



Key Features of a PIM Tool

A Product Information Management (PIM) system allows you to centralize, enrich and distribute all your product data so you never have to worry about managing different spreadsheets with scattered information anymore. While there are many PIM options in

the market, all of them share a set of essential features, but vary in some additional functionalities. This guide outlines the key features to consider when choosing the best PIM for your company, considering both essential requirements and extra functionalities.

Centralization

Add and compare your other options here

Feature	Description	What to look out for	Importance	Plytix
Importing product information via a file	All PIMs should allow users to import their own file with product information.	What types of files and charsets does the PIM allow?	Very Important	✓
		What file size limitations are there?	Important	✓
		Can you import media files through public URLs?	Important	✓
		How does the mapping process work?	Very Important	✓
Importing via API*	While not all PIMs are open-source (fully customizable through coding), they all should provide users with a public API they can use to connect the PIM with other platforms.	How much development work is needed to set up a connection between the PIM and your preferred platform for importing products?	Important	✓
		What are the call limits?	Very Important	✓
Scheduled imports (feeds)	If you rely on recurring updates or creation of new products, the ideal PIM should have a functionality that allows you to fetch those updates from a file through a scheduled feed (typically CSV, JSON, or XML).	What files are available for scheduled feed imports?	Very Important	✓
		How often can you fetch updates into the PIM?	Important	✓
Manually creating products	Create products on the fly directly in your PIM.	Can you create single products in the PIM?	Very Important	✓
		Can you create parent-variant relationships in the PIM?	Very Important	✓
Creating attributes	Create attributes to store your product information.	What attribute types are there?	Very Important	✓
		Can you create attributes in the mapping process?	Very Important	✓
		Can you restrict access to attribute editing?	Very Important	✓
Linking media files	Link media files to your products.	Is there a limitation to how many files can be linked to a product?	Important	✓
		What file types can you link to your products?	Very Important	✓
Variation handling	Create parent-variant relationships upon import.	Is there automatic inheritance of attribute values from parents to variants?	Very Important	✓
		Can you set up multilevel variants?	Nice to have	Coming Soon



Management

Feature	Description	What to look out for	Importance	Plytix
Categories	All PIMs should allow you to set up your product taxonomy for easier search and better distribution.	How many categories (and subcategories) can you create in the PIM?	Very Important	✓
Filtering options	Filtering is an essential feature in any PIM so you can search and edit your product information on the platform.	Are there "AND/OR" conditions?	Very Important	✓
		Can you filter by attributes?	Very Important	✓
		Can you filter by date?	Very Important	✓
		Can you filter by product relationships?	Nice to have	✓
Lists	By organizing your products in lists, you can streamline the process of finding and editing your content.	Can you set up smart product lists which automatically update based on certain criteria?	Very Important	✓
		Can you manually add products to a static list?	Very Important	✓
Attribute groups	Attribute groups allow you to organize your attributes based on a specific criteria so you can easily view the relevant attributes when browsing through your PIM.	Can you sort the order in which your attributes are displayed in each group?	Nice to have	✓
Product families	Most PIMs have a functionality that allows users to group similar product types together so that only relevant attributes are displayed.	Can you select which values are stored at a parent level?	Very Important	✓
		Can you select which attribute values are stored at an individual product level?	Very Important	✓
Relationships	Relationships allow you to link related products for things like bundles, upsell, and cross sell. All PIMs have a way to relate products together and display those relationships in your sales channels.	What type of product relationships are available?	Important	✓
		Can you link multiple products to a relationship type at a time?	Nice to have	✓
		Can you customize how those relationships are displayed in your outputs?	Very Important	✓
Customizable views	As a user, customizing which information is relevant for you to view at a glance helps with faster task management. Every PIM should have the option for individual customization of table views that doesn't impact other users' navigation.	Can you both edit and save your preferred views?	Important	✓
		Are both table and grid view options available?	Nice to have	✓
		Are table views customizable for each user without impacting other users' navigation?	Important	✓



Management

Search options	As you navigate through your PIM, it is important that you find the information you need quickly and stress free.	Can you search both products and assets?	Very Important	✓	
		Can you search by specific keywords—like searching by “SKU” or “Label,” for example?	Important	✓	
User permissions	Restricting access rights makes sure that your team members only view and edit what you allow them to in the PIM, which reduces the likelihood of error and protects information relevant for particular teams.	Can you create customizable team roles?	Important	✓	
		Can you customize which information can be viewed or edited by certain users?	Very Important	✓	
		Are there attribute-level permissions?	Very Important	✓	
Notifications	It is important to get notified when relevant events take place in your PIM, particularly if there is any action required. All PIMs offer notification options, whether in-app or externally. Different PIMs vary in the customization level.	Are there in-app notifications?	Nice to have	✓	
		Can you get notified via email?	Important	✓	
		Can you tag users for the purpose of validating a product or completing a task?	Nice to have	Coming Soon	
Change history	A change log allows you to view all the changes related to your products and who made them so you can keep track of any relevant updates.	Can you view which users made changes in the PIM?	Very Important	✓	
Webhooks	Webhooks are automated notifications sent from one application to another. Some PIMs offer webhook options that connect the PIM with an external platform for certain notifications. Adopting this functionality depends on the size of your team, the different use cases for the PIM, and what actions are important for you to get notified on externally. It all depends on how important external notifications are for the effective management of your product data.	Can you send external notifications from the PIM?	Important	✓	
		Can you customize the information in the notification?	Nice to have	✓	
Workflows	Workflows are events you can trigger based on specific conditions you set for various uses, including team management, task assignment, product validation, and more.	Can you set up automated workflows across the PIM?	Important	Coming Soon	
		Can you set up notifications based on workflows?	Nice to have	Coming Soon	



Optimization

Feature	Description	What to look out for	Importance	Plytix
Editing products	A PIM is your central source of truth, so all PIMs allow for various types of product editing functionalities. That way you can update products directly in the platform.	Can you manually edit a product?	Very Important	✓
		Can you edit several products at a time?	Very Important	✓
		Can you edit attributes in-table?	Important	✓
		Can you edit products via API?	Very Important	✓
		Can you import your product updates in a file?	Very Important	✓
		Can you automatically update variants by editing the parent information?	Very Important	✓
Automation	PIMs offer various functionalities to assist with automating manual tasks for better product enrichment and validation, although these options vary among different PIM options. It's important to identify what repetitive tasks you want to streamline to make sure you're looking for the right automation features.	Can you configure formulas in attributes to update attribute values based on conditions?	Important	✓
Artificial Intelligence	The use of artificial Intelligence has been increasingly helpful in managing product information, with use cases ranging from data optimization, cleanup, and task management. Most PIMs offer some kind of AI functionality, although the options will vary.	Can you edit product information using Artificial Intelligence?	Very Important	✓
		Are there specific plan limits for AI usage?	Important	✓
Data validation	All PIMs offer a way to check if your product information is correct, complete, and consistent, so that only products that are ready are sent to your sales channels.	Are there completeness/readiness attributes that can be configured using certain conditions?	Very Important	✓
		Can you automatically notify product owners when a product is complete?	Nice to have	Coming Soon
Multilanguage handling	Multilanguage handling allows to manage and display product information in multiple languages for different markets.	Can you store content for different languages within the same attribute?	Important	Multilanguage attribute groups*
		Can you group attributes based on language type?	Important	✓

* Plytix offers multilanguage attribute groups that you can create and edit side by side in your product detail page.



Digital Asset Management (DAM)

Feature	Description	What to look out for	Importance	Plytix
Import files*	Centralize all your digital assets in a single place by uploading them via import from a different source, manually, or through multiple files at a time.	Can you import multiple files at once?	Very Important	✓
		Can you import individual files?	Very Important	✓
		Can you import files in a CSV?	Important	✓
		What file formats are supported in the PIM?	Very Important	✓
DAM attributes	Customize which asset fields are important to be managed in your PIM in relation to your products and sales channels.	What DAM attribute types are available for use?	Important	Coming Soon
Asset categories	Set up your asset taxonomy for easier search and better distribution.	How many asset categories and subcategories can you create?	Important	✓
Lists	Organize your assets in lists to better manage your files.	Can you create lists that automatically update based on certain criteria?	Very Important	✓
		Can you manually add assets to static lists?	Very Important	✓
Formatting options	Customize how your assets will be viewed across your different sales channels by modifying them directly in your PIM.	Can you rename assets?	Very Important	✓
		Can you format assets based on sales channel requirements?	Very Important	✓
Filters	Using filters helps you browse through the different asset options in your PIM to find what's relevant for you.	Are there "AND/OR" filter conditions?	Very Important	✓
		Can you filter assets by attributes?	Important	✓
		Can you filter assets by date?	Important	✓
		Can you filter assets by format?	Important	✓
Restricted Access	Restrict view and edit access to specific members of your team.	Can you restrict editing rights for assets to specific users?	Very Important	✓
		Can you control whether the asset is set to public or private on the web?	Nice to have	✓
Customizable views	When navigating through your assets, customizing your view allows you and other users to easily find and manage the information that is relevant for your task at hand.	Are both table and grid view options available?	Nice to have	✓
		Can you edit columns to view your preferred fields?	Nice to have	✓

* In Plytix, you can upload various file types—including PDFs, CSV, videos, images, zip folders, and more—and store them all in a single place.



Distribution

Feature	Description	What to look out for	Importance	Plytix
Exports	Export product content directly from the PIM in the format that is relevant for your stakeholders.	What export formats are available?	Very Important	✓
Exportable PDFs	Generate and share product content in PDF format that matches your company's branding directly from your PIM.	Can you personalize your PDF branding preferences?	Important	✓
		Can you store designed PDF templates?	Nice to have	While you can't store your PDF preferences in Plytix, you can customize them upon export.
		Can you generate exportable PDFs on the go?	Very Important	✓
Online Catalogs	Online catalogs (also called Brand Portals) are a great resource for you to share product information and files with internal and external stakeholders. This way, visitors to your portal can browse and download content that you have curated specifically for them. All PIMs should have a way to customize an online catalog that is automatically updated based on your product information.	Can you share and embed the digital catalog into different platforms?	Very Important	✓
		Can you format your branding preferences, such as fonts and colors?	Important	✓
		Can you format the information displayed in the online catalog?	Very Important	✓
Backup options	Given that you are centralizing all your product information in a single platform, the ideal PIM should have functionalities that allow you to keep a safe copy of your data.	Can you use external platforms to store information, such as FTP servers and Dropbox?	Very Important	✓
Channels	A PIM is a central place for you to store and enrich your product information—but it won't live there forever. The final goal is to automate your selling process. This is why all PIMs have ways to syndicate your product information to your different sales channels or marketplaces. All PIMs will have channels or connectors that allow you to format the information according to the marketplace's requirements. This could be done through direct integrations, personalized templates, or platforms that allow you to generate files in specific formats (such as CSV and XML).	Can you have scheduled updates of your products in your channels?	Very Important	✓
		Can you format product fields upon export?	Very Important	✓
		Are there channel templates available?	Important	✓
		What channel formats are available?	Very Important	✓
		Are there direct connectors to marketplaces available?	Very Important	✓
		How often can you sync products from your PIM to your sales channels?	Important	✓



Support

Feature	Description	What to look out for	Importance	Plytix
Documentation	Step-by-step guides on how to use the different functionalities of a PIM for quick support. Also called Knowledge Base or Help Center.	Does the PIM have documented guides?	Important	✓
		Can you submit feedback requests?	Nice to have	✓
Live chat	A quick way to connect with the support team for questions that aren't answered in the PIM's documentation guides or for technical issues.	What are their live chat working hours?	Important	✓
		What is the turnaround time for assistance to be provided?	Important	✓
Dedicated account manager	A designated expert that will be your go-to contact person for more personalized inquiries to meet the needs of your own product structure.	Is the same level of support included in your all pricing plans?	Very Important	✓
Implementation support	Importing your first batch of data and managing your product structure can set the tone for how successful your PIM journey will be and save you time fixing errors along the way. This is why having Managed Onboarding provides additional support and training when first setting up your PIM so you can be equipped to navigate through it.	What is the average onboarding time for a new account?	Very Important	✓
		What kind of assistance is provided through the implementation process?	Very Important	✓
		Is training of team members included?	Important	✓





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