

The Rise of Product Experience Management: What Retailers and Brands Need to Know

AI-driven technology is creating new ways to keep up with changing market conditions



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Introduction

Being days away from launching a major product and having it derailed because the content across channels is inconsistent, inaccurate or even non-compliant costs retailers and brands time, money and in some cases, even consumers.

For fashion, outdoor, grocery, food & beverage, cosmetics, multi-category retail and consumer electronics companies, getting this right requires product experience management (PXM) solutions—especially platforms infused with artificial intelligence (AI)—that are presenting opportunities to solve new product launch or market expansion delays in a new way.

What's broken today?

“Right product, right place, right time” seems a simple enough goal, but many brands still struggle with inefficiencies that slow them down. For example:

- Pricing strategies fail to adjust to shifting market conditions (e.g., tariffs).
- Reducing COGS while building agility into the organization.
- Product teams staying innovative and relevant by making products that consumers want.
- Inventory planners setting the wrong stock levels because of a lack of real-time demand insights.
- Commercial teams dealing with content syndication delays and errors that keep products from reaching consumers when they are most likely to buy.

Once a retailer or brand decides what product to make, there are a lot of questions to be answered:

- How should the product be priced?
- Are the COGS fair and accurate?
- What is the competition doing and how are they pricing?
- How should this product be executed to market while making sure it is compliant?
- How should managing risk, assessing delivery times or sourcing questions be addressed?



Given the chaotic nature of the current market, knowing what competitors are doing is crucial, especially in FMCG, where overdevelopment is a very common issue leading to overstocks and too many discounts that shrink margins.

Additionally, every product contains many data points to keep track of, which must be kept consistent along the commercialization journey. A product launch that has inconsistent or inaccurate data risks not being in compliance, leading to potential regulatory fines.

Without an overall view of the competitive landscape, especially when tariffs make pricing strategies more critical than ever, retailers and brands risk their products not staying relevant and growth stagnating.

Poor channel consistency leads to a poor consumer experience, and for retailers and brands with many channels, keeping that product information clean and centralized has brought on the need for AI and optimization, especially as the competition continues to increase. Inaccurate or incomplete data leads to unhappy or confused consumers who likely will not return.

That's why Centric PLM™ empowers retailers and brands to seamlessly transition from pre to in-season to post-season, while compressing time spent and working concurrently on commercialization of products. But before getting into how to accomplish this, it is important to first understand the different types of data and content management systems that are involved.



Defining different data systems

Retailers and brands typically feed various types of product information into systems that each address different data and content management needs. Here is a breakdown of what those are:

What is product information management or PIM?

A classic PIM is like a product data backend. PIM manages and centralizes the product data so that your text, images, visuals and descriptions stay accurate and consistent. It enhances operational efficiency, streamlining data management and ensuring consistency across platforms, primarily serving internal business needs. PIM underpins data accuracy, compliance and operational efficiency, essential for smooth business operations.

What is master data management or MDM?

An MDM solution allows businesses to align multiple information management technologies from different departments or business units to a single point of reference, commonly known as a Golden Record, to create and manage a complete and accurate record of critical data.

What is product data management or PDM?

PDM is a system used to manage various product-related data sets and points (e.g., technical specifications, marketing materials, compliance documents, etc.), ensuring that accurate and up-to-date information is available across all departments and teams within an organization. By centralizing and organizing this data, PDM systems enable brands to have access to a single source of truth, which is crucial for maintaining product data accuracy and consistency.

What is data asset management or DAM?

DAM software is a central hub for managing the entire digital asset lifecycle—from creation to storage. It offers accessibility to digital files and integrates with other software tools for efficient project management. A DAM system can enhance brand management and ensure the right use of digital assets, and is essential to transform a cluttered digital asset collection into an organized, easily accessible library. It's the backbone of efficient content management, ensuring consistency and saving time in the creative process. The larger your digital asset library, the greater your need for DAM software.

While each of these plays a specific role, product experience management or PXM goes further than just the classic PIM. Instead, PXM focuses on creating rich, tailored, current experiences that boost consumer engagement and drive sales.



Why product experience management now?

There are many nuances along the consumer buying journey from initial discovery all the way to the final purchase decision. That product experience journey is influenced by detailed product descriptions, high-quality images and an overall presentation that can create a compelling narrative, leaving a long-lasting impression on buyers' confidence and decisions.

61%

of consumers begin their search for products directly on Amazon¹

29%

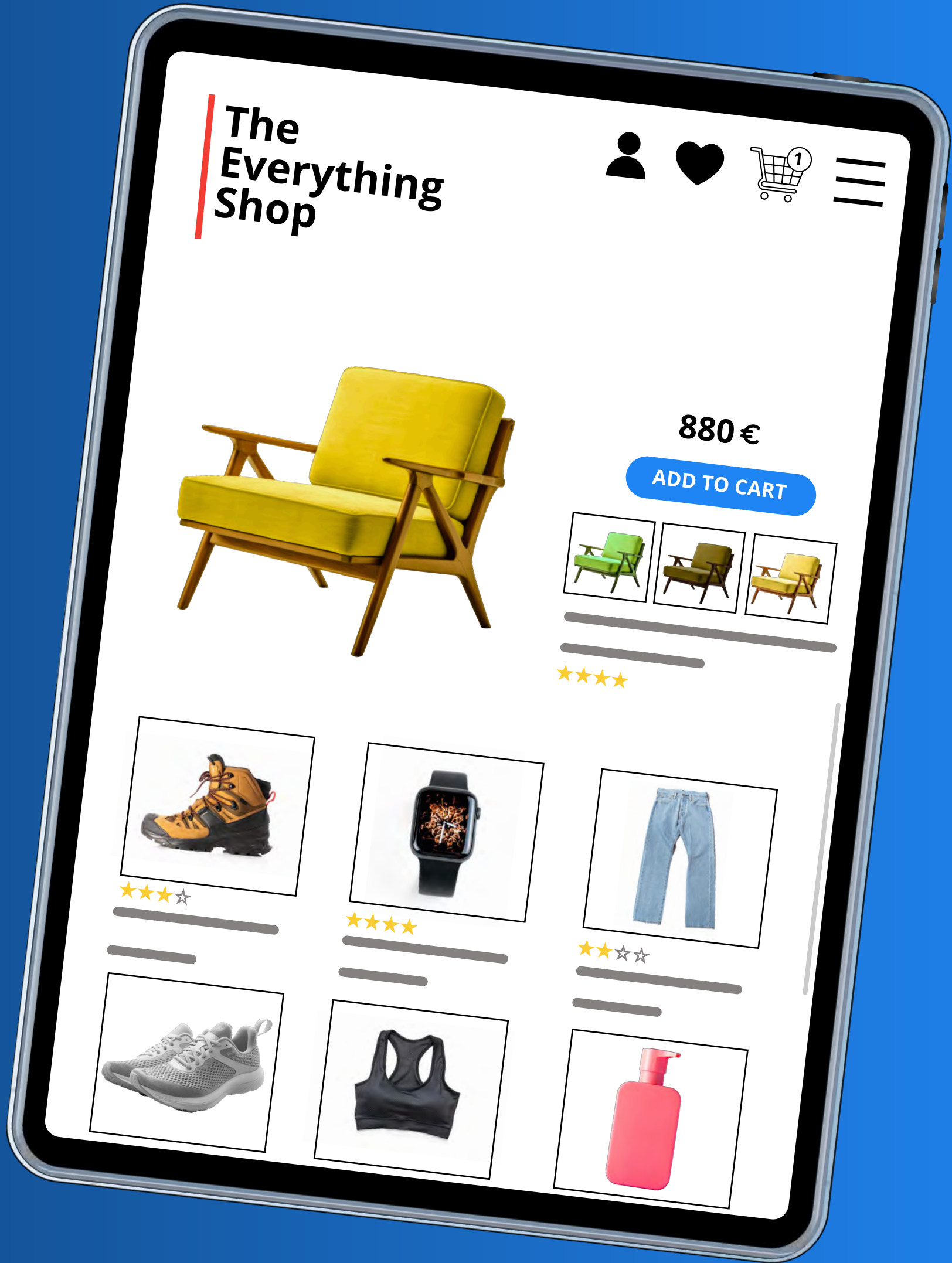
of purchases are initiated on a social media platform

Just as the name entails, **PXM focuses on experiences**: It is the method that turns product information into real-time, engaging experiences that meet consumer expectations. It transforms PIM systems into engines that deliver personalized, context-sensitive product content using AI and machine learning (ML) for analysis, personalization and optimization.

This strategy ensures dynamic, targeted communication across all channels—from e-commerce sites, marketplaces, social media and brick-and-mortar—building an emotional bond with consumers by tailoring to their specific needs, locale and channels.

So, why now? The need for data and analytics leaders to provide varied product data to enhance consumer experiences in digital commerce is driving the integration of PIM, MDM, PDM and related solutions.²

The most successful brands take a different approach to leveraging AI-powered technology to break down silos, anticipate demand and optimize products before launch. Organizations can constantly refine and improve how they create, manage and publish product content as multi-channel commerce becomes more intricate.



¹ Sara Lebow, "Good news for Prime Day: Most US online shoppers start product searches on Amazon," Jul 10, 2023, eMarketer

² Helen Grimster, Jason Daigler, "Market Guide for Product Information Management Solutions," January 22, 2025, Gartner

How PXM works

Product data comes in from various systems like ERP, PLM, suppliers, data pools, partners ... in all different formats. Centric PXM™, powered by AI, enriches and transforms it into high-quality content, and then publishes it across all channels—quickly and consistently, getting it ready for every market.

But, it doesn't stop there: Centric PXM closes the loop. Performance insights flow back in, so your content gets smarter in real time with digital shelf analytics (DSA). With DSA, brands and retailers can leverage consumer reviews and product feedback in real time to optimize designs, development and replenishment for maximum sell-through.

Centric Software combines its best-in-class product lifecycle management (Centric PLM) and product experience management (Centric PXM), including PIM, DAM, content syndication and DSA solutions to deliver unmatched full lifecycle enablement—from product concept to commercialization—all on one AI-powered platform.

The opportunities for bridging the product development and commercialization gap are exciting for consumer goods brands and retailers.

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Unlocking the potential of the essential data captured within Centric PLM, while maintaining data integrity, pushing it forward for enrichment and jump-starting the commercialization process will increase efficiencies.

– SVP of Operations at ASOS



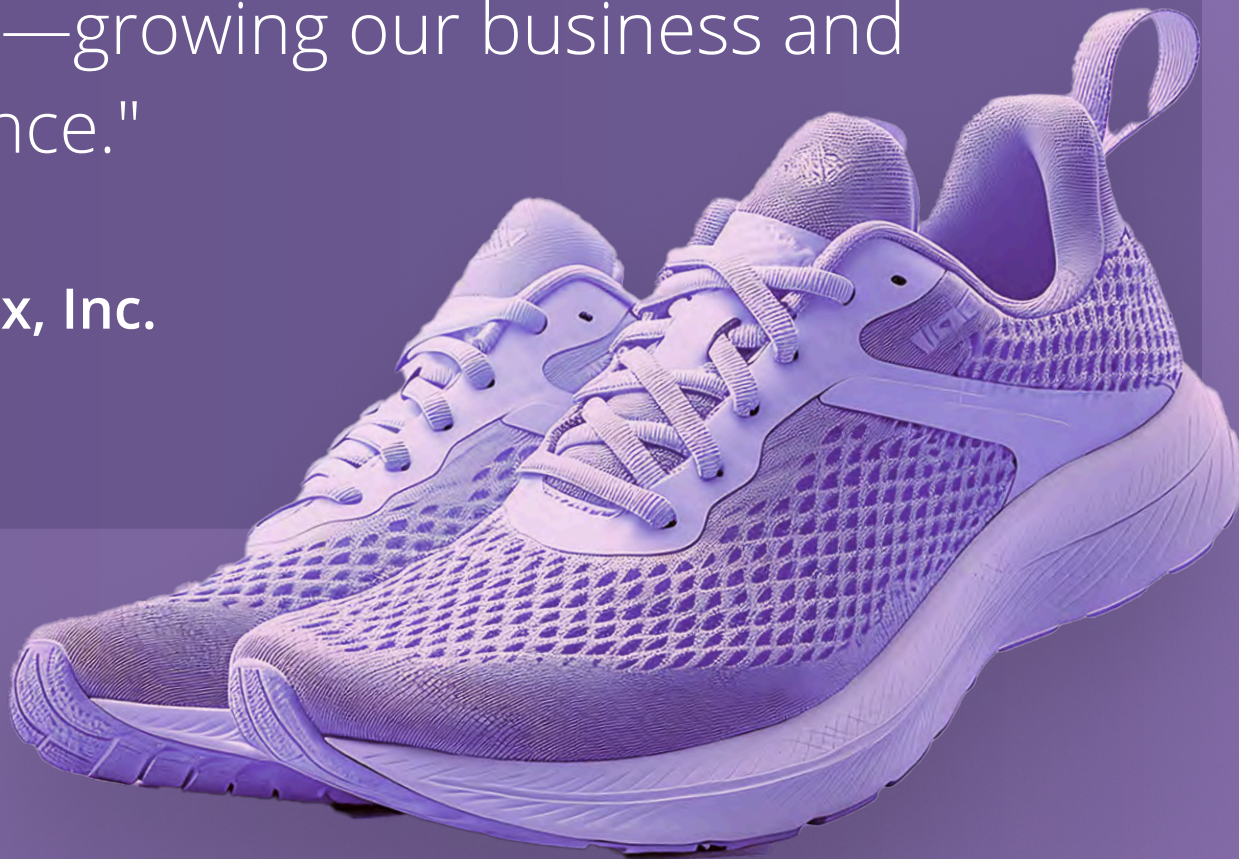
Aetrex empowers growth through precise data management with **Centric PXM**

Aetrex is a global leader in foot scanning technology, orthotics, and comfort footwear, designed by using insights and scientific data gathered from more than 12,000 foot scanners worldwide, completing over 50 million scans.



“Centric PXM has been an essential part of our success. We’re no longer juggling multiple systems, and that’s allowed us to focus on what truly matters—growing our business and enhancing the customer experience.”

— Senior Director of eCommerce, Aetrex, Inc.



Challenges :

- Enhanced operational efficiency
- Agility to adapt to market trends
- Manage large-scale product data effortlessly
- Maintain a competitive edge
- Reduced time to market for marketplace expansions

Business Benefits :

- Ability to capitalize on new opportunities quickly
- Enhanced operational efficiency
- Agility to adapt to market trends
- Manage large-scale product data effortlessly
- Maintain a competitive edge
- Reduced time to market for marketplace expansions

ROI :

↘ **45 → 10**

from **45 minutes** to set up 1 promotion to **10 minutes**.

↗ **100 SKUs**

from **100 skus** sold via **1 channel**, to **24,000 skus** sold via **13 channels**

↗ **400 %**

400% revenue growth (**250% increase** in sales)



Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home, food & beverage, cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, comply, buy, make, price, allocate, market, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for fashion, outdoor, footwear and private label, optimizes product execution from ideation to development, sourcing and manufacturing, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business performance, including SKU optimization, resulting in an up to 110% increase in margins.
- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform delivering insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, with an up to 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, dramatically decreasing assortment development cycle time.
- **Centric PXM™**, AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle, resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.



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