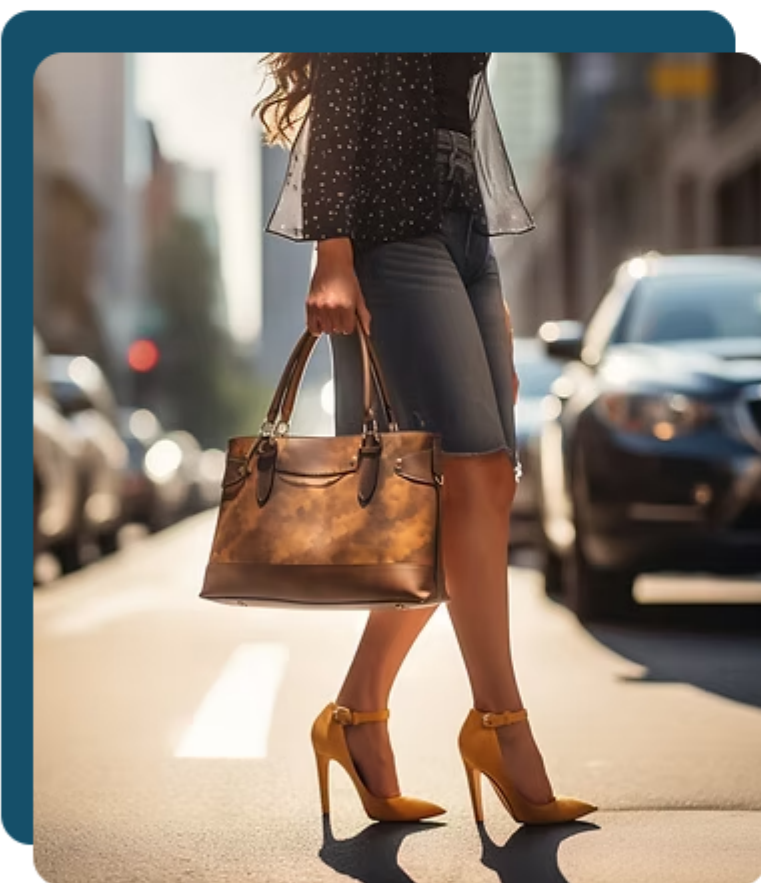


Product Experience Management Customer Case Studies

Transform customer experience and boost ROI.

Global House of Iconic Brands

A \$7 billion global retailer of iconic brands needed a solution to manage product information and data governance across its brands, guarantee consistent product information across all channels, and deliver exceptional product experiences.



The Solution

Digital Wave Technology's PXM solution provides structure around product management and web publishing. While supporting interchangeability between brands, the solution offers a unique workflow for each brand by user role, attributes, hierarchies, and business rules. Each brand resides on the same instance of the single, unified product platform, improving executive leadership visibility and informed decision-making.

The Results

The customer saw immediate value, allowing its team to update items with missing data, view products that weren't available on digital channels, surface and solve costly discrepancies, and more.

The exceptional results included:

- **Revenue Growth:** Tripled digital revenue within 12 months facilitated, in part, by Digital Wave PXM.
- **Unified Product Platform:** Began powering 26 global websites in multiple languages across 3 brands.
- **Enhanced Website Performance:** Improved speed and SEO, leading to an enhanced customer experience and higher conversion rates.
- **Improved Data Quality and Attribution:** Enabled better data attribution and quality control, reducing returns and improving customer satisfaction.
- **Operational Efficiency:** Cut manual data entry by 25%, freeing up valuable resources. Automating processes led to redeploying team members and capital to other revenue-generating tasks.