

Plytix Features

All features

MANAGE YOUR PRODUCTS

Search and filtering

Quickly find what you need with custom searches and advanced filtering options.

Categories

Organize products into categories and unlimited subcategory trees so teams and shoppers find items faster.

Completeness tracking

Track what's missing, complete, or needs attention so you can see progress and know what's ready to publish.

Lists

Organize products into lists for quick filtering, bulk edits, sharing, and exports.

Product families

Group similar product types to only show what's relevant when editing your content.

Multilevel variation handling

Easily manage parent-variant relationships in simple or complex structures that vary by more than one option, like color and size.

Relationships

Link related products to create upsells, cross-sells, and bundles to boost sales.

On-demand exports

Quickly share the information you need in the right format through one-time downloads.

MANAGE YOUR CONTENT

Bulk editing

Quickly update multiple products at once without needing to make changes one by one.

In-cell editing

Edit product data in cells like a spreadsheet, with inline saving, bulk paste, and keyboard shortcuts.

Link media files to products

Add images, videos, and other media directly to your products.

Custom attributes

Create text, number, dropdown, date, media, and formula fields to store any product detail.

Multilanguage handling

Manage translations and localized content in one place to sell in more markets.

Automatic inheritance

Define which information is shared and automatically updated between your product hierarchy, so everything stays consistent and accurate.

MANAGE YOUR DIGITAL ASSETS

DAM attributes

Organize assets into categories to find, filter, and sort files quickly.

Asset lists

Organize assets into lists to easily find and share what you need.

Instant formatting

Resize, rename, or reformat images during export to meet channel requirements.

Image upscaling

Upscale product images using built-in AI tools to improve asset quality.

MANAGE YOUR TEAM

Activity log

See who's done what and when, so your team can track changes and stay aligned.

Custom roles

Define permissions for your team members so everyone accesses only what they need.

Attribute-level permissions

Set granular permissions so teams can only view or edit the attributes that matter to them.

Table views

Create unlimited product views with the right information each team needs.

Comments and mentions

Tag teammates in comments to individual products for feedback or follow-ups.

MANAGE YOUR WORKFLOWS

Advanced workflows

Trigger automated actions based on conditions you define.

AI bulk editor

Generate or update descriptions, tags, translations, and more for multiple products at once.

Formulas

Create formulas that automatically update product details based on custom operations.

MANAGE YOUR CONNECTIONS

API

Connect Plytix with ERPs or other systems to create, edit, and extract product data.

Custom product feeds

Export product info in the format your partners and sales channels need.

Import feeds

Set up recurring imports to pull data from other systems, so your content stays centralized.

Multichannel templates

Access predefined templates for marketplaces, feed management tools, shopping search engines, and ecommerce channels.

Retailer Templates

Create templates tailored to your retailers' specific requirements for easy, ready-to-use exports.

FTP/SFTP connection

Connect your account to a custom server to automatically import and export information.

Dropbox connection

Link your Dropbox account to send copies of your channel files for distribution or backup.

Shopify integration

Launch products, enrich content, and manage translations for your markets from one place, with updates automatically synced to all your stores.

BigCommerce integration

Create and update products in multiple BigCommerce storefronts automatically with Plytix's native integration.

Webhooks

Send real-time product updates to external systems when changes happen to trigger automated workflows.

SUPPORT

Dedicated Account Manager

Get a go-to contact who knows your business and goals inside out and will help you with whatever you need.

Email support

Get fast, reliable help from our support team by email whenever you need it.

Help center

Get in-depth instructions for using Plytix's features and integrations.

Live chat

Chat with real humans who are ready to help when you need it.

Managed implementation service

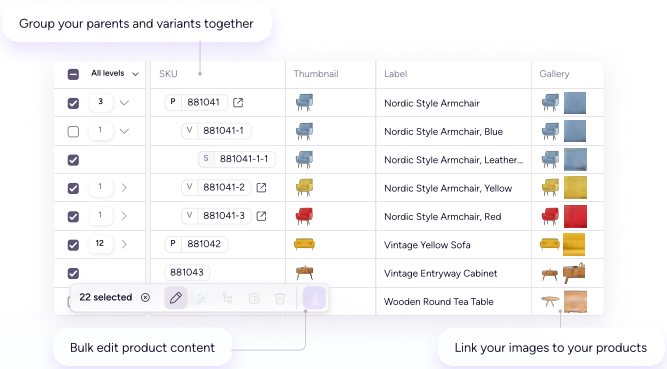
Have our experts help you set up your PIM, migrate your data, and train your team.

Plytix products and highlighted features



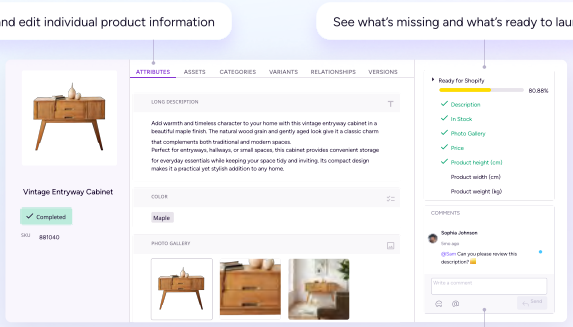
Your products, always accessible

Get a snapshot of all your product content from one place. View your parents and variants together, see images linked to the right products, and create unlimited custom views to match your workflow.



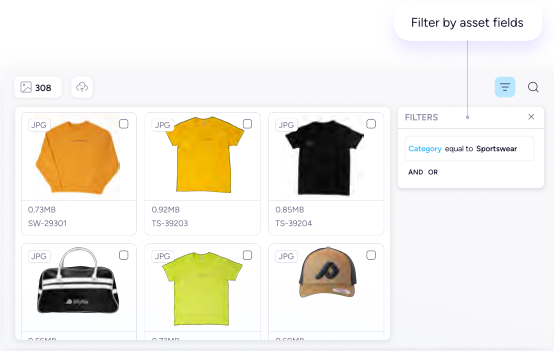
Collaborate with your team right where your products live

Each product has a unique page with all of its content, where you can view the right fields, make quick edits, and tag teammates to follow up on tasks.



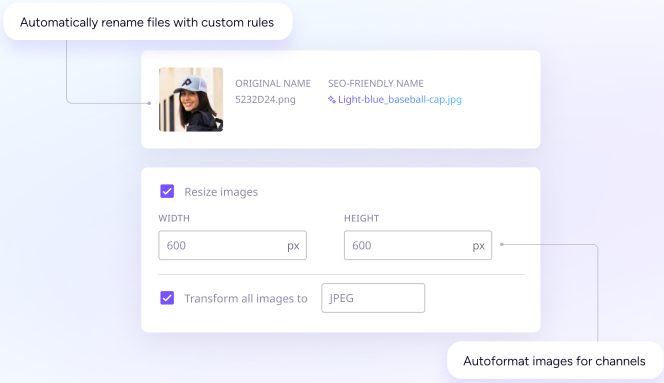
Your go-to place for all your files

Store, find, and organize images, videos, PDFs, and more right in Plytix. Link them to your products so they're tied to the right content, create lists for different use cases, and quickly export them so your whole team always has what they need.



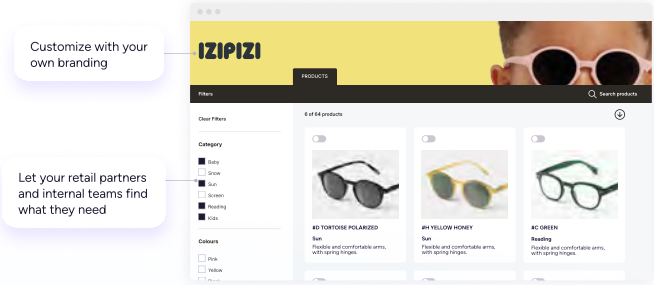
Autoformat your images so they're ready to be shared wherever you need them

Change file types, adjust their size, and apply your own naming convention to match the requirements of your different sales channels, retail partners, or internal teams. Your original images stay intact, so you always manage a single version.

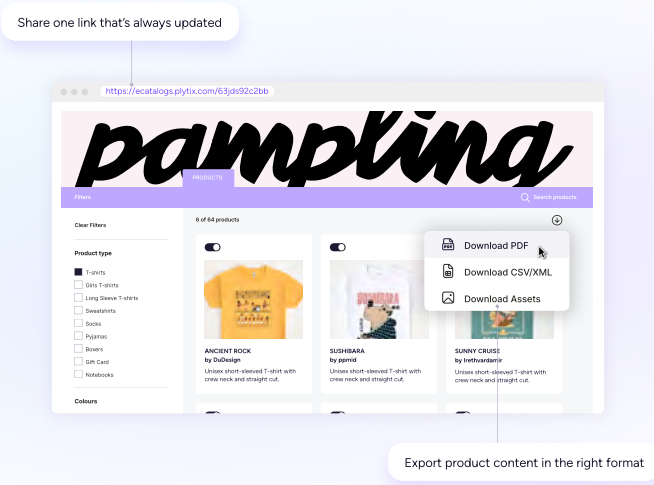


BRAND PORTALS

Showcase your products in an online catalog with no code required. Choose the content you want to highlight, customize with your own branding, and adjust the search options to help visitors find what they need.

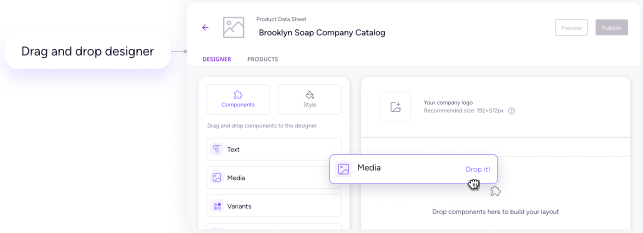


Share a live URL that updates whenever your products change, so your retail partners, customers, and internal teams get the information they need in the right format from one place.



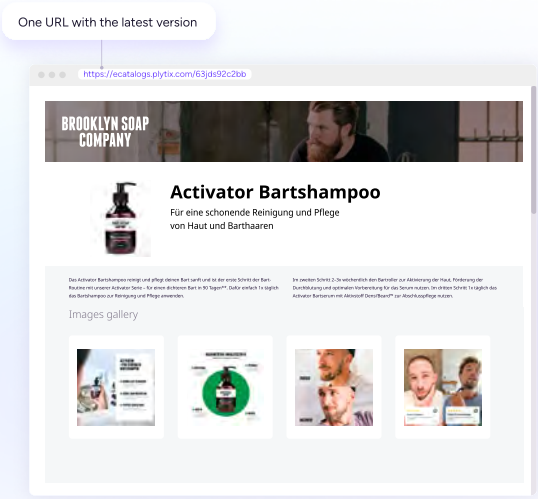
PRODUCT DATA SHEETS

Create polished product PDFs with no design or coding experience needed. Drag and drop components, reference your own product content, and apply your branding. A setup so easy anyone could do it.



Autogenerated for you

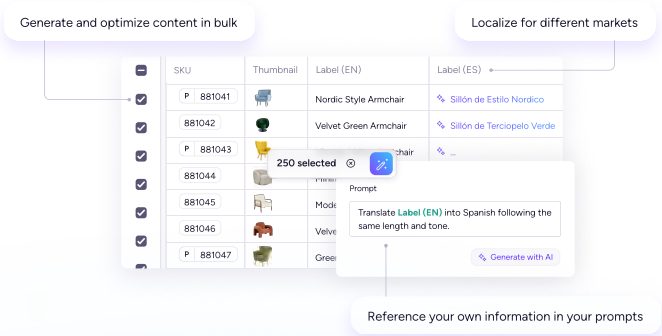
Your PDFs are automatically generated from the content you choose. You pick the layout and Plytix creates it for you. Once it's ready, you can share a live URL that stays updated whenever your products change, so the first version is always the right one.



AI CONTENT STUDIO

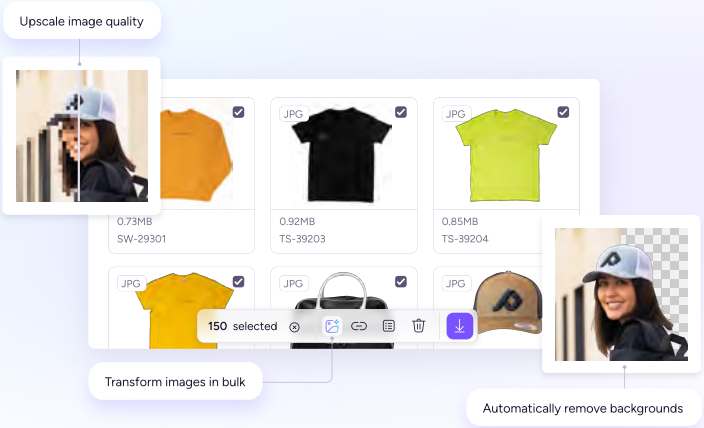
An AI tool built for your products

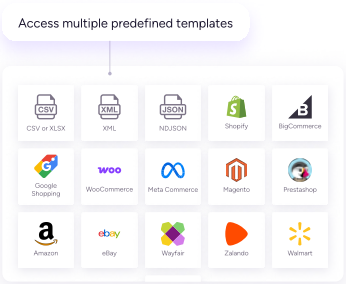
Generate and edit content for thousands of products at once with Plytix's AI: built right in the tool, trained in ecommerce, and tailored for your own product information. Choose your products, reference your attributes, and use prompts for multiple use cases without leaving the platform. Localize content, generate descriptions, optimize for SEO, and more all in one place.



Transform your images automatically

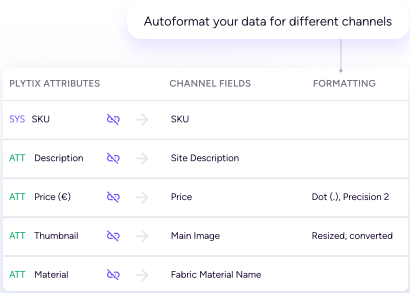
Remove backgrounds and upscale image quality with AI right in Plytix. No need to manage different tools or re-upload assets. Transform them where they live so everything stays channel-ready.





Automated feed templates

Choose from dozens of feed templates to match your needs. Each one comes with a predefined list of fields in the right order for your sales channel, so you can create feeds without the manual setup.

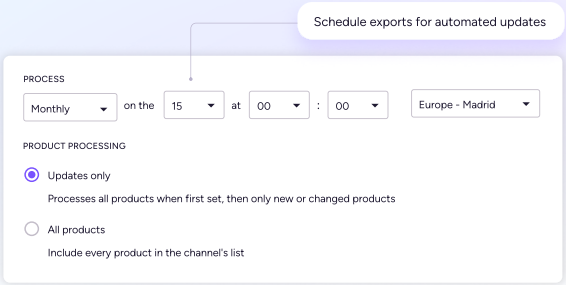


Easy mapping with your own content

Map your template fields to your Plytix attributes, so your feed is automatically filled with the right content for each product.

A live feed that's always up-to-date

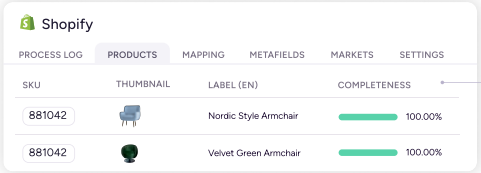
Need to edit content, add products to your catalog, or adjust pricing? Set up scheduled exports so your feed draws from the latest data at the frequency you choose.



SHOPIFY CONTENT MANAGER

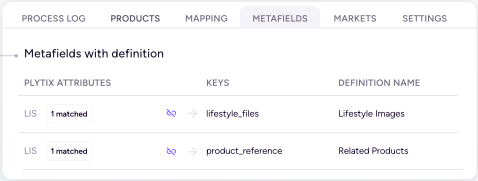
One place to manage, edit, and sync content to Shopify

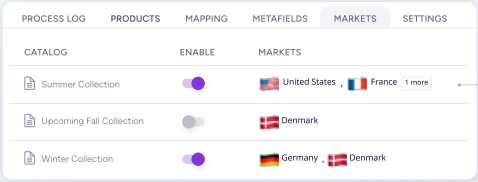
Only send complete, tailored information for each market. Translate and localize content, create unique metafields for your product pages, and schedule updates to keep your store in sync.



Send products that are always complete

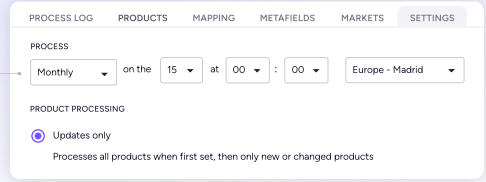
Create and send metafields from one place





Send localized content across markets

Schedule updates





See if Plytix is right for your business

Talk to a specialist