know your target audiences to start assessing what data sets, in what channels and formats, you want to develop and share. For instance, you can determine your localization strategy for international customers. You can use MDM to leverage customer data to build a timely, unified and accurate customer 360° view. And understanding your audience extends beyond buyers to include manufacturers, suppliers and distributors. By examining each stakeholder—including the data they own, onboard and require from others—you identify what you need to create, cleanse, enhance, augment and provide others.



2 Support data enrichment

Once you know your audience (customers and stakeholders), you begin to see how your organization has multiple ways to add value to the data. By using MDM to consolidate product data from various systems and formats into a common structure, then cleansing and validating the information, you establish a single version of truth that can be used for enrichment. You begin with a single repository and then append data with attributes, descriptions, documentation and other data-related components. You create complete records that meet your many business purposes, from marketing to sales, inventory, resource planning, customer service and more.



3 Supply seamless syndication

Organizations struggle with sharing diverse product data across multiple channels on a continuous basis. Stibo Systems' Product Data Syndication (PDS) solution streamlines the process involved in collecting, formatting and distributing bi-directional data, ultimately driving collaboration through predefined channels. PDS reduces the time spent managing requirements and improves time to market. It empowers manufacturers and distributors to make it easy to share and receive content so that product data quickly goes from stakeholder to consumer. You expedite the data supply chain and optimize the customer experience with rich, up-to-date and seamless data that make viewing, selecting and buying easy and enjoyable.



4 Leverage analytics

In addition to the MDM tools you can use to consolidate, cleanse and onboard data, many available analytic tools are a boon for businesses. For instance, [Acrolinx](#) provides a range of services, from SEO to keyword tagging to ranking images. It uses an AI-based linguistics analytics engine to review, score and guide content improvements. Other content service providers deliver similar offerings that give you fresh feedback to narrow in on what's essential to your target audiences. Armed with third-party insight, you can adjust your master data records and enriched data accordingly. You can introduce new products and services faster with high-confidence product data and streamlined processes.



5 Connect ratings and reviews

Audiences today want more than your just your word about a product. They rely on other fellow shoppers to share their own insight and experiences before making a purchase decision. Luckily, today there are providers that make it easy for you to connect your site visitors with content they trust. Companies such as [Bizaarvoice](#) offer retailers and manufacturers the ability to leverage consumer-generated product information including ratings and reviews, shopper questions and answers and curated social commentary. You not only provide the right trusted third-party review of your products and services for buyers well into their journey; you garner more search traffic based on valuable product recommendations.

Give customers the data they desire

What will separate successful businesses in the data-driven economy is terrific content that shares the right details customers want. To deliver on this expectation, companies need to look at a range of variables that include knowing their audiences, building authoritative master data, enriching it, leveraging syndication, applying analytics and taking advantage of ratings and reviews. By using these steps as a critical foundation for creating content, organizations can do more than merely building a digital shelf to shop from—they create amazing experiences that spur buyers to return.

To learn more about how Stibo Systems puts **Your business first** so you can ensure your content is competitive, visit stibosystems.com or contact us at info@stibosystems.com.

About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM solutions based on a unique business-first, people-centric approach. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data; empowering them to improve the customer experience, drive innovation and growth, and create an essential foundation for digital transformation. Stibo Systems is a privately held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit stibosystems.com.