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# The Omni Advantage

Embracing Unified DAM + PIM to Elevate Your  
Brand Strategy and Amplify Your Reach

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# Delivering Consistency, Amplifying Success.

## Embracing An Omnichannel Strategy

The world of commerce has undergone a remarkable transformation in the past decade and will only continue to do so in the coming years. For companies selling products, it has become increasingly important to embrace an omnichannel sales strategy to succeed.

Omnichannel refers to the seamless integration of various channels, such as brick-and-mortar stores, websites, mobile apps, social media platforms, and more.

How important is a strong omnichannel sales strategy? According to the Aberdeen Group, **companies with extremely strong omnichannel customer engagement see a 9.5% year-over-year increase in annual revenue**, compared to 3.4% for weak omnichannel companies. Along the same lines, **strong omnichannel companies see a 7.5% year-over-year decrease in cost per contact**, compared to a 0.2% year-over-year decrease for weak companies.

Securing product listings in multiple channels is one hurdle; however, meeting consumer expectations is another. Shoppers not only expect the ability to choose the shopping channel that suits them but at least **90% of consumers anticipate consistent brand interactions across all channels** (SDL).

That's easier said than done... From detailed product attributes and descriptions to product photography, there is a nearly endless list of attributes, all of which need to be correctly formatted to retailer requirements everywhere products are sold.

As a product company, **how do you ensure that you are providing a consistent and accurate experience across channels?**

For brands looking for purpose-built solutions, this means a DAM and PIM. These two platforms often operate independently from one another, though when unified their effect increases drastically.

First, let's familiarize ourselves with DAM and PIM and discover the amplified impact they create when united.

# Understanding DAM

## The Benefits and Limitations

If digital asset management is an unfamiliar concept, not to worry! A digital asset management (DAM) platform is a centralized solution that securely stores and organizes brand assets such as logos, images, videos, written documents, slideshows, and almost any other digital content. It simplifies asset management by providing easy access, efficient searchability, and intuitive organization, helping companies save time and improve productivity. A comprehensive DAM will also offer features like asset collections, quick share links, customizable access permissions, and searching features like tagging, AI tags, and tailored metadata fields.

### The Benefits

1

DAM software gives brands the power to store, organize, manage, find, and share digital assets from one secure location.

2

Digital assets can include documents, presentations, images, videos, or nearly any other kind of brand material.

3

The purpose of a DAM platform is to ensure that the right people can always find the right assets at the right time.

### The Limitations

1

DAM **does not** store product information such as SKUs, price, place of origin, colors, dimensions, usage data, prices, or product descriptions, etc.

2

DAM alone can't accurately manage information across all communication channels required by retailers.

3

DAM itself cannot help share or launch product information.

Adding a DAM to a product company's tech ecosystem can be a total game-changer to increase efficiency and productivity. But here's the thing, a DAM doesn't account for the vast amount of ever-changing product information. In a sense, it's only half the equation.

# Who Benefits From A DAM?

## Customer Example

Ice cream icon, **Ben & Jerry's**, uses a DAM to effectively manage an extensive collection of over 75,000 assets. Operating a global team of over 600, internal efficiency is a top priority for the company. Before adopting a DAM platform, they relied on internal shared servers and hard drives to manage digital assets leading to significant challenges in providing their growing team with reliable access to content. Assets were hard to find and were not fully utilized, and every time new assets were created, they needed to be sorted manually before being distributed to their intended recipients.

Since embracing a DAM solution, Ben & Jerry's has experienced a transformative shift. They have significantly reduced the time spent on ingesting and distributing content; assets are easy to search and shared effortlessly, all within a secure and simple to use environment. The benefits of DAM have empowered Ben & Jerry's to maximize their asset management processes, streamlining their workflow and allowing their teams to create and collaborate seamlessly.



# Current State For Product Companies Operating Without A PIM

Let's set the scene. You're a growing company working hard developing and marketing your products. You've seen some success and are focusing on managing and expanding where your products reach. You feel pressed for time as you partner with new retailers. It's exciting but you also continue to encounter the same frustrations over and over.

The product attributes that your team has worked hard to develop require meticulous formatting to meet the unique requirements of each retailer. Your product information lives in spreadsheets, your digital assets are spread across various desktops and platforms, disconnected from the products they represent. The process of updating and sharing this information with retailers feels confusing and time-consuming, demanding efforts from the sales, marketing, and product teams.

As a consequence, this results in scattered information, duplicative spreadsheets, and tedious hours spent formatting information to meet retailer specifications. Additionally, there's no clear way to determine who has access to what or if your valuable assets and attributes are in the right hands.

## Managing product information without a PIM means,

1	Data inconsistency
2	Manual and time-consuming updates
3	Poor data visibility
4	Reliance on legacy knowledge
5	Difficulty meeting vendor guidelines
6	Challenges scaling
7	Increased cost and errors

# What Is A PIM?

## Product Information Management

So, how do you overcome these challenges? This is where a product information management (PIM) solution comes into play. In short, a PIM is software that centralizes and organizes product data, allowing businesses to efficiently manage and distribute accurate and consistent product information across various channels and platforms. A comprehensive PIM will also offer features like product catalogs, linked product imagery, customizable retail channels, and special preview links for external sharing.

1

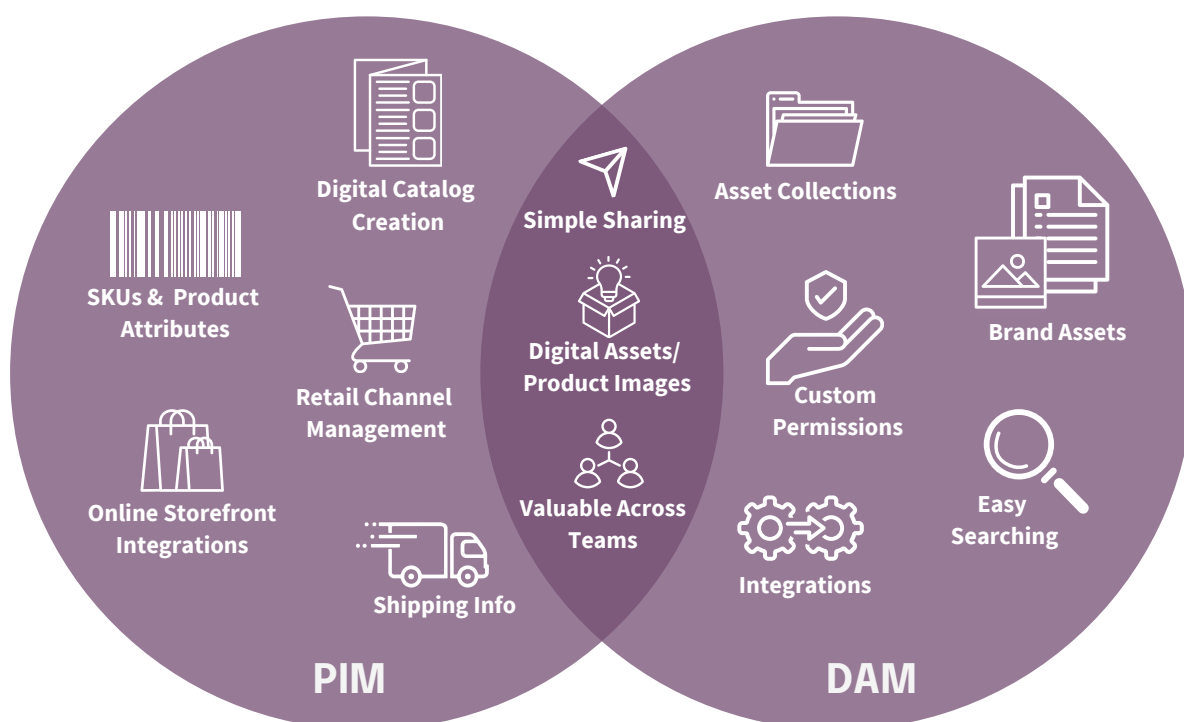
**PIM stands for Product Information Management.** It is a software solution used to centrally manage and organize product-related information and assets. **Information might include attributes such as product SKU, price, dimensions, material, long and short descriptions, washing instructions, ingredient list, shipping directions, etc.**

2

**PIM helps businesses streamline and standardize product information across different channels** and touchpoints, such as e-commerce websites, mobile apps, print catalogs, and more.

3

Comprehensive PIM systems offer digital product catalog creation, enabling businesses to easily add new products, update existing information, and retire obsolete items, **all in a format designed to be easily shared with retailers.**





# How Can PIM Fuel A Brand's Growth?

## Customer Example

**Lake Champlain Chocolates**, a B Corp Certified producer of premium-quality chocolates, recently adopted both a DAM and PIM solution. Their aging hardware and systems, once suitable for a smaller company, were now struggling to keep up.

Initially searching for a DAM solution, they saw the benefits that a PIM could provide them for continued growth. Eliminating information and work redundancies as well as allowing various users to quickly access information relevant to their role were some highlights.

Before implementing a PIM, Lake Champlain relied on Excel sheets to store their product information, resulting in a manual and time-consuming process. Now, with the PIM in place, they have a central source of truth that all their employees can rely on.



# PIM+DAM

## What Your Business Needs To Grow

We've now explored what a DAM and PIM are and what they can offer for your business individually. Now, let's discover how Image Relay's Marketing Delivery takes it to the next level. Marketing Delivery serves as the single source of truth for fast-growing companies providing efficient storage, access, and sharing of brand-approved, up-to-date product information and digital marketing assets. Tailored to enable an omni-channel presence, reduce product time market, and amplify revenue, Marketing Delivery is the ultimate solution for streamlined success.

1

**Organize content in one platform.** Improve consistency and accuracy of product information and digital assets across all channels and platforms.

2

**Launch products faster.** Streamline your product development and launch process by having all necessary information and assets readily available.

3

**Prep for omni-channel distribution.** Centralize product information and digital assets for multiple channels, catalogs, and websites.

4

**Protect your brand & products.** Enhance product accuracy with rich product data, descriptions, and attributes—while building compelling brand stories.

5

**Automate manual tasks.** Leverage the power of tagging, metadata generation, and version control for all of your digital assets.

6

**Manage Creative** with Image Relay's built in Marketing Templates feature.

7

**Utilizing Digital Proofing** improves team collaboration. Built to track recommended changes, compare alterations, and implement revisions on assets in your Library.

8

**External Integrations.** Seamlessly integrate with a wide variety of external systems and tools.



# The Unified DAM + PIM Difference

## Customer Example

Rapidly growing [Kinder's Premium Sauces & Seasonings](#) adopted a DAM to help manage their collection of over **13,000 brand assets**. Implementing the DAM platform significantly lightened the daily load of managing the intake and outflow of assets allowing the Kinder's team to work more efficiently. Although this was a significant improvement, they still had the monumental task of managing the product information for an ever-expanding **catalog of 200 SKUs**. To alleviate the burden they decided to implement a PIM software as well.

Not only did bringing on the PIM allow them to manage consistently accurate product attributes, bundle product info with creative assets and create custom product catalogs to meet retailer needs, but it also resulted in a significant return on investment. According to Kinder's estimations, one hour per day was spent at Kinders looking for files, product information, and updates. **Factoring in 50 employees working 52 weeks per year at an average hourly rate of \$30/hr turns into an estimated annual cost savings well over \$1M.**



# Why Image Relay?

B Corp certified, **Image Relay**, is inspired by helping brands and organizations tell their stories. The Vermont-based software-as-a-service (SaaS) company offers a unified DAM and PIM solution called Marketing Delivery. Customers use Image Relay's DAM and PIM to efficiently store, access, and share their brand-approved, up-to-date product information and digital assets. The Marketing Delivery system is purpose-built to enable an omnichannel presence, reduce product-to-market time, and amplify revenue. Image Relay is SOC-2 Type 2 certified and used by over 400 companies with 100,000 users throughout the world.

## **Manage Efficiently:**

Reclaim the hours you used to spend managing spreadsheets, searching for assets, ensuring brand consistency, and distributing marketing content.

## **Share Effortlessly:**

Deliver perfectly formatted, marketing information to internal and external partners to speed time to market and grow your bottom line.

## **Organize Everything:**

Create a single source of truth across your organization by uniting all your digital assets and product information in one platform.



“  
Image Relay  
helps me  
sleep at  
night.”

Sarah Badger  
Global Content & Community Manager  
Ben & Jerry's

Curious to see how Image Relay's  
Marketing Delivery platform  
could transform your business?

# Let's Talk.

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