



PIM Software Comparison Report

How Plytix stacks up against other
major PIM providers on the market

Based on the independent, third-party review site G2

What's inside this report?

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But wait, what's G2, and why should I care?

G2 is the largest and most trusted software review site worldwide. So, when you are looking to discover and compare leading tech solutions (such as a PIM), this is the place to go. You're checking out this report, so chances are you are probably researching the best PIM solution for your business. To make your PIM research as easy as possible, we've put together this comparison report based on data from G2, so you don't need to search for that information yourself.

Plytix ranks as the #1 PIM software on G2



Best Overall Scores

G2 Results Index for Product Information Management | Winter 2026

● Likely to Recommend ● Meets Requirements ● Estimated ROI ● Other Factors



Note: The data used in this report is taken from the Product Information Management (PIM) category.
All reviews were collected as of March 1st, 2026.



How Plytix stacks up against Pimberly

		
Best for companies with		
Employees between	10 to 1,000	100 to 5,000
SKUs between	100 to 200K	50K to 1M
Best fit industries	All industries	All industries
Pricing		
Free tier available (unlimited time)	✓	✗
Transparent pricing	✓	✓
Customer Ratings		
Rating	4.7 out of 5 (400 reviews)	4.4 out of 5 (199 reviews)
Ease of setup	89%	78%
Ease of use	90%	84%
Ease of admin	92%	85%
Quality of support	97%	91%
Meets requirements	90%	86%
Ease of doing business with	91%	90%
Time to ROI	2.3 months	16 months
Time to value	<1 week	6 months

Features

		
Import/export	93%	85%
Organizational interface	88%	79%
Search	90%	76%
Workflow management	83%	84%
User, role, and access management	83%	83%
Digital assets	86%	79%
Data quality	86%	83%
Classification	87%	81%
Publication	84%	80%

“Simple but highly dynamic PIM Tool for ECom Operators”

The Plytix team not only understood our use case better than the competition, but also implemented it more successfully. As a result, they were able to provide us with a customized product demo that ultimately won us over. The onboarding was also pleasant and we were supported step by step in migrating our existing product data

Moritz Wahrlich - Head of Operations - Small Business (50 or fewer employees)

How Plytix stacks up against Quable

		
Best for companies with		
Employees between	10 to 1,000	500 to 1,000
SKUs between	100 to 200K	200K to 1M+
Best fit industries	All industries	Brand and retailers
Pricing		
Free tier available (unlimited time)	✓	✗
Transparent pricing	✓	✗
Customer Ratings		
Rating	4.7 out of 5 (400 reviews)	4.4 out of 5 (153 reviews)
Ease of setup	89%	83%
Ease of use	90%	85%
Ease of admin	92%	86%
Quality of support	97%	83%
Meets requirements	90%	82%
Ease of doing business with	91%	83%
Time to ROI	2.3 months	11 months
Time to value	<1 week	4 months



Features

	 plytix	 Quable
Import/export	93%	Not enough data
Organizational interface	88%	Not enough data
Search	90%	Not enough data
Workflow management	83%	Not enough data
User, role, and access management	83%	Not enough data
Digital assets	86%	80%
Data quality	86%	80%
Classification	87%	84%
Publication	84%	82%

“An essential tool for our business growth”

I would suggest as you do your research - call Plytix! Talk to a real person and experience the high level of customer service that makes Plytix stand apart from the rest of the PIM's out there. Plytix has eliminated our product data silos and is our single source of truth. It has paved the way for a rich presentation of our products, has helped with product consistency, minimizes errors, and is easily accessible to all team members.

Sandra P - VP Marketing & Sales - Small Business (50 or fewer employees)

How Plytix stacks up against Sales Layer

		
Best for companies with		
Employees between	10 to 1,000	50 to 1,000
SKUs between	100 to 200K	10K to 500K
Best fit industries	All industries	B2B, distribution, and manufacturing
Pricing		
Free tier available (unlimited time)	✓	✗
Transparent pricing	✓	✗
Customer Ratings		
Rating	4.7 out of 5 (400 reviews)	4.6 out of 5 (313 reviews)
Ease of setup	89%	85%
Ease of use	90%	92%
Ease of admin	92%	91%
Quality of support	97%	92%
Meets requirements	90%	88%
Ease of doing business with	91%	90%
Time to ROI	2.3 months	17 months
Time to value	<1 week	4 months

How Plytix stacks up against Syndigo

	 plytix	Syndigo 
Best for companies with		
Employees between	10 to 1K	500 to 10,000
SKUs between	100 to 200K	200K to 1M+
Best fit industries	All industries	Manufacturing, automotive, and healthcare
Pricing		
Free tier available (unlimited time)	✓	×
Transparent pricing	✓	×
Customer Ratings		
Rating	4.7 out of 5 (400 reviews)	4.4 out of 5 (153 reviews)
Ease of setup	89%	86%
Ease of use	90%	85%
Ease of admin	92%	90%
Quality of support	97%	95%
Meets requirements	90%	89%
Ease of doing business with	91%	96%
Time to ROI	2.3 months	16 months
Time to value	<1 week	4 months



How Plytix stacks up against Akeneo

		
Best for companies with		
Employees between	10 to 1K	500 to 1,000
SKUs between	100 to 200K	50K to 500K+
Best fit industries	All industries	Automotive, industrial, manufacturing
Pricing		
Free tier available (unlimited time)	✓	✗
Transparent pricing	✓	✗
Customer Ratings		
Rating	4.7 out of 5 (400 reviews)	4.4 out of 5 (232 reviews)
Ease of setup - Avg 84%	89%	77%
Ease of use - Avg 88%	90%	90%
Ease of admin - Avg 88%	92%	85%
Quality of support - Avg 88%	97%	86%
Meets requirements - Avg 88%	90%	84%
Ease of doing business with - Avg 88%	91%	86%
Time to ROI	2.3 months	18 months
Time to value	<1 week	~6 months

Features

		
Import/export	93%	Not enough data
Organizational interface	88%	Not enough data
Search	90%	Not enough data
Workflow management	83%	Not enough data
User, role, and access management	83%	Not enough data
Digital assets	86%	74%
Data quality	86%	81%
Classification	87%	85%
Publication	84%	81%

“Easy to implement, powerful in use”

Over the past few years, we have intensively examined and tested many PIMs. We have not come across a PIM as simple but powerful as Plytix. Both during implementation and operation, everything is so intuitive and comprehensible. In addition, the onboarding process is very transparent and perfectly tailored to our own needs.

Manuel S - Head of Digital Transformation - Mid-Market (51-1000 employees)

How Plytix stacks up against Salsify

		
Best for companies with		
Employees between	10 to 1K	50 to 1,000
SKUs between	100 to 200K	200K to 1M+
Best fit industries	All industries	Brands and retailers
Pricing		
Free tier available (unlimited time)	✓	×
Transparent pricing	✓	×
Customer Ratings		
Rating	4.7 out of 5 (400 reviews)	4.4 out of 5 (153 reviews)
Ease of setup	89%	82%
Ease of use	90%	87%
Ease of admin	92%	87%
Quality of support	97%	90%
Meets requirements	90%	86%
Ease of doing business with	91%	91%
Time to ROI	2.3 months	11 months
Time to value	<1 week	4 months

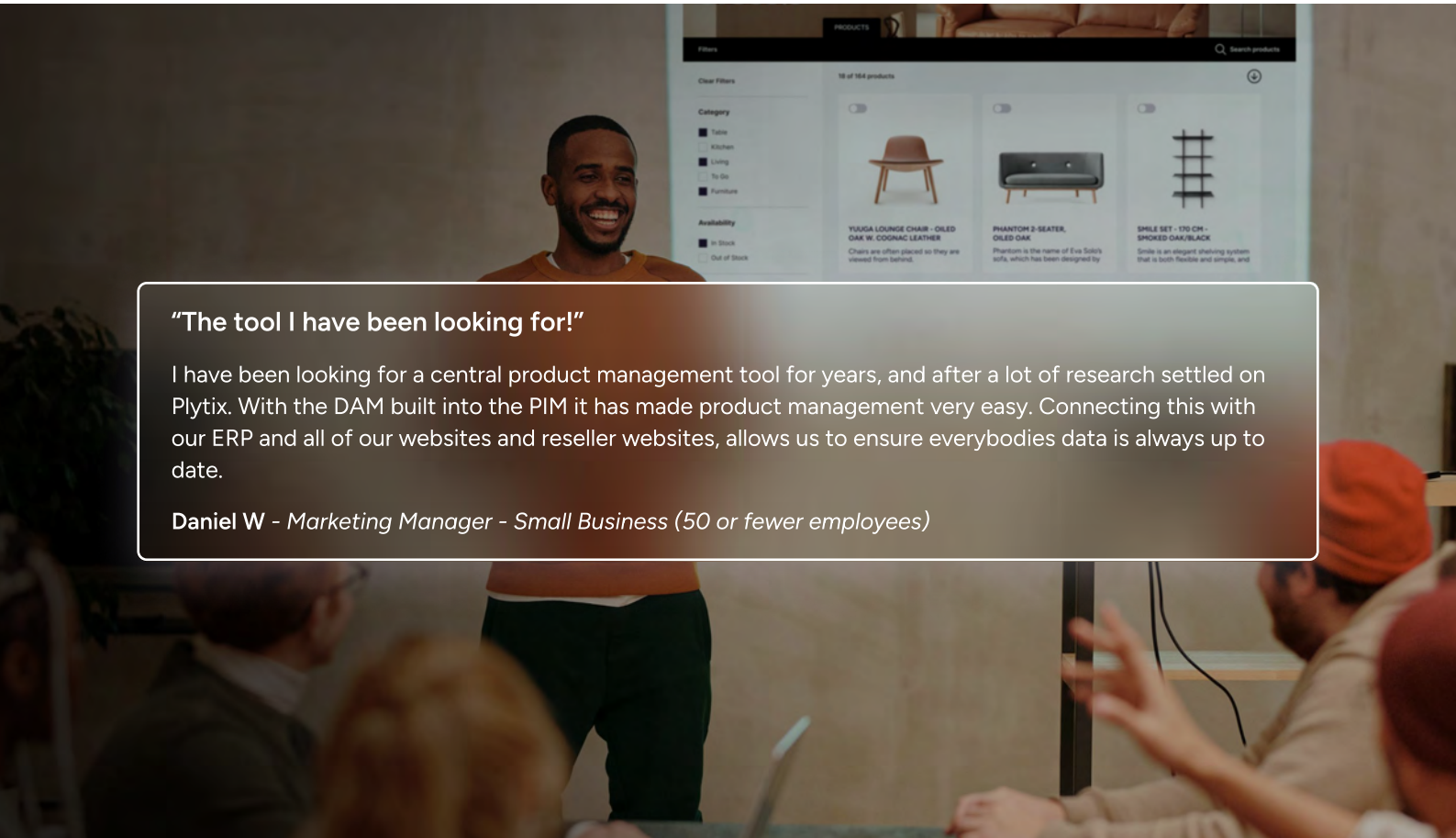


How Plytix stacks up against Inriver

		
Best for companies with		
Employees between	10 to 1K	50 to 5,000
SKUs between	100 to 200K	50K to 1M
Best fit industries	All industries	All industries
Pricing		
Free tier available (unlimited time)	✓	✗
Transparent pricing	✓	✗
Customer Ratings		
Rating	4.7 out of 5 (400 reviews)	4.1 out of 5 (160 reviews)
Ease of setup	89%	68%
Ease of use	90%	79%
Ease of admin	92%	78%
Quality of support	97%	80%
Meets requirements	90%	80%
Ease of doing business with	91%	90%
Time to ROI	2.3 months	21 months
Time to value	<1 week	8 months

Features

		
Import/export	93%	81%
Organizational interface	88%	78%
Search	90%	76%
Workflow management	83%	72%
User, role, and access management	83%	84%
Digital assets	86%	75%
Data quality	86%	75%
Classification	87%	78%
Publication	84%	75%



“The tool I have been looking for!”

I have been looking for a central product management tool for years, and after a lot of research settled on Plytix. With the DAM built into the PIM it has made product management very easy. Connecting this with our ERP and all of our websites and reseller websites, allows us to ensure everybody's data is always up to date.

Daniel W - Marketing Manager - Small Business (50 or fewer employees)



We're here to help you make the right decision.

Talk to a specialist