

Empower your product
content enrichment
with Ergonode PIM



Customers see values in quality of product content

Your own online store, marketplaces, price comparison sites, social commerce – in today's world, competition is fierce and the customer has a wide range of choices.

Your online sales depend not only on a great offer, but also on how effectively your product pages create a positive customer experience and convert visitors into buyers.

Numerous studies show that product images (83%), descriptions and specifications (82%), customer reviews (75%) and ratings (64%), comparisons and FAQs (45%), and product videos (36%) have the greatest impact on purchase.

The key to increasing sales is to carefully organize content on the product card.

Product detail page features that impact US smartphone Owners' Digital Purchase Decisions

% of respondents, n=2071

Product images/photos	83%
Product descriptions/specs	82%
Product reviews (from customers)	75%
Star ratings	64%
Comparison charts	45%
FAQs	45%
Product video	36%
Up/cross-sell	33%

Source:
<https://www.emarketer.com/content/why-product-page-details-matter>

Customers see values in quality of product content

Importantly, creating an outstanding customer shopping experience is more than just giving them product information. It's about mimicking the sensory experience that products evoke in the offline world. Customers should feel a connection with the seller (human-touch).

Moreover, nowadays, when managing thousands of products, it is no longer possible to create template solutions for sales, research suggests that universal sales designs no longer work.

Equally important is frequent updating of product page content. Brands that reported 26% or greater revenue growth in the past year were more likely to update weekly as well as daily.

Nearly a quarter (22%) of high-performing brands updated daily, compared to 15% of lower revenue brands.

The question is: how can you create that shopping experience and how do you effectively update product content frequently?

How Ergonode's Product Designer transforms your content enrichment

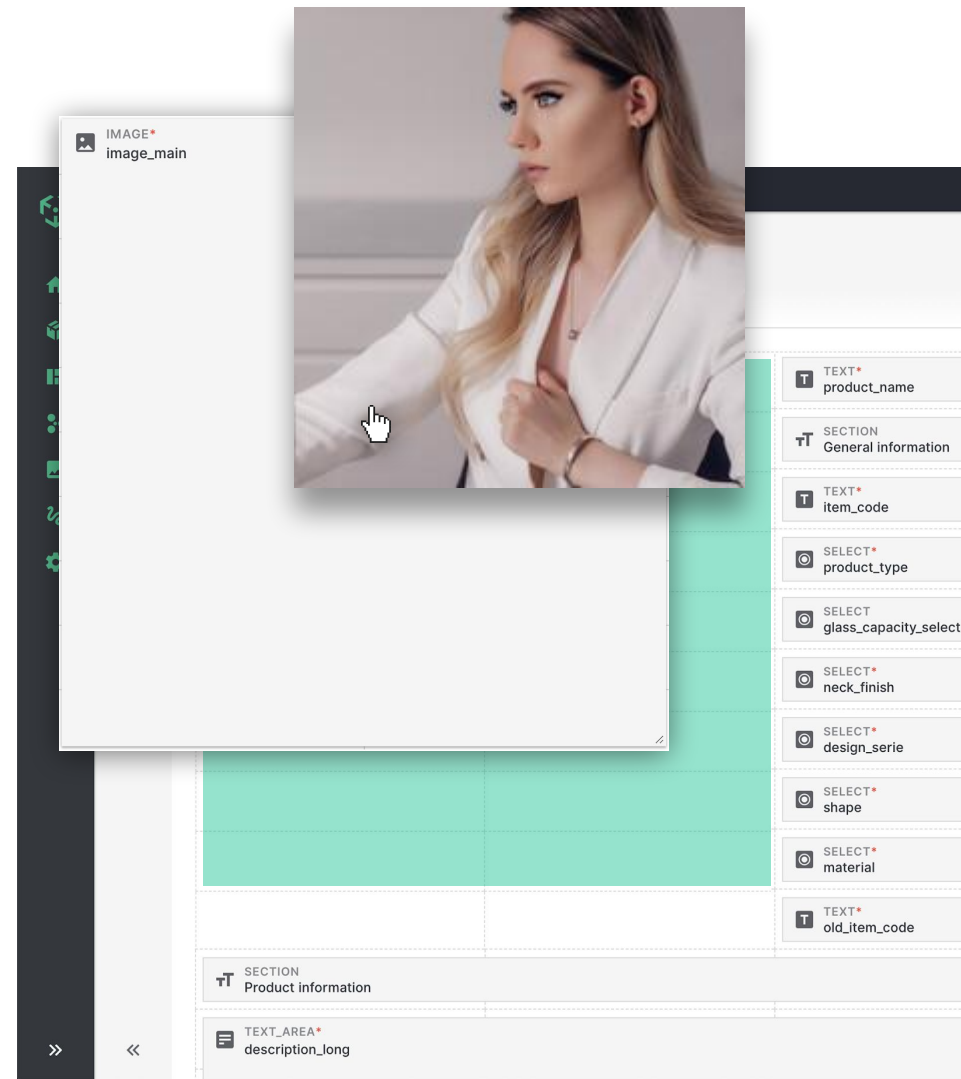
Many product catalog management systems allow you to edit and enrich product data in isolation from the industry context. We decided to redefine a way to work efficiently and enjoyably with product data editing.

Faster enrichment with human-touch

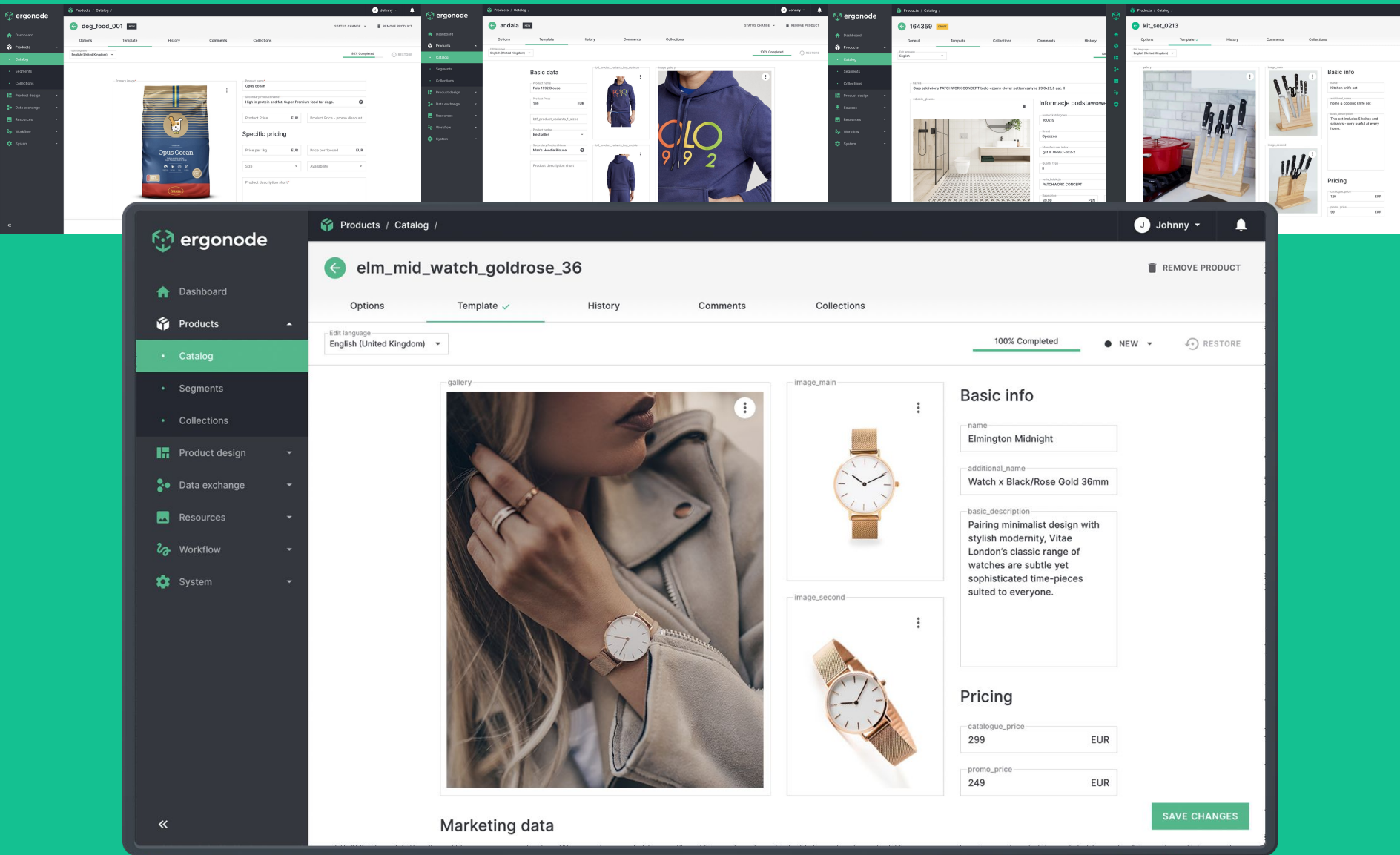
Create a product template that fits your product family and easily adjust its appearance to the context and nature of your assortment. Edit your products efficiently and quickly.

Flexible drag-and-drop layouts

You can build a wide range of page layouts by creating columns and moving elements around the page, without any coding skills..



Create personalized product family templates easily.



Less errors and mistakes

Determine which attributes are important and required to establish data completeness. With a beautifully designed product card, completing your data will be fun and you will make fewer mistakes.

Support for wide types of data

You can choose from 3 types of products (simple, group and variant) and 11 types of attributes (gallery, images, text, textarea, select, multiselect, date, price, number, units, files, etc.) - to make your digital product as accurate as possible.



Discover Excel-like editing in spreadsheet mode

When you need to quickly edit the data of multiple products, it is best to go back to the well-known Excel-like spreadsheet mode. But we reinvented it for product enrichment again.

Fast and easy inline editing

Enrich your product data like in Excel directly from grid mode with inline editing and simple drag mass copying.

Drag-and-drop columns to personalize your view

Drag attributes to design work-area with best fit to your requirements. Every attribute can be dragged as a column or filter to make your area more convenient to work.



The screenshot displays the Ergonode 'Catalog' interface. On the left, a sidebar lists 'Product attributes' (English (United Kingdom)) and 'System attributes' (Not assigned, #all, #attr_date, #attr_file, #attr_gallery, #attr_image, #attr_ms, #attr_numeric, #attr_price, #attr_text, #attr_textarea, #attr_unit). The main area shows a table with columns for product ID, name, and various attributes. A modal window is open for editing the '#attr_ms' (MultiSelect) attribute for product ID 34. The modal shows a list of selected values: #1, #2, #3. A search bar and 'OK'/'CLEAR ALL' buttons are also visible. A 'SELECT attr_select' button is highlighted in the bottom right corner of the modal.

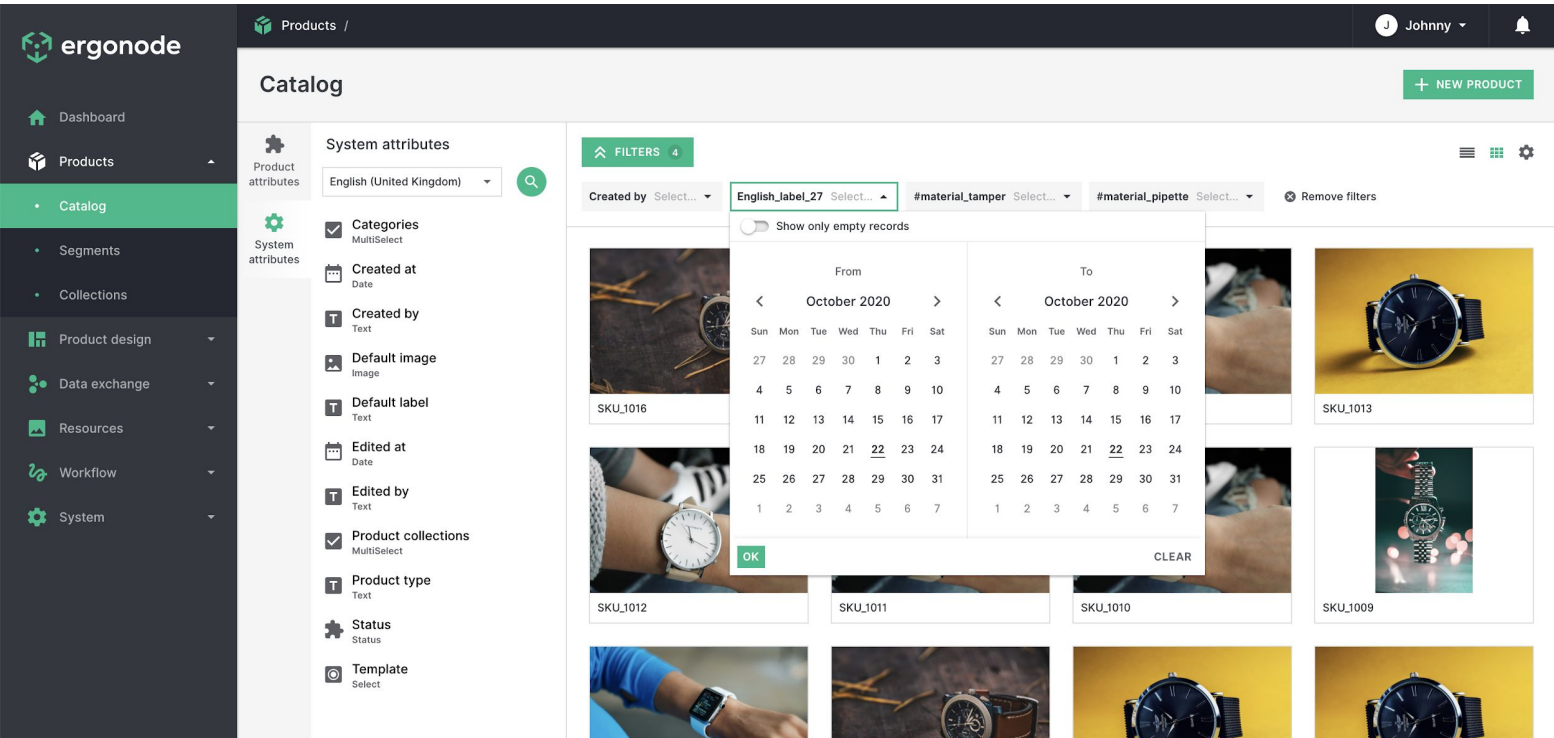
Discover Excel-like editing in spreadsheet mode

Use advanced filtering to easily reduce the range of products

Focus on the right data with advanced filtering options. Just drag attributes to filters area and make your work with catalog more efficient.

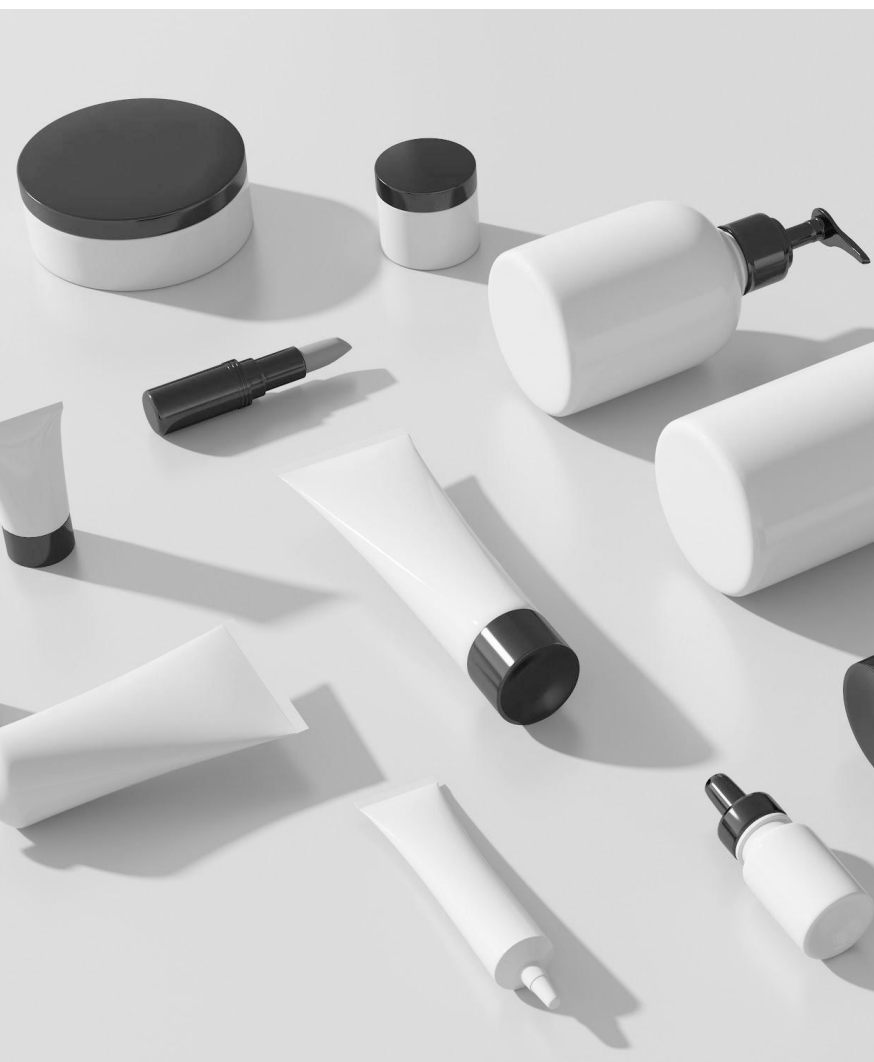
Use easy and powerful mass update function

Copy elements in easy to use bulk action by click and dragging selected cells in spreadsheet mode. That's it. Easy, but powerful.



Build relations between products in few minutes

For as many as 33% of customers, product recommendations are important. Building a proper network of connections between products thus becomes crucial and has a significant impact on purchase decisions for many users.



Different type of relations

You can define various types of relations (e.g. Up-sells, Cross-sells) and build many collections based on those types.

Collections based on product segments

Set the segmentation conditions and create right relations between products. Save time and increase sales.

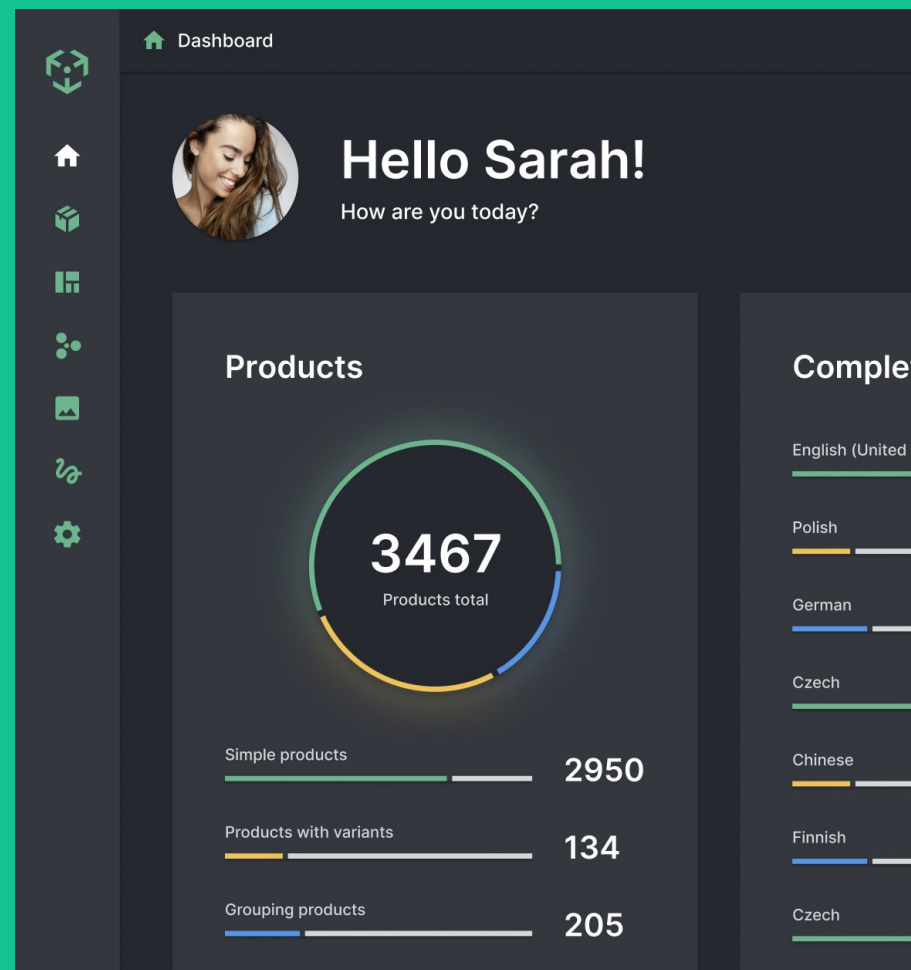
How can Ergonode boost your business?

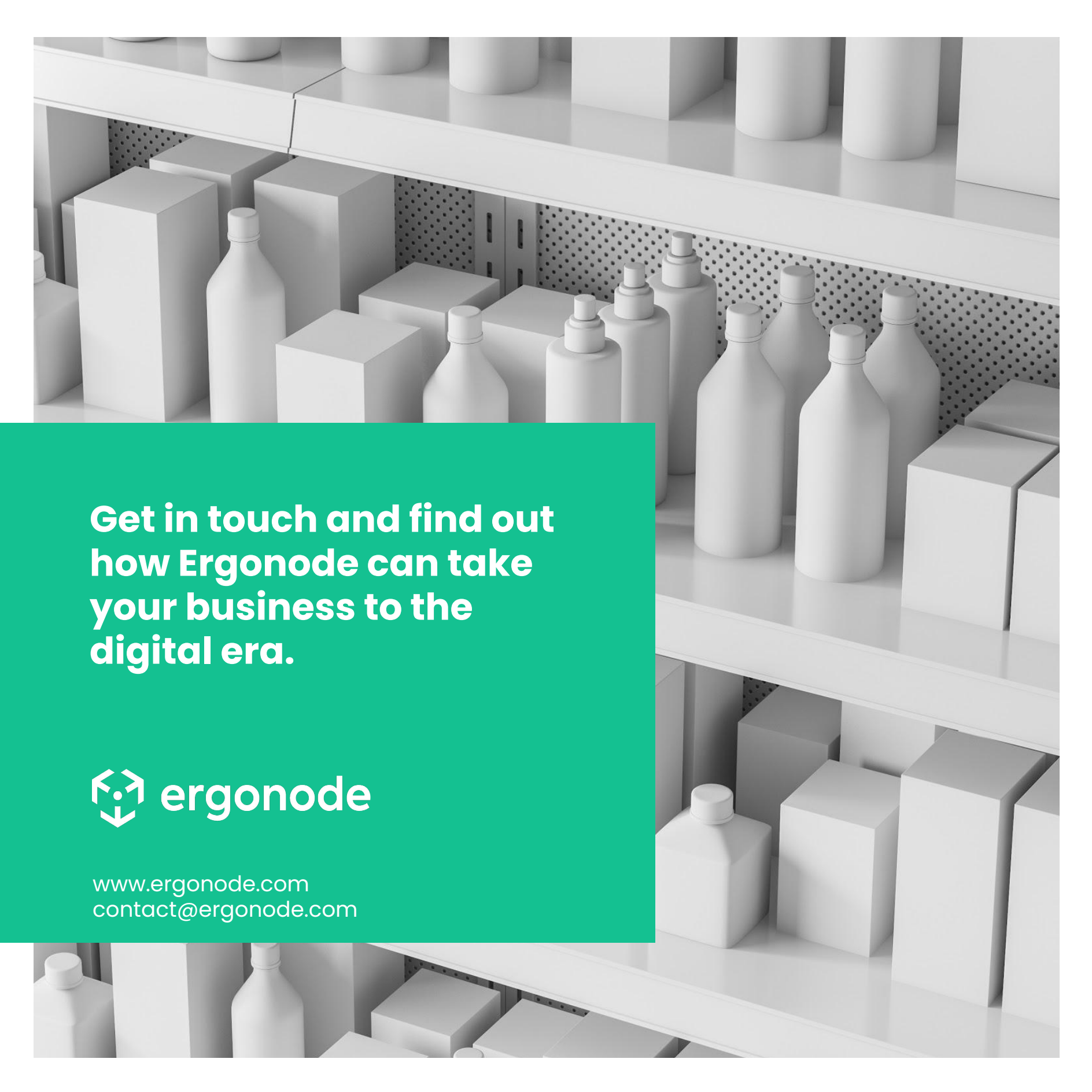
Ergonode is a modern open-source PIM system that facilitates and streamlines product information management in e-commerce. It is a simple and ergonomic platform to create, manage and distribute product information to multiple channels.

Based on years of experience in the e-commerce industry, we have created the PIM system, which is the answer to the needs of the world of digital transformation. Our mission is to make management of thousands of products as simple and convenient as possible.



We are focusing on design, efficiency & ergonomics for even better user experience.





**Get in touch and find out
how Ergonode can take
your business to the
digital era.**



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