BUYER'S GUIDE AND SENTIMENT ANALYSIS

Plytix vs. Pimberly: Pricing, reviews, and why teams switch

A mid-market buyer's guide · Updated October 2026

We log and analyze every conversation we have with prospects, partners, and customers. Between January 2024 and October 2026, Pimberly came up more than 150 times across 39 deals with 37 companies that compared both platforms. Most of them were UK and Nordic mid-market brands, wholesalers, and merchants, and many found its pricing built for a much bigger business. They kept asking the same three questions: What will it cost for our catalog? Will the whole team actually use it? And how easily can we get our product data out and share it? Here's what they told us.

WHAT 150+ MENTIONS TOLD US

37	50%	36%	20%
COMPANIES COMPARED BOTH	HEAD-TO-HEAD WIN RATE	UNKNOWN OR STILL DECIDING	OF WINS WERE SWITCHERS

HOW WE BUILT THIS REPORT

Pimberly insights: CRM notes, meetings, and call transcripts from January 2024 to October 2026 · **Plytix quotes and ratings:** G2 and Capterra reviews and published Plytix customer stories · **Privacy:** names and companies withheld

Top 3 reasons companies choose Plytix over Pimberly

Whenever a team chose Plytix over Pimberly, it came down to the same three things: a price that fits the catalog they actually have, a platform the whole team can use, and product data that's easy to export and share with customers.

1. Price

At Plytix, we believe you should only pay for the catalog you actually have. Every plan and add-on is published on our website, so you always know what you'll pay.

Every plan and add-on priced by SKU count

2. Ease of use

With Plytix, your product data doesn't depend on one trained specialist. One person can run it, and anyone in marketing, sales, or ecommerce can pick it up when they need to.

Built for non-technical teams

3. Sharing

With Plytix, getting product data out is as easy as putting it in. Retailers, distributors, marketplaces, and your own sales team get what they need, in the format they need.

Self-serve Brand Portals for your customers

THE COMPARISON

Plytix vs. Pimberly: built for very different catalog sizes

Pimberly is a PIM and DAM sold on quote, usually licensed in large SKU bands and set up with consulting help, with a strong workflow engine and many UK merchants and manufacturers as customers. Plytix is the platform mid-market brands, wholesalers, and distributors use to centralize, enrich, and publish product information. You can see what it costs for your exact SKU count on our website, and your whole team can work in it without outside help.

When teams migrated from Pimberly to Plytix, three frustrations came up again and again.

#1 Enterprise pricing for a mid-market catalog

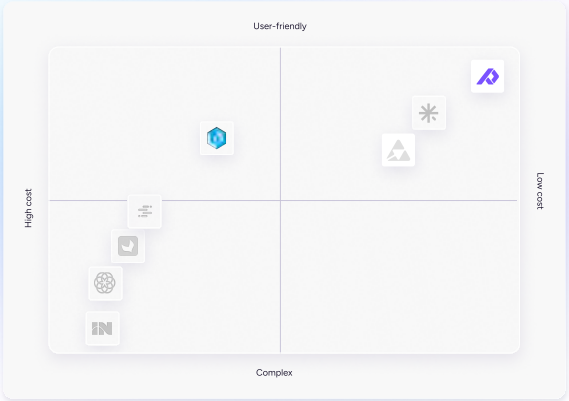
Quotes ran to tens of thousands a year, licenses came in large SKU bands, and add-ons cost extra on top.

#2 Too complex for the whole team to use

The system took a trained specialist to run, so only a few people worked in it and everyone else relied on its exports.

#3 Slow, unreliable exports

Exports could take hours or fail partway, and getting images and data to customers took workarounds.



FRUSTRATION #1

Enterprise pricing for a mid-market catalog

Pimberly is priced for enterprise catalogs, which made cost the most common complaint from mid-market buyers. Brands with a few thousand SKUs were quoted prices set for a much larger business, and add-ons raised the total further.

PIMBERLY: WHAT BUYERS REPORTED

Buyers described five-figure annual quotes for catalogs of 2,000 to 5,000 SKUs, licenses sized for 50,000 SKUs, and features like media attribution, portals, and data sheets priced as extras.

- A UK building-products supplier with about 2,000 stocked products was quoted roughly £50,000 for the first year and £30,000 a year after that.
- A Nordic bag brand with about 1,000 live Shopify products was paying for a 50,000-SKU license.
- A UK safety-equipment manufacturer with 16,000 SKUs was asked for an extra £30,000 a year to add media attribution.

IN THEIR WORDS

> "It looks like about £50,000 for year one, and then £30,000 every year afterwards, whereas what you've just been saying is more like £10,000 a year, plus the onboarding."
>
> Drainage and building-products supplier, UK (2026)

> "We currently, I think, pay for 50K SKUs, and we have like 3,000 with kind of all the old stuff. Live on site, we have around 500. Within Shopify, we have 1,000. But our license is for 50K. It's for like large enterprises, isn't it? … It's not made for our kind of size of business."
>
> Outdoor bag brand, Norway and Sweden (2026)

> "We actually spoke with Pimberly. But in all honesty, it was just so expensive for the budget that we have … When I told [the FD] the price between what Pimberly were suggesting to what you guys are, then his eyes lit up."
>
> - Garden furniture brand, UK (2026)

PLYTIX: HOW IT WORKS

- Plytix publishes every plan and add-on, priced by your actual SKU count, so you can see what your team would pay before you talk to sales. Catalogs over 25,000 SKUs get a custom quote.
- **Priced by your real catalog.** You pay for the SKUs you have, not a band sized for a bigger company.
- **Users never change the price.** Every plan comes with unlimited seats and unlimited storage.
- **Add-ons with unlimited use.** Feed Management, Brand Portals, and Product Data Sheets are priced by SKU count, so one Brand Portals add-on covers as many portals as you need.
- **Month to month, proof of concept first.** Billing is month to month, and you can run a proof of concept on your own data, with every feature available, before you sign.

IN THEIR WORDS

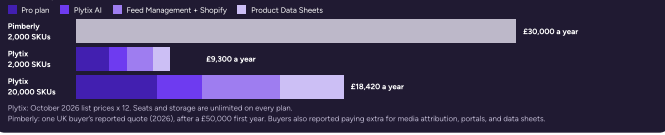
> "Plytix was by far the most user-friendly and cost-effective option for us."
>
> Ciara F., Director of eCommerce, mid-market, G2 review

> "On pricing, Plytix is very good value compared with enterprise PIM systems."
>
> Frank H., Director, Digital Systems, small business, G2 review

WHAT YOU PAY FOR AS YOU GROW

COST	PIMBERLY (REPORTED)	PLYTIX
Pricing model	Quote-based, not published	Published, priced by SKU count
License size	Sold in large SKU bands, often 50,000	Priced by your actual SKU count
Add-ons	Media attribution, portals, and data sheets quoted as extras	Brand Portals and Product Data Sheets priced by SKU count, with unlimited use
Example cost	£30,000 a year for about 2,000 SKUs, after a £50,000 first year	£9,300 a year for 2,000 SKUs with four add-ons

What a year costs



Plytix: October 2026 list prices x 12. Seats and storage are unlimited on every plan.
Pimberly: one UK buyer's reported quote (2026), after a £50,000 first year. Buyers also reported paying extra for media attribution, portals, and data sheets.

FRUSTRATION #2

Too complex for the whole team to use

Pimberly is a capable PIM, but buyers said it takes a trained specialist to run. That left the rest of the team working from exports instead of in the system itself.

PIMBERLY: WHAT BUYERS REPORTED

Buyers described a complex, heavily customized system with a big learning curve, where one or two people did the work and the rest of the team only saw the outputs. Several felt it was built for a much bigger company than theirs.

- A UK licensed-gifts wholesaler with about 5,000 SKUs wanted a platform its sales team could use directly, instead of one that ran in the background, and switched to Plytix.
- A Nordic bag brand's ecommerce team, who had only ever used Pimberly, said it worked but was too complicated and too big for their catalog.
- A UK bike-parts distributor comparing both found Plytix easier and friendlier to use, and saw Pimberly as having a big learning curve.

IN THEIR WORDS

"We use Pimberly. However, we've come to realize Pimberly is actually a bit too big for our needs. So we're looking for a more kind of slimline, more cost-effective PIM solution ... Pimberly is just something that happens in the background and people are in contact more with the outputs of it rather than the software itself."
Gifts and licensed-products wholesaler, UK (2026)

"We are currently on Pimberly, but a little bit of an overkill for the catalog that we have ... So we are trying to find an option that is not necessarily Pimberly complicated or advanced, but needs some help with managing our product data."
Outdoor bag brand, Norway (2026)

PLYTIX: HOW IT WORKS

Plytix is built so your marketing, sales, and ecommerce teams can all work in it, not just one trained admin.

- **Unlimited seats.** Everyone who touches product data can work in Plytix, at no extra cost.
- **No implementation partner needed.** We help you map your data model and configure your channels, and your team takes it from there.
- **Automations and Plytix AI.** Set up your own rules and generate or translate product content without writing code.
- **A named Account Manager.** You get a named Account Manager from day one.

IN THEIR WORDS

"One of the biggest advantages was how smoothly the rollout went. From initial setup to having our product data available in the system, the implementation was completed remarkably fast, allowing our team to start working productively almost immediately."
Matthias R., Head of Product Management, mid-market, Capterra review

"I use this tool every day and it's been so easy from the get-go."
Allie S., Senior Merchandise Manager, enterprise, Capterra review

"We can have certain colleagues responsible for as little or as much of the PIM as we want with just a few clicks."
Brandon F., Marketing Coordinator, mid-market, Capterra review

AT A GLANCE	PIMBERLY (REPORTED)	PLYTIX
Who works in it	One or two trained users	Your whole team
Learning curve	Described as big	Familiar, spreadsheet-like interface, with little training needed
Setup	Consulting-led	No implementation partner needed
Workflow automation	Strong workflow engine	Automations your team sets up
Ease of use (G2)	Rated lower	Rated higher

Customer result: Universal Components

A UK distributor of truck and trailer parts with more than 16,000 products, where the marketing team now builds catalogs and manages product data in Plytix instead of the ERP and spreadsheets.

2x
faster time to market

Days
to build a catalog that used to take 12 months

16,000+
products in one source of truth

"The best thing about Plytix? We can finally trust our product information."
Daniel Dixon, Marketing Manager, Universal Components. Customer story.

FRUSTRATION #3

Slow, unreliable exports

Exporting product data from Pimberly was slow and unreliable for several buyers. Large exports could take hours or fail partway through, and sharing images and data with customers took workarounds.

PIMBERLY: WHAT BUYERS REPORTED

Buyers described flat CSV exports that took hours and sometimes crashed, a channels screen that could delete an export without warning, and images shared with customers as lists of download links.

- A UK safety-equipment manufacturer with 16,000 SKUs had its developers build an internal tool to restructure Pimberly's exports.
- A UK gifts wholesaler's sales team could only share product images with customers as a list of links to download one at a time.

IN THEIR WORDS

> "It's quite expensive, and it's not very good, in my opinion ... there are some major issues with it, mostly around reliability. The exports fail sometimes. They're extremely slow to a ridiculous degree ... Pimberly can take for up to six hours sometimes, and it will quite often either restart several times during that process, or it will just crash and give up halfway through."
>
> Safety equipment manufacturer, UK (2026)

> "One of the woes that we've had to deal with in Pimberly is just managing that in the user interface. Their channels interface is broken. You can click on an export and it will just delete it with no other feedback."
>
> Safety equipment manufacturer, UK (2026)

PLYTIX: HOW IT WORKS

Plytix gives your webshop, marketplaces, and customers their own ready-made ways in, so product data goes out without workarounds.

- **Native apps for Shopify and BigCommerce.** Sync products straight to your store with the Shopify or BigCommerce add-on.
- **Feed Management for everywhere else.** Marketplaces, retailers, and distributors each get the feed format they need, with unlimited feeds on the Feed Management add-on.
- **Brand Portals for customers.** Customers download or export the images and product data they need themselves, in bulk, with unlimited portals on the Brand Portals add-on.
- **API on every plan.** Connect your ERP and other systems through the API, with webhooks on Pro and Enterprise.

IN THEIR WORDS

> "Using channels was a complete gamechanger for populating masterdata files for our retailers. It saved us both time and money plus decreased our time to market."
>
> **Kasper V., E-commerce Developer and Data Analyst, mid-market, Capterra review**

> "The combination of PIM and DAM in one platform is very effective, and the ability to create structured feeds for different sales channels saves a lot of manual work."
>
> **Maz M., eCommerce Product Manager, mid-market, Capterra review**

> "We also need to export data on a regular basis and Plytix offers many ways we can do that to meet our customers needs."
>
> **Al D., Digital Marketing Team Leader, mid-market, G2 review**

AT A GLANCE	PIMBERLY (REPORTED)	PLYTIX
Getting data out	Flat CSV exports that took hours and sometimes crashed	Manual exports, API on every plan, and custom feeds with the Feed Management add-on
Asset sharing	Image links shared one by one	Share asset links or export folders, plus self-serve bulk downloads with the Brand Portals add-on
Shopify connection	Gaps filled with spreadsheets and third-party tools	Native Shopify app (add-on)

Customer result: Alltrade Tools

A maker of automotive, home, and garage tools with about 5,000 products and 50 people working in Plytix, selling to retail partners and on marketplaces.

20 minutes
to share 800 SKUs with a retail partner, down from a month

1 person
builds catalogs that used to take a team of five

Under 5 minutes
to export a 120-product catalog

"Our data foundation is really strong now."

Leah Hall, Content Manager and Digital Marketer, Alltrade Tools. Customer story.

SUMMARY

Plytix and Pimberly, side by side

CRITERIA	PIMBERLY (REPORTED)	PLYTIX
Pricing model	Quote-based, sold in SKU bands	Published, priced by SKU count
Contract	Annual or multi-year	Month to month
Users	Typically one or two active users	Unlimited seats, so the whole team can work in it
Media and storage	Media attribution quoted as a paid extra	Plytix DAM and unlimited storage on every plan
Setup	Consulting-led	No implementation partner needed
Product sheets and catalogs	Print-ready catalogs (a real strength)	Plytix Product Data Sheets (add-on)

INDEPENDENT REVIEWS

G2 CATEGORY DATA	PIMBERLY	PLYTIX
Star rating	Rated lower (236 reviews)	Rated higher (445 reviews)
Ease of use	Rated lower	Rated higher
Ease of setup	7.9	8.8
Ease of admin	8.5	9.2
Quality of support	Rated lower	Rated higher

The side-by-side table reflects what prospects and customers told us in sales conversations from January 2024 to October 2026, and Pimberly's current offering may differ. G2 data as of October 20, 2026.

What changed for teams that switched

About $9,600 a year

is what a UK gifts and licensed-products wholesaler with about 5,000 SKUs now pays for Plytix, after leaving Pimberly because it was too big for its needs.

Price about to double

was the trigger for a UK building-materials retailer approaching 50,000 SKUs. It had no complaints about the tool itself and chose Plytix for its ease of use and pricing.

IN FAIRNESS

Where Pimberly is a strong choice

Pimberly is a strong choice for UK distributors and manufacturers with a dedicated PIM owner, very large attribute sets, and a need for its workflow engine and print-ready catalogs. Buyers who stayed also valued its UK presence and long list of merchant customers. Plytix is the better fit for mid-market brands, wholesalers, and distributors who want the whole team working in one platform, pricing that matches their real catalog, and product data that reaches every channel without workarounds.



SWITCHING

Switching from Pimberly is simpler than you think

Your product data is already structured in Pimberly, so you start from organized data, not spreadsheets. Export it, and we help you map it across.

Export

Export products, attributes, assets, and categories from Pimberly as CSV or XLSX files.

Map and configure

We help you map your data model and configure your channels.

Run in parallel

Operate both platforms side by side until your team is ready to switch over.

Questions buyers ask before switching

How long does it take to switch from Pimberly to Plytix?

Plytix takes about three months to implement on average, according to G2 reviewers. Because product data in Pimberly is already structured, teams export it as CSV, map it into Plytix, and run both platforms side by side until they're ready to switch over.

Can you switch to Plytix while still under a Pimberly contract?

Yes. Plytix is billed month to month, so teams can start setting up Plytix before their Pimberly contract ends and switch over fully when it does.

Will images and files transfer from Pimberly to Plytix?

Yes. Images and files move into Plytix DAM along with product data, and teams can check every file before switching Pimberly off.

Is Plytix powerful enough to replace Pimberly?

Yes, for most mid-market brands, wholesalers, and distributors. Plytix handles complex product structures with Families, Relationships, and Automations, uses Plytix AI to generate and translate content, and connects to other systems through an API on every plan. Pimberly goes further on print-ready catalog design and very large, heavily customized workflows.

How much does Pimberly cost?

Pimberly pricing is quote-based and not published. UK buyers with 2,000 to 5,000 SKUs reported quotes of about £30,000 a year, often for a license sized for 50,000 SKUs, plus extra charges for add-ons like media attribution. Plytix publishes every plan and add-on, priced by SKU count, with unlimited seats and month-to-month billing.

Is Plytix cheaper than Pimberly?

Yes, for most mid-market catalogs. At 2,000 SKUs, Plytix Pro with Feed Management, Brand Portals, Product Data Sheets, and the Shopify app costs about £9,800 a year at October 2026 list prices. A UK buyer with about 2,000 SKUs was quoted £30,000 a year for Pimberly, after a £50,000 first year.

What's the difference between Plytix and Pimberly?

Pimberly is built for UK merchants and manufacturers that want a heavily customized setup, while Plytix is the product information platform built for mid-market brands, wholesalers, and distributors. They differ on price, ease of use, connections, and time to value. Pimberly is sold on quote in large SKU bands, while Plytix publishes pricing by actual SKU count. Pimberly is usually run by one or two trained users, while Plytix is used by the whole team. Pimberly exports were reported as slow, while Plytix connects through native apps, Feed Management, and an API. On G2, Plytix scores 8.8 for ease of setup, compared with 7.9 for Pimberly.

What are the best Pimberly alternatives?

Plytix is a Pimberly alternative built for mid-market brands, wholesalers, and distributors that want published pricing by SKU count, a platform the whole team can use, and reliable feeds to Shopify, marketplaces, and retailers. Teams leaving Pimberly usually time the move to the end of their contract. Teams that stay with Pimberly value its workflow engine and print-ready catalogs.

plytix



Compare both platforms on your own data

Bring your SKU count, your channels, and your Pimberly quote or renewal date. We'll show you the same setup in Plytix, exactly what it would cost your team, and a proof of concept on your own data before you sign.

Book a demo → See pricing

About this report. Pimberly quotes come from our sales conversations from January 2024 to October 2026. Where the only record is a sales note, it has been summarized rather than quoted. Plytix customer quotes come from public G2 and Capterra reviews and published Plytix customer stories, and ratings from G2, as of October 20, 2026. Prices are correct as of October 2026. Pimberly is a trademark of its respective owner. Plytix is not affiliated with or endorsed by Pimberly. Statements about Pimberly reflect experiences reported to us and may not reflect their current offering. © Plytix SLU, Málaga, Spain.