With Plytix, Allé Designs increased revenue by 45% in only one year.

"

"This powerful software has made our company service our customers like a large enterprise. We closed 45% more sales in one year!"
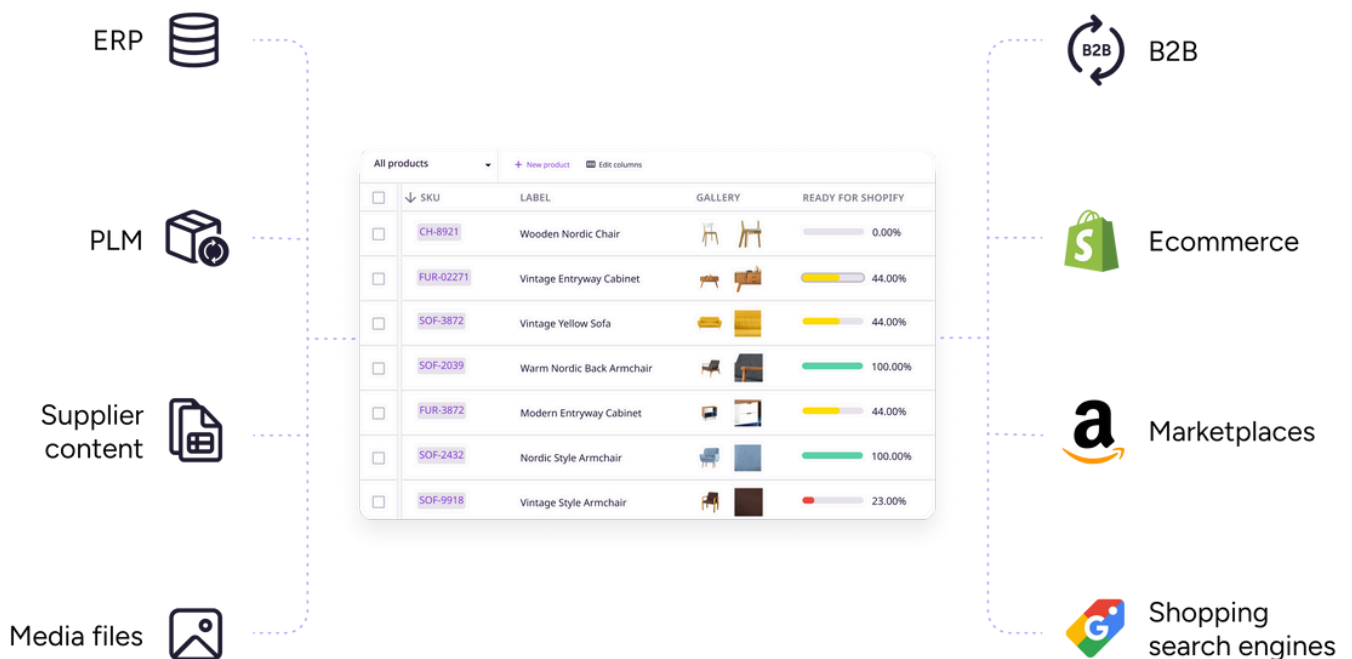
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Sandra Perry, Founder at Allé Designs

It's not just one thing that made this happen—it's a combination of features added up. Here are some of the powerful tools that help increase companies' revenue.

Product Data Management

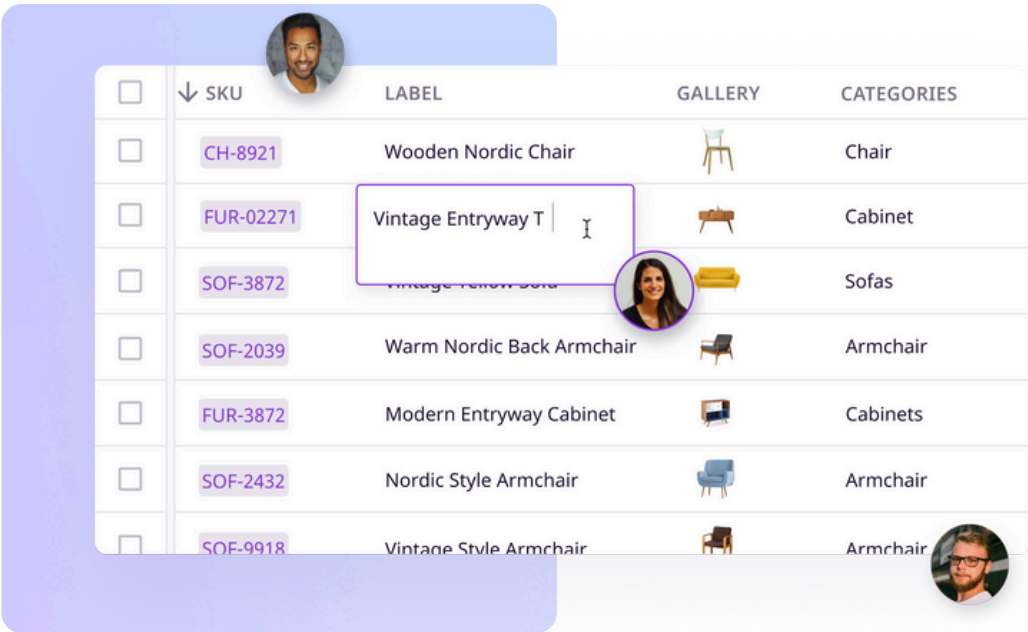**Central source of truth**

Impact level: Moderate

Plytix gives businesses a trusted place to manage product data, helping them sell more with less effort. When product information is organized and easy to access, there's less time spent fixing mistakes and chasing down details. That means faster updates, better product listings, and more time to focus on driving sales.
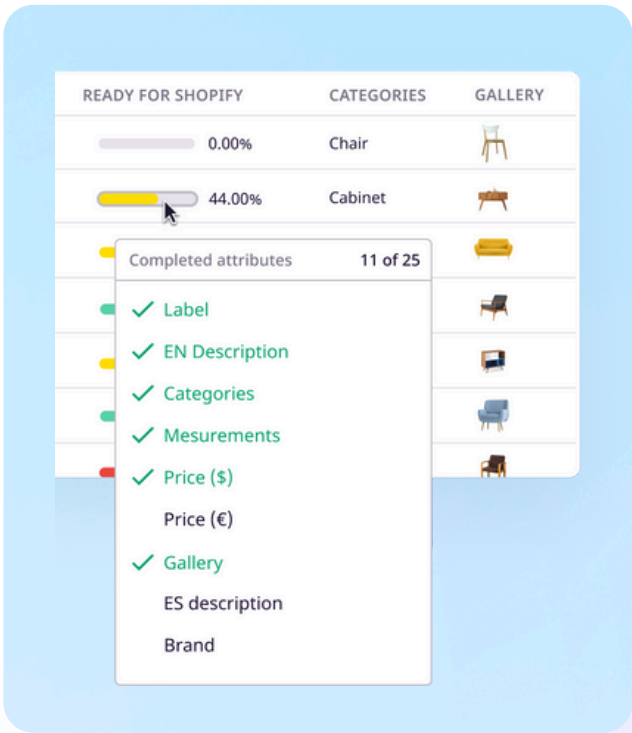
Team collaboration

Impact level: Moderate

With Plytix, teams work together without wasting time or risking mistakes. By giving sales, marketing, and other teams access to accurate product information in one place, everyone can quickly find what they need to create quotes, catalogs, or sales materials.

Tracking product completion

Impact level: Low

Businesses keep product information accurate and complete by making it easy to spot missing details with Plytix's Completeness Tracking. Teams can quickly fill in gaps, create stronger product listings, and launch faster. Better data means better customer experiences. And that leads to more sales.
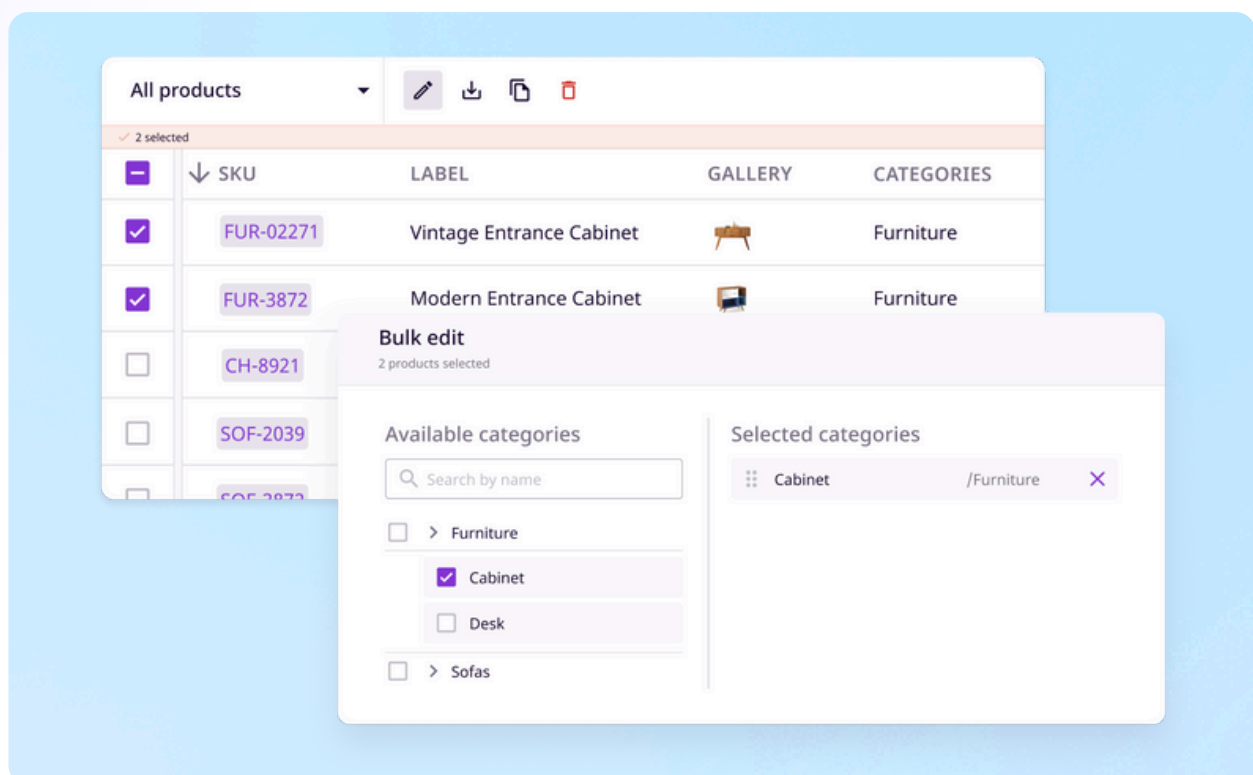
Data enrichment

Bulk actions
Impact level: Moderate

Plytix helps businesses keep product data up to date so they can sell more, faster. With bulk actions, teams can quickly adjust prices, update descriptions, or add new products across large catalogs. This means product listings stay accurate and ready to convert—fewer delays, more opportunities.

Inheritance
Impact level: Moderate

Teams sell more by making product updates faster and easier in Plytix. With inheritance, shared product details automatically apply across multiple items. When changes are needed (like adjusting specs or updating descriptions) teams can edit once, and the updates carry over instantly. This keeps product information accurate and keeps listings ready to sell.
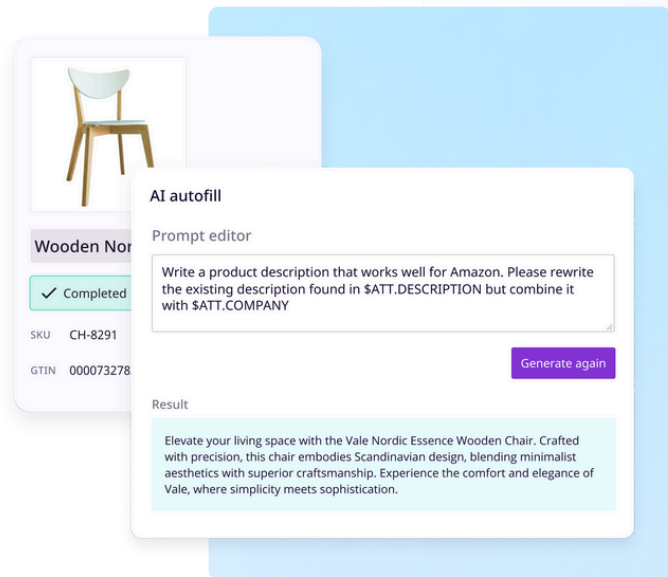
Contextual product data enhancements

AI-driven data optimization
Impact level: High

AI-powered copy generation in Plytix helps businesses create brand-consistent content and localize it for international markets. By speeding up content creation and translation, businesses can get products online faster with descriptions that connect with customers. Clear, engaging content means better product pages and better product pages lead to higher conversions.

Computed attributes
Impact level: High

Computed attributes help businesses create stronger product listings by automating calculations like sale dates, pricing, or product names. With accurate, clear information, customers get the details they need to buy—boosting conversions.

Graphical product data enhancements

Product Data Sheets
Impact level: High

Plytix helps businesses create customized product data sheets in minutes, giving B2B partners the details they need to buy. With quick access to accurate pricing, specs, and product information, these PDFs are designed to impress and convert—without wasting hours on manual formatting.
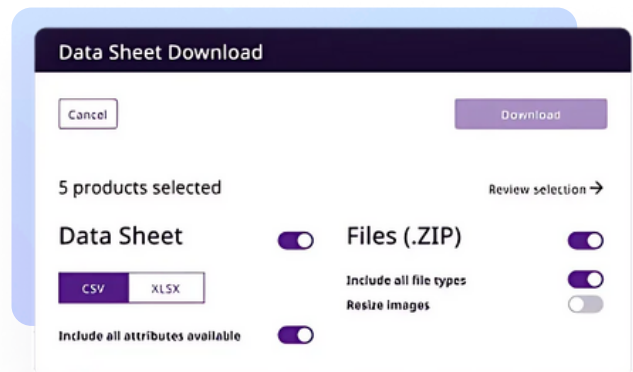

Image background removal
Impact level: High

With Plytix's Image Background Remover, businesses create polished product visuals in seconds. By skipping hours of manual editing, teams can get images ready for ecommerce sites, catalogs, and marketing campaigns quickly. Professional-looking images mean stronger product pages that convert more shoppers.
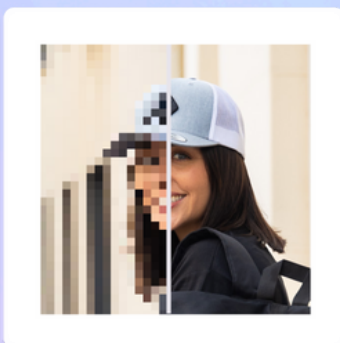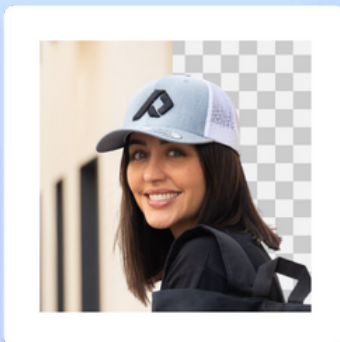
Image Upscaler
Impact level: High

Plytix's Image Upscaler enhances image quality by improving sharpness, brightness, and overall clarity. With better visuals, products look more appealing online, giving customers the confidence to buy. By enhancing images directly in Plytix, businesses don't need to spend money on editing tools and can get product visuals ready faster.

Digital file resizer and formatter
Impact level: High

Companies can easily resize and reformat images to match the requirements of different platforms and marketplaces with Plytix. This cuts down on manual adjustments, helping upload product visuals faster and stay focused on selling.
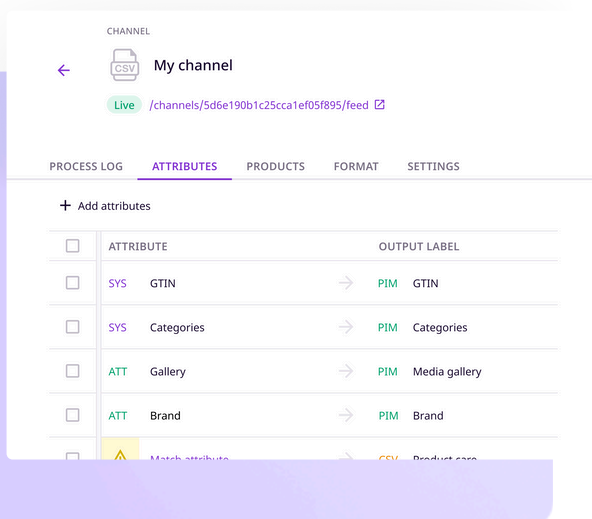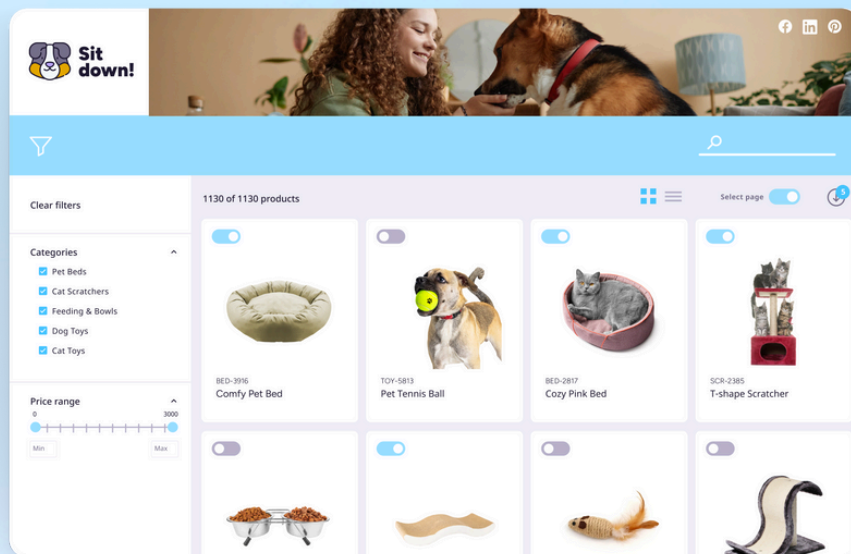
B2B sales enablement

Brand Portals
Impact level: High

With Plytix Brand Portals, businesses can give retail partners direct access to accurate product information, images, and marketing materials. By eliminating back-and-forth requests, partners can quickly find what they need to feature products correctly and confidently—helping businesses secure listings faster and sell more.
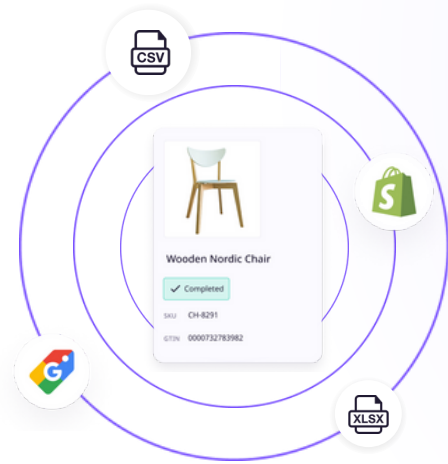

Retailer Templates
Impact level: High

Getting product data to retailers in the right format is key to driving sales. Plytix's Retailer Templates help businesses deliver accurate, organized data that meets each retailer's requirements. This makes it easier for partners to list products quickly and correctly—improving visibility and increasing conversions.

Multichannel commerce

Multichannel publishing
Impact level: High

Plytix makes it easy for businesses to expand to new sales channels without extra effort. Product data can be pushed to websites, marketplaces, and social media from one place, with updates automatically applied everywhere. By reaching more platforms faster, businesses can connect with new customers, improve visibility, and increase sales.
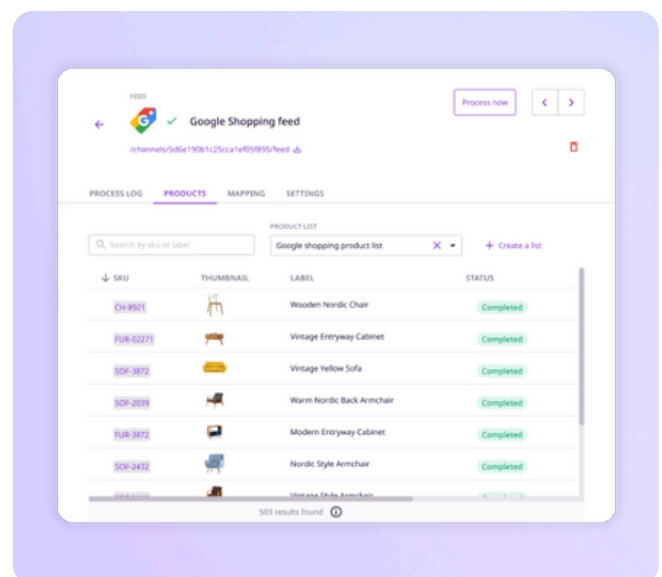

Integration capabilities
Impact level: High

Plytix connects product data with ecommerce platforms, ERPs, and marketplaces to keep information accurate everywhere. Automated updates mean fewer errors and faster changes, so product pages stay clear, consistent, and ready to convert.

Product Listing Optimization
Impact level: High

With Plytix, businesses create tailored product listings that boost conversions without altering core data. By adding custom descriptions and attributes for each platform, products rank higher, attract the right customers, and stand out in search results. This targeted approach saves time while driving more sales.

The Results

🛒

21% growth in average cart size and 20% boost in conversions.

🏷️

Doubling of yearly sales within two years of implementing PIM.

📈

Companies see a **full return on investment** within 6 months.

plytix