

# The Plytix Methodology

# Methodology

Over the years, we've worked with many marketing managers to try and identify their biggest pain points when it comes to managing product content, especially which tasks are the most time-consuming. Here is the time allocation of tasks for the average marketing manager:

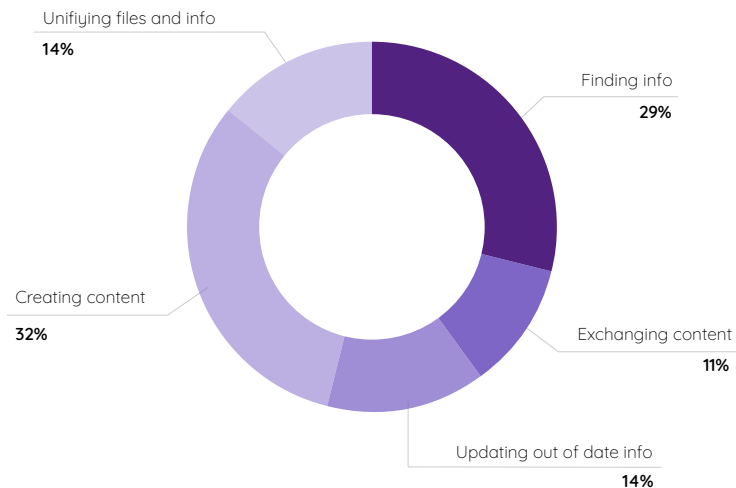


Figure 1: Plytix Marketing Audit 2017- 2018

If you can empathize with the above, then you're gonna love this. We have created a very simple framework that can be applied by any company regardless of size and technology stack, and it is guaranteed to improve your company's revenue per employee.

CODA (would it be a real framework without an acronym?) is short for Centralize, Optimize, Distribute, Analyze.



# Centralize

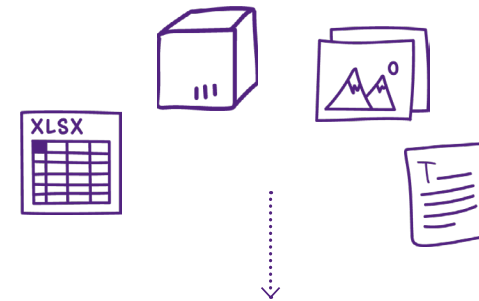
Centralizing starts with scraping all your scattered product information—even the darkest corners of your workspaces—into a single source of truth. Consider this a spring clean that will force you to sanitize your data to remove duplicate, or outdated products and content.

Information, files, images etc. One place for it all.





Centralize means you can establish the full scale of your products and keep info consistent. Launching new products becomes simpler, and better yet, all team members can create, find, and edit content faster.

Centralizing data into a system like Plytix has many advantages, but primarily it makes for more efficient product information management. By unifying all of your information, you can save yourself 83% of the time spent on menial tasks like locating product information.

With files and data not only combined in one central source, but also all associated to individual products, you don't need to send out a search party just to find specific product information. Eliminate the need to spend time exchanging up-to-date content with your co-workers. Plytix means the whole team can collaborate on real-time content creation and updating from the same platform.



A screenshot of the Plytix 'Product Overview' interface. The interface features a dark header with a cube icon and a search bar. Below the header is a table with four rows of product data. Each row includes a checkbox, a product image, a product ID, a product name, a brand name, and a progress indicator (a circle with a colored segment and a percentage). The first three rows are for 'Crewneck t-shirt', 'Beach sunglasses', and 'Knit beanie', all from the brand 'VALE'. The fourth row is partially obscured. At the bottom of the table, there are navigation arrows.

<input type="checkbox"/>					
<input type="checkbox"/>		AF-76352	Crewneck t-shirt	VALE	<div><div></div></div> 50%
<input type="checkbox"/>		BC-0100	Beach sunglasses	VALE	<div><div></div></div> 75%
<input type="checkbox"/>		BN-02931	Knit beanie	VALE	<div><div></div></div> 25%
<input type="checkbox"/>					<div><div></div></div>

Product Overview

# Optimize

This is the part where you make your products as sexy and sellable as possible, by adding limitless amounts of information to enrich your products.

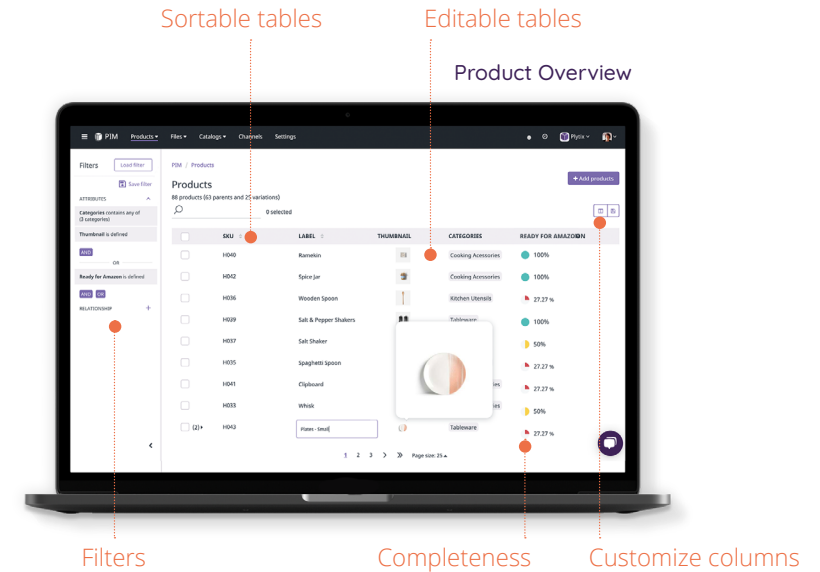
The more information-rich your products are, the easier they'll be found on shopping channels and marketplaces. Enriching your products with valuable data is also the single most effective way to increase conversion rates, and reduce cart abandonment and returns.

In short, companies that invest time in optimizing their product content for syndication purposes are winning.

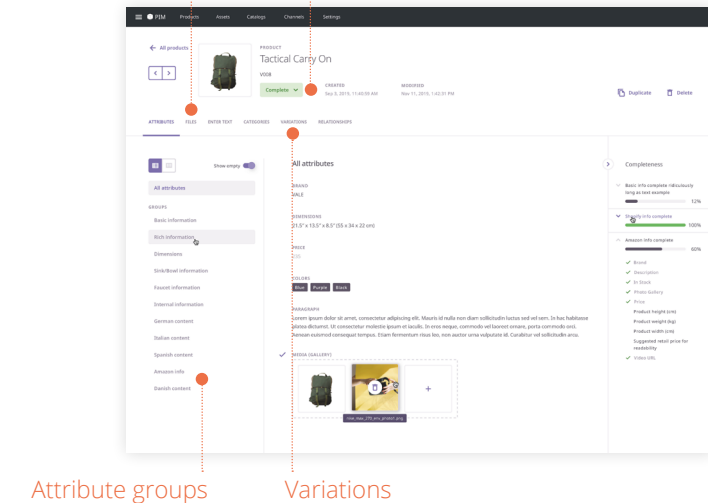
## THE FACTS

We've done our own study across our clients and we have seen the following improvements after investing in product content optimization.

- 31% higher conversion rates
- 6x better performance on Google Shopping and Facebook catalogs
- 22% lower shopping cart abandonment
- 14% less returns



## Product View



# Distribute

## Part I | Product Data Syndication

*'Don't put your data in the corner!'* Even the world's most alluring and information-rich products won't sell if no one sees them, which is why distributing your product content is paramount.

But it is so much more than just information sharing; it's about sending the right information in the right format to the right platform, and finding a way to scale this so it gets there faster and without human error.

With our syndication tools, you can distribute your product content to all your favorite sales channels. We provide end-points to all your marketplaces, e-commerce platforms, comparison shopping engines, ERP systems, etc. And we are constantly adding new channels.

### THE FACTS

Here are some more stats from us. The following insights have been shared with us by one of our clients:

- Able to get their products to market 3x faster
- Spend 72% less time updating product content across multiple channels
- Opened 4 new sales channels within the first 3 months
- Increased overall revenue by 12% while reducing overall costs by 3%



We are a completely agnostic system, and we can and will syndicate your data to any system of your choice - try us!

- E-commerce sites
- Marketplaces
- Comparison shopping engines

# Distribute

## Part II | Brand Portals

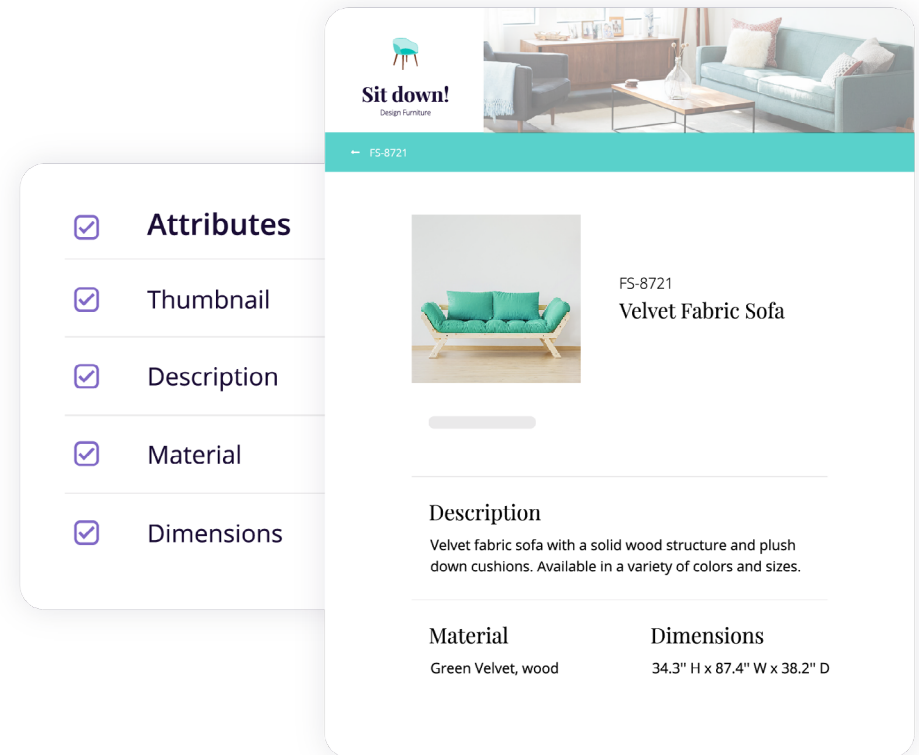
Brand inconsistencies are costly and can hurt your brand, so find a way that makes it easy to distribute product content and you will not only get to market faster, but you will also see an immediate increase in brand consistency. Your brand manager will love you!

With our Brand Portals, you can create custom-made press rooms for your product's content. Allow your distributors and resellers to easily find the most updated product information like the latest packshots, prices, or product descriptions.

As a completely new feature, your distributors and resellers can even place orders directly from your Brand Portals. In short, we're helping you to streamline processes and making you look like a rockstar.

### THE FACTS

- 40% of our clients acknowledged that they get their products to their resellers faster
- 91% of our clients noticed significant improvements in brand consistency
- Brand Portals are guaranteed to make any PR person feel good about displaying and sharing product information





# Distribute

## Part III | Product Sheets

Despite many digital advances in the world of marketing products, nothing beats an old fashioned print or PDF sheet to display your latest collection. But designing a Product Sheet that will do your brand justice requires access to expensive software and people who can use it, right?

Not anymore! With our Product Sheet template builder and software, everyone can create beautiful print or PDF sheets in half the time. There's no need to pay for expensive software anymore, and you don't have to wait for your designer to find the time either.

Believe us when we say, if our own CEO can make pretty Product Sheets, then you can too :)



## THE BENEFITS

- Save money on expensive design software
- Avoid bottlenecks in design
- Easy-to-fix errors. Come on, let's admit we've all found mistakes in our material after it has been published

# Analyze

Billions of dollars each year are spent on analyzing and optimizing shelf placements in physical stores because it is well known that the increase in sales will pay back that investment tenfold. Analyzing and optimizing your product performance outside of physical stores is no different. Let's be honest, your products reach a lot more people online, compared to the physical stores, so wouldn't it make sense to analyze and optimize your products performance here as well?

Apart from the data you can already find in your existing analytics tools, we believe it is important to look at:

## Channels

- Number of channels where each product is displayed
- Impressions and traffic per product from each channel

## Product sheets and Brand Portals

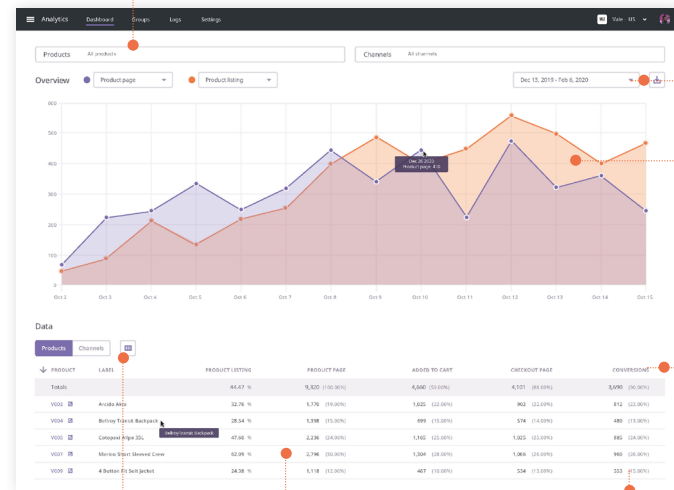
- Number of sheets where each product is displayed
- Impressions and downloads per product per portal

## Website(s)

- Product listing impressions per product
- Product page impressions per product
- "Add to cart" and "Remove from cart" per product
- Conversions per product
- Plus all of the above from resellers and distributors

With this data, you can make better, more informed decisions when optimizing and distributing your content. And remember, the data is only valuable if you act on it.

Group your products for a better benchmark. Example: Summer collection



Choose the period you wish to monitor

Compare any two metrics you wish:  
Example Add to cart vs. remove from cart

Customize your table columns and see only the metrics that are important to you

Group your channels.  
Example: all US retailers

See product performance across your resellers

Track impressions through the funnel, from product listings to conversions

## THE BENEFITS

- Anticipate inventory stock-out
- Optimizes the supply chain
- Increase conversion rates on site
- Increase sales
- You'll look younger (just kidding, skin cream and veggie juice should help you here)



Microwaves make heating food more efficient.

CRM makes managing customer relations more efficient.

Lawn mowers make cutting grass more efficient.

**Plytix makes managing and distributing  
product information more efficient.**

**Plytix. Product Information Management that makes sense**



Find out more at [Plytix.com](https://plytix.com)