BUYER'S GUIDE AND SENTIMENT ANALYSIS

Plytix vs. Syndigo: 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 June 2019 and October 2026, Syndigo came up more than 200 times in conversations with 108 companies, across 57 deals. They kept asking the same three questions: What will it cost for our catalog? Can our own team run it? And can we enter our data once and send it everywhere? Here's what they told us.

WHAT 200+ MENTIONS TOLD US

108	79%	42%	60%
COMPANIES COMPARED BOTH	HEAD-TO-HEAD WIN RATE	UNKNOWN OR STILL DECIDING	OF WINS WERE SWITCHERS

HOW WE BUILT THIS REPORT

Syndigo insights: CRM notes, meetings, and call transcripts from June 2019 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 Syndigo

Whenever a team chose Plytix over Syndigo, it came down to the same three things: a price they can see, a platform their own team can run, and product data they enter once and share everywhere.

1. Price

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

No per-retailer fees

2. Ease of use

With Plytix, your own team runs your product data, not the vendor's services team. Marketing, sales, and ecommerce can add a field, fix a family, or change an export themselves.

No developer or implementation partner needed

3. Sharing

With Plytix, you enter product data once and share it everywhere. Retailers, distributors, and marketplaces each get what they need, in the format they need.

Self-serve Brand Portals for your customers

THE COMPARISON

Plytix vs. Syndigo: built for very different jobs

Plytix and Syndigo are built for entirely different jobs. Syndigo is fundamentally a content-syndication network first. It owns the 1WorldSync and GDSN connections that major big-box retailers require. What it does best is delivery. But a pipe can only carry what you put into it, and mid-market teams told us they found themselves treating it like a retailer-specific feed, manually re-entering the same products for every channel and struggling to make simple updates.

Plytix fixes the foundation. Built specifically for mid-market brands, Plytix gives your team a single, editable source of truth. You enter your product data once, and from there, it is accurate, complete, and ready to push to any retailer template, brand portal, or spec sheet. You get unlimited users for one published, predictable price. And when a channel does mandate GDSN, you simply connect via our feeds and partners.

When teams moved their product data from Syndigo to Plytix, three frustrations came up again and again.

#1 Syndication prices for a mid-market catalog

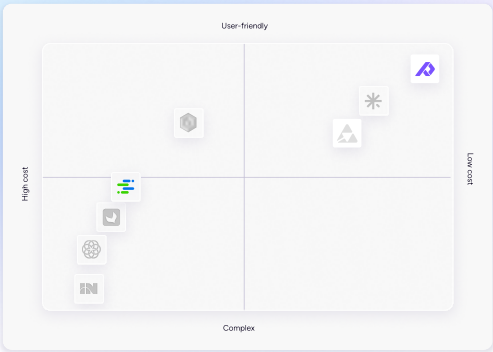
Buyers were quoted fees per SKU and per retailer, and prices rose sharply when their catalog grew past the agreed count.

#2 Too complex for the team to run

Setups configured by Syndigo were hard to change, so updates fell to one person and teams drifted back to spreadsheets.

#3 A pipe to retailers, not a source of truth

Buyers entered data separately for each retailer, couldn't easily get it back out, and still sent images and spec sheets by email.



FRUSTRATION #1

Syndication prices for a mid-market catalog

Cost came up more than any other complaint. Buyers said the pricing was built for national brands, not for the size of catalog they actually had.

SYNDIGO: WHAT BUYERS REPORTED

Buyers described fees per SKU and per retailer, quotes sized for national brands, and steep increases when they went over their agreed SKU count.

- Buyers called Syndigo "pricey" and "a premium," and one distributor with a very large catalog said it was paying "a pretty decent premium" while "not utilizing [Syndigo] to its fullest."
- A US bakery paid $100 per SKU through a food-service distributor's Syndigo connection to set up its items, then found it had already paid the same fee for the same items with another distributor.
- A US importer of gloves and home decor selling on Amazon and to big-box retailers was quoted about $70,000, and another buyer said that at renewal, Syndigo "started throwing numbers at me."

IN THEIR WORDS

"We have about 5,000 SKUs hosted right now. That's above our agreement. And in order to keep using it, they're asking for a very large price increase."

Automotive and industrial products manufacturer, United States (2026)

"We had a call with Syndigo recently, and for 15 SKUs to syndicate the updated packaging was going to be like $15,000 to $20,000 a year, and we would love to not do that."

Frozen food brand, United States (2026)

"We used to have Riversand as a Syndigo PIM, but we didn't really see the value at that point in time, because we didn't have the need for all those capabilities and it was quite expensive. Then we decided to manage it all in Microsoft Dynamics."

Office furniture subscription company, Denmark (2026)

PLYTIX: HOW IT WORKS

- With Plytix, your price follows your catalog size, not how many retailers you send to. The Feed Management add-on covers as many feeds as you need, and adding people never changes the price.
- **Published pricing by SKU count.** You see the full cost before you talk to sales.
- **Unlimited seats and storage on every plan.** Everyone who touches product data can work in Plytix.
- **Month to month.** No annual contract to renew.

IN THEIR WORDS

"When looking for a PIM, we demoed a lot of different products. Plytix was by far the most user-friendly and cost-effective option for us."

Ciara F., Director of eCommerce, mid-market, G2 review

"Considering the price of the product, there is no other comparable price/value option on the market now. For organizations looking for a cost-effective PIM solution that combines ease of use, fast deployment, and ongoing innovation, Plytix offers tremendous value and is difficult to outperform within its price segment."

Matthias R., Head of Product Management, mid-market, Capterra review

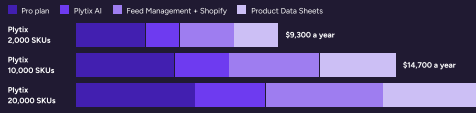
"A perfect example of an efficient affordable product to modernize your tech stack. It's clear that the development efforts were user-centric."

Marwan A., Growth Data Scientist, mid-market, G2 review

WHAT YOU PAY FOR AS YOU GROW

COST	SYNDIGO (REPORTED)	PLYTIX
Pricing model	Quote-based annual contract	Published, priced by SKU count
Retailer fees	Fees per SKU and per retailer reported	Unlimited feeds with the Feed Management add-on
Going over your SKU count	Large increases reported	Published prices for every catalog size
Contract	Annual	Month to month

What a year costs, for any number of retailers



Same price for 1 retailer or 20

Plytix: October 2026 list prices x 12, published at plytix.com/pricing. Feed Management covers unlimited feeds, and seats and file storage are unlimited on every plan.

FRUSTRATION #2

Too complex for the team to run

Syndigo can do a lot, but buyers said its setup was hard for everyday users to change. The more it was customized, the fewer people felt able to touch it.

SYNDIGO: WHAT BUYERS REPORTED

Buyers described setups configured by Syndigo that were hard to change, more features than they used, and teams that drifted back to spreadsheets.

- Buyers described Syndigo as "clunky," "not user-friendly," and "too big and complex for the team," with "too many options that we were not using."
- One buyer said the setup "took us a while to prop up," and several brands owned Syndigo but said "it wasn't used at all," with product data drifting back to Google Drive and spreadsheets.
- A US online grocer with about 39,000 products said only one contractor could change its Syndigo setup, and the documentation was poor.

IN THEIR WORDS

"What we found with Syndigo is that it's not the easiest platform to use when we're trying to change things on the fly. When they set up our instance, there was a lot of customization that we don't even dare touch. That is our biggest pain point. It just feels like a lot of effort to add data points or change relationships between the data."
Promotional products distributor, United States (2025)

PLYTIX: HOW IT WORKS

Plytix is built for marketing and ecommerce teams to run without IT. Plytix rates 9.0 for ease of use on G2, compared with 8.0 for Syndigo.

- **No agency or system integrator required.** Our onboarding team maps your data model and configures your channels.
- **Change it yourself.** Add a field, a channel, or a user in minutes, with no ticket.
- **Unlimited seats.** The whole team can work in Plytix, not just the person who set it up.

IN THEIR WORDS

"We run multiple e-commerce brands and Plytix handles very different catalogs, data models, and brand requirements without making us hack around the tool."
Sarah M., Senior Director, Digital Product and Experience, mid-market, Capterra review

"We looked for about 2 years before settling on Plytix. We were concerned about programs that were overly complicated and difficult to use. The Plytix team did a great job onboarding us, and we've really enjoyed the product. It has been one of the best things we've done as far as SAAS partnerships."
Wade O., mid-market, G2 review

AT A GLANCE	SYNDIGO (REPORTED)	PLYTIX
Who runs it	A specialist or Syndigo's services team	Your marketing, sales, and ecommerce team
Changing the setup	Syndigo or one expert	Self-serve in the interface
Setup	Configured and customized by Syndigo	Our onboarding team maps your data model with you
Ease of use (G2)	8.0	9.0
Ease of setup (G2)	8.0	8.8

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

A pipe to retailers, not a source of truth

Syndigo's retailer connections are real, but buyers said they fed it rather than worked in it. Their product data still lived somewhere else, and reaching customers outside Syndigo's network meant spreadsheets and file transfers.

SYNDIGO: WHAT BUYERS REPORTED

Buyers described entering the same data separately for each retailer, struggling to get it back out, and still sending images and spec sheets by email or file transfer.

- A US automotive-parts manufacturer spent a large part of every day copy-pasting SKU lists into Syndigo and sending images separately by file transfer, because most of its clients didn't use Syndigo.
- Buyers said Syndigo "doesn't work for all marketplaces," and some found it covered only part of a retailer's content.

IN THEIR WORDS

> "Syndigo, the way we have it, doesn't really have this kind of option. This would be great, because oftentimes someone will be panicking. They're like, I need the specs or the dimensions on this one SKU, and I would share this link with them in the first place, and they probably wouldn't even need to reach out about it."
>
> Automotive and industrial products manufacturer, United States (2026)

> "A couple years ago, we worked with Syndigo, and we manually uploaded our packaging, and we had a limit on how many items we could upload. So it was kind of a one-time thing, and all those retailers are still pulling those assets."
>
> Frozen food brand, United States (2026)

PLYTIX: HOW IT WORKS

With Plytix, your product data lives in one record your team owns, and you share it from there with every retailer, distributor, and marketplace.

- **Feeds for every retailer.** The Feed Management add-on builds feeds from the templates your retailers already use.
- **Brand Portals for your customers.** Distributors and sales teams download images and data themselves with the Brand Portals add-on.
- **Spec sheets from the same record.** Build them with the Product Data Sheets add-on.
- **Your data, always yours.** Export anything, anytime, or connect through the API on every plan.

IN THEIR WORDS

> "It helps us have an internal portal of our products, with data and images that many users need and do not have direct access to. Additionally, it allows sharing information with other external platforms without needing to review it again."
>
> Maribel G., enterprise, G2 review

> "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

> "We have everything live in one place, and getting our product info to the right people is remarkably easy and simple. Additionally, the e-catalogs allow us to have our sales reps/ whoever else pull whatever info or images that they need on their own."
>
> Sam B., E-Commerce Manager, mid-market, G2 review

AT A GLANCE	SYNDIGO (REPORTED)	PLYTIX
Data entry	Per retailer or distributor, sometimes re-entered	Entered once, shared everywhere
Getting data back out	Entries hard to retrieve as a spreadsheet	Export anytime, plus the API on every plan
Retailer coverage	Direct retailer and GDSN connections (a real strength)	Feed Management add-on, built from each retailer's template
Assets and spec sheets	Sent separately by email or file transfer	Brand Portals and Product Data Sheets add-ons

Customer result: Alltrade Tools

A maker of tools for cars, homes, and garages with about 5,000 products and 50 people working in Plytix.

20 minutes
to share product information with retail partners, down from a month

1 person
builds a product catalog that used to take five

Minutes
to build a 200-product presentation

"It used to take a full month to find and share product information with our retail partners. Now it takes me 20 minutes."

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

SUMMARY

Plytix and Syndigo, side by side

CRITERIA	SYNDIGO (REPORTED)	PLYTIX
Pricing model	Quote-based annual contracts, with fees per SKU or per retailer reported	Published, priced by SKU count
Contract	Annual	Month to month
User seats	Usually one or two operators	Unlimited on every plan
Retailer syndication	Direct retailer connections and GDSN data pools (a real strength)	Feed Management add-on, built from each retailer's template
Getting data out	Entries hard to retrieve	Export anytime, plus the API on every plan
File storage	Item limits reported on syndication plans	Plytix DAM and unlimited storage on every plan
Onboarding	Configured and customized by Syndigo's services team	Included, run by the Plytix team
Product sheets and catalogs	Spec sheets and dealer catalogs built by hand	Plytix Product Data Sheets (add-on), with bulk PDF export

INDEPENDENT REVIEWS

G2 CATEGORY DATA	SYNDIGO	PLYTIX
Star rating	4.3 out of 5 (220 reviews)	4.7 out of 5 (448 reviews)
Ease of use	8.0	9.0
Ease of setup	8.0	8.8
Ease of admin	8.8	9.2
Quality of support	9.1	9.7
Good partner in doing business	9.3	9.6

The side-by-side table reflects what prospects and customers told us in sales conversations from June 2019 to October 2026. Syndigo's current offering may differ. G2 data is from the G2 Plytix vs. Syndigo comparison page, October 22, 2026.

What teams get with Plytix

3x faster

product sharing with retail partners at Twisted X, a Western footwear brand that replaced one spreadsheet per retailer template with live feeds.

"With Plytix, we're able to share products with retail partners 3x faster. How? We swapped our spreadsheets for live feeds."

Austin, Product Data Officer, Twisted X. Customer story.

10 hours a week

saved at Musco Food, a European food importer that shares about 17,000 products with grocers and retailers through Brand Portals instead of printed catalogs.

"We saved 10 hours a week and grew our client portfolio when we switched to Brand Portals instead of printed product catalogs."

Sabina Belser, Head of Marketing, Musco Food. Customer story.

IN FAIRNESS

Where Syndigo is a strong choice

Syndigo is a capable platform with recognized strengths in retailer compliance, GDSN data pools, and enhanced content delivery. For brands whose biggest retailers require Syndigo or GDSN, and who have a team to manage very large catalogs, it can be a strong choice. For growing mid-market teams that want one product record their own team controls, shared everywhere they sell, at a price they can see up front, Plytix is the better fit.



SWITCHING

Switching from Syndigo is simpler than you think

Your product data is already centralized, so you start from structured data, not spreadsheets. Our onboarding team handles the heavy lifting.

Export

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

Map and configure

The Plytix onboarding team maps your data model and configures your channels.

Run in parallel

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

Plytix scores 8.8 for ease of setup on G2, compared with 8.0 for Syndigo.

Questions buyers ask before switching

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

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

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

Yes. Plytix is billed month to month, so teams can start setting up Plytix before their Syndigo contract ends. Teams whose retailers require Syndigo or GDSN can also keep that connection and run everything else in Plytix.

Does Plytix support GDSN?

Plytix isn't a GDSN data pool, so it doesn't connect to GDSN directly. Depending on your region and the retailers you need to reach, Plytix can work with a partner to send your product data to GDSN. Tell us which retailers require it, and we'll let you know what's available.

Is Plytix powerful enough to replace Syndigo?

For most mid-market brands, manufacturers, and distributors, yes. Plytix keeps one record per product, handles complex catalogs with Families, Relationships, and Automations, and shares data through feeds built from each retailer's template with the Feed Management add-on, Brand Portals, Product Data Sheets, and native Shopify and BigCommerce apps. Syndigo goes further on direct retailer connections, GDSN data pools, and enhanced (A+) content.

How much does Syndigo cost?

Syndigo is sold on quote, and G2 doesn't list its pricing. Buyers told us about fees per SKU and per retailer, and increases when their catalog went past the agreed SKU count. Plytix publishes every plan and add-on, priced by SKU count, with unlimited seats, unlimited feeds with the Feed Management add-on, and month-to-month billing.

Is Plytix cheaper than Syndigo?

In the comparisons buyers shared with us, yes. At 2,000 SKUs, Plytix Pro with Plytix AI, Feed Management, Product Data Sheets, and the Shopify app costs $9,300 a year at October 2026 list prices. The same setup costs $14,700 a year at 10,000 SKUs and $18,420 a year at 20,000 SKUs, no matter how many retailers you send to.

What's the difference between Plytix and Syndigo?

Syndigo is a content syndication network built around direct connections to large retailers and GDSN data pools, sold on quote with fees often per SKU or per retailer. Plytix is the platform mid-market brands, manufacturers, and distributors use to centralize, enrich, and share product information from one record their own team runs, with published pricing by SKU count. They differ on price, who runs the platform, and how data reaches customers. On G2, Plytix scores 9.0 for ease of use and 8.8 for ease of setup, compared with 8.0 for both on Syndigo. Syndigo goes further on direct retailer connections and enhanced content.

What are the best Syndigo alternatives?

Plytix is a Syndigo alternative for mid-market brands, manufacturers, and distributors that want published pricing, a platform their own team can run, and one record they can share with every retailer, distributor, and marketplace. Teams whose retailers require GDSN often keep that connection and run everything else in Plytix.

plytix



Compare both platforms on your own data

Bring your SKU count, your retailers, and your Syndigo 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. Syndigo quotes come from our sales conversations from June 2019 to October 2026. Where the only record is a sales note, it has been summarized rather than quoted. Quotes from sales conversations have been lightly edited for length and clarity. Plytix customer quotes and ratings come from public G2 and Capterra reviews and published Plytix customer stories, with G2 data as of October 22, 2026. Prices are correct as of October 2026. Syndigo is a trademark of its respective owner. Plytix is not affiliated with or endorsed by Syndigo. Statements about Syndigo reflect experiences reported to us and may not reflect their current offering. © Plytix SLU, Málaga, Spain.